

ANONYMIZED PROSPECT AUDIT - MEDICAL SPA

245 LOCAL SEARCH CHECKS. ACROSS YOUR AREA. TOP THREE IN FIVE OF THEM.

Your Logo Here

AUDITED · 20 AUG 2026

BUSINESS

Your Business Name

CATEGORY

Medical Spa

LOCATION

City, State

GOOGLE RATING

4.9 ★ · 358 reviews

GRID

49 points · 15 miles

**Top
10%**

Your Google profile vs local med spas. 4.9 stars, 358 reviews, 143 photos and 53 services. A strong profile.

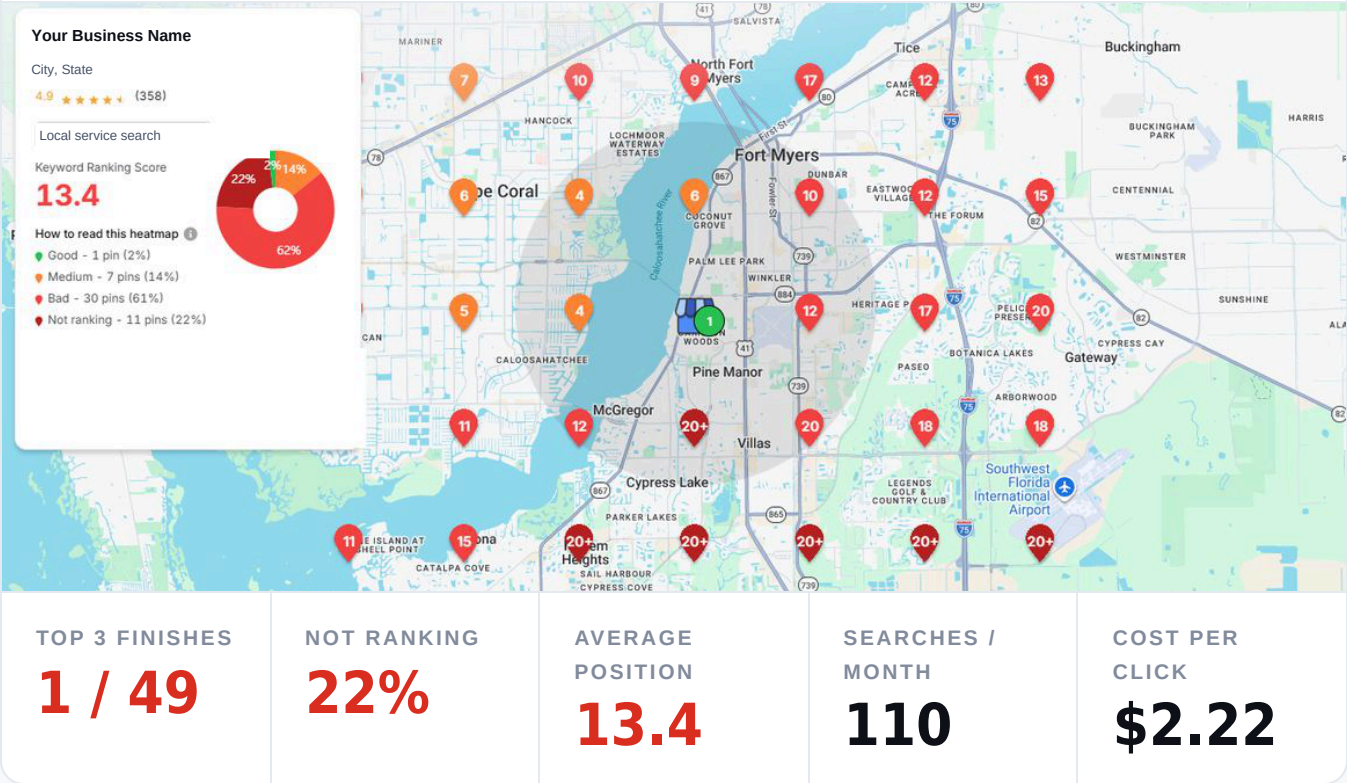
2%

Share of the 245 searches where you ranked top 3. Competitors: 75–78%.

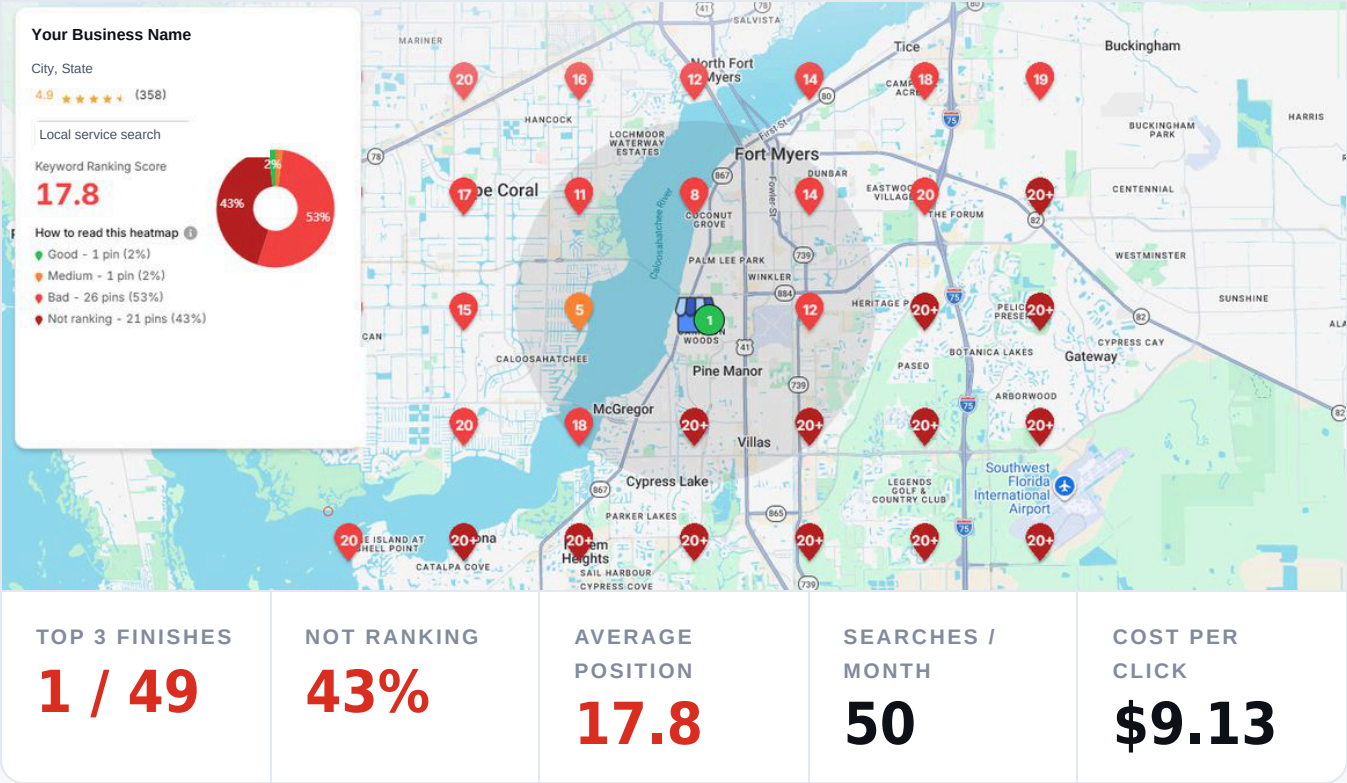
68%

Searches where you did not appear in the top 20 at all.

MICRONEEDLING LOCAL SEARCH - 110 SEARCHES/MO

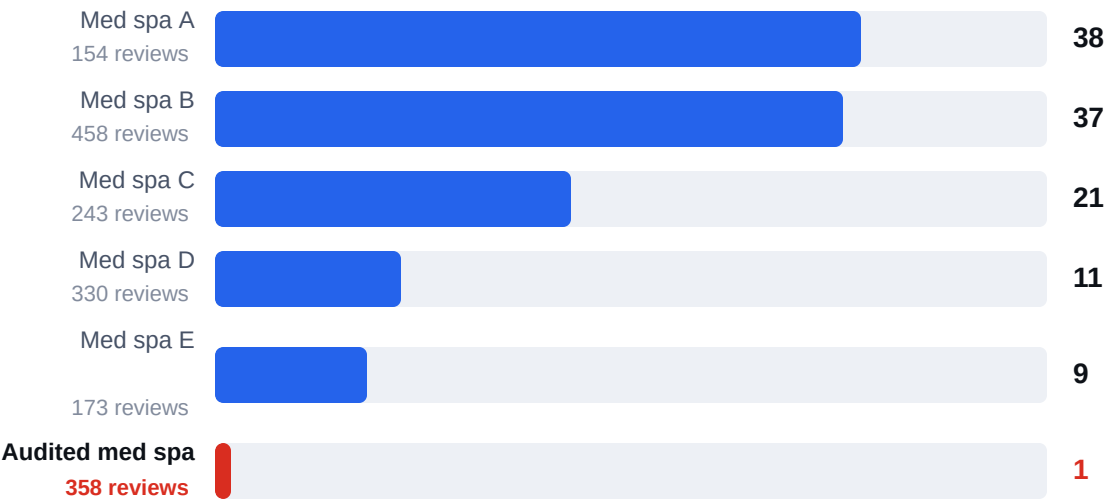


LIP FILLER LOCAL SEARCH - 50 SEARCHES/MO



Two service searches, two visibility patterns. Each grid checks rankings at 49 locations.

Top-three finishes out of 49 locations for a local med-spa search.
Review counts appear under the anonymous comparison labels.



Med spa A appears in the top three at 38 of 49 locations with 154 reviews.
The audited med spa appears at 1 of 49 locations with 358 reviews.

GOOGLE BUSINESS PROFILE

STRONG PROFILE, LEAKING SIGNALS

WORKING FOR YOU

- ✓ **4.9★ from 358 reviews**
345 are five-star. Beats four of the five spas outranking you.
- ✓ **143 photos published**
Well above the local average.
- ✓ **10 categories, 53 services**
Primary category correctly set to Medical Spa.
- ✓ **Booking & attributes complete**
Online scheduling live, memberships and accessibility flagged.

COSTING YOU

- ! **Conflicting contact details**
Listings contain a second phone number and inconsistent email addresses, including an unedited template placeholder.

These are priorities from a prospect audit dated August 20, 2026. This excerpt illustrates the report format; it does not represent completed client work or measured improvement. Business and competitor identities are anonymized.

THE PLAN

NINETY DAYS, IN PRIORITY ORDER

01 DAYS 1-30 — FIX THE FOUNDATION

Live before the September peak

- Add an H1; rewrite title and meta around the local med-spa search.
- Deploy MedicalBusiness schema so Google can read location, hours, services and reviews.
- Purge the stray phone number and three email addresses from your citations.
- Kill the render-blocking scripts and the 2.2-second server delay.
- Price the 52 unpriced services.

02 DAYS 31-60 — BUILD THE PAGES THAT RANK

Microneedling first — already position 13, weakest competition

- Five treatment-and-city landing pages: microneedling, laser hair removal, lip filler, HydraFacial, CoolPeel.
- Weekly GBP posts tied to the treatment being promoted.
- Review requests that name the specific treatment, so review text matches search terms.

03 DAYS 61-90 — WIDEN THE MAP

Where the grid starts turning green

- Build neighborhood pages for the surrounding service area.
- Citation building and cleanup across the directories Google trusts.
- Answer what Google already asks on your searches: cost, treatment comparisons.
- Re-run this exact 245-point grid and put the two maps side by side.