

SPAFINDER®  
THE GLOBAL SPA RESOURCE

spa boom

SPA BOOKER™  
by SpaFinder

# Positioning Your Spa Online

## Importance of Online Positioning

- Mother's day is May 10<sup>th</sup>
- Over 1.5 B is spent
- About 1B on “nurturing” gifts including spa treatments
- 2008 avg. planned purchase was \$55.76. Ave online \$108
- Men outspend women (\$172 vs. \$106)
- Almost 20% of men and 16% of women plan to purchase gifts online
- Position your spa online and you win



## What do we mean by “positioning”

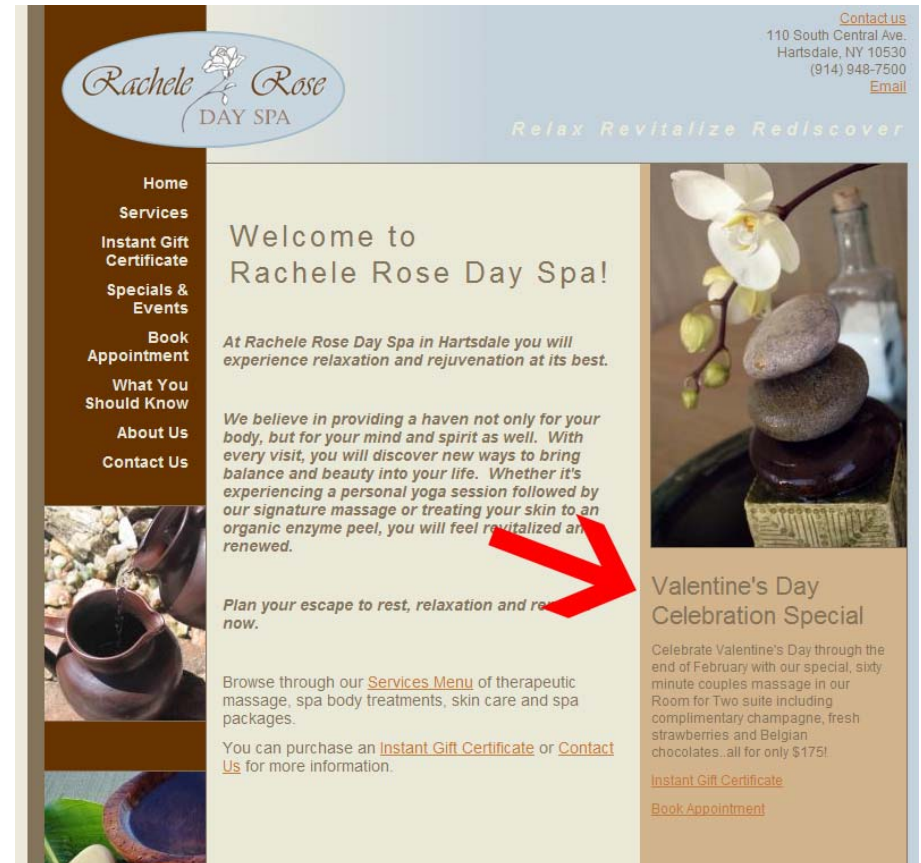
“Positioning is the act of placing your product or brand in the mind of customers”

- Where do you want to be thought of relative to your competition?
  - Walmart or Neiman Marcus?
- Online positioning must also meet their practical needs
  - Hint-your website cannot be a spa treatment



# Nuts and bolts of online positioning

- Image
  - look and feel, navigation
  - other media (email)
- Content-
  - what you say matters – it should provide the following
  - who, what & how
  - events, specials & seasonal data
- Access
  - SEO



**Rachele Rose DAY SPA**

Contact Us  
110 South Central Ave.  
Hartsdale, NY 10530  
(914) 948-7500  
Email

Relax Revitalize Rediscover

Home  
Services  
Instant Gift Certificate  
Specials & Events  
Book Appointment  
What You Should Know  
About Us  
Contact Us

Welcome to Rachele Rose Day Spa!

At Rachele Rose Day Spa in Hartsdale you will experience relaxation and rejuvenation at its best.

We believe in providing a haven not only for your body, but for your mind and spirit as well. With every visit, you will discover new ways to bring balance and beauty into your life. Whether it's experiencing a personal yoga session followed by our signature massage or treating your skin to an organic enzyme peel, you will feel revitalized and renewed.

Plan your escape to rest, relaxation and rejuvenation now.

Browse through our [Services Menu](#) of therapeutic massage, spa body treatments, skin care and spa packages.

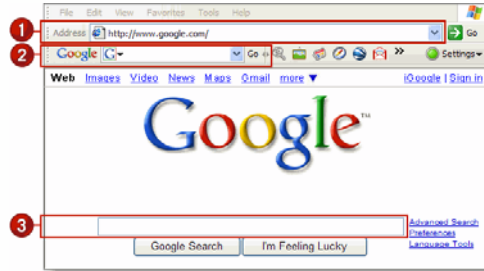
You can purchase an [Instant Gift Certificate](#) or [Contact Us](#) for more information.

Valentine's Day Celebration Special

Celebrate Valentine's Day through the end of February with our special, sixty minute couples massage in our Room for Two suite including complimentary champagne, fresh strawberries and Belgian chocolates... all for only \$175!

[Instant Gift Certificate](#)  
[Book Appointment](#)

# What really happens when you search



## Index

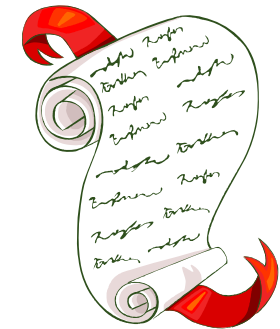
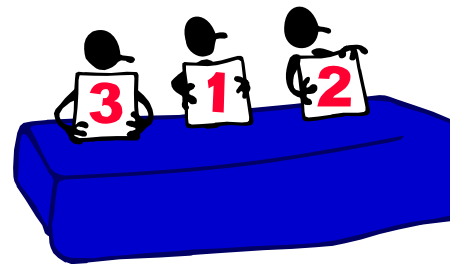
URL	Page Title	Date
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visited W_@http://www.microsoft.com/		04/28/2006 16:18:47
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visited W_@http://systempanelsCont		04/28/2006 16:21:36
visited W_@http://systempanels/firstp		04/28/2006 16:21:36
visited W_@http://systempanels/Topic	Topics summary	04/28/2006 16:21:36
visited W_@http://systempanels/ublan		04/28/2006 16:22:17
visited W_@http://systempanels/MSH		04/28/2006 16:22:17
visited W_@ms-its.F\WINDOWSHel	Share and Share Alike	04/28/2006 16:22:19
visited W_@http://systempanels/Topic	Topics summary	04/28/2006 16:23:28
visited W_@http://systempanels/butsearc	Browse the search results	04/28/2006 16:23:48
visited W_@ms-its.F\WINDOWSHel	Using Shared Folders	04/28/2006 16:24:08
visited W_@msk-@MSITStore F\WIN	Microsoft Management Console	04/28/2006 16:32:54
visited W_@msk-@MSITStore F\WIN	Shared Folders	04/28/2006 16:33:00
visited W_@msk-@MSITStore F\WIN	Share a folder or drive	04/28/2006 16:34:39
visited W_@http://www.msn.com	MSN.com	04/28/2006 16:47:48

Day Spa

Hartdale

Page Rank

Results



Web [Maps](#)

## Local business results for [day spa](#) near [Hartsdale, NY](#)



- A. [Focus Spa](#) - [www.racheleroosedayspa.com](#) - (914) 948-7500 - [More](#)
- B. [Peony Nail & Day Spa](#) - [peonydayspa.com](#) - (914) 472-2230 - [More](#)
- C. [Amari Medical Spa](#) - [amarimedspa.net](#) - (914) 722-3000 - [More](#)
- D. [Tranquility Spa Inc](#) - [www.tranquilityspa.com](#) - (914) 713-0066 - [2 reviews](#)
- E. [Day Spa](#) - [www.enhancespa.com](#) - (914) 997-8878 - [More](#)
- F. [Harmon Discount #37](#) - [www.harmondiscount.com](#) - (914) 683-0451 - [More](#)
- G. [Adam & Eve Full Services Salons](#) - [www.oggiadameve.com](#) - (914) 472-0010 - [More](#)
- H. [Sung Health Spa](#) - [www.sunghealthspa.com](#) - (914) 723-9222 - [More](#)
- I. [Devra Bader Skin Care & Beauty Spa](#) - [www.devrabader.com](#) - (914) 725-1158 - [2 reviews](#)
- J. [Nirvana Spa Scarsdale](#) - [nirvanascarsdale.com](#) - (914) 725-6903 - [More](#)

[More results near Hartsdale, NY >](#)

### [Hartsdale Day Spas](#) | [Yelp](#)

29 businesses reviewed for **Day Spas** in **Hartsdale** on Yelp. Read about places like: Enhance Face & Body **Spa**, Tranquility **Spa**, Equinox Fitness, Riverspa, ...  
[www.yelp.com/c/hartsdale-ny/spas](#) - 28k - [Cached](#) - [Similar pages](#)

### [Scarsdale Day Spas](#) | [Yelp](#)

37 businesses reviewed for **Day Spas** in **Scarsdale** on Yelp. Read about places like: Tranquility **Spa**, Equinox Fitness, Enhance Face & Body **Spa**, Riverspa, ...  
[www.yelp.com/c/scarsdale-ny/spas](#) - 28k - [Cached](#) - [Similar pages](#)

### [Day Spas in Hartsdale, New York](#)

**Day Spas** in **Hartsdale**, New York Guide picks. **Day Spas** in **Hartsdale**, New York. Enhance Face and Body **Spa** In **Hartsdale** - Facials, microdermabrasion, ...  
[spas.about.com/cs/nydayhartsdale/](#) - 18k - [Cached](#) - [Similar pages](#)

### [Day Spas in Scarsdale, NY 10583 on Yahoo! Local](#)

**Day Spas** in Scarsdale, NY 10583 on Yahoo! Local Get Ratings & Reviews on **Day Spas** with Photos, Maps, Driving Directions and more.  
[local.yahoo.com/NY/Scarsdale/Health+Beauty/Day+Spas](#) - 93k - [Cached](#) - [Similar pages](#)

### [Hartsdale Day Spas in Hartsdale NY Yellow Pages by SuperPages](#)

Directory of **Hartsdale Day Spas** in NY yellow pages. Find **Day Spas** in **Hartsdale** maps with reviews, websites, phone numbers, addresses, and business profiles.  
[www.superpages.com/yellowpages/C-Day+Spas/S-NY/T-Hartsdale/](#) - 147k - [Cached](#) - [Similar pages](#)

### [Day Spa Hartsdale, NY](#)

**Hartsdale**, NY - Find a **day spa** in **Hartsdale**, NY to pamper yourself.  
[www.wellness.com/find/Day%20Spa/NY/HARTSDALE](#) - 127k - [Cached](#) - [Similar pages](#)

### [Rachele Rose Day Spa Hartsdale, New York day spas at SpaFinder](#)

Rachele Rose **Day Spa** has a clean design aesthetic with Asian and Zen-like touches and a color palette of soft browns and light blues.  
[www.spafinder.com/Spa/10669-Rachele\\_Rose\\_Day\\_Spa-Hartsdale-New\\_York-United\\_States](#) - 27k - [Cached](#) - [Similar pages](#)

# Rachele Rose Day Spa Listing on SpaFinder.com





The Gift of Spa from Sp  
SpaFinder Gift Certificates  
are accepted at 5,000 spas. [shop](#)

**Find Spas**

- Day Spas
- Getaway Spas
- Medical Spas
- Spa Real Estate
- Browse Spa Brands
- Book Spa Treatments

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**Spa Deals**

- Day Spa Deals
- Getaway Spa Deals

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**SpaFinder Gifts**

- Buy Gift Certificates
- Use Gift Certificates
- Gift Boutique
- Buy Spa Directory

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**SpaFinder Lifestyle Online Magazine**

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**Learn About Spas**

- Events at Spas
- Susie's Spa Blog

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**Free e-Newsletter**

FREE spa deals & news

Enter your email  [▶](#)

**All Results** Enter spa name

[Home > All Results](#)

All Results
Day Spas
Getaway Spas
Spa Deals
Spa Real Estate
Related Content

We found **14** results for **All Results: hartsdale**

Day Spas (14) Deals (2)

Your search produced: hartsdale  ;

**TOP DAY SPA RESULTS**



Rachele Rose Day Spa  
Hartsdale, United States



Adina's Touch  
Mount Vernon, United States



Eva of Sweden Day Spa  
Tarrytown, United States

[See All Day Spa Results >](#)

**TOP SPA DEAL RESULTS**



Rachele Rose Day Spa  
Hartsdale, United States  
**15% off! Essential Oil  
Aromatherapy Massage**

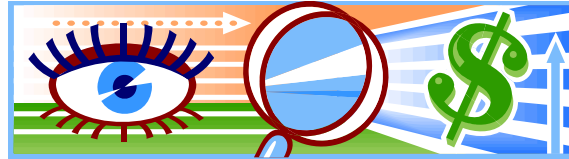


Adina's Touch  
Mount Vernon, United States  
**Save \$35 on a 70-minute  
Swedish Massage With  
Monday Mavhem!**

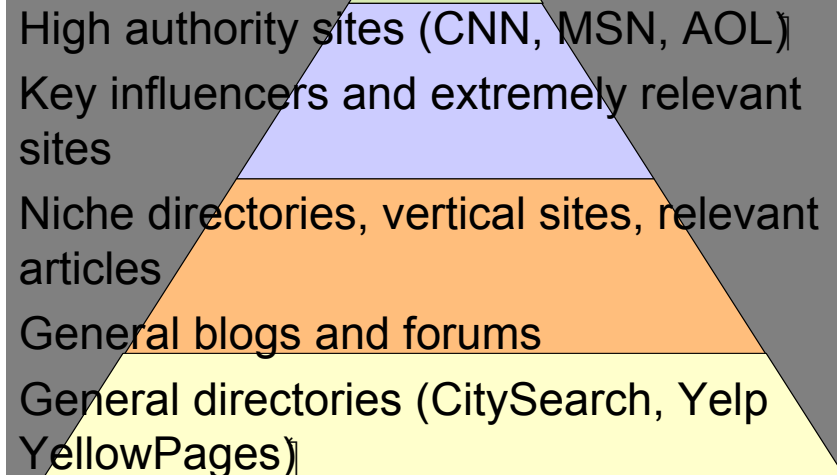
[See All Spa Deal Results >](#)

# SEO – How many links come into the site

## SEO basics



- Search (key) words – content of the search
  - How to start
    - Have someone outside of your business conduct a search
    - ID your core search term(s)
    - Relevance in a greater scheme
- Links-how many & how relevant
  - This refers to how many websites “point” to yours.
  - Where links come from
    - You want relevant links
    - Have a strategy
    - Every online opportunity—Reviews, directories, mention the website in PR and any other online postings.
  - Reviews, directories and other links

- 
1. High authority sites (CNN, MSN, AOL)
  2. Key influencers and extremely relevant sites
  3. Niche directories, vertical sites, relevant articles
  4. General blogs and forums
  5. General directories (CitySearch, Yelp YellowPages)



# The Importance of Online Directories For Your Business

## Directories-two types

- geographical and
- market centric
- **Geographic (Local):**
  - City Search
  - Yelp
  - Internet Yellowpages (IYP's)
- **Spa, Salon Market Centric**
  - National reach
    - SpaFinder
      - qualified spa enthusiast traffic
    - Salon Wish
      - qualified salon enthusiast traffic



# Maximize your Directory Presence

- Make your listing a great source of information for your business
- Your goal is to attract more attention and stand out from the crowd
  - First impression
- Communicate directly and plainly
  - What makes you better or different from your competition.



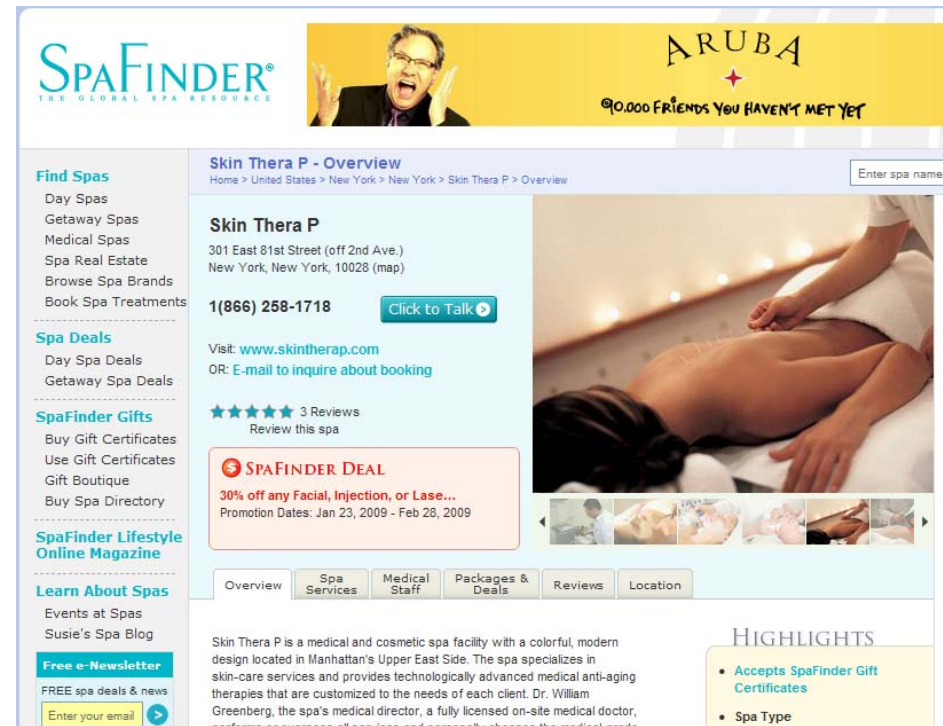
The screenshot shows the SpaFinder website interface. At the top, there's a navigation bar with "SPAFINDER THE GLOBAL SPA RESOURCE" logo and a search bar. Below the navigation, there are several promotional banners, including one for "The Gift of Spa from S" and "SpaFinder Gift Certificates are accepted at 5,000 spas." The main content area is titled "Day Spas" and shows search results for "Day Spas: NYC". The results are filtered by "All Results" and "Day Spas". The search results show 155 results for "Day Spas: NYC". The results are sorted by "Best Match" and are on page 1 of 10. The results list includes:

- SPAFINDER DEAL: 30% off any Facial, Injection, or Laser Treatment (Read more...)**
  - Featured!** **Skin Thera P**
  - 301 East 81st Street (off 2nd Ave.)
  - New York City, NY, 10028 (map)
  - Accepts SpaFinder Gift Certificates
  - Review This Spa
- SPAFINDER DEAL: \$100 off Your First Service! (Read more...)**
  - TriBeCa Med Spa**
  - 114 Hudson Street
  - New York City, NY, 10013 (map)
  - Accepts SpaFinder Gift Certificates
  - Review this Spa
- SPAFINDER DEAL: Save 20% off all Hair and Nail Services! (Read more...)**
  - Delluva Day Spa and Salon**
  - 152 Franklin Street
  - New York City, NY, 10013 (map)
  - Average Price \$\$\$
  - Accepts SpaFinder Gift Certificates
  - Book Now!
  - Review this Spa

The left sidebar contains navigation links for "Find Spas", "Spa Deals", "SpaFinder Gifts", "SpaFinder Lifestyle Online Magazine", and "Learn About Spas". There is also a "Free e-Newsletter" sign-up form.

# Enhance your listing

- Make your listing a great source of information for your business
- Photographs if the feature is available
- Description of ambiance and philosophy and treatments
- Upgrade your listing and come up higher in search results
- No one goes through pages of listings
- Offer Value – affordable luxury



**SPAFINDER**  
THE GLOBAL SPA RESOURCE

**ARUBA**  
90,000 FRIENDS YOU HAVEN'T MET YET

**Skin Thera P - Overview**  
Home > United States > New York > New York > Skin Thera P > Overview

**Find Spas**  
Day Spas  
Getaway Spas  
Medical Spas  
Spa Real Estate  
Browse Spa Brands  
Book Spa Treatments

**Spa Deals**  
Day Spa Deals  
Getaway Spa Deals

**SpaFinder Gifts**  
Buy Gift Certificates  
Use Gift Certificates  
Gift Boutique  
Buy Spa Directory

**SpaFinder Lifestyle Online Magazine**

**Learn About Spas**  
Events at Spas  
Susie's Spa Blog

**Free e-Newsletter**  
FREE spa deals & news  
Enter your email

**Skin Thera P - Overview**  
301 East 81st Street (off 2nd Ave.)  
New York, New York, 10028 (map)

**1(866) 258-1718** [Click to Talk](#)

Visit: [www.skintherap.com](http://www.skintherap.com)  
OR: [E-mail to inquire about booking](#)

★★★★★ 3 Reviews  
Review this spa

**SPAFINDER DEAL**  
30% off any Facial, Injection, or Lase...  
Promotion Dates: Jan 23, 2009 - Feb 28, 2009

**HIGHLIGHTS**

- Accepts SpaFinder Gift Certificates
- Spa Type

Skin Thera P is a medical and cosmetic spa facility with a colorful, modern design located in Manhattan's Upper East Side. The spa specializes in skin-care services and provides technologically advanced medical anti-aging therapies that are customized to the needs of each client. Dr. William Greenberg, the spa's medical director, a fully licensed on-site medical doctor, performs or oversees all services and personally chooses the medical grade

# Online Reviews



- **Monitor your reviews**
  - frequently check sites like Yelp and SpaFinder
- **ComScore survey – the impact of reviews**
  - Purchasers reported a willingness to pay at least 20 % more for a service rated as 5 star than a 4 star
  - More than ¾ of review informed purchasers cited online reviews as influential in their purchase process.
- **Managing and encouraging good reviews**
  - Reviews are overwhelmingly influential
  - Don't write your own reviews
  - Use negative reviews to analyse your business
  - The silver lining of negative reviews
    - they validate the other posts
  - Respond positively to bad reviews
    - they help your business grow

## Special gifts from the presenters

- **SpaFinder**
  - 3 free months of an Enhanced Listing (\$210 value).
  - Promo code “WEBFREE3”
  - Go to [www.spafinder.com](http://www.spafinder.com) to register
- **SpaBooker**
  - \$200 off SpaBooker setup (\$99 instead of \$299)
  - Call 888.721.5580 before 3/17/2009 to take advantage of this program
- **SpaBoom ®**
  - \$19 Instant Gift Certificate set up (normally \$99), or
  - \$199 new Dynamic Website set up (normally \$299)
  - Got to [www.spaboom.com/signup](http://www.spaboom.com/signup) and use referral code “PYSO”

# Transactional Value of Your Website

- Join us for another free Webinar on March 18
- Your website should generate revenue, not drain cash out of your spa or salon! Learn how to activate the transactional capabilities of your website before Mother's Day, and beyond!
  - SpaFinder, SpaBoom and SpaBooker are jointly hosting this second in a series of three webinars that will explain how to use online tools to reach new clients and build sales in the months leading to Mother's Day.
- Register at [www2.gotomeeting.com/register/167663902](http://www2.gotomeeting.com/register/167663902)
- Time: 11:00 AM - 12:00 PM MDT

Questions!



# ***Thank You!***

***Seth Gardenswartz  
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