

SEO CONTENT STRATEGY

www.radiant-reflections.com

www.radiant-reflections.com · 10 pages analyzed · April 14, 2026

1,022

keywords discovered

957,430

monthly searches

Prepared by [AuditCrawl](#) · auditcrawl.com

Executive Summary

Radiant Reflections, a wellness clinic and medspa located in Little Rock, AR, offers a variety of services to help clients look and feel their best. With a total addressable search volume of 957430/mo, the business has a significant opportunity to capture organic search traffic. The top 3 content priorities by keyword cluster are Hormone Replacement Therapy with 471810/mo total volume, Weight Loss with 184490/mo total volume, and IV Therapy with 162460/mo total volume. Notably, AI assistants currently don't recognize Radiant Reflections for its service areas, with an overall visibility score of 0/100 and competitors like Arkansas Urology and Baptist Health Medical Group already showing up in AI responses. As a complement to the organic strategy, paid-search opportunities like 'IV therapy near me' with 135000/mo volume and \$6.96 CPC can drive high-conversion traffic. By solving these gaps, Radiant Reflections can establish itself as a trusted authority in the wellness and medspa space, driving more bookings and revenue for its services.

PAGES ANALYZED
10

KEYWORDS DISCOVERED
1,022

WITH VOLUME DATA
108

TOTAL SEARCH VOLUME
957,430/mo

Site Assessment

The current site has limited content across 10 pages, with high-volume keywords like 'hormone replacement therapy for perimenopause' (60500/mo) and 'microneedling near me' (49500/mo) missing from the existing content. The 'Services' page has 521 words, but it lacks depth and specific information on each service, making it hard for search engines to understand the business's expertise.

The thin or missing pages are why AI assistants can't recognize Radiant Reflections for its service areas, resulting in a low visibility score. To improve this, the business needs to create high-authority content that targets specific high-volume keywords and provides valuable information to searchers.

One potential quick-win content piece could be a guide to 'Hormone Replacement Therapy for Perimenopause' (60500/mo), which could establish Radiant Reflections as a trusted authority in this area and attract high-intent searchers.

Audience & Search Intent

The intent mix across clusters is predominantly educational, with many searchers looking for information on 'what is hormone replacement therapy' (8100/mo) or 'how does microneedling work' (2400/mo). However, there are also commercial searchers looking for 'IV therapy near me' (135000/mo) or 'weight loss near me' (22200/mo), indicating a high intent to book services. The CPC distribution tells us that commercial intent keywords like 'hormone replacement therapy for perimenopause' (\$14.91 CPC) and 'IV therapy near me' (\$6.96 CPC) are more valuable than educational keywords like 'what is hormone replacement therapy' (\$3.92 CPC).

For local searchers in Little Rock, AR, 'near me' intent is high, with keywords like 'IV therapy near me' (135000/mo) and 'microneedling near me' (49500/mo) indicating a readiness to book services. Late-funnel searchers looking for 'cost of microneedling' (9900/mo) or 'hormone replacement therapy cost' (720/mo) are also common, requiring content that provides clear pricing information and comparisons.

Top-of-funnel educational searchers looking for 'what is hormone replacement therapy' (8100/mo) or 'how does microneedling work' (2400/mo) need content that provides a clear introduction to these topics and establishes Radiant Reflections as a trusted authority. This content should be prioritized based on the cluster-by-cluster intent mix, with commercial intent keywords like 'hormone replacement therapy for perimenopause' and 'IV therapy near me' taking precedence.

Keyword Opportunities by Tier

Hormone Replacement Therapy

HIGH PRIORITY · 471,810 SEARCHES/MO

The Hormone Replacement Therapy cluster is crucial for Radiant Reflections, with a total opportunity size of 471810/mo. This cluster includes high-volume keywords like 'hormone replacement therapy for perimenopause' (60500/mo) and 'hormone replacement therapy benefits' (5400/mo), which attract high-intent searchers looking for information on HRT.

KEYWORD	VOLUME	DIFF.	CPC	WHY IT MATTERS
menopause	201,000	18	\$5.02	Education-seeker query (high-volume, 201,000/mo, \$5.02 CPC).
hormone replacement therapy for perimenopause	60,500	8	\$14.91	Education-seeker query (high-volume, 60,500/mo, \$14.91 CPC).
hrt	90,500	40	\$11.54	Education-seeker query (high-volume, 90,500/mo, \$11.54 CPC).
hrt therapy	110,000	67	\$12.73	Education-seeker query (high-volume, 110,000/mo, \$12.73 CPC).
hormone replacement therapy benefits	5,400	48	\$2.63	Education-seeker query (high-volume, 5,400/mo, \$2.63 CPC).
hormone replacement therapy patch side effects	1,600	34	\$4.06	Education-seeker query (high-volume, 1,600/mo, \$4.06 CPC).
hormone replacement therapy pills	1,600	66	\$7.38	Education-seeker query (high-volume, 1,600/mo, \$7.38 CPC).
hormone replacement therapy for post menopausal women	720	28	\$7.24	Education-seeker query (mid-volume, 720/mo, \$7.24 CPC).

Weight Loss

HIGH PRIORITY · 184,490 SEARCHES/MO

The Weight Loss cluster is another key area for Radiant Reflections, with a total opportunity size of 184490/mo. This cluster includes high-volume keywords like 'weight loss near me' (22200/mo) and 'weight loss programs' (135000/mo), which attract commercial searchers looking to book weight loss services.

KEYWORD	VOLUME	DIFF.	CPC	WHY IT MATTERS
weight loss programs	135,000	15	\$15.15	Education-seeker query (high-volume, 135,000/mo, \$15.15 CPC).

KEYWORD	VOLUME	DIFF.	CPC	WHY IT MATTERS
hormone replacement therapy for menopause	27,100	22	\$12.59	Education-seeker query (high-volume, 27,100/mo, \$12.59 CPC).
weight loss near me	22,200	52	\$8.77	Ready-to-act query (high-volume, 22,200/mo, \$8.77 CPC).
weight loss des moines	170	52	\$13.54	Ready-to-act query (mid-volume, 170/mo, \$13.54 CPC).
weight loss near me now	170	84	\$7.47	Ready-to-act query (mid-volume, 170/mo, \$7.47 CPC).
weight loss centers near me now	140	82	\$8.77	Ready-to-act query (mid-volume, 140/mo, \$8.77 CPC).
weight loss west des moines	20	52	\$0.00	Ready-to-act query (long-tail, 20/mo).
what pills for weight loss	0	—	\$0.00	Education-seeker query (long-tail, 0/mo).

IV Therapy

HIGH PRIORITY · 162,460 SEARCHES/MO

The IV Therapy cluster is a significant opportunity for Radiant Reflections, with a total opportunity size of 162460/mo. This cluster includes high-volume keywords like 'IV therapy near me' (135000/mo) and 'iv vitamin therapy' (9900/mo), which attract high-intent searchers looking for IV therapy services.

KEYWORD	VOLUME	DIFF.	CPC	WHY IT MATTERS
IV therapy near me	135,000	51	\$6.96	Ready-to-act query (high-volume, 135,000/mo, \$6.96 CPC).
iv vitamin therapy	9,900	26	\$4.66	Education-seeker query (high-volume, 9,900/mo, \$4.66 CPC).
mobile iv therapy	4,400	22	\$13.92	Ready-to-act query (high-volume, 4,400/mo, \$13.92 CPC).
mobile iv	9,900	70	\$19.97	Ready-to-act query (high-volume, 9,900/mo, \$19.97 CPC).
iv hydration	40,500	93	\$7.69	Education-seeker query (high-volume, 40,500/mo, \$7.69 CPC).
what is IV therapy	2,400	7	\$2.95	Education-seeker query (high-volume, 2,400/mo, \$2.95 CPC).
iv therapy near me open now	480	52	\$11.19	Ready-to-act query (mid-volume, 480/mo, \$11.19 CPC).
iv therapy near me mobile	140	51	\$19.00	Ready-to-act query (mid-volume, 140/mo, \$19.00 CPC).

Medically Supervised Weight Loss

HIGH PRIORITY · 61,300 SEARCHES/MO

The Medically Supervised Weight Loss cluster is a high-priority area for Radiant Reflections, with a total opportunity size of 61300/mo. This cluster includes high-volume keywords like 'weight loss clinic' (49500/mo) and 'medical weight loss' (9900/mo), which attract commercial searchers looking for medically supervised weight loss services.

KEYWORD	VOLUME	DIFF.	CPC	WHY IT MATTERS
weight loss clinic	49,500	44	\$10.98	Education-seeker query (high-volume, 49,500/mo, \$10.98 CPC).
medical weight loss	9,900	58	\$12.48	Education-seeker query (high-volume, 9,900/mo, \$12.48 CPC).
weight loss clinic near me phentermine	590	47	\$11.29	Ready-to-act query (mid-volume, 590/mo, \$11.29 CPC).
weight loss clinic near me ozempic	260	6	\$30.61	Ready-to-act query (mid-volume, 260/mo, \$30.61 CPC).
weight loss doctors near me that take insurance	480	60	\$13.10	Ready-to-act query (mid-volume, 480/mo, \$13.10 CPC).
weight loss programs near me covered by insurance	90	64	\$20.87	Ready-to-act query (long-tail, 90/mo, \$20.87 CPC).
weight loss clinic near me adipex	50	41	\$15.44	Ready-to-act query (long-tail, 50/mo, \$15.44 CPC).
weight loss programs near me for women	70	67	\$6.85	Ready-to-act query (long-tail, 70/mo, \$6.85 CPC).

Microneedling

MEDIUM PRIORITY · 32,010 SEARCHES/MO

The Microneedling cluster is a medium-priority area for Radiant Reflections, with a total opportunity size of 32010/mo. This cluster includes high-volume keywords like 'microneedling near me' (49500/mo) and 'what is sculptra' (14800/mo), which attract high-intent searchers looking for microneedling services.

KEYWORD	VOLUME	DIFF.	CPC	WHY IT MATTERS
what is sculptra	14,800	3	\$7.52	Education-seeker query (high-volume, 14,800/mo, \$7.52 CPC).
microneedling near me	49,500	95	\$4.66	Ready-to-act query (high-volume, 49,500/mo, \$4.66 CPC).
cost of microneedling	9,900	80	\$2.56	Buyer-research query (high-volume, 9,900/mo, \$2.56 CPC).

KEYWORD	VOLUME	DIFF.	CPC	WHY IT MATTERS
microneedling treatment	3,600	48	\$4.17	Education-seeker query (high-volume, 3,600/mo, \$4.17 CPC).
is microneedling worth it	2,400	56	\$1.37	Education-seeker query (high-volume, 2,400/mo, \$1.37 CPC).
prp microneedling	18,100	95	\$0.69	Education-seeker query (high-volume, 18,100/mo, \$0.69 CPC).
microneedling with pdgf	1,000	62	\$3.28	Education-seeker query (high-volume, 1,000/mo, \$3.28 CPC).
microneedling des moines	110	72	\$3.58	Ready-to-act query (mid-volume, 110/mo, \$3.58 CPC).

Quick Organic Wins

High-volume keywords with low DataForSEO competition (≥ 500 /mo, competition $\leq 30/100$). These are the fastest content wins — real search demand with a realistic path to ranking.

KEYWORD	VOLUME	DIFF.	CPC	WHY IT'S A WIN
menopause	201,000	18	\$5.02	High volume with low competition — priority content target
weight loss programs	135,000	15	\$15.15	High volume with low competition — priority content target
hormone replacement therapy for perimenopause	60,500	8	\$14.91	Very low competition, high volume — fast organic win
hormone replacement therapy for menopause	27,100	22	\$12.59	High volume, manageable competition
what is sculptra	14,800	3	\$7.52	Very low competition, high volume — fast organic win
iv vitamin therapy	9,900	26	\$4.66	High volume, manageable competition
mobile iv therapy	4,400	22	\$13.92	Good volume-to-competition ratio
what is IV therapy	2,400	7	\$2.95	Very low competition — rank with a single focused page

Content Strategy

Specific content pieces to create, ranked by priority. Each targets real keyword opportunities discovered in this report.

1. Hormone Replacement Therapy for Perimenopause: A Comprehensive Guide

HIGH

This article should provide an in-depth introduction to hormone replacement therapy for perimenopause, including its benefits, risks, and what to expect from treatment. It should be around 2000-2500 words and include testimonials from satisfied patients. By creating this content, Radiant Reflections can establish itself as a trusted authority in this area and attract high-intent searchers.

Target keywords: hormone replacement therapy for perimenopause (60500/mo), hormone replacement therapy benefits (5400/mo)

2. IV Therapy in Little Rock, AR: What to Expect and What It Costs

HIGH

This article should provide a clear overview of IV therapy services offered by Radiant Reflections, including what to expect from treatment, pricing, and any packages or promotions. It should be around 1500-2000 words and include a call-to-action to book an appointment. By creating this content, Radiant Reflections can attract high-intent searchers looking for IV therapy services in Little Rock, AR.

Target keywords: IV therapy near me (135000/mo), iv vitamin therapy (9900/mo)

3. Weight Loss Programs in Little Rock, AR: A Comparison Guide

MEDIUM

This article should provide a comprehensive comparison of weight loss programs offered by Radiant Reflections, including their benefits, risks, and pricing. It should be around 2000-2500 words and include testimonials from satisfied patients. By creating this content, Radiant Reflections can attract commercial searchers looking for weight loss programs in Little Rock, AR.

Target keywords: weight loss near me (22200/mo), weight loss programs (135000/mo)

4. Microneedling in Little Rock, AR: What Is It and How Does It Work?

MEDIUM

This article should provide an introduction to microneedling, including its benefits, risks, and what to expect from treatment. It should be around 1500-2000 words and include testimonials from satisfied patients. By creating this content, Radiant Reflections can attract high-intent searchers looking for microneedling services in Little Rock, AR.

Target keywords: microneedling near me (49500/mo), what is sculptra (14800/mo)

5. Medically Supervised Weight Loss in Little Rock, AR: A Guide

MEDIUM

This article should provide an overview of medically supervised weight loss services offered by Radiant Reflections, including their benefits, risks, and what to expect from treatment. It should be around 2000-2500 words and include testimonials from satisfied patients. By creating this content, Radiant Reflections can attract commercial searchers looking for medically supervised weight loss services in Little Rock, AR.

Target keywords: weight loss clinic (49500/mo), medical weight loss (9900/mo)

6. The Benefits of Hormone Replacement Therapy for Women

LOW

This article should provide an in-depth look at the benefits of hormone replacement therapy for women, including its effects on symptoms, quality of life, and overall health. It should be around 1500-2000 words and include testimonials from satisfied patients. By creating this content, Radiant Reflections can establish itself as a trusted authority in this area and attract high-intent searchers.

Target keywords: hormone replacement therapy benefits (5400/mo), hormone replacement therapy for perimenopause (60500/mo)

7. FAQs About IV Therapy: What You Need to Know

LOW

This article should provide a comprehensive FAQ guide to IV therapy, including its benefits, risks, and what to expect from treatment. It should be around 1000-1500 words and include a call-to-action to book an appointment. By creating this content, Radiant Reflections can attract high-intent searchers looking for IV therapy services and establish itself as a trusted authority in this area.

Target keywords: IV therapy near me (135000/mo), iv vitamin therapy (9900/mo)

8. A Guide to Microneedling with PRP: What to Expect and What It Costs

LOW

This article should provide an in-depth guide to microneedling with PRP, including its benefits, risks, and what to expect from treatment. It should be around 1500-2000 words and include testimonials from satisfied patients. By creating this content, Radiant Reflections can attract high-intent searchers looking for microneedling services and establish itself as a trusted authority in this area.

Target keywords: microneedling near me (49500/mo), prp microneedling (18100/mo)

AI Search Visibility

How visible is this brand when customers ask popular AI assistants about these services? We ran 18 real queries across 4 major LLMs.

"AI assistants don't mention Radiant Reflections for Hormone Replacement Therapy queries — but they do mention Arkansas Urology."

0/100

INVISIBLE
AI visibility

VISIBILITY

0%

RECOMMENDED

0%

MODELS TESTED

4

QUERIES RUN

18

MODEL COVERAGE

AI MODEL	MENTIONED IN	RATE
Claude Sonnet 4.6	0 / 5	0%
ChatGPT	0 / 3	0%
Gemini 3 Flash	0 / 5	0%
Grok 4.1 Fast	0 / 5	0%

WHO IS SHOWING UP IN AI RESPONSES

These competitors appeared when AI assistants answered our queries. They're already winning AI visibility for this niche.

Arkansas Urology ×3

Baptist Health Medical Group ×2

The Skin Studios ×2

UAMS Health ×2

Kindbody ×1

Winona ×1

Evernow ×1

UAMS (University of Arkansas for Medical Sciences) ×1

WHAT AI ACTUALLY SAID

We asked real AI assistants these questions. Here's what they said.

Asked Claude Sonnet 4.6:

NOT MENTIONED

"What is Hormone Replacement Therapy and how does it work?"

Hormone Replacement Therapy (HRT) is a medical treatment that supplements or replaces hormones that the body is no longer producing in sufficient quantities, most commonly used for menopause symptoms in women or as part of gender-affirming care. It works by introducing hormones such as estrogen, progesterone, or testosterone into the body through various delivery methods including pills, patches, ...

Asked ChatGPT:

NOT MENTIONED

"What is Hormone Replacement Therapy and how does it work?"

Hormone replacement therapy (HRT) is medical treatment that replaces or supplements sex hormones—most often estrogen and progesterone for menopausal people or testosterone for men—when the body's natural levels fall. It works by delivering hormones through pills, patches, gels, injections or implants so they bind to hormone receptors in target tissues, restoring normal signaling to relieve symptom...

HOW TO FIX IT

- No AI assistant currently mentions this brand when asked about their services. Publishing authoritative long-form content on each cluster in the Content Strategy section below is the fastest way to enter the AI training / retrieval loop.
- Study the content structure of "Arkansas Urology" — this competitor appeared in 3 of 20 AI queries about these services. Understanding what makes them AI-visible gives you a replicable playbook.
- Add Schema.org LocalBusiness (or Organization) structured data to the homepage. AI assistants increasingly use schema markup as a trust signal when naming specific businesses.
- Publish an llms.txt file at the root of the domain listing the business's primary services, specialties, and key pages. This is becoming the de-facto robots.txt equivalent for AI crawlers.

AI visibility measured against Radiant Reflections on 4/14/2026. LLM responses are non-deterministic and may vary between runs.

Action Plan

THIS WEEK

- Create a comprehensive guide to hormone replacement therapy for perimenopause
- Develop a content calendar to ensure consistent publishing of high-quality content
- Conduct keyword research to identify new opportunities for content creation

THIS MONTH

- Write and publish an article on IV therapy in Little Rock, AR
- Create a FAQ guide to microneedling
- Develop a social media strategy to promote Radiant Reflections' content and services
- Optimize existing website content to better target high-volume keywords
- Create a guide to medically supervised weight loss in Little Rock, AR

NEXT 3 MONTHS

- Develop a series of educational guides on hormone replacement therapy and weight loss
- Create a video series on microneedling and IV therapy
- Host a webinar on the benefits of hormone replacement therapy for perimenopause
- Partner with influencers in the wellness and health space to promote Radiant Reflections' services

Quick Paid Wins

Paid shortcut while your content ranks. These keywords already have real advertiser demand — the CPC data comes from live Google Ads auctions. Monthly spend is a rough estimate assuming a 5% click-through rate.

Value plays — keywords worth buying today 5 PICKS

KEYWORD	VOLUME	CPC	EST. /MO	WHY
IV therapy near me	135,000	\$6.96	\$46,980	Local intent — high conversion potential
skin care near me	14,800	\$2.63	\$1,946	Local intent — high conversion potential
hormone replacement therapy for perimenopause	60,500	\$14.91	\$45,103	High volume — worth testing at scale
weight loss near me	22,200	\$8.77	\$9,735	Local intent — high conversion potential
supplements for weight loss	8,100	\$3.70	\$1,499	Solid volume + reasonable CPC

Educational reference only, not a budget recommendation. Real CPC varies with Quality Score, geo, device, and competition. Auction-average data via DataForSEO.

Google Trends Insights

Rising queries and related searches surfaced from Google Trends. Each seed shows its current interest score (0–100) and any queries gaining momentum.

"weight loss near me" Interest: 59/100

RELATED QUERIES

weight loss clinic

medical weight loss

weight loss injections

weight loss programs

"IV therapy near me" Interest: 77/100

RELATED QUERIES

iv vitamin therapy

mobile iv

mobile iv therapy

iv hydration

"microneedling near me" Interest: 75/100

RISING QUERIES

▲ microneedling with pdgf **Breakout**

▲ subcision for acne scars **Breakout**

▲ what is sculptra **Breakout**

▲ skinpen **+120%**

RELATED QUERIES

microneedling treatment

prp microneedling

"hormone replacement therapy" Interest: 49/100

RISING QUERIES

▲ male hormone replacement therapy clinics **+3400%**

▲ fda hormone replacement therapy **+250%**

▲ cost of hormone replacement therapy **+180%**

▲ online hormone replacement therapy **+120%**

▲ best hormone replacement therapy **+110%**

▲ hormone replacement therapy cost **+90%**

▲ hormone replacement therapy benefits **+70%**

▲ hormone therapy for women **+50%**

▲ hormone replacement therapy for women **+40%**

RELATED QUERIES

what is hormone replacement therapy

bioidentical hormone therapy

bioidentical hormone replacement therapy

bioidentical hormone replacement

hormone replacement therapy menopause

best hormone replacement therapy

menopause

hrt hormone replacement therapy

hrt

hrt therapy

"medically supervised weight loss"

Interest: 35/100

RELATED QUERIES

medically supervised weight loss programs

medically supervised weight loss program

"bioidentical hormone replacement therapy"

Interest: 50/100

RISING QUERIES

▲ bioidentical hormone replacement therapy doctors +100%

▲ bhrt therapy +80%

▲ bhrt +50%

RELATED QUERIES

what is bioidentical hormone replacement therapy

what is bioidentical hormone therapy

bioidentical hrt

hrt therapy

bioidentical hormones

bhrt

bhrt therapy

"skin care near me"

Interest: 44/100

RISING QUERIES

▲ best skin care products +100%

RELATED QUERIES

skin care products

korean skin care

"supplements for weight loss"

Interest: 71/100

RISING QUERIES

▲ glp1 supplement +300%

▲ peptide supplements +250%

▲ top weight loss supplements +250%

▲ glucomannan +190%

▲ what is glp-1 +180%

▲ glp 1 supplement +160%

RELATED QUERIES

best weight loss supplements

best supplements

best supplements for weight loss

weight loss supplements for women

supplement for weight loss

fat loss supplements

good supplements for weight loss

natural weight loss supplements

natural supplements for weight loss

supplements to take for weight loss

"cost of microneedling" Interest: 34/100

RISING QUERIES

▲ dr pen microneedling **+300%**

▲ benefits of microneedling **+150%**

▲ rf microneedling vs microneedling **+100%**

▲ microneedling at home **+50%**

▲ average cost of microneedling **+40%**

RELATED QUERIES

what is microneedling

average cost of microneedling

rf microneedling

rf microneedling cost

how much does microneedling cost

benefits of microneedling

how much is microneedling

how much is microneedling cost

prp microneedling

"what is IV therapy" Interest: 55/100

RISING QUERIES

▲ hydration room **Breakout**

▲ how much does iv therapy cost **+90%**

▲ is iv therapy safe **+60%**

▲ iv vitamin therapy **+60%**

▲ vitamin iv therapy **+60%**

▲ what is iv hydration therapy **+50%**

▲ what is ozone therapy **+40%**

▲ what is nad iv therapy cost **+40%**

RELATED QUERIES

what is iv therapy used for

infusion therapy

vitamin iv therapy

iv vitamin therapy

what is nad

iv therapy near me

what is nad iv therapy

nad iv therapy

what is nad therapy

"benefits of hormone replacement therapy" Interest: 22/100

RISING QUERIES

▲ bioidentical hormone replacement therapy **+40%**

RELATED QUERIES

bioidentical hormone replacement therapy