



Case Study / Betweenheavenandearthspa.com

Challenge:

Beth Miller bought in to a beautiful day spa business. The location was a tranquil haven to receive a relaxing massage and skin treatments. But Between Heaven and Earth only had one problem, Clients! Her biggest competition in town had been in business for 10 + years and had the day spa market in town wrapped up. Beth sought out ARC Design to put together a user-friendly website to showcase her fantastic spa and pick up out of town visitors and loyal competition customers.

Solution:

ARC's solution for the Between Heaven and Earth site, was to let potential customers see the inside of the spa before they visited; a professional photographer was obtained to capture the mood of the serene setting.

Because the competition had been online for a long time they automatically came up on the Search engines first on local searches. ARC decided on clean SEO techniques to optimize the site and give it natural search capabilities.

Using proper keywords and descriptions the sites content would have to match to get a top rating on the big 3.

Results:

After 6 months of online time, Between Heaven and Earth spa site accomplished these amazing goals

- Visitors went from 60 a month to a huge 500 monthly. ARC utilized good code and optimization practices to achieve great natural searches.
- The mood was captured by wonderful low light photography and pop up shots to get supreme close-ups.
- A specials page on the site was added and is changed monthly to keep up with seasons and holidays. The specials page has now taken the place of expensive printed brochures and flyers, and can be updated in one afternoon.

- Improved pop-up maps help customers find the hidden location of the spa.
- Customers from all over North and South Carolina visited BHAE Spa, found from searches using Google and Yahoo.

In summary, the site's strategic planning and simple design has increased the spa's clients and boosted the bottom line. On a small budget, the full color format of the website shows off the Spa and entices clients to visit for a relaxing afternoon of services.