

Empower Skin Spa

A high-end new website now represents Empower Skin and Scalp Spa in Geneva, New York. Arising Media built it to help this upscale style spa win new clients.

ENGAGEMENT

Arising Media client

| Where Empower Skin Spa started

When Empower Skin and Scalp Spa, a upscale style spa located on Pre Emption Road in Geneva, New York, partnered with us through our collaboration with Community Proud, they needed a digital presence that would match the elegance and professionalism of their physical spa experience. Owned and operated by Jessica Lahr, a licensed aesthetician with over nineteen years of expertise in the Finger Lakes region, the spa had already established itself as a premier destination for advanced skin and scalp treatments, winning Business Hall of Fame for best facial spa and FLX Finest Gold for best med spa. However, their existing online presence failed to capture the upscale style and personalized experience that clients received when visiting the spa. The disconnect between their award winning services and their basic digital presence was limiting their ability to attract new clients who were searching for high-end spa services throughout the Finger Lakes region, particularly those seeking specialized treatments like hydrafacials, microneedling, and scalp therapy that set Empower apart from traditional day spas.

| Our approach

Our approach began with designing and building a completely new website from the ground up using Webflow, creating a custom framework that would showcase the spa's unique blend of professional grade treatments and upscale spa experiences. Every element was carefully crafted to reflect the spa's brand identity, from custom animations that mirror the fluid, rejuvenating nature of their treatments to specialized components built specifically for showcasing their diverse service menu. The booking integration we implemented allows clients to easily schedule appointments for everything from dermaplaning to aesthetic injections, with an intuitive interface that guides them through service selection based on their skin and scalp concerns. We paid particular attention to imagery, working to ensure that every photo and visual element conveyed the serene, uplifting atmosphere that clients experience at the spa. The custom animations we developed create subtle, elegant transitions between sections, giving visitors a sense of the calm and renewal they can expect from their treatments. Our collaboration with Community Proud ensured that the local character and community connections that make Empower special were woven throughout the site's narrative. The search improvement and design strategy we executed focused heavily on expanding local visibility across the entire Finger Lakes region through targeted geo pages and location specific content.

| What changed

Empower Skin and Scalp Spa continues to grow its client base throughout the Finger Lakes region, with their digital presence serving as a true reflection of the strong experience that awaits clients at their Geneva location.

Want a similar outcome?

Tell us where you are and what is in your way. We will scope a plan you can act on.