

# BRAZILIAN BODY & WAX

# JAN 2023



## CASE STUDY

Brazilian Body & Wax is a small beauty salon located in the heart of Amsterdam, Netherlands.



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## OBJECTIVES

Brazilian Body & Wax opened their doors after the first lockdown following the Covid pandemic.

They started with very few online clients and were relying solely on foot traffic past their door, which was slow as people were still reluctant to venture outside during the pandemic.

## The problem and how KAiDA SEO solved it

Hariande and Lukas tried SEO agencies with little success and no results. They needed a change, something that would set them apart and get them noticed online.

That is when they found KAiDA.

- SEO agencies are expensive and can be cost prohibitive for small businesses
- Most SEO agencies don't guarantee results and can over promise and under deliver
- DIY SEO takes time and there is a steep learning curve. Not ideal if you're busy running your business.

## Keywords

Brazilian Body & Wax needed to be ranked on their location - Amsterdam - as well as the services they provide as a beauty salon.

A list of a mix of location and services keywords were created by the owners for KAiDA to build from. The team created a list of 250 OtK's which were loaded onto the website.

OtK's are orientation keywords, words decided by Hariande and Lukas about their business.

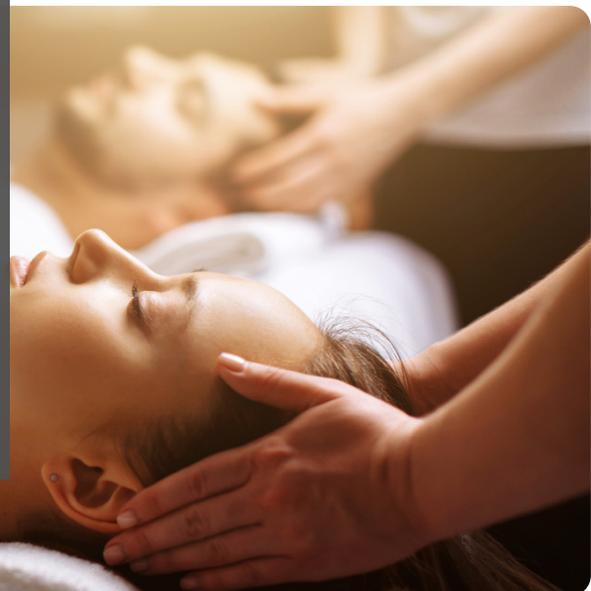
RuK's are Rank Up Keywords, words KAiDA generates based on Google's search trends and ranking criteria. This is done automatically without human intervention, it's our superpower!



Very professional team,  
delivering in one month  
what they have promised.

Hariande Brandao

- [Video Testimonial](#)



## A sample of only a few keywords currently ranking for this website

	Keywords	Page
RuK	Brazilian Body and Wax	1
OtK	brazilian body wax	1
OtK	Amsterdam's b-tonic treatments	1
RuK	body wax sculpting nl	2
RuK	body wax skincare amsterdam	1
OtK	eyebrow waxing amsterdam Noord	2
RuK	Wax Amsterdam's favorite beauty clinic	1
RuK	Wax Amsterdam's favorite beauty	1
RuK	Wax Amsterdam's beauty	1
RuK	body wax schoonheidsspecialiste amsterdam zuidoos	1
RuK	body wax schoonheidsspecialiste zuidoost	1

## RESULTS

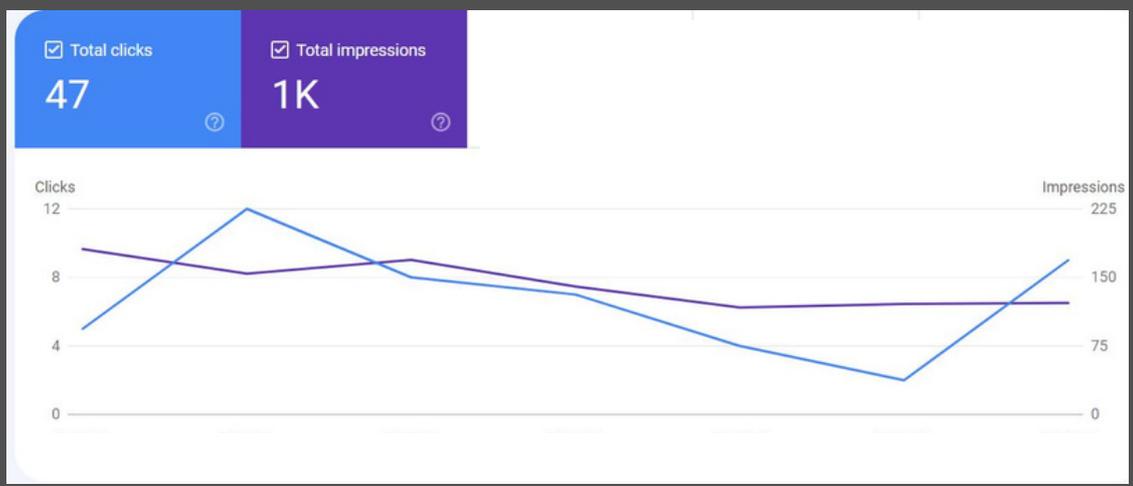
After only 4 months with KAiDA working to rank the website, the results have exceeded expectations. 20+ keywords ranked on page 1 of Google. An increase of 26% in clicks\*. An increase of 52% in impressions\*.

This all lead to a 38% increase in sales in 4 months from website traffic alone.

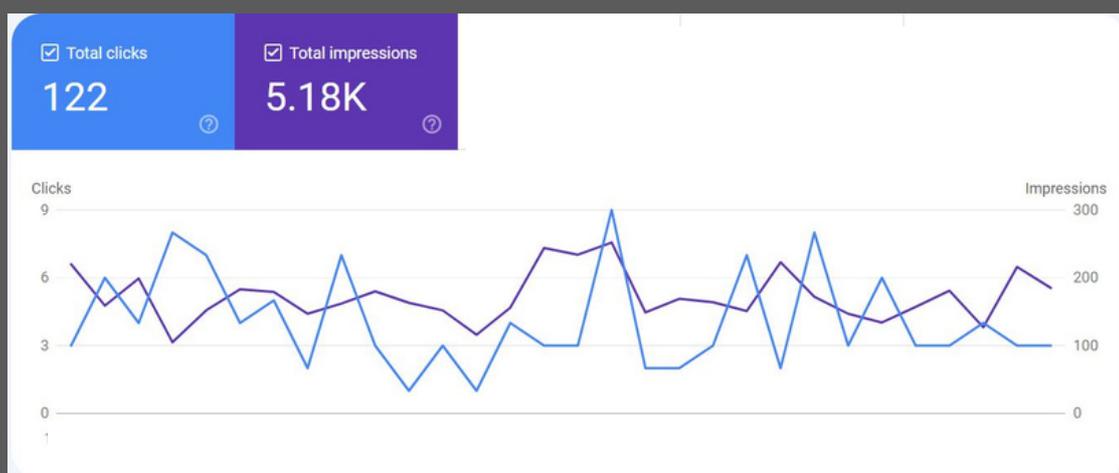
\*Clicks refers to the number of users on the website.

\*Impressions refers to the number of times Google showed this website in a search query.

## July 2022



## November 2022



56

Keywords ranking on  
page 1 of Google

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52%

Increase in traffic to  
their website

If 2020 showed us anything, it is the importance of being visible online for your business to grow. Those that didn't invest heavily in SEO or content creation fell by the way side. Traditional SEO is heavily reliant on people, reactive (rather than proactive) and expensive. The quality of your SEO is highly dependent on who works on your website. The saying 'you get what you pay for' is apt in this instance. Good traditional SEO is expensive and doesn't guarantee results.

Contact us today to see how we can help your business get the results you need at a price you can afford.

[www.kaida-seo.com](http://www.kaida-seo.com)



**KAiDA**<sup>TM</sup>

## CONCLUSION

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An increase in traffic and keywords are great, but what does that mean in every day life?

Brazilian Body & Wax has seen an increase in sale appointments of **38% in just 4 months**. This has already had a huge impact on their bottom line.

KAiDA will continue to work 24/7 to increase this even more over time.

## WE CAN HELP YOU

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With the help of KAiDA, your website can rank faster and with more keywords than traditional SEO. At a price you can afford.

KAiDA is a world first AI-driven keyword ranking algorithm software that achieves proven results or your money back. That's right! We are so confident in our AI that we are guaranteeing our results.

