

MAISON LUNÉ / APPOINTMENT GROWTH SYSTEM

From a new local website to measurable
search and appointment intent.

06

One integrated system connects local search visibility to appointment intent

20,610

SEARCH IMPRESSIONS

Recorded from launch through 28 July 2026.

1,639

ORGANIC CLICKS

Earned across the supplied Search Console window.

4.9K

NEW USERS

Recorded in the supplied GA4 reporting period.

759

TRACKED APPOINTMENT EVENTS

Appointment-button events captured through GTM.

Executive interpretation

CREATE built a measurable local-growth asset: discovery now moves from Google and social channels into tracked appointment intent inside one owned system.

KEY INSIGHT

Visibility matters when it creates appointment intent.

The system links local discovery to services, trust signals and appointment action.

Maison Luné demonstrates a measurable local acquisition system—not a standalone website.

Beauty clients do not choose a salon through one channel

CLIENT INTENT

Choose the right salon

By service, location, quality, availability, trust and price.

Established salons

Existing reputation and repeat clients

Maps and directories

Local comparison without full service context

Social and referrals

Visual influence without owned search equity

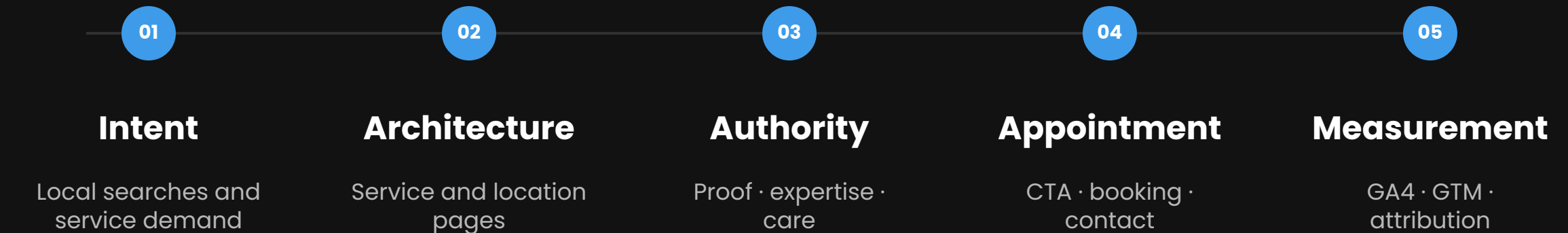
Fragmented booking journeys

Services, proof and appointment action separated

CREATE opportunity

Build the owned layer connecting local beauty intent to service proof and appointment action.

The strategy connects local beauty intent to appointment action in one system



The hypothesis

If every high-intent query maps to service proof and an appointment path, visibility can compound into measurable demand.

One owned stack connects discovery, trust and appointment intent

13

PUBLIC PAGE ENTRIES

Services, contact, brand proof and beauty content.

1

APPOINTMENT PATHWAY

Persistent appointment CTA connected to external booking.

1

MEASUREMENT STACK

GA4 and GTM capture high-intent button activity.

DISCOVERY

Salon + service + location

TRUST

Brand + expertise + care

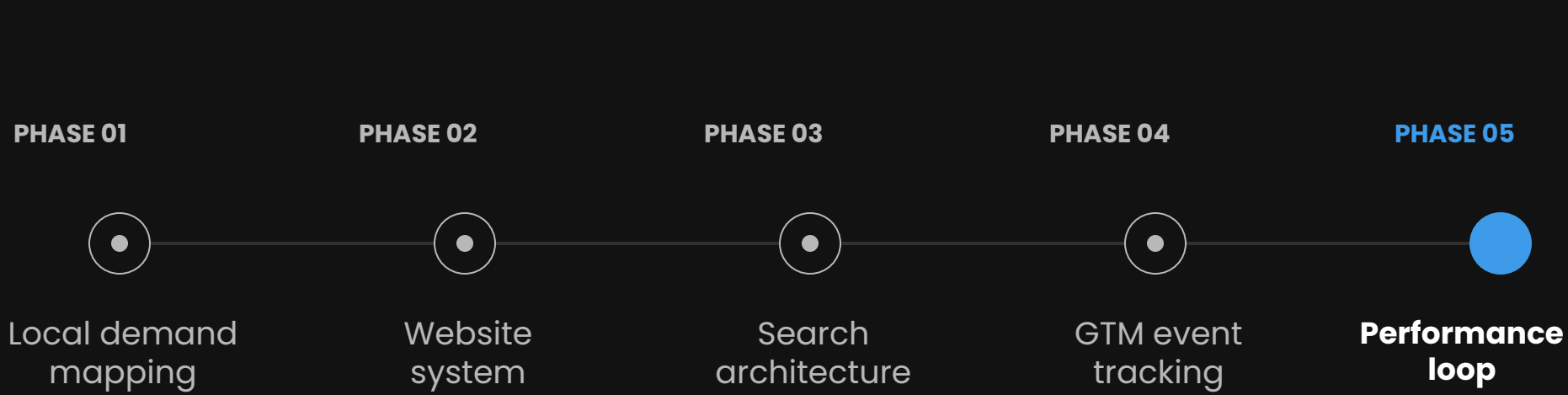
AI LAYER

llms.txt + XML sitemaps

CONVERSION

Appointment CTA + contact

CREATE delivered discovery and measurement as one integrated build

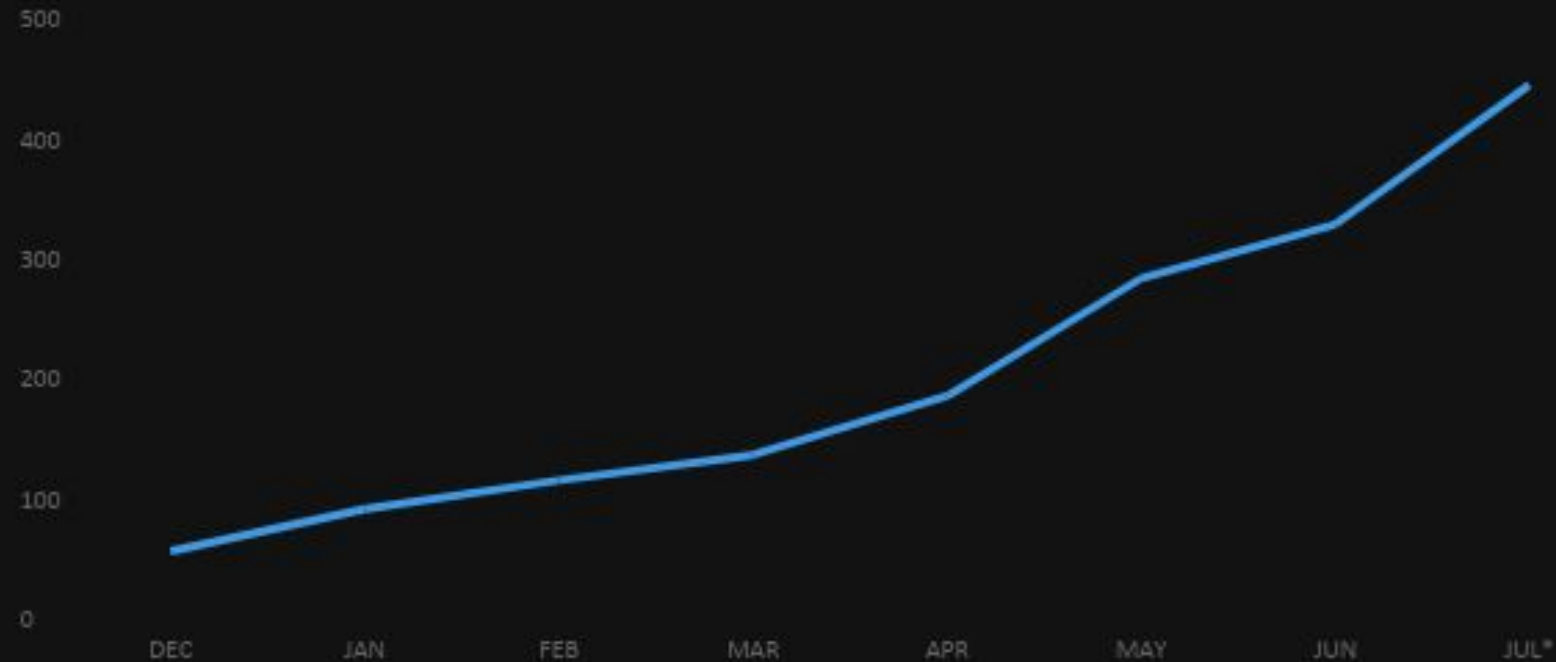


5

DELIVERY PHASES

Website · content
· SEO · GA4 · GTM ·
analytics

Organic clicks accelerated as local authority compounded



444

JULY CLICKS

328

LATEST COMPLETE MONTH

July reached 444 clicks through 28 July; June generated 328.

KEY INSIGHT

759

appointment-button events recorded through
GA4 and GTM.

**High-intent action is measurable before completed-booking
attribution is available.**

Brand demand is captured while generic service terms rank on page one

QUERY	POSITION	CLICKS	IMPRESSIONS
maison lune paphos	1.04	209	613
maison lune	1.70	184	332
nail salon paphos	4.26	75	656
nails paphos	5.38	53	984
pedicure paphos	3.12	53	548
manicure paphos	2.71	11	121

Interpretation

Maison Luné owns branded searches while commercial salon and service queries already sit on page one.

Branded search authority is established and highly efficient

1,218

VISIBLE BRAND IMPRESSIONS

Across visible Maison Luné query variants.

417

VISIBLE BRAND CLICKS

Captured across exported brand-query rows.

34.2%

VISIBLE BRAND CTR

A strong signal of navigational demand.

1.04

TOP BRAND QUERY POSITION

"maison lune paphos".

Executive interpretation

Maison Luné converts brand awareness into efficient search capture while service content expands generic local discovery.

Authority is distributed across commercial and trust-building pages

17,506

HOME IMPRESSIONS

The primary organic discovery asset.

4,107

GEL GUIDE IMPRESSIONS

High-intent treatment content extends discovery.

2,603

LAUNCH ARTICLE IMPRESSIONS

Brand and category authority beyond the homepage.

1,925

BEAUTY SALON PAGE IMPRESSIONS

Commercial category content earns discovery.

Executive interpretation

Search authority is not concentrated on the homepage: service, commercial and informational content create multiple discovery routes.

GTM recorded 759 appointment-button events

759

APPOINTMENT-BUTTON EVENTS

High-intent appointment actions captured through GTM.

12K

PAGE VIEWS

Recorded across all channels in GA4.

6.7K

SESSION STARTS

Session-start events recorded in GA4.

2.1K

ORGANIC SESSIONS

Google organic is the largest listed session source.

Executive interpretation

The measurement layer connects acquisition scale to high-intent action without overstating clicks as completed appointments.

The build converts local discovery into measurable appointment intent

13

PUBLIC PAGE ENTRIES

Built around services, proof, location and care content.

1

APPOINTMENT PATHWAY

Persistent appointment CTA connected to booking action.

1

GA4 PROPERTY

Centralises traffic, channel and behaviour reporting.

1

GTM EVENT LAYER

Captures appointment-button actions as measurable events.

Executive interpretation

CREATE connected the owned website, search architecture, GA4 and GTM so local discovery can move into measurable appointment intent inside one system.

Search, social reach and appointment intent operate as one acquisition engine

4.9K

NEW USERS

12K

PAGE VIEWS

2.1K

ORGANIC SESSIONS

Largest listed session source

Appointment intent

759 tracked
appointment-button events
**Measured action inside the
owned journey**

Social discovery

1.8K sessions from ig / social
**A major discovery channel
alongside search**

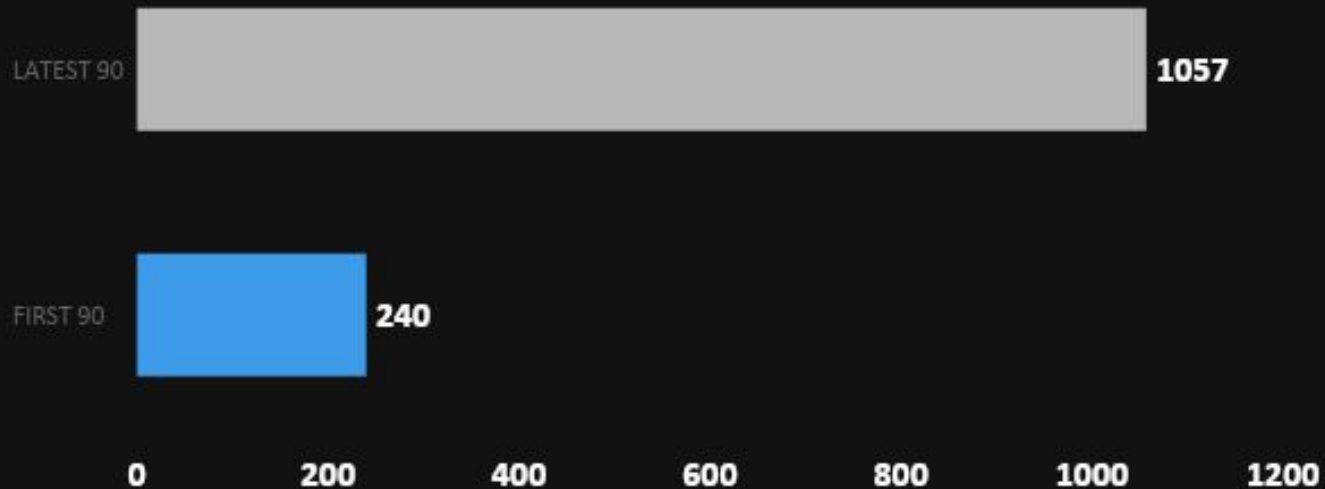
Organic discovery

20,610 impressions · 1,639 clicks
**Owned demand that continues to
compound**

Organic does not operate in isolation—it compounds the full local appointment engine.

The latest 90 days generated 4.4× more organic clicks

ORGANIC CLICKS • FIRST 90 VS LATEST 90 DAYS



+340%

CLICK GROWTH

1,057 versus 240 clicks

Impression growth **+565%**

Position gain **1.70**

Lower average position is better. Periods contain 90 reporting days.

Demand expanded while impression-weighted position improved from 6.60 to 4.90.

KEY INSIGHT

This is not a beauty website case study.

It is a connected local search, service-content and appointment-measurement system.

The next value unlock is completed-booking and revenue attribution.

Search demand is local, mobile and increasingly non-brand

1,639

ORGANIC CLICKS

78.8%

CYPRUS CLICK SHARE

1,353 mobile clicks · 82.6% of total

SEARCH DEMAND COMPOSITION

SEGMENT	LOCAL + MOBILE	
	CLICKS	SHARE
Cyprus	1,291	78.8%
Other geographies	348	21.2%
Mobile	1,353	82.6%
Desktop + tablet	286	17.4%

The strongest demand is generated in Cyprus and on mobile devices.

LOCAL DEMAND

1,291 Cyprus clicks

MOBILE DEMAND

82.6% mobile

84.5% non-brand impressions

The acquisition system is proven; booking attribution is the next unlock

VALIDATED

20,610 search impressions
1,639 organic clicks
4.9K new users
759 tracked appointment-button events
2.1K organic sessions
Website · SEO · GA4 · GTM

EVIDENCE BOUNDARY

Button events ≠ confirmed appointments
Unique customers not audited
Booking completions not supplied
Revenue not supplied

759

TRACKED
APPOINTMENT
EVENTS

Measured through the GTM event layer.

NEXT SCALE LAYER

Completed booking confirmation	Source attribution	Appointment value	Retention and LTV
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EXECUTIVE CONCLUSION

CREATE did not simply make a beauty salon visible.

It built a measurable local appointment-growth system.

SEARCH DEMAND

20,610 impressions

TRACKED INTENT

759 appointment events

CREATE

Full-stack implementation

CREATE