



Case Study: Local Spa

Prepared By

The Scale Theory

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Salty Woods Greenwood

How a Local Wellness Spa Climbed to the Top of Google and Built a Thriving Online Presence

Client Overview

Business: Salty Woods Greenwood

Industry: Wellness & Holistic Health

Location: Greenwood, Indiana

Services: Halotherapy, Luxury Head Spa, Vibration Therapy, and Holistic Wellness Events

The Challenge

Salty Woods Greenwood had a strong local reputation and loyal client base—but their digital presence didn't reflect the quality of their in-person experience.

Despite offering a unique range of natural wellness services, their website was not optimized for search visibility and lacked traffic. Social media presence was inconsistent, and the brand wasn't leveraging content marketing for education, trust building, or booking conversion.

***In short:** people loved the experience once they found it, but finding it online wasn't easy.*

The Goal

1. Modernize and optimize the website for mobile and SEO
2. Improve organic search rankings and local visibility
3. Create a content strategy that educates, engages, and converts
4. Build brand awareness through consistent social presence and expanded Pinterest marketing

The Strategy

The Scale Theory implemented a multi-phase digital transformation:

1. Full Website Redesign

- Rebuilt the site with a mobile-first, SEO-friendly structure
- Optimized page load speed, navigation, and user experience
- Added clear calls-to-action and upgraded the online booking solution

2. SEO Optimization

- Conducted keyword research targeting “salt therapy,” “salt cave”, and “head spa”
- Implemented optimized meta titles, descriptions, and on-page content

3. Content Marketing

- Developed a blog series around wellness education, halotherapy benefits, and seasonal self-care
- Integrated Pinterest strategy to drive referral traffic with keyword-rich pins
- Expanded social content across Facebook and Instagram to build community connection and drive bookings

4. Ongoing Data-Driven Optimization

- Tracked keyword performance and adjusted copy quarterly
- Refined internal linking and added new content clusters to reinforce topical authority
- Used Google Search Console and analytics insights to improve engagement and retention
- Implemented email marketing to drive loyalty and increase awareness of changes and new services

The Results

Within just 6 months of launching the new digital strategy, Salty Woods Greenwood saw remarkable growth:

Metric	Before	After
Google Search Rank (Avg)	8-10 (Page 2)	#2 for core service keywords
Organic Traffic	Low, inconsistent	+232% increase in site visits yr/yr
Social Media Following	<1000 followers collectively	Instagram Followers +40% Facebook Followers by +61%
Bookings from Website	Minimal Service Bookings	Tripled online service bookings

The Outcome

Salty Woods Greenwood now **ranks #2 organically** for nearly all core local wellness keywords, from *salt therapy Greenwood* to *luxury head spa near me*.

Their online presence matches the elevated, relaxing, and modern in-person experience they're known for. By pairing strong SEO foundations with creative content and social storytelling, they've built an online ecosystem that bring in new clients—organically.

Key Takeaways

- Consistency across content channels builds brand authority
- SEO and storytelling go hand-in-hand to create discoverable, credible businesses

Next Steps

Salty Woods Greenwood continues to expand its content footprint with ongoing blogs, new service pages, and seasonal promotions to maintain ranking strength and brand growth. An automated google review invitation process is driving up review volume to increase increase reputational strength and trust.

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