

LumenScore

Competitive Intelligence Report

Serenity Laser & Med Spa

Houston, TX

Generated 2026-04-07 | Sample Full Intelligence Report

1. Your Position

4.7

Google Rating

86

Total Reviews

61%

GBP Completeness

\$\$

Price Range

Services Found Online

Service	Price	Source
Botox	\$13/unit	Website
Lip Filler	\$699	Website
Laser Facial	\$325	Menu
Microneedling	\$275	Booking page

Categories: Med Spa Laser Hair Removal Skin Care Clinic

2. Pricing Intelligence

Competitor	Rating	Reviews	Distance	Price Range
Glow Aesthetics	4.9	312	2.1 mi	\$\$\$
Luxe Body Studio	4.8	188	3.4 mi	\$\$\$
Radiant Beauty Bar	4.8	141	1.8 mi	\$\$
Vida Wellness Spa	4.7	154	4.2 mi	\$\$

Your Ranking: #3 of 5 for Google rating, #4 of 5 for review count in your area.

Competitor Services Comparison

Glow Aesthetics: Injectables Laser Packages Memberships

Luxe Body Studio: Body Contouring Microneedling Hydrafacials

Radiant Beauty Bar: Peels Injectables Promotional Packages

Vida Wellness Spa: Facials Laser Skin Tightening

3. Review Intelligence

78%

Positive

12%

Neutral

10%

Negative

What Customers Love

natural-looking results

friendly staff

clean clinic

Areas for Improvement

slow follow-up

unclear pricing

booking friction

Competitor Insight: Top competitors are praised for faster follow-up, simpler package framing, and more confidence-building social proof at the point of booking.

Review Velocity

You average **3.2** reviews/month. Competitors average **9.1**/month. Trend: **behind market leaders**.

4. Local SEO Scorecard

61

Your Score (out of 100)

78

Market Average

Your GBP Score



Photos: You have 38 (competitor avg: 84)

Review Response Rate: 22% (competitor avg: 63%)

SEO Improvements

- Refresh GBP photo library with current treatment/result imagery
- Strengthen service-page copy around outcomes and FAQs
- Add visible proof and clearer CTA hierarchy on premium-service pages

5. Service Gaps & Trends

Services Competitors Offer That You Don't

Membership pricing

Laser bundles

Seasonal promos

Your Unique Services

Portuguese-speaking consultations

Trending Services in Your Market

Service	Offered By
Laser package bundles	3 competitor(s)
Membership discount plans	2 competitor(s)

6. Competitive Radar

7. Market Pulse

Market Pulse aggregates local market trends — business count, new entrants, pricing movement, and hiring activity. Available with Intel Pro.

8. Your Action Plan

Priority #Priority 1 | Expected impact: medium

Implement a front-desk review capture loop tied to completed appointments so Serenity adds meaningful fresh proof quickly.

Top competitor has 226 more reviews and much stronger recency signals.

Priority #Priority 2 | Expected impact: medium

Rename and bundle injectables and laser treatments around the result the client wants, not the internal treatment name.

Competitors with stronger conversion framing justify higher perceived value.

Priority #Priority 3 | Expected impact: medium

Clarify pricing anchors, strengthen proof on-page, and simplify the path from discovery to booking.

Current SEO/conversion surface trails the market average by 17 points.

Want monthly updates?

Upgrade to Intel Pro for refreshed reports, Competitive Radar, Market Pulse, and a "What Changed" digest every month.

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