

digitalmedspa

5 things you can do today to help improve your digital identity, rank better in Google and generate more leads.

Digital Marketing and Business Operations Services for Med Spas
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Introduction

*Thank
you!*

Thank you for downloading our guide to optimizing your digital identity, also known as your website, and the first impression for your future patients.

In this guide, you'll find:

1. Things you'll want to consider in order to make your website stand out from the crowd.
2. Search engine optimization (SEO) strategies you can use today.
3. Top-ranking short tail and long tail keywords for the med spa industry that you can incorporate into your content immediately.
4. Conversion rate optimization (CRO) strategies to consider that will bring more inquiries and booked consultations to your med spa.
5. Google's algorithm requirements in order to rank on page one and get seen - the biggest hurdle in getting ranked in SERPs (search engine result pages).



Make your website stand out from the crowd

Besides making your website mobile optimized and mobile friendly that loads fast and in an intuitive way, there are some things you can do now to make your website stand out from the other med spas.

BRAND CONSISTENCY

I've seen it so many times, the website doesn't quite match with the Facebook and Instagram pages, nor does it flow visually into the appointment booking system. I've seen H1 tags with no relevant keywords, and the worst offender - misspellings. All of these will help your website lose trust and authority. **Consistency in design and content is key to your digital identity.** You want users to know it's your business as soon as they see your logo and design elements.

Brand consistency **builds trust and recognition** among consumers, **reinforcing the brand's identity and values** across all touchpoints. It ensures that every interaction with the brand reflects a **unified message**, which helps **foster loyalty**, differentiate from competitors, and **ultimately drives business growth**.

Consider an audit of your website and social media channels to ensure brand consistency across all platforms.



Make your website stand out from the crowd

BRAND CONSISTENCY (CONTINUED)

Here's a list of things to check on your website **today** to ensure it's optimized, user friendly and builds trust in your website visitors.

- **Website Speed:** Ensure fast loading times for all pages. Use tools like Google PageSpeed Insights to check and improve speed.
 - Does your site load fast?
 - Can you click on the schedule link or button right away?
 - Do all the design and content elements fall into place in the same logical order as your website?
- **Mobile Optimized:** Confirm the site is fully responsive (items shift to fit correctly and links work right away) and looks good on all devices. Test navigation and functionality on smartphones and tablets.
- **Error Handling:** Check for broken links and fix them. Ensure 404 error pages are user-friendly and guide users back to the main content.
- **Accessibility:** Ensure the site is accessible to users with disabilities (e.g., alt text for images). Use tools like WAVE to check accessibility compliance.



Make your website stand out from the crowd

BRAND CONSISTENCY (CONTINUED)

- **Content:** Your content should be optimized for search engines using relevant keywords just enough so it doesn't look like keyword stuffing. We'll cover that shortly.
 - Provide high-quality, engaging, and informative content.
 - Regularly update blog posts and articles.
 - Ensure grammar and spelling are error-free.
- **User-Friendly Navigation:** The key to user-friendly navigation is simple. Does the order of the links in the nav, from left to right, make sense in the order they are in? What is the path you want your website visitors to take in order to convince them to make an appointment or consultation? Sit down with some of your existing clients and ask them what their viewpoint is on your website and how easy it is to find the information they want. Others suggestions include:
 - Ensure the menu is clear and easy to use.
 - Include a search bar for easy content access.
 - Use breadcrumbs to help users understand their location on the site.



Make your website stand out from the crowd

BRAND CONSISTENCY (CONTINUED)

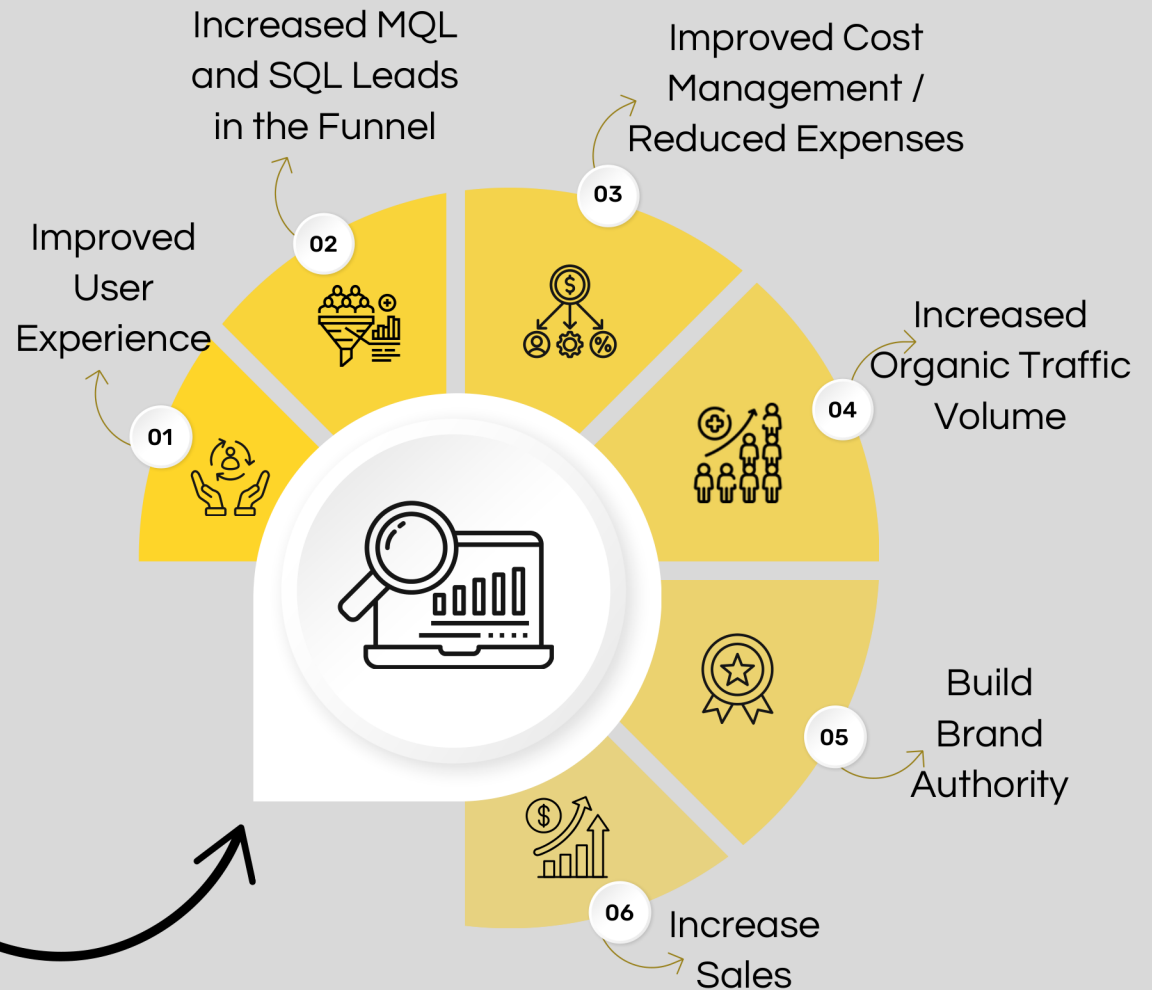
- **Visual Design:** Is your design consistent across all platforms? Are you using the same fonts, font sizes, colors? Do you have alt tags and descriptions for searchability?
 - Be sure to use a clean, modern design with a consistent color scheme.
 - Include high-quality images and videos that are optimized for mobile.
 - Ensure text is easy to read with proper font size and contrast.
- **Calls to Action (CTAs):** Place clear and compelling CTAs throughout the site. Ensure buttons are easy to find and click. Several strategically placed CTAs will help increase conversions on your website. Ensure all platforms use consistent language in your CTA.
- **Trust Signals:** Display patient and client testimonials and reviews prominently. Include any certifications, awards, or memberships. Ensure contact information is easy to find, including a physical address and phone number.
- **Security:** Ensure the site has an SSL certificate (<https://>). Display security badges if applicable (e.g., payment security). This will help to increase trust.

Search engine optimization (SEO) strategies you can use today

WHY IS SEO IMPORTANT?

- The majority of online experiences begin with a search engine.
- By optimizing your website for search engines, you increase your chances of ranking higher in SERPs (search engine results pages), which can lead to more organic traffic, visibility, and potential customers.

WHAT ARE THE ADVANTAGES OF SEO TO YOUR BUSINESS?



Search engine optimization (SEO) strategies you can use today

SEO COMPONENTS

There are three main categories of SEO that Google looks at to determine its algorithms ranking.

- On-Page SEO: Optimization of individual web pages to rank higher and earn more relevant traffic in search engines. This includes optimizing content, HTML source code, meta tags, and URL structure.
- Off-Page SEO: Activities done outside of your website to improve its search engine rankings. This includes building backlinks from other websites, social media engagement, and online reputation management.
- Technical SEO: Optimization of the technical aspects of your website to improve its crawlability, indexability, and site speed. This includes factors like website structure, mobile-friendliness, site speed, and schema markup.

Search engine optimization (SEO) strategies you can use today

SEO COMPONENTS (CONTINUED)

On-Page SEO: On-Page SEO involves making changes and to the website itself in content areas. Keep this as your checklist!

- ☐ Write Unique Site Content
- ☐ Strategically Place Keywords Keyword Rich Title Tags
- ☐ Click Worthy Meta Descriptions
- ☐ Optimized URLs
- ☐ Keyword H1 Titles
- ☐ Keyword H2 and H3 Headers
- ☐ Keywords in First Paragraphs Images /Alt Tags
- ☐ Internal Linking

Pro-Tip! Create short introduction paragraphs and bulleted lists.
This will increase your chance of getting into a rich snippet on Google!
What's a Rich Snippet? Ask Us!

Search engine optimization (SEO) strategies you can use today

SEO COMPONENTS (CONTINUED)

Off-Page SEO: Involves doing things off of your website that will affect your search rankings and help search engines see your site as reputable. Keep this as your checklist!

- ☐ External Linking
- ☐ Link Building (Backlinking)
- ☐ Broken Link Fixing
- ☐ Public Relations
- ☐ Social Media Strategy
- ☐ Local SEO Strategy
- ☐ Brand Mentions
- ☐ Influencer Marketing
- ☐ Guest Posting
- ☐ Podcasting

Technical SEO: Involves optimizing technical aspects of your website used for crawling and indexing your webpages for SERPs as well as website performance.

- Use Secure HTTPS, not HTTP.
- Organize SEO Site Architecture in a logical, user-friendly hierarchy.

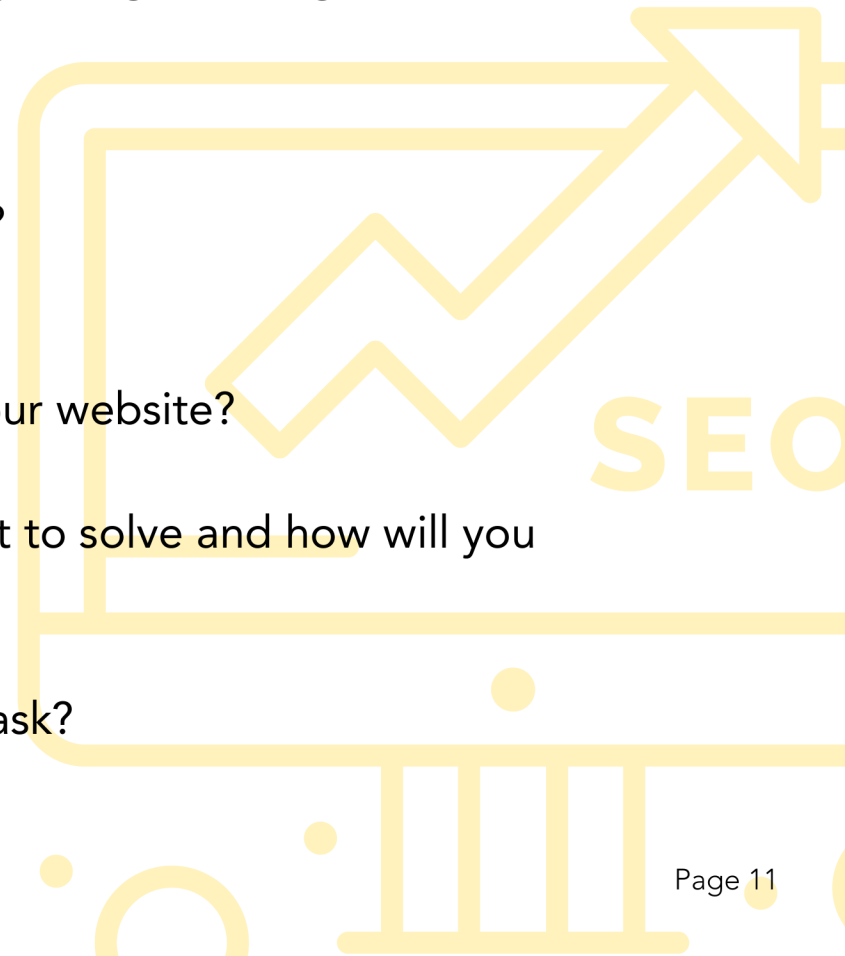
Search engine optimization (SEO) strategies you can use today

WITH SEO CONTENT IS KING

HubSpot reports that businesses that regularly publish blog posts get 350% more traffic than those that don't publish content on a regular basis. In addition to writing regular blog posts, optimizing all of your content is key to high ranking SERPs.

Begin by answering these questions:

- What is the purpose of your business and website?
- What is the primary message of your company?
- How will you welcome users to your website?
- What do you want your customers to get out of your website?
- What needs do your customers have?
- What are your customers pain points that you want to solve and how will you accomplish that?
- What makes customers keep coming back?
- What are common questions that your customers ask?



Search engine optimization (SEO) strategies you can use today

WITH SEO CONTENT IS KING (CONTINUED)

- What action do you want users to take, i.e., call, complete a form, order a product, sign up for emails, download a resource?
- What makes your company different than your competitors?
- When someone is searching for a business like yours, what would they type into a search engine?
- How will your target audience find your website?

Complete these questions for yourself! **Print our worksheet at the end of this resource** to answer these questions and help you get started in creating or improving your content strategy.

Search engine optimization (SEO) strategies you can use today

LOCAL SEO

Local SEO is optimizing your website and online presence to attract more local customers. This includes:

- optimizing your Google My Business listing
- getting listed in local directories
- generating positive reviews from local customers

Google My Business: Optimizing your Google My Business (GMB) profile is a critical component of local SEO. A well-optimized GMB profile can improve your business's visibility in Google Maps and local search results, providing essential information such as business hours, contact details, reviews, and directions to your location. If you have not already, you can and should sign up for Google My Business [here](#).

Search engine optimization (SEO) strategies you can use today

LOCAL SEO

Local Directories: Listing your business in local directories is important for boosting online visibility and reaching potential customers.

- **Local Citations:** These are online listings of your business that include your name, address, and phone number, which are vital for local search rankings.
- **Directories:** Start with general local directories like Yelp.com, BingPlaces.com, Yext.com, Foursquare.com, and then add industry-specific directories relevant to med spas such as SpaFinder.com and MedSpa.com.
- **Submissions:** Submit your business manually to directories or use tools like Semrush's Listing Management for automated submissions.
- **Manage:** Regularly monitor and respond to customer reviews in online directories to maintain a positive online reputation.

We can help make expanding and managing your local listings easy. Our Listing Builder, Listing Distribution, and Listing Sync tools can do this and for you quickly, easily and affordable. Ask us how!

Search engine optimization (SEO) strategies you can use today

LOCAL SEO

Positive Reviews: Getting good reviews on Google have become paramount to the growth and success of med spas.

Here's a strategy to help you get started:

1. Ask for reviews: Request feedback from customers.
2. Be on review platforms: Ensure your business is listed on relevant review sites.
3. Respond to negative reviews: Address any negative feedback professionally.
4. Share positive reviews: Display favorable reviews on your website and social media.
5. Review your customers positively: Acknowledge and appreciate your customers.
6. Offer incentives: Provide rewards or discounts for leaving reviews.
7. Train your customer service reps: Teach staff to ask for reviews.
8. Host events to meet customers: Build relationships and encourage feedback.

Our all-in-one reputation management software and services help businesses build and take control of their online reputation. Send us an email to info@digitalmedspa.net for more information.

Top-ranking short tail and long tail keywords for med spas

KEYWORD STRATEGY - SHORT TAIL KEYWORDS

Short-tail keywords are typically 1-2 words and have a high search volume but are also highly competitive. Here are the top 10 short-tail SEO keywords that you should be using today:

- 
- A large, stylized yellow graphic on the right side of the page. It features a large upward-pointing arrow with a zigzag line inside it, and the letters 'SEO' in a bold, sans-serif font. Below the arrow is a horizontal line with a dot, and further down is a vertical line with three dots, resembling a computer monitor or a stand.

1. Med Spa

2. Botox

3. Facials

4. Laser Hair Removal

5. CoolSculpting

6. Microneedling

7. Dermal Fillers

8. Chemical Peels

9. Skin Care

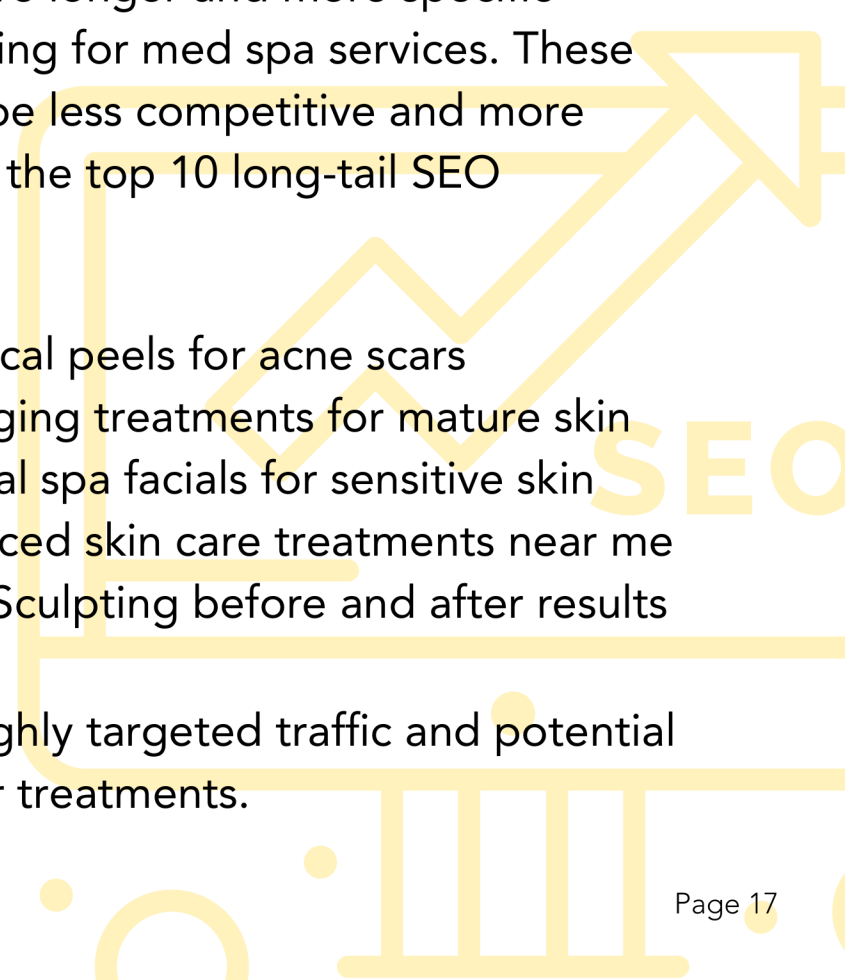
10. Anti-Aging

These keywords are widely searched and can drive significant traffic to med spa websites, though they require strategic SEO efforts to rank highly due to their competitiveness.

Top-ranking short tail and long tail keywords for med spas

KEYWORD STRATEGY - LONG TAIL KEYWORDS

One of the main reasons to focus on long tail keywords is their ability to target a more specific audience, leading to higher conversion rates as users find content that closely matches their search intent. Long-tail SEO keywords are longer and more specific phrases that potential patients might use when searching for med spa services. These keywords typically have lower search volume but can be less competitive and more targeted, leading to higher conversion rates. Here are the top 10 long-tail SEO keywords you can add to your website today:

- 
- A large, stylized yellow graphic on the right side of the page. It features a large upward-pointing arrow with a zigzag line inside it, resembling a line graph. To the right of the arrow, the letters 'SEO' are written in a large, bold, yellow font. Below the arrow, there are several vertical bars of varying heights, also in yellow, and a few small yellow circles scattered around the bottom of the graphic.
1. Best med spa for Botox near me
 2. Affordable laser hair removal services
 3. Non-surgical fat reduction treatments
 4. Top-rated microneedling clinics
 5. Where to get dermal fillers safely
 6. Chemical peels for acne scars
 7. Anti-aging treatments for mature skin
 8. Medical spa facials for sensitive skin
 9. Advanced skin care treatments near me
 10. CoolSculpting before and after results

These long-tail keywords can help med spas attract highly targeted traffic and potential clients who are closer to making a decision about their treatments.

Conversion rate optimization (CRO) strategies to consider

CONVERSION RATE OPTIMIZATION (CRO)

Conversion Rate Optimization (CRO) is the process of increasing the percentage of website visitors who take a desired action by enhancing a website or landing page—such as filling out a form, making an appointment online, signing up for a newsletter, making a purchase, or any other predefined goal.

Benefits of CRO

- Increased Revenue: Higher conversion rates lead to more sales and revenue without needing additional traffic.
- Better ROI: Optimizing existing traffic is more cost-effective than attracting new visitors.
- Improved User Experience: Enhancing the website's usability and functionality benefits users and increases satisfaction.
- Competitive Advantage: Efficient CRO strategies can set your business apart from competitors.

Conversion rate optimization (CRO) strategies to consider

CONVERSION RATE OPTIMIZATION (CRO)

CRO involves understanding how users navigate your site, what actions they take, and what is stopping them from completing your goals.

Conversion Rate Optimization

Strategies: CRO strategies significantly help a med spa grow by turning more website visitors into paying patients and clients.

We'll highlight seven very effective CRO strategies tailored for the med spa industry.



Conversion rate optimization (CRO) strategies to consider

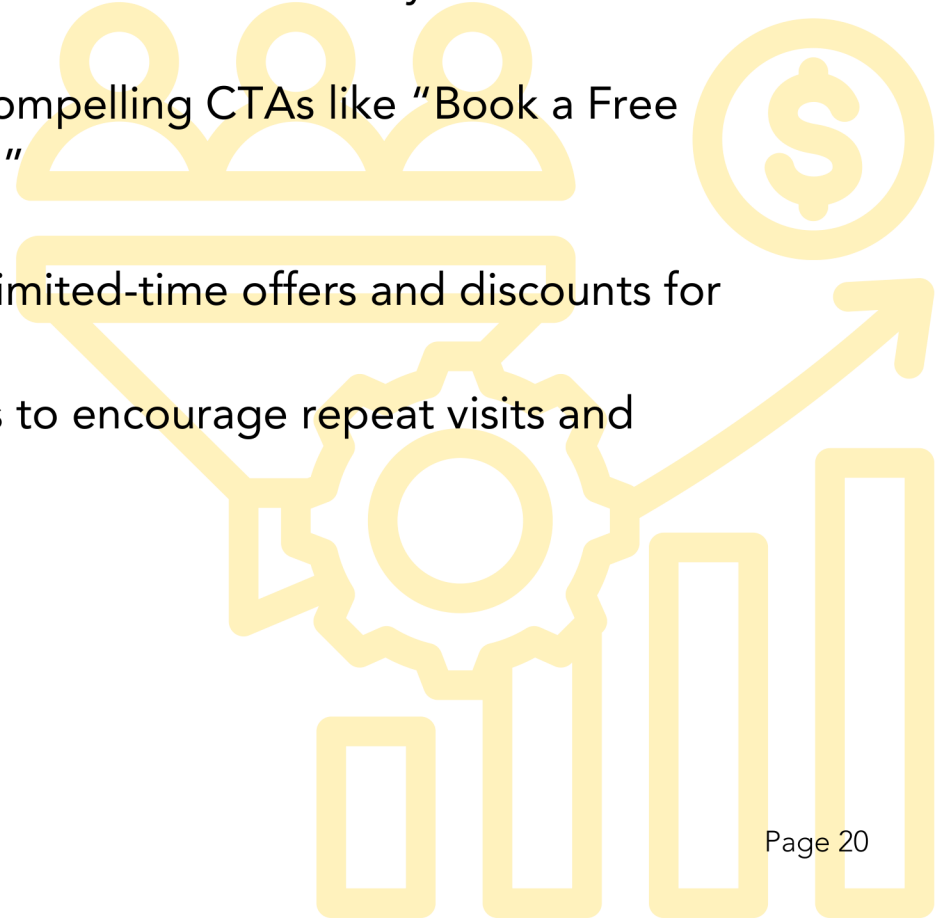
CONVERSION RATE OPTIMIZATION (CRO)

Optimized Landing Pages

- Clear Value Proposition: Highlight what sets your med spa apart—special services, experienced staff, or exclusive offers.
- Engaging Headlines: Use headlines that catch attention and convey the benefits of your services.
- Strong Call-to-Actions (CTAs): Use clear and compelling CTAs like “Book a Free Consultation” or “Get 10% Off Your First Visit.”

Special Offers and Promotions

- Limited-Time Discounts: Create urgency with limited-time offers and discounts for new patients and clients.
- Loyalty Programs: Implement loyalty programs to encourage repeat visits and reward loyal customers.



Conversion rate optimization (CRO) strategies to consider

CONVERSION RATE OPTIMIZATION (CRO) (CONTINUED)

High-Quality Content and Visuals

- Before and After Galleries: Showcase the effectiveness of your treatments with high-quality before and after photos.
- Testimonials and Reviews: Display positive testimonials and reviews prominently to build trust and credibility.
- Educational Content: Provide detailed descriptions, benefits, and FAQs for each service to educate and reassure potential patients.

Personalized User Experience

- Dynamic Content: Use personalized content based on user behavior, such as showing relevant services based on their previous visits or interactions.
- Retargeting Campaigns: Implement retargeting ads to bring back visitors who did not convert on their first visit.

Simplified Booking Process

- Easy Appointment Scheduling: Make it simple for users to book appointments online with a straightforward, minimal-step process.
- Live Chat Support: Offer live chat to answer questions and assist with bookings in real-time.

Conversion rate optimization (CRO) strategies to consider

CONVERSION RATE OPTIMIZATION (CRO) (CONTINUED)

Social Proof and Trust Signals

- **Certifications and Awards:** Display any relevant certifications, awards, or affiliations with reputable organizations.
- **Safety and Hygiene Practices:** Highlight your commitment to safety and hygiene, especially important in the med spa industry.

Follow-Up and Email Marketing

- **Email Follow-Ups:** Send follow-up emails to clients after their visits, asking for feedback or offering additional services.
- **Targeted Email Campaigns:** Use segmented email lists to send personalized promotions and updates based on client preferences and past behavior.

Implementing these CRO strategies can help a med spa enhance its online presence, attract more potential patients, and increase conversion rates, ultimately leading to business growth.

Schedule a complimentary 30-minute marketing call with Devon Kirk to talk through these CRO ideas and implement them on your website.

Google's algorithm requirements in order to rank on page one

GOOGLE ALGORITHMS

Google makes small algorithm updates all the time, we just don't know about them (unless you really search for them). It's when they make a **core** algorithm update that will impact thousands, even hundreds of thousands of website rankings do they put out an explanation with details.

- Google's March 2024 Core update includes algorithm changes to improve search result quality and new spam policies.
- The update aims to reduce low-quality, unoriginal content in search results by 40%.
- New spam policies target scaled content abuse, site reputation abuse, and expired domain abuse.

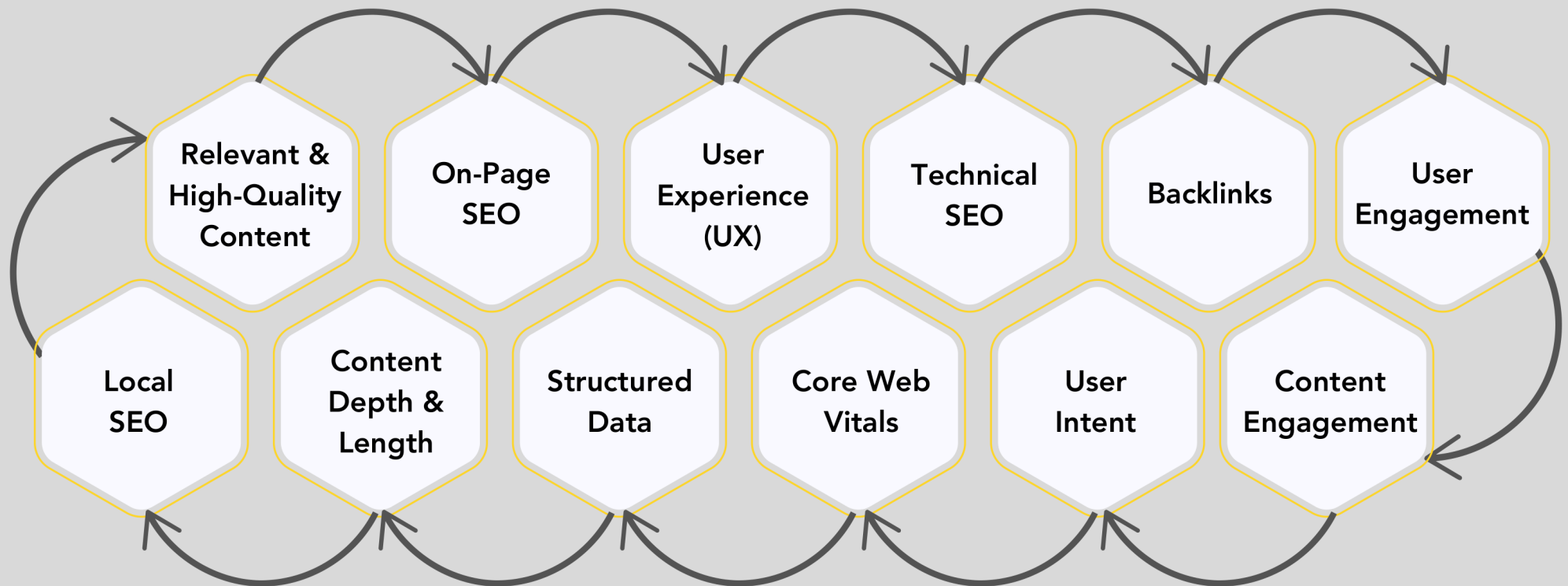
In reality, you don't need to worry about any of these recent updates. Some will affect your website and some won't. This particular update affects the spammers which is a plus for legitimate websites.

What you do want to focus on is producing high quality, original content. Let's dive in.

Google's algorithm requirements in order to rank on page one

GOOGLE ALGORITHM RANKING REQUIREMENTS

Ranking on page one of Google's search results involves optimizing your website according to several key factors that Google's algorithm takes into account. Here are the main requirements and best practices, some we've covered already:



Google's algorithm requirements in order to rank on page one

GOOGLE ALGORITHM RANKING REQUIREMENTS

Relevant and High-Quality Content

- Content Quality: Create original, in-depth, and valuable content that answers users' queries comprehensively.
- Keyword Optimization: Use relevant keywords naturally within your content, including in titles, headers, and throughout the text.
- Freshness: Regularly update your content to keep it current and relevant.

On-Page SEO

- Title Tags and Meta Descriptions: Write compelling and keyword-rich title tags and meta descriptions for each page.
- Header Tags: Use H1, H2, H3 tags to structure your content, making it easier for both users and search engines to understand.
- URL Structure: Create clean, descriptive, and keyword-rich URLs.

Google's algorithm requirements in order to rank on page one

GOOGLE ALGORITHM RANKING REQUIREMENTS (CONTINUED)

User Experience (UX)

- Mobile-Friendliness: Ensure your website is fully responsive and provides a good user experience on mobile devices.
- Page Load Speed: Optimize your site to load quickly on all devices. Google PageSpeed Insights can help identify areas for improvement.
- Easy Navigation: Design your website with a clear, intuitive navigation structure.

Technical SEO

- Crawlability: Ensure your site is easily crawlable by search engines. Add a proper robots.txt file and sitemap to your website.
- Secure Website (HTTPS): Use HTTPS to secure your site, which is a ranking factor.
- Schema Markup: Implement schema markup to help search engines understand your content better and enhance rich snippets.

Google's algorithm requirements in order to rank on page one

GOOGLE ALGORITHM RANKING REQUIREMENTS (CONTINUED)

Backlinks

- Quality Over Quantity: Acquire high-quality, relevant backlinks from authoritative websites.
- Natural Link Profile: Avoid buying links or engaging in link schemes. Focus on earning links naturally through quality content and outreach.

User Engagement

- Low Bounce Rate: Create engaging content that keeps visitors on your site longer and reduces bounce rates.
- High Dwell Time: Aim for high dwell time, indicating users find your content valuable and stay longer. This is also known as Time on Page in Google Analytics.
- Social Signals: While not a direct ranking factor, strong social media engagement can drive traffic and indirectly improve rankings.

Google's algorithm requirements in order to rank on page one

GOOGLE ALGORITHM RANKING REQUIREMENTS (CONTINUED)

Local SEO

- Google My Business: Claim and optimize your Google My Business listing.
- Local Keywords: Use local keywords and create content relevant to your geographic area.
- NAP Consistency: Ensure your Name, Address, and Phone number are consistent across all online directories.

Content Depth and Length

- Comprehensive Content: Longer, in-depth articles tend to rank better as they provide more value.
- Topic Clusters: Use pillar pages and cluster content to cover topics thoroughly and improve internal linking. Pillar pages broadly cover a particular topic, and cluster content should address a specific keyword related to that topic in detail.

Structured Data

- Rich Snippets: Use structured data to help search engines understand your content and display rich snippets in search results.

Google's algorithm requirements in order to rank on page one

GOOGLE ALGORITHM RANKING REQUIREMENTS (CONTINUED)

Core Web Vitals

- Largest Contentful Paint (LCP): Measures loading performance.
- First Input Delay (FID): Measures interactivity.
- Cumulative Layout Shift (CLS): Measures visual stability.

User Intent

- Match Search Intent: Ensure your content aligns with the user's search intent, whether it's informational, navigational, transactional, or commercial.

Content Engagement

- Multimedia: Use images, videos, and other multimedia elements to enhance content and engage users. You do not have to show your face if you'd prefer not to.
- Interactive Elements: Include quizzes, polls, and other interactive features to keep users engaged.

By focusing on these key areas, you can improve your chances of ranking on page one of Google's search results. Regularly monitoring and adapting to changes in Google's algorithm is also essential to maintain and improve your rankings.

Helpful Resources and Worksheets

SEO Content is KEY Worksheet

Use this worksheet to answer the 12 questions that will help get you started on creating relevant, optimized and searchable content.

Begin by answering these 12 questions:

1. What is the purpose of your business and website?

2. What is the primary message of your company?

SEO Content is KEY Worksheet (continued)

3. How will you welcome users to your website?

4. What do you want your customers to get out of your website?

SEO Content is KEY Worksheet (continued)

5. What needs do your customers have?

6. What are your customers pain points that you want to solve and how will you accomplish that?

SEO Content is KEY Worksheet (continued)

7. What makes customers keep coming back?

8. What are common questions that your customers ask?

SEO Content is KEY Worksheet (continued)

9. What action do you want users to take, i.e., call, complete a form, order a product, sign up for emails, download a resource?

10. What makes your company different than your competitors?

SEO Content is KEY Worksheet (continued)

11. When someone is searching for a business like yours, what would they type into a search engine?

12. How will your target audience find your website?

SEO Checklist

On-Page SEO: Check off each item when you complete each step.

- ☐ Write Unique Site Content
- ☐ Strategically Place Keywords Keyword Rich Title Tags
- ☐ Click Worthy Meta Descriptions
- ☐ Optimized URLs
- ☐ Keyword H1 Titles
- ☐ Keyword H2 and H3 Headers
- ☐ Keywords in First Paragraphs Images /Alt Tags
- ☐ Internal Linking

NOTES:

SEO Checklist

Off-Page SEO: Check off each item when you complete each step.

- | | |
|---|--|
| <input type="radio"/> External Linking | <input type="radio"/> Local SEO Strategy |
| <input type="radio"/> Link Building (Backlinking) | <input type="radio"/> Brand Mentions |
| <input type="radio"/> Broken Link Building | <input type="radio"/> Influencer Marketing |
| <input type="radio"/> Public Relations | <input type="radio"/> Guest Posting |
| <input type="radio"/> Social Media Strategy | <input type="radio"/> Podcasting |

Technical SEO

- ☐ Use Secure HTTPS, not HTTP.
- ☐ Organize SEO Site Architecture in a logical, user-friendly hierarchy.

SEO Short Tail Keywords Checklist

For optimal keyword strategy, add one or two short tail keywords into these areas of each webpage, highlighting different keywords to avoid keyword stuffing.

1. URL Structure
2. Title Tag
3. Meta Description
4. H1 Tag
5. H2 Subhead Tag
6. H3 Subhead Tag
7. Body Text (2-3 times)

- ☐ Med Spa
- ☐ Botox
- ☐ Facials
- ☐ Laser Hair Removal
- ☐ CoolSculpting
- ☐ Microneedling
- ☐ Dermal Fillers
- ☐ Chemical Peels
- ☐ Skin Care
- ☐ Anti-Aging

SEO Long Tail Keywords Checklist

For optimal keyword strategy, add a few long tail keywords into the content areas of each webpage, highlighting different phrases to avoid keyword stuffing.

1. Meta Description
2. H2 Subhead Tag
3. H3 Subhead Tag
4. Body Text (2-3 times)

- ☐ Best med spa for Botox near me
- ☐ Affordable laser hair removal services
- ☐ Non-surgical fat reduction treatments
- ☐ Top-rated microneedling clinics
- ☐ Where to get dermal fillers safely
- ☐ Chemical peels for acne scars
- ☐ Anti-aging treatments for mature skin
- ☐ Medical spa facials for sensitive skin
- ☐ Advanced skin care treatments near me
- ☐ CoolSculpting before and after results

Conversion Optimization Checklist

Add or confirm these are on your website to increase conversion opportunities.

- ☐ Add a Clear Value Proposition
- ☐ Write Engaging Headlines
- ☐ Add Strong Call-to-Actions (CTAs)
- ☐ Add Before and After Galleries
- ☐ Add Testimonials and Reviews
- ☐ Add Current Educational Content in Blog Posts
- ☐ Add Certifications, Awards, and Associations
- ☐ Highlight Your Safety and Hygiene Practices
- ☐ Ensure an Easy Appointment Scheduling Process
- ☐ Offer Live Chat or Chatbot Support

Tip: For every blog post you write, you can create 5 to 10 additional pieces of content for email marketing and social media content.



About Founder and CEO, Devon Kirk

With over 30 years of industry experience, I bring together the best of both worlds—a licensed medical esthetician and former day spa owner, paired with expertise in digital marketing and operations.

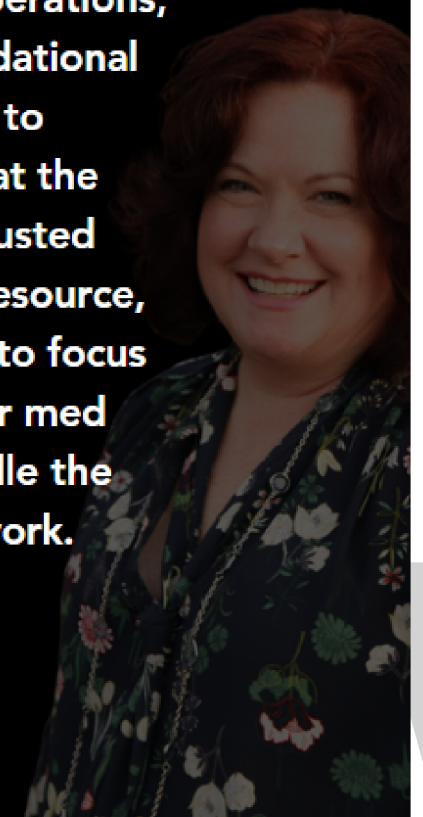
- 30 years as a licensed esthetician: Texas, License #1704207
- 10 years as a day spa, blow dry bar, and eCommerce owner
- 20 years of combined marketing and operations experience
- Master's degree in digital marketing and multiple industry certifications including SEO, GA4, Six Sigma Green Belt and more
- Published co-author of The Little Black Book of the Beauty Biz, Volume 1: The secrets of business critical to a salon's success

I am always committed to ongoing learning and improvement, ensuring clients receive the latest strategies to optimize their time, budget, and energy.

At Digital Med Spa, we offer tailored support that aligns precisely with your needs, empowering you to drive business growth.

With extensive experience in the beauty industry, marketing, and operations, we offer the foundational support you need to prioritize growth at the right time. As a trusted and confidential resource, we empower you to focus on expanding your med spa while we handle the essential groundwork.

**Devon Kirk
Founder and CEO**





We will help you solidify your brand, build trust and loyalty, and generate leads and traffic to your med spa.

With Digital Med Spa, we'll provide results to gain new patients, generate more revenue, hire and retain better staff through our digital marketing and business operations strategies and

- grow your clientele
- retain your existing patient base
- drive efficiency
- minimize expenses
- foster sustainable growth
- retain high performing and happy employees

Go to our service request web page and request a 30-minute complimentary digital marketing strategy call today.



DM DIGITAL *med spa*

thank you

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