



Sample Copy (1,500 characters max incl. spaces):

At Serenity by the sea Spa at Hilton Sandestin Beach guests can expect no less than a luxury spa experience.

Serenity's elegant spa facility is comprised of an exclusive area for women and a separate area for men, complete with lockers, whirlpools, saunas and steam rooms. Both spaces include their own lounges where guests prepare to be pampered.

With 16 treatment rooms, Serenity offers a plethora of spa treatments including facials and body treatments. Enjoy a prenatal massage, a HydraFacial™ or a soothing athletic massage.

At Serenity, we offer manicures, pedicures and hair services in our full-service salon. We also offer three styling stations and a separate makeup section. The nail area features four manicure stations, along with four curtain-divided pedicure thrones.

Our spa is "perfection defined," according to Visit South Walton, which recently name Serenity by the sea Spa a "Perfect in South Walton" pick. Of the spas in northwest Florida, Serenity by the sea Spa is considered the best, receiving numerous awards, including USA Today's 10 Best "2015 Summer Spa Treatments Under the Sun." Emerald Coast Magazine recognized Serenity by the sea Spa over the last 10 years, naming it the "Best Spa" in the magazine's "Best of the Emerald Coast" listing.

The spa is currently open daily from 8am-7pm by appointment only.

Guests of Hilton Sandestin Beach and spa members also enjoy access to the 24-hour fitness center within Serenity. The fitness center features state-of-the-art fitness equipment, free weights, mats, classes and more.

Notes:

Be sure to highlight proximity in the description and include landmarks that may help a user to understand your location in terms of their vacation plans.

Here are some other points to highlight within the listing via amenities or description, if applicable. These are based on popular search queries gathered from the VSW site.

- Hours
- Pet-friendly
- Parking availability
- Meals served (dining-specific)
- Wheelchair accessible

No need to include phone numbers or website addresses in the description, as they will not be clickable. The contact information box should house this information.

When writing, authors should remember that:



- Content should be detailed and unique — not repeated elsewhere on the web
- Content should encourage the reader to linger on the page — not immediately hit the “back” button
- Content should include relevant outward links, if possible, with descriptive anchor text
- Images should have keyword-rich alt tags and filenames
- Primary keywords should be used in title tag and also used at least twice in the first 100 words of copy
- Don’t overpack the copy with keywords to the point where it sounds unnatural or forced