



Case study

24 keywords reached Google's Top 10

Rejuvenate You

October 14, 2026

Rejuvenate You is a beauty and wellness studio in Scottsdale, Arizona. Growth Friday rebuilt its local search footprint around services people were actively searching for [S1].

24 Top 10 keywords

Up from zero within months; six of these terms reached #1 [S1].

+8.28% local visibility

Reported increase within months; exact measurement dates not stated [S1].

87 Top 100 keywords

Total reported in Google's Top 100, including 42 added "this year" in the article [S1].

The challenge

The studio had local reputation but weak rankings for location and treatment terms. Its site, profiles and content needed closer alignment with customer searches [S1].

The connected strategy

Growth Friday combined Google Business Profile work, local pages, technical changes and niche links with service-focused content [S1].

- Corrected local profile information and citation consistency.
- Created local pages for waxing and facial treatments.
- Improved on-page structure, technical SEO and wellness-industry links.

The results

The article cites #1 rankings for several waxing queries and stronger Google Maps traffic. It describes bookings but gives no booking count, so these are search outcomes rather than a quantified appointment result [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/growth-friday-turned-local-seo-into-visibility-and-bookings-for-rejuvenate-you>

Source and measurement

[S1] Growth Friday, 'Growth Friday turned local SEO into visibility and bookings for Rejuvenate You.' Accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there unless specifically stated. PDF prepared October 14, 2026.