

How We Put Method of Beauty On The Map: 80+ Guests From One Campaign, 406 New Keywords From Zero

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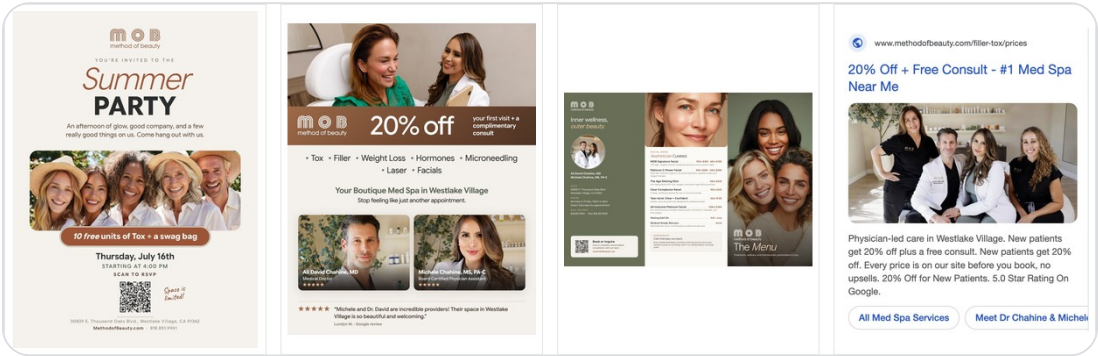


Method of Beauty is a physician-led med spa in Westlake Village, California, with more than 100 Google reviews at a perfect 5.0.

The practice had an excellent reputation, page one for its name, and page two for most of what it sells. In one summer we mailed the surrounding carrier routes and ran Meta ads for a party that **drew more than 80 guests**, rebuilt the site with landing pages built for the searches people actually make, ran Google and Meta campaigns with the messaging built around those searches, and **search impressions rose 46% with 406 new keywords ranking from a standing start**. Our work with the practice continues.

How We Did It:

- EDDM Mailer + Meta Ads: 80+ Guests
- 26 Treatment Pages Rebuilt, 8 Built New
- Google + Meta Campaigns With Pages To Match
- Print Menu, Flyers, Magazine Ads



BEFORE

- ✗ Page one for its name, page two for most of what it sells
- ✗ Limited visibility beyond searches for its name
- ✗ A five-star reputation more searchers needed to see

AFTER

- ✓ 138 non-brand terms in Google's top three
- ✓ Google and Meta campaigns with landing pages built to match
- ✓ Meta clicks cost 60% less than the average advertiser pays
- ✓ One campaign that put 80+ guests at the summer party



Method of Beauty, a physician-led med spa in Westlake Village, California. methodofbeauty.com

The Results

↑ **80+**
Guests at the summer party
*from one campaign

↑ **406**
New keywords ranking, from zero

↑ **138**
Non-brand keywords in the top 3

↑ **60%**
Less per Meta click than the average advertiser pays
*LocalIQ 2025 traffic-campaign average, all industries