SEO and content case study

The Shiatsu & Massage Center

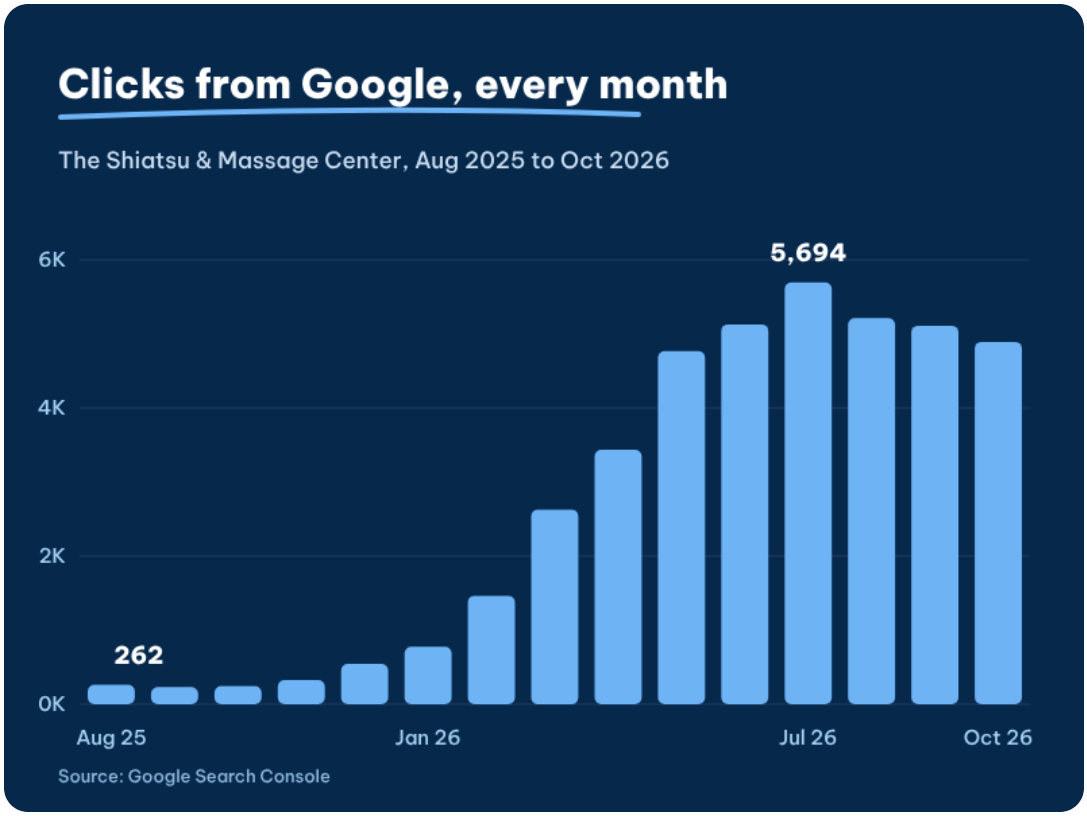
How helpful blog posts grew Google clicks 21x in one year

A massage spa in Waikiki, Honolulu. Offshore Marketers runs its SEO and blog. Every number in this report comes from the client's own Google Search Console and Google Analytics 4.

21x
Clicks from Google

19x
Visits from search

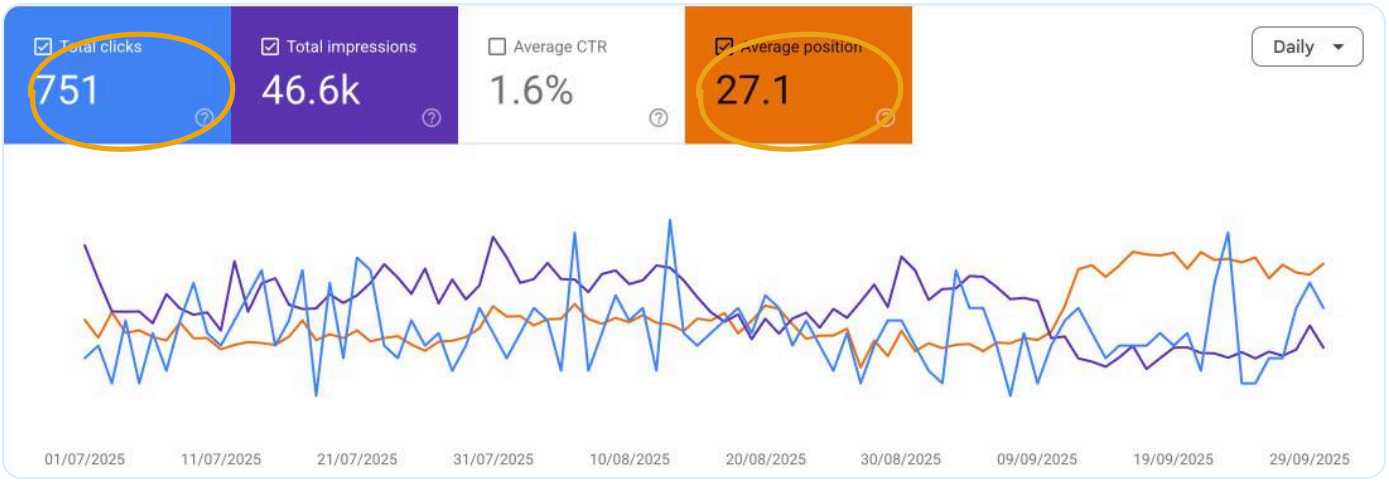
27.1 to 7.1
Average Google position



Clicks from Google each month, August 2025 to October 2026. Source: Google Search Console.

Where it started

In July to September 2025 the site got 751 clicks from Google in three months. Its average position was 27.1, which is page three.



Google Search Console, 1 Jul to 30 Sep 2025.

Most clicks came from people who already knew the spa by name. For the wider search "shiatsu massage" the site sat at position 43.8, so almost nobody new found it.

Top queries	↓ Clicks	Impressions	Position
shiatsu massage center	74	286	2.7
shiatsu massage waikiki	41	140	1.0
the shiatsu massage center	40	161	1.4
shiatsu massage	35	3,156	43.8
the shiatsu and massage center	22	91	1.4
shiatsu massage honolulu	20	118	1.5
shiatsu massage near me	18	623	18.2
shiatsu and massage center	14	77	5.1

Top searches, 1 Jul to 30 Sep 2025. Most are the spa's own name.

The goal

Get found by people who do not know the spa yet, by answering the questions they type into Google.

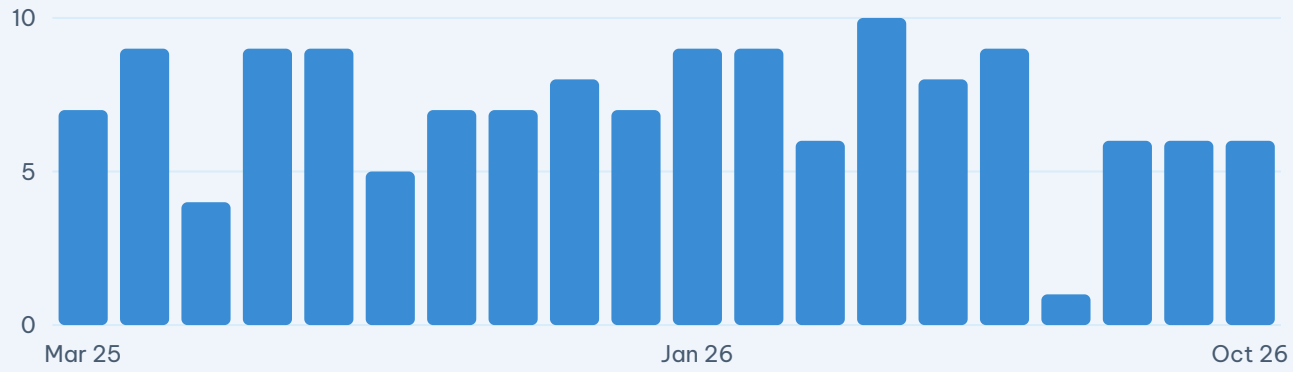
What we did

1. **Found the real questions**
   Keyword research on what people search before and after a massage: feeling tired, feeling sick, sore muscles, crying, and the different types of massage.

2. **Wrote a content plan**
   A written plan that groups these questions into topics, so each post answers one clear question in plain words.

3. **Published every month**
   143 blog posts from March 2025 to October 2026, about 7 a month. No month was skipped.

Blog posts published each month



Source: the client's WordPress site, March 2025 to October 2026.

Examples of posts that now rank

- Why you feel exhausted after a massage
- Massage flu: symptoms and recovery
- Can a massage make you sick?
- Detox symptoms after a massage
- Emotional release massage and crying during a massage

The results

The same three months, one year apart. July to September 2026 against July to September 2025.

Google Search Console	Jul to Sep 2025	Jul to Sep 2026	Change
Clicks	751	16,018	**21x**
Times shown on Google	46,600	1,230,000	**26x**
Average position	27.1	7.1	**20 places up**
Click rate	1.6%	1.3%	-0.3 pts



Google Search Console, 1 Jul to 30 Sep 2026. Compare with page 2.



The full 16 months in Search Console. Blue is clicks, purple is times shown, orange is average position.

Which posts brought the clicks

Four posts about how people feel after a massage brought in 65% of all clicks from July to September 2026.

Top pages	↓ Clicks	Impressions	Position
https://shiatsumassagecenter.com/why-exhausted-after-a-massage/	4,462	170,468	4.2
https://shiatsumassagecenter.com/massage-flu-symptoms-recovery/	2,413	96,409	5.5
https://shiatsumassagecenter.com/can-a-massage-make-you-sick/	2,165	171,882	6.7
https://shiatsumassagecenter.com/detox-symptoms-after-massage/	1,333	103,915	6.7
https://shiatsumassagecenter.com/why-does-foot-massage-feel-so-good/	727	51,407	4.9
https://shiatsumassagecenter.com/emotional-release-massage/	648	39,812	5.3
https://shiatsumassagecenter.com/crying-during-massage/	573	27,107	4.3
https://shiatsumassagecenter.com/	553	15,772	13.6

Top pages by clicks, 1 Jul to 30 Sep 2026. The top four add up to 10,373 of 16,018 clicks.

Top queries	↓ Clicks	Impressions	Position
massage flu	467	5,505	1.9
shiatsu massage center	119	442	1.4
tired after massage	114	988	2.0
lomi lomi massage	112	15,111	6.4
emotional release massage	73	1,395	4.2
massage flu symptoms	72	751	1.5
feeling sick after massage	53	1,434	4.7
can a massage make you sick	53	1,073	2.6

Top searches, 1 Jul to 30 Sep 2026. "Massage flu" now ranks at position 1.9.

A year earlier the top searches were the spa's own name. Now the spa is found by people searching questions like "massage flu", "tired after massage" and "lomi lomi massage".

Visits from search

Google Analytics 4 shows the same jump in real visits to the website.

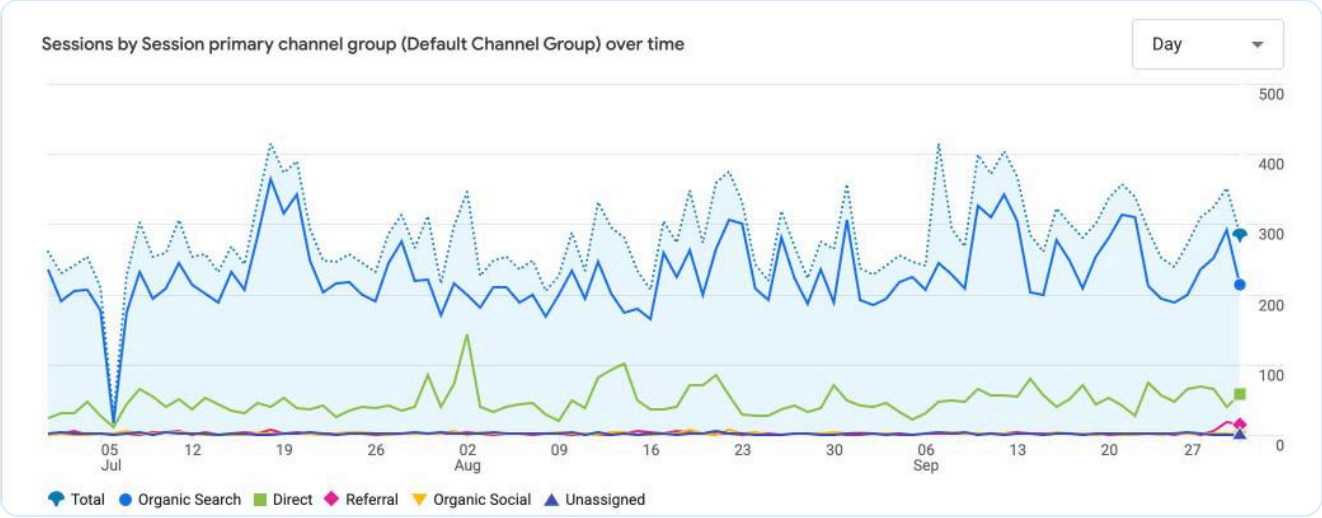
20,608
Visits from search, was 1,076

10,664
Engaged visits, was 783

1m 15s
Time on site, was 43s

	Session primary...Channel Group)	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session
	SHOW ALL ROWS					
	Total	25,569 vs. 3,299 ↑ 675.05%	12,097 vs. 1,983 ↑ 510.04%	47.31% vs. 60.11% ↓ 21.29%	1m 05s vs. 34s ↑ 91.69%	4.21 vs. 6.45 ↓ 34.71%
1	Organic Search					
	Jul 1 - Sep 30, 2026	20,608 (80.6%)	10,664 (88.15%)	51.75%	1m 15s	4.17
	Jul 1 - Sep 30, 2025	1,076 (32.62%)	783 (39.49%)	72.77%	43s	7.34
	% change	1,815.24%	1,261.94%	-28.89%	73.49%	-43.16%
2	Direct					
	Jul 1 - Sep 30, 2026	4,410 (17.25%)	1,095 (9.05%)	24.83%	19s	4.23
	Jul 1 - Sep 30, 2025	1,563 (47.38%)	830 (41.86%)	53.1%	27s	5.79
	% change	182.15%	31.93%	-53.24%	-27.23%	-26.96%

Google Analytics 4, traffic by channel. 1 Jul to 30 Sep 2026 compared with 1 Jul to 30 Sep 2025.



Daily visits, July to September 2026. The blue line is visits from search.

Search grew from 33% of all visits to 81%.

Why it worked

- **Questions, not keywords.** Each post answers one thing a real person asks Google about massage.
- **Steady publishing.** About 7 posts every month for over a year. Growth started around month 9 and kept building.
- **Content, not links.** The site's Ahrefs Domain Rating moved from 14 to 7 in the same period. The growth came from the posts, not from link building.

Timeline

Mar 2025	Blog plan starts, first posts go live
Jul to Sep 2025	751 clicks a quarter, average position 27.1
Jan 2026	777 clicks in the month as posts start to rank
Mar 2026	2,630 clicks in the month
Jul 2026	Best month so far: 5,694 clicks
Oct 2026	4,892 clicks in the month, still close to the peak

What this means for your business

If your customers ask the same questions again and again, each answer can become a page that Google sends people to every day. It takes months, not weeks, and it keeps working after the post is written.

Want results like this?

Book a free call. We will look at your site, your Google data and your goals, and tell you what we would do first.

Book a Free Call

Email: social@offshoremarketers.com
US phone: +1 201 293 6876
Website: offshoremarketers.com

About this report

Data was pulled on 11 November 2026 from the client's Google Search Console, Google Analytics 4 and WordPress site, and from Ahrefs. Screenshots are unedited, apart from cropping and the yellow circles we added. Published with the client's permission.