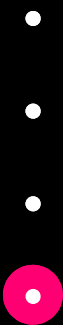


SEARCH ENGINE OPTIMIZATION

Case Study





Our Client:

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

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”.



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):

The image shows two screenshots of Google search results. The top screenshot is for the search query "gyms in sherman oaks". The search results are as follows:

- 5. [\[Redacted\]](#) - Gym & Personal Training in Sherman Oaks
Along with plenty of cardio. We will continue to monitor changes as it happens. In the meantime we will continue to provide you the **best in fitness** while ensuring a ...
- 6. [Best Fitness Studios in Sherman Oaks | ClassPass](#)
48 Fitness Studios in **Sherman Oaks** · PowerCore Pilates Studio. Pilates, Livestream pilates · Dragonfly Cycling. Livestream HIIT,Strength Training, Livestream ...

The bottom screenshot is for the search query "fitness gym sherman oaks". The search results are as follows:

- 3. [\[Redacted\]](#) Gym & Personal Training in Sherman Oaks
10+ years as the San Fernando Valley's premier **gym** for personal training and getting in shape! Free weights, cardio, & ample parking. No long term contracts.
- 4. [Fitness Center | Body Unlimited Fitness | Sherman Oaks](#)
Large, impersonal **gyms** treat you like just another customer, but we founded our organization to foster personal relationships and equip our community with crucial ...

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.