



Case study

Local visibility rose 12.92% within months

Image Perfect Laser

October 14, 2026

Image Perfect Laser is a Newport Beach med spa. Growth Friday used Google Business Profile, localized treatment pages, technical improvements and content to strengthen its presence for nearby treatment searches [S1].

+12.92% local visibility

Reported local search visibility increase within months; exact reporting dates not stated [S1].

37 Top 10 keywords

Google Top 10 rankings, up from zero, within months; 20 of those terms reached the Top 3 [S1].

95 ranking keywords

Total keywords reported in the Top 100 within months [S1].

The challenge

Treatment pages were not ranking well, local search visibility was low, and the booking calendar did not reflect the quality of the spa's services in a crowded Newport Beach market [S1].

The connected strategy

Growth Friday paired local profile work with pages and content built around specific treatments and nearby search intent [S1].

- Updated Google Business Profile categories, descriptions, services and imagery.
- Built local landing pages and revised treatment pages with clearer headings and FAQ schema.
- Improved crawlability and site speed, added local links, and published treatment education content.

The results

Within months, the article reports a 12.92% rise in local search visibility, 37 keywords in Google's Top 10 from a zero baseline, and 20 of those terms in the Top 3. It also reports 95 keywords in the Top 100 [S1].

The story cites #1 rankings for treatment-related queries such as "What is Aquagold?" and "Benefits of IPL photofacial." It describes more leads and bookings, but gives no booking count or exact reporting window [S1].

See the full story

Read Growth Friday's published case study: <https://www.growthfriday.com/showcase/how-image-perfect-laser-went-from-invisible-to-fully-booked-with-growth-friday-local-seo>

Source and measurement

[S1] Growth Friday, 'How Image Perfect Laser went from invisible to fully booked with Growth Friday's local SEO,' accessed October 14, 2026. Results are reported in the published case study. Underlying analytics and exact measurement dates were not provided there. PDF prepared October 14, 2026.