# 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 onpage 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

1. best gyms in sherman oaks

2.gyms in sherman oaks

3. fitness gyms in sherman oaks

4. gym in sherman oaks

5. sherman oaks gym

6.gym sherman oaks

7. sherman oaks gym

8.gyms sherman oaks

9. personal training sherman oaks

10. personal trainer sherman oaks

	06 Apr	Diff
	5	+3
•	5	+4
1	3	+6
1 1	3	+12
	5	+12
	9	+10
	3	+9
	3	+6
	5	+21
	29	+11

### REAL WORLD RESULTS (ON GOOGLE SERP):



gyms in sherman oaks

5. - 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 ...

Google

fitness gym sherman oaks

3. 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.

### March 1997 March 200

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 ...

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## 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.