

CASE STUDY

Why This Spa Wasn't Getting More Clients — And It Had Nothing to Do With Marketing

THE SITUATION

- Local wellness business in Ocean County, NJ
- Growth driven primarily by word-of-mouth and repeat clients
- Existing website not driving new inquiries or supporting growth

THE PROBLEM

- Services not clearly reflected on the website
- Messaging created confusion around specialization
- Local search signals misaligned with how clients were searching
- Site lacked structure to support conversion or booking

WHAT WE DID

- Clarified service positioning (Massage Therapy + Body Treatments)
- Aligned website messaging with actual offerings
- Updated page structure to better support user understanding
- Improved local SEO signals for Ocean County search visibility
- Cleaned up backend elements so search engines could better interpret the site

THE OUTCOME

- Website now clearly reflects services offered
- Local search alignment has improved
- Visitors quickly understand what is available
- Site positioned for future growth initiatives

EARLY PERFORMANCE SIGNALS

Since updates went live mid-March

+16.3%

Profile
Visibility

+23%+

Direction
Requests

↑ Trending

Call
Activity

↑ Trending

Engagement
March

Strong alignment with high-intent searches ("massage near me", "massage Brick NJ"). Website clicks are down YoY, but behaviour signals a shift toward higher-intent actions directly within Google — including calls and direction requests.

KEY TAKEAWAY

"Most service businesses don't have a marketing problem. They have a clarity problem. Once the foundation is clear, marketing becomes more effective — and growth more predictable."

ABOUT LYRIDEN STUDIO

Lyriden Studio helps service-based businesses grow by fixing what's actually holding them back — starting with clarity, visibility, and the systems needed to scale.