SEARCH ENGINE OPTIMIZATION
Case Study

Goal:

Drive more people to the website by ranking higher for keywords, which would drive people to come to the gym, potentially becoming members.

Project Duration:

14 Months

Problem Statement:

The client had previously used an SEO company that did not generate results. The client wanted to rank high for keywords like "gyms in sherman oaks", "fitness gym sherman oaks", and "sherman oaks gym".

Our Client:

This client is a gym in the Sherman Oaks, California area.

STRATEGY (OVERVIEW)

Our strategy consisted of five general steps, proven to generate optimal results.

01
STEP
—

We performed in-depth market research and competitor analysis.

02
STEP
—

We set up the necessary tracking codes and made sure those codes had been implemented correctly on the client's site.

03
STEP
—

We performed keyword research to determine what keywords we would target and track for the campaign.

04
STEP
—

We performed a site audit, revealing any on-page issues that required immediate attention.

05
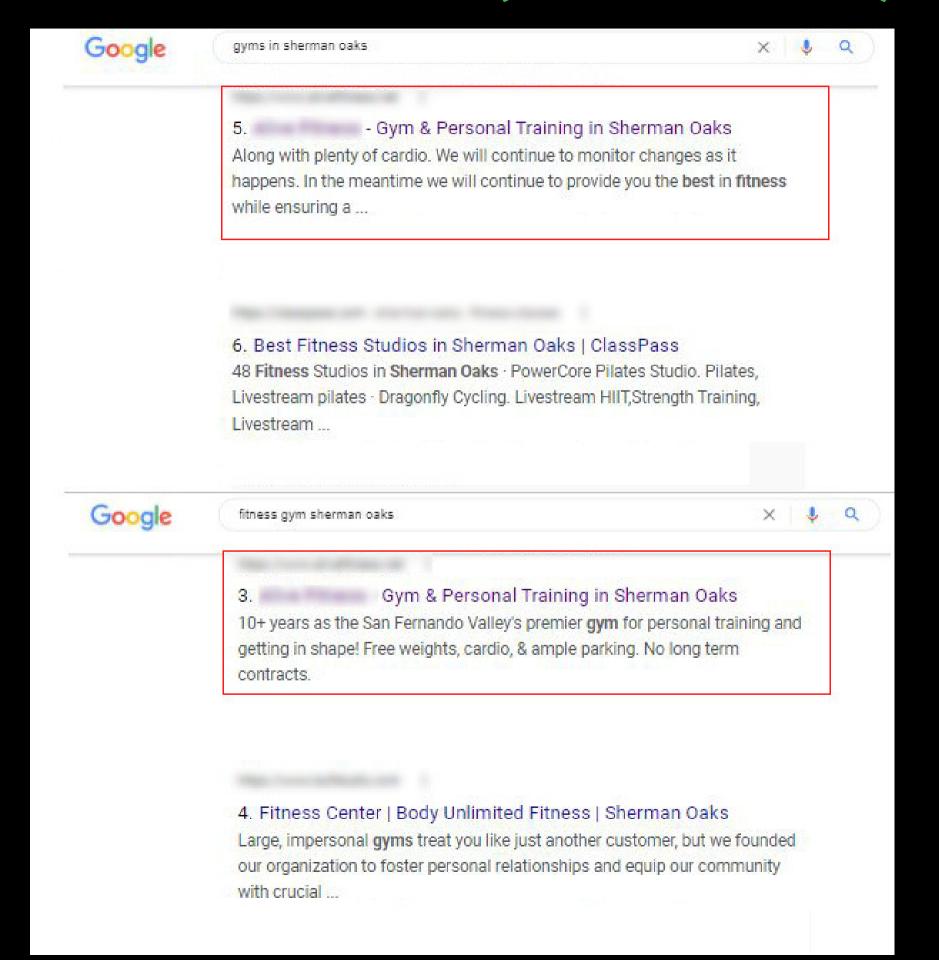### STEP
—

Our team of SEO experts continued to optimize the site to gradually increase keyword rankings, helping generate overall ROI.

KEYWORD RANKING RESULTS:

Keyword	06 Apr	Diff
1.best gyms in sherman oaks	5	+3
2.gyms in sherman oaks	5	+4
3.fitness gyms in sherman oaks	3	+6
4. gym in sherman oaks	3	+12
5.sherman oaks gym	5	+12
6.gym sherman oaks	9	+10
7.sherman oaks gym	3	+9
8.gyms sherman oaks	3	+6
9.personal training sherman oaks	5	+21
10.personal trainer sherman oaks	29	+11

REAL WORLD RESULTS (ON GOOGLE SERP):

Solution

Our SEO experts ran a highly optimized SEO campaign to start generating organic traffic and eventual leads.

Final Outcome

We were able to increase the positions of multiple keywords on Google's search engine results page to the first page. Many of these keywords increased dramatically in the first couple of months of the campaign.