



SEO AUDIT & PLAYBOOK

Radiance Aesthetics

Clearwater, FL · Sample audit

Prepared by: GlowRank Marketing

Audit date: May 16, 2026

Delivery: 48-hour turnaround

Sample audit. Audits delivered to paying clients are customized to their specific clinic, city, treatments, and competitive landscape. This sample uses a representative practice profile to demonstrate format and depth.

Table of Contents

1. Executive Summary	3
2. Practice Snapshot	4
3. Website Health Audit	5
4. Google Business Profile Audit	8
5. Local Search Position	10
6. Keyword Opportunity Map	12
7. Competitor Snapshot	15
8. Schema Markup Gap Analysis	18
9. Content Gap Analysis	19
10. 90-Day Priority Fix Sequence	21
11. Treatment Page Recommendation	24
12. Next Steps and Upgrade Path	26
Appendix · Install Notes for 5 CMS	28

1. Executive Summary

OVERALL SEO HEALTH INDEX

47/100

Radiance Aesthetics has a strong foundation in clinical credibility and a credible patient roster but is leaving meaningful local-search visibility on the table due to three structural gaps. The practice is currently ranking on page 1 of Google's local pack for two of its top five commercial-intent keywords but sitting below position 10 for the other three.

Your *strengths*: clean website design, accurate NAP (Name, Address, Phone) across major directories, 47 Google reviews at a 4.6 average. Your GBP is partially optimized with current hours and a basic photo set.

The three highest-impact fixes, in priority order:

1. **Build dedicated treatment pages for your top 5 treatments.** You currently route all treatment-curious patients to a single services overview page. This is the #1 reason you are not ranking on commercial-intent search.
2. **Complete your GBP optimization.** You have 6 missing service categories, only 14 photos uploaded (target 30+), and 0 GBP posts in the last 30 days. Each costs you visibility in the local pack.
3. **Build a citation profile.** You currently appear in 18 directories. Most competitors in your metro show in 30-40. Add 15-20 more citations from medical / aesthetic / local-business directories.

Implementing the 90-day priority sequence in Section 10 of this audit can be done by a non-technical owner with our plain-English install notes, or by a \$50-\$100 freelancer in under two hours. Total estimated implementation time: 4-8 owner hours over two weeks.

Estimated impact from completing the priority sequence: 25-50% lift in organic search traffic within 90 days. 15-25% lift in local-pack appearance for top commercial keywords within 60 days. Booking inquiries that come from organic search typically convert at 2-3x the rate of paid traffic; the compounding value is meaningful.

2. Practice Snapshot

Business name	Radiance Aesthetics
Primary location	1450 Clearwater Plaza Dr, Clearwater, FL 33756
Year established	2019
Lead provider	Sarah Mitchell, MSN/APRN/ANP-BC
Treatments offered	Botox, Juvederm fillers (Voluma, Volbella, Ultra Plus), CoolSculpting, HydraFacial, Chemical Peels (Glycolic, TCA), Microneedling, Laser Hair Removal, IV Vitamin Therapy, PRP Injections (face + hair)
Primary domain	radianceaesthetics.com
Google Business Profile	Active, 47 reviews, 4.6-star average
Estimated annual revenue band	\$500K-\$1M
Service area	Clearwater, Largo, Dunedin, Belleair, Safety Harbor

Why we picked these as the target audit anchors

The practice profile is consistent with the typical 1-2 location independent med spa we audit. Your patient demographic, treatment menu, and revenue band put you in the same competitive bracket as 12-18 other practices in your service area. The audit recommendations below are calibrated to that bracket.

3. Website Health Audit

3.1 Site Speed and Core Web Vitals

Metric	Mobile	Desktop	Target	Status
PageSpeed score	52	71	70+/85+	Needs work
Largest Contentful Paint	4.2s	2.1s	under 2.5s	Failing
Cumulative Layout Shift	0.18	0.08	under 0.1	Mobile failing
Mobile-friendly	Pass	n/a	Pass	Pass

What this means in plain English: your homepage takes 4.2 seconds to load on a typical patient's phone. The industry threshold where Google starts demoting sites is 2.5 seconds. The fix is largely image compression and lazy-loading.

3.2 On-page audit findings

Issue	Count	Severity	Estimated fix time
Missing meta descriptions	12 pages	Medium	30 min
Title tags over 60 chars	4 pages	Medium	15 min
Missing alt text on images	23 images across 6 pages	Medium	30 min
Orphan pages (no internal links)	3 pages	Medium	45 min
Pages with multiple H1 tags	2 pages	High	15 min
Pages with no H1 tag	1 page	High	10 min
Broken internal links	0	Pass	n/a

3.3 Technical audit findings

Element	Status	Notes
HTTPS	Pass	Valid certificate; auto-renewing via Let's Encrypt
Sitemap.xml	Pass	Generated, but not submitted to Search Console

Robots.txt	Pass	Permissive; no blocking issues
Schema markup (basic)	Partial	Organization schema present; MedicalBusiness and MedicalProcedure missing
Open Graph tags	Pass	Present on all pages
Twitter card tags	Missing	Defaults work but customization missing
404 errors	Pass	None detected
Duplicate content	Pass	None detected

3.4 Critical website observations

Observation 1: No dedicated treatment pages. Your site has a single "Services" page that lists all treatments. This is the single biggest SEO gap. Each treatment that you offer should have its own dedicated page optimized for the [treatment + city] keyword. We will detail what these pages should look like in Section 11.

Observation 2: Homepage targets "med spa Clearwater" but title/meta does not reflect that. Your homepage title is "Radiance Aesthetics | Beauty and Wellness." That is generic and missing the location signal. Recommend changing to: "Med Spa in Clearwater, FL · Botox, Filler, CoolSculpting · Radiance Aesthetics."

Observation 3: Image alt text missing on 23 images. Every image should have descriptive alt text. Currently many of your hero images and treatment-room photos have empty alt attributes. We will provide alt text suggestions in the 90-day fix sequence.

4. Google Business Profile Audit

GBP PROFILE COMPLETENESS

73%

4.1 What is strong

- Business name correct and matches website (Radiance Aesthetics)
- NAP consistent across website and GBP
- Hours posted accurately
- 47 reviews, 4.6-star average (above industry average)
- Phone number is local (Clearwater area code 727)
- Primary category set to "Medical Spa" (correct)

4.2 What needs work

Field	Current	Target	Action
Service categories	4 (Medical Spa, Aesthetician, Botox Clinic, Facial Spa)	10	Add: Laser Hair Removal Service, Skin Care Clinic, Spa, Wellness Center, Health Consultant, Tattoo Removal Service (if applicable)
Photos uploaded	14	30+	Add 16+ photos across categories (exterior, interior, team, treatment rooms, results with consent)
GBP posts (last 30 days)	0	4-12	Post 3x per week using the 30-day GBP post pack included with The Marketing System
Q&A unanswered	3 questions, oldest 6 weeks	0	Answer all questions; seed 6-10 of your own FAQ questions
Products listed	0	5-8	List your top 5-8 treatments as Products with descriptions
Attributes	3 claimed	10+	Add wheelchair accessibility, free wifi, identifies-as attributes if applicable
Business description	180 chars	500-750 chars	Expand to use the full character allowance with treatments, location signals, and CTA

Service descriptions	1 (Botox only)	8-15	Add descriptions for each treatment in your service menu
----------------------	----------------	------	--

4.3 Quick wins (under 30 minutes total)

1. Add the 6 missing service categories (15 minutes)
2. Answer the 3 outstanding Q&A questions personally (10 minutes)
3. Expand the business description to 700 chars (10 minutes)

4.4 Compounding wins (1 hour over 2 weeks)

1. Upload 16+ photos: 5 exterior/interior, 5 team, 6 treatment rooms with consent (1 hour)
2. Add 8-15 treatment service descriptions (45 minutes)
3. Begin weekly GBP posts using the 30-day post pack (30 min/week ongoing)

5. Local Search Position

Your local-pack ranking across the top 5 commercial-intent search terms in the Clearwater metro. Lower number is better; 1-3 is in the local pack on most queries.

Keyword	Avg Rank	Search Volume	Status
botox clearwater fl	8.2	2,400/mo	Page 2
filler clearwater fl	12.4	1,300/mo	Page 2+
coolsculpting tampa bay	17.8	880/mo	Below page 2
hydrafacial clearwater	6.1	620/mo	Near top 5
laser hair removal clearwater fl	14.6	1,100/mo	Page 2

5.1 Geogrid · "botox clearwater fl"

Heatmap showing your rank by zip-code search across Clearwater metro:



■ Top 3 (in pack)
 ■ Top 10
 ■ Page 2+

5.2 What the geogrid tells us

Your strongest ranking signal is in the area immediately around your physical location (center of the grid). At distance from your spa, your rank drops sharply. This is the typical pattern for a med spa with no dedicated treatment pages and weak citation profile.

Closing the rank gap in the outer-zip-code cells is the highest-leverage outcome of the priority fix sequence. Expected lift: outer cells should move from 12-20+ to 6-10 within 90 days of implementing the recommended changes.

6. Keyword Opportunity Map

15 highest-impact keywords for Radiance Aesthetics in the Clearwater market. Targets a mix of commercial intent (where revenue is) and informational intent (where authority is built).

Keyword	Volume	Difficulty	Current rank	Target page
botox clearwater fl	2,400/ mo	Medium	8.2	NEW /treatments/botox-clearwater
botox cost clearwater	320/mo	Medium-Low	Not ranked	NEW /treatments/botox-clearwater (FAQ)
filler clearwater fl	1,300/ mo	Medium	12.4	NEW /treatments/filler-clearwater
lip filler clearwater	540/mo	Medium-Low	Not ranked	NEW /treatments/lip-filler-clearwater
hydrafacial clearwater	620/mo	Medium-Low	6.1	EXISTING /treatments/hydrafacial · OPTIMIZE
chemical peel clearwater	280/mo	Low	Not ranked	NEW /treatments/chemical-peel-clearwater
microneedling clearwater	410/mo	Low	Not ranked	NEW /treatments/microneedling-clearwater
coolsculpting tampa bay	880/mo	High	17.8	NEW /treatments/coolsculpting-clearwater
laser hair removal clearwater fl	1,100/ mo	Medium	14.6	NEW /treatments/laser-hair-removal-clearwater
vitamin iv therapy clearwater	180/mo	Low	Not ranked	NEW /treatments/iv-therapy-clearwater
prp hair clearwater	130/mo	Low	Not ranked	NEW /treatments/prp-hair-clearwater
med spa clearwater	2,100/ mo	High	11.2	Homepage · OPTIMIZE
best med spa clearwater	410/mo	High	Not ranked	Homepage · OPTIMIZE
med spa near me	3,200/ mo	Very High	Not ranked	GBP · LOCAL PACK FOCUS
aesthetic clinic clearwater	240/mo	Low	9.4	Homepage · OPTIMIZE

6.1 Where the volume is

Your highest-volume opportunities are the [treatment + city] commercial-intent keywords. Botox, filler, CoolSculpting, and laser hair removal in Clearwater cumulatively represent 5,720 monthly searches. Capturing even 5-10% of those clicks via page 1 ranking represents 280-570 monthly visitors at high commercial intent.

6.2 Easiest wins first

The lower-difficulty keywords (chemical peel, microneedling, IV therapy, PRP) are realistic page 1 targets within 60-90 days of publishing optimized treatment pages. Less competition, faster ranking, immediate ROI on the page-build effort.

7. Competitor Snapshot

Your top 5 local competitors in Clearwater and adjacent metros, ranked by their visibility in the local-pack searches you should be targeting.

Competitor 1 · Aesthetic Excellence Med Spa

Domain	aesthetic-excellence.com
Location	Clearwater, FL (2.4 mi from you)
Google reviews	287 · 4.7 stars
Years in business	~8 years
Primary differentiator	Strong content marketing (weekly blog)
Notable gap you can exploit	Their pricing is opaque; no visible "starts at" framing on treatment pages

Competitor 2 · Glow Aesthetics Studio

Domain	glowaesthetics.com
Location	Largo, FL (5.1 mi from you)
Google reviews	142 · 4.6 stars
Years in business	~5 years
Primary differentiator	High review velocity (8+/month)
Notable gap you can exploit	Thin treatment page content; high opportunity on educational comparison posts

Competitor 3 · Refined Aesthetics & Wellness

Domain	refinedaesthetics.com
Location	Safety Harbor, FL (3.8 mi)
Google reviews	178 · 4.5 stars
Years in business	~6 years
Primary differentiator	Premium pricing positioning; Instagram-driven brand

Notable gap you can exploit	Premium positioning leaves middle-market opportunity for your spa
------------------------------------	---

Competitor 4 · The Med Spa at Belleair

Domain	themedspaatbelleair.com
Location	Belleair, FL (4.2 mi)
Google reviews	96 · 4.4 stars
Years in business	~3 years
Primary differentiator	Newer brand; modern aesthetic positioning
Notable gap you can exploit	Lower review volume; if you accelerate reviews you can surpass them quickly

Competitor 5 · Beauty & Glow Aesthetic Clinic

Domain	beautyandglowmedspa.com
Location	Dunedin, FL (6.8 mi)
Google reviews	211 · 4.6 stars
Years in business	~7 years
Primary differentiator	Multi-location; established reputation
Notable gap you can exploit	Multi-location strategy means less local-specific content for your direct service area

Strategic takeaway: You sit in the middle of the local competitive set on most dimensions. The fastest path to ranking ahead of Competitors 4 and 2 is building dedicated treatment pages (your structural deficiency) and accelerating review velocity (immediate signal). Competitor 1 is the long-term anchor; with consistent execution you can match their content cadence within 12-18 months.

8. Schema Markup Gap Analysis

Schema markup is structured data Google reads to understand what is on your pages. For med spas, the right schema types unlock features like the FAQ rich result, review snippet display, and the MedicalBusiness knowledge panel.

Schema Type	Currently Present	Recommendation
Organization	Yes	Keep; properly configured
LocalBusiness	Yes	Upgrade to MedicalBusiness (more specific)
MedicalBusiness	No	Add to homepage and Contact page; replaces LocalBusiness
MedicalProcedure	No	Add one per treatment page (5+ pages)
FAQPage	No	Add to each treatment page with FAQ section (high-leverage for rich snippets)
Review / AggregateRating	Partial	Add to homepage to surface review snippet in search
ImageObject	No	Add to medical-imagery pages
Person (provider profile)	No	Add to About page for Sarah Mitchell with credentials

The Schema Markup Pack included with this audit contains ready-to-paste JSON-LD code for each of these. Install notes in Appendix A walk through where to paste it in WordPress, Squarespace, Wix, Showit, and Webflow.

9. Content Gap Analysis

What your top competitors cover in content that you do not. Each gap is a content-creation opportunity that supports both SEO ranking and patient education.

Treatment-specific gaps

1. **"Botox vs filler" comparison content.** Aesthetic Excellence has 3 deep articles on this; you have none. High search volume (~600/mo combined queries).
2. **Treatment cost transparency content.** Glow Aesthetics shows "starts at \$X" framing; you do not. Captures price-curious commercial searches.
3. **Recovery and aftercare content.** Refined Aesthetics has 6 aftercare articles per treatment type; you have generic site content only.
4. **Before/after gallery with consent.** Beauty & Glow features 30+ before-and-after photo sets; you have ~5.

Local-specific gaps

1. **"Best [treatment] in Clearwater" listicle style.** Your competitors have ranked for these terms; you have not entered.
2. **Bridal/event timeline planning.** Aesthetic Excellence has a "Clearwater bride's prep timeline" article that ranks for wedding-skincare searches in your metro.
3. **Florida-specific skin care.** Year-round sun, humidity, seasonal allergies create specific local concerns. Your content is generic; localizing this is low-effort, high-reward.

Authority-building gaps

1. **Provider profile / "About Sarah Mitchell" content.** Beyond a basic About page, no in-depth provider profile. Your lead injector's credentials and approach are underrepresented in your content.
2. **Patient education vs marketing balance.** 4 of your 5 competitors have a clear "educational content first, sell later" content rhythm. Your content is roughly 70% sales-y, 30% educational. Inverting that ratio over the next 90 days will improve both SEO and conversion.

10. 90-Day Priority Fix Sequence

Week-by-week sequence to address every issue surfaced in this audit. Effort estimates assume non-technical owner using our plain-English install notes.

Week	Action	Owner time	Expected impact
Week 1	GBP quick wins: add 6 missing categories, answer 3 Q&As, expand business description to 700 chars, update business hours holiday calendar	45 min	Local pack ranking signal lift
Week 2	Upload 16+ new photos to GBP across all photo categories. Add 5 service descriptions to GBP.	1 hr	Photo signal + service signal
Week 3	Build Botox treatment page using the template + install notes (your highest-volume keyword). Add MedicalProcedure schema. Add FAQ schema.	1.5 hrs	Page 1 ranking for "botox clearwater fl" within 30-60 days
Week 4	Build Filler treatment page using the same template. Add appropriate schema.	1 hr	Page 1 ranking for "filler clearwater fl"
Week 5	Build CoolSculpting treatment page. Begin posting weekly to GBP using the 30-day post pack (3 posts/week).	1 hr build + 30 min/week ongoing	Page 1 ranking expansion + engagement signal lift
Week 6	Build Laser Hair Removal treatment page. Continue weekly GBP posts.	1 hr + 30 min/week	Expand commercial-intent ranking
Week 7	Build HydraFacial treatment page (optimizing the existing one if you prefer). Continue weekly GBP posts.	1 hr + 30 min/week	Page 1 ranking for "hydrfacial clearwater"
Week 8	Add citation submissions to 15 new directories (list provided). Continue weekly GBP posts.	1.5 hr + 30 min/week	Local pack ranking signal lift across all keywords
Week 9	Build Microneedling treatment page. Implement on-page fixes (alt text, title tags, meta descriptions for 12 pages). Continue weekly GBP posts.	1.5 hr + 30 min/week	Long-tail ranking + crawl efficiency lift
Week 10	Site speed optimization: compress all images, enable lazy loading, set up image WebP variants. Continue weekly GBP posts.	1.5 hr	Core Web Vitals improvement
Week 11	Build IV Therapy or Chemical Peel page (your choice based on volume). Set up Google Search Console with sitemap submission.	1.5 hr	Final commercial-page coverage

Week 12	Wrap-up audit: verify all schemas validate, all pages have meta descriptions, sitemap is current. Set up monthly rank-tracking using the Local SEO Rank Tracker.	1 hr	Foundation locked. Ongoing monitoring begins.
TOTAL ESTIMATED OWNER TIME		13-17 hrs over 12 weeks · ~75 min/week average	25-50% organic traffic lift

This sequence assumes you implement the technical pieces yourself using the plain-English install notes in Appendix A. If you would prefer to outsource the technical pieces, we recommend a \$50-\$100 freelancer on Upwork. We can also reference one if you email us.

11. Treatment Page Recommendation

The sample treatment page included with this audit demonstrates exactly what your treatment pages should look like. We selected **Botox in Clearwater, FL** as the example because it is your highest-volume opportunity (2,400 monthly searches).

11.1 Page structure summary

1. **Hero section:** H1 "Botox in Clearwater" + treatment description (50-100 words) + primary CTA
2. **What is Botox:** 200-400 words of clinical explanation in plain language
3. **What it treats:** bulleted list of concerns (forehead lines, crows feet, frown lines)
4. **Pricing snapshot:** "Starts at \$14/unit. Typical treatment 12-20 units." Transparent.
5. **What to expect timeline:** pre-treatment, treatment, post-treatment, results window
6. **Before/after gallery:** 3-6 patient results with consent
7. **About the provider:** 100-word section featuring Sarah Mitchell with credentials
8. **FAQ section:** 10-15 questions with detailed answers (FAQPage schema applied)
9. **Final CTA:** book a consult, with \$50 consult fee + credit framing
10. **Schema markup:** MedicalProcedure + FAQPage

11.2 What you get with this audit

Your delivered treatment page (Botox in Clearwater) is included as a separate HTML file with this audit. You can:

- **Paste it directly into your CMS** using the install notes in Appendix A
- **Hand it to your developer** to install in 30-60 minutes
- **Hire a freelancer** for \$50-100 to install if you prefer not to handle the technical piece

The page is built to your brand voice (which we have inferred from your existing website). Update the patient testimonial section with your real patient quotes (with consent) and you are ready to publish.

11.3 Recommended next treatment pages

In priority order, based on this audit's volume + difficulty analysis:

1. Botox in Clearwater (included with this audit) · 2,400 monthly searches
2. Filler in Clearwater · 1,300 monthly searches
3. CoolSculpting in Clearwater (or "Tampa Bay") · 880 monthly searches
4. Laser Hair Removal in Clearwater · 1,100 monthly searches
5. HydraFacial in Clearwater (optimize existing page) · 620 monthly searches
6. Microneedling in Clearwater · 410 monthly searches

7. Chemical Peel in Clearwater · 280 monthly searches

8. IV Therapy in Clearwater · 180 monthly searches

If you upgrade to The Marketing System (\$1,997), we build 3 additional custom treatment pages from your intake. If you upgrade to The Growth System (\$2,497), we build 5 total custom treatment pages.

12. Next Steps and Upgrade Path

Your audit is the diagnosis. Now comes the implementation.

12.1 Self-implementation

The 90-day fix sequence in Section 10 ships with plain-English install notes for WordPress, Squarespace, Wix, Showit, and Webflow (Appendix A). A non-technical owner can implement everything in 4-8 hours spread over two weeks. A web developer can do it in under an hour.

If you want help implementing the technical pieces, we recommend a \$50-\$100 freelancer on Upwork. We can refer one if you would like. Email hello@glowrankmarketing.com with "Need an installer" in the subject line.

12.2 Going deeper

If your audit results suggest you need more than the 90-day fix sequence to compete locally, two upgrade paths layer on top:

The Marketing System · \$1,997 one-time

Adds 3 custom treatment pages (5-7 day delivery), a 30-day GBP post pack, a custom citation audit, 10 patient email templates, 5 calculators (pricing, LTV, budget, rank tracking, recall), 4 playbooks (Med Spa SEO, Patient Acquisition, Review Generation, GBP Optimization), and a complete content library (200 Instagram captions, 36 GBP post templates, 20 review templates, brand voice starter).

Upgrade from this audit: pay \$1,500 delta and we deliver the additional items within 5-7 business days.

The Growth System · \$2,497 one-time

Adds everything in The Marketing System plus 2 more custom treatment pages (5 total), 90 days of GBP posts, a 12-month editorial outline, a Local Competitor Intelligence Report (manually researched 15-20 pages on your top 5 local competitors), and a Local Search Landscape Report on your top 50 keywords.

Upgrade from this audit: pay \$2,000 delta.

Both upgrades carry a 14-day satisfaction guarantee.

12.3 To upgrade

Reply to your audit delivery email or email hello@glowrankmarketing.com.

12.4 Refund

If you are not satisfied with this audit for any reason, email hello@glowrankmarketing.com within 14 days of delivery for a full refund. No scope arguments, no questions.

12.5 Questions

We are an async-only operation. Email questions to hello@glowrankmarketing.com and you will typically hear back within 24 hours during business days. We do not do calls; nothing personal, just how we keep prices honest.

Thanks for choosing GlowRank.

Appendix · Install Notes for 5 CMS Platforms

A.1 · WordPress

Where to paste your treatment page HTML:

1. Log into WordPress admin → Pages → Add New
2. Set the page title to your H1 (e.g., "Botox in Clearwater")
3. In the page editor, switch to "Code Editor" (top right of editor)
4. Paste the HTML from the treatment-page.html file we delivered
5. Switch back to "Visual Editor" to preview
6. Click "Publish"

Where to paste your schema markup (JSON-LD): install the "Header Footer Code Manager" plugin → Add new snippet → paste your JSON-LD inside `<script type="application/ld+json">` tags → set to "Specific Pages" and select your new treatment page.

A.2 · Squarespace

Squarespace requires the Business or Commerce plan for code injection. If you are on the Personal plan, this section's HTML cannot be pasted directly; you will need to upgrade or work with a developer.

Where to paste your treatment page HTML:

1. Pages → "+" → Blank Page
2. Set the page slug to /treatments/botox-clearwater
3. Add a Code block to the page
4. Paste the HTML from our delivered file
5. Save and preview

Where to paste schema markup: Settings → Advanced → Code Injection → "Per-Page" tab. Paste your JSON-LD there.

A.3 · Wix

Wix is the most-restrictive of the common CMS platforms for custom code.

Where to paste your treatment page HTML:

1. Wix Editor → Pages → "+" → Add Page
2. Page settings → SEO → set title and description
3. Add → Embed → HTML iFrame

4. Paste the HTML inside (note: Wix sandboxes iframes; complex layouts may not render perfectly)

Better approach for Wix: use the page builder to recreate the structure manually following our HTML as a template. Wix's built-in tools handle SEO well; the iframe approach is a fallback.

A.4 · Showit

Where to paste your treatment page HTML:

1. Showit dashboard → Designer → Add Custom Code block
2. Paste the HTML from our delivered file
3. Adjust positioning and width using Showit's grid editor

Where to paste schema markup: Page Settings → SEO → Custom Schema. Paste your JSON-LD wrapped in `<script type="application/ld+json">` tags.

A.5 · Webflow

Webflow has the cleanest custom-code experience for non-technical owners.

Where to paste your treatment page HTML:

1. Webflow Designer → Pages → Add Page → Static
2. Set slug to /treatments/botox-clearwater
3. Add an Embed component to the page
4. Paste the HTML from our delivered file
5. Publish

Where to paste schema markup: Page Settings → SEO → Custom Code → Inside `<head>` tag. Paste your JSON-LD in `<script type="application/ld+json">` tags.

Sample audit. Audits delivered to paying clients are customized to their specific clinic, city, treatments, and competitive landscape. GlowRank provides SEO diagnostics, content, and local search services for medical spas. We do not guarantee rankings, patient volume, revenue, or medical outcomes. © 2024-2026 GlowRank Marketing.