

CASE STUDY

Amore Aesthetics

Amore Aesthetics Increases New Patients & Revenue with HLM

“HLM strategies are working. I’m getting new clients every day and excited for what the future holds for Amore Aesthetics!”

— Staci Katz, Owner Amore Aesthetics



“We Needed Visibility in Our Local Market”

Amore Aesthetics was doing everything right. They designed a warm and welcoming atmosphere and offered the med spa services people were looking for. They had an excellent reputation, and they built solid relationships with their clients. Unfortunately, with 20 competitors, including national brands, they lacked the visibility and market penetration needed to reach the potential 2,446 people looking for spa services.

KEY METRICS

50%
More Mobile Calls

44%
More leads from
Google Local Listing

58%
More
Website Leads

 **INDUSTRY**
Cosmetics/Aesthetics

 **BUSINESS TYPE**
Single Location

 **LOCATION**
Ramsey, NJ

 **HLM SERVICES**

- HLM Performance
- SEO Gold
- Core70

Before Spa Coach Daniella Addo recommended HLM, Staci never imagined how quickly she could **gain market penetration with a robust SEO strategy.**

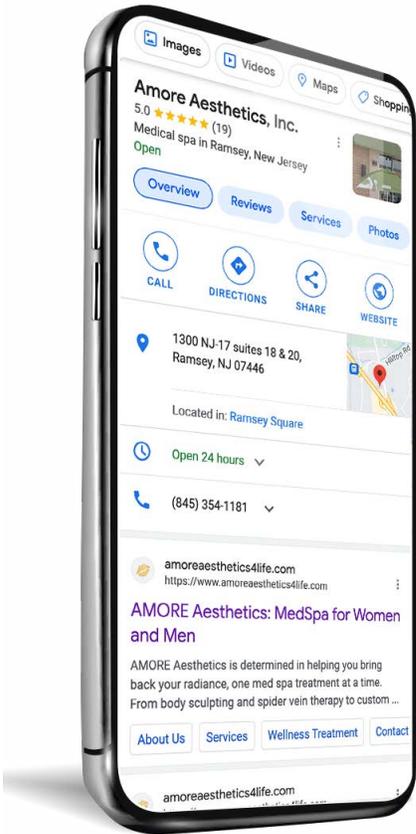
Unleash Your Online Potential!

Nobody knows your business better than you and not many agencies know the cosmetics/aesthetics industry better than HLM.

Join the over 2,000 local businesses accelerating their growth with the strategies, tools, and technology, only available from HLM


4.9 ★★★★★


★★★★★



Building a Solid Digital Foundation

When Amore Aesthetics came to HLM in 2022, they hadn't focused on digital marketing due to time, money, and an overall lack of experience in the subject. We needed to create a strong online foundation to help differentiate Amore Aesthetics from its competitors and earn top positions for local med spa searches. Once established, our local SEO and paid search experts could launch a bottom-of-the-funnel strategy to capture prospective patients actively using search engines to research the med spa services Amore provides.

Creating an Amazing Website Experience

Focus on modern design, updated structure, and content refresh. Our team of experts nailed it. The Amore Aesthetic website visitors increased their average pages per session to just over two pages and their average session duration to 1:30 min, meeting the industry average (according to HubSpot) and meaning they are very engaged. Furthermore, leads are up 100%, with most new clients coming from organic efforts.

Penetrating the Local Spa Market

Focus on local visibility, backlinks, and industry authority. HLM's SEO tactics included optimizing the Amore Aesthetic Google Business Profile, creating NAP (name, address, phone) consistency across local directories, and adding credible backlinks to their website. We also collaborated with Amore's aesthetic experts to generate highly optimized blogs positioning Amore as a local med spa authority. The results were phenomenal! Our local SEO efforts increased new website traffic by 101% introducing 322 monthly new users to the Amore Aesthetics brand.

Unlock your potential. Gain your competitive advantage.

In today's ultra-competitive digital marketing landscape, the difference between gaining a customer and losing one to a competitor is razor-thin. That's why you need a digital agency that's experienced in your industry, builds its own technology, and specializes in multi-channel digital marketing strategies that strengthen your brand position to dominate search results and gain maximum business impact.

Competitive Insights

Real-time competitor insights to get ahead and stay ahead.

- Understand your market & competitive landscape
- Identify your online weaknesses
- See competitor strategies
- Set benchmarks for success

Unmatched Transparency

Alignment, communication, and transparency you need to grow.

- One login access to critical metrics, leads, support, and account info
- Real-time HLM activity tracker
- Built-in feedback loops to rate leads & performance

Leading Technology

Reach your best customers, stay relevant, and operate leaner.

- Industry's best website speed, security, & stability
- Real-time lead tracking & management
- Customer feedback & reviews generator
- Intuitive, mistake-proof website CMS