

Revitalizing a Gym's Online Presence through Strategic SEO Implementation

Presented by SEO Experts Company India



Organic Traffic
+12.92% Pageviews



+ Add Segment

Jan 1, 2022 - Jan 31, 2023
Compare to: Dec 1, 2020 - Dec 31, 2021

Overview

Pageviews - 12. Select a metric

Hourly Day Week Month

Jan 1, 2022 - Jan 31, 2023: Pageviews

Dec 1, 2020 - Dec 31, 2021: Pageviews



Pageviews

Organic Traffic
395.12%
220,369 vs 44,508



Unique Pageviews

Organic Traffic
731.08%
150,843 vs 18,102



Avg. Time on Page

Organic Traffic
126.61%
00:01:07 vs 00:00:50



Bounce Rate

Organic Traffic
1,837.37%
68.58% vs 3.54%



% Exit

Organic Traffic
125.65%
49.41% vs 21.90%



PROJECT GOAL

Our team was approached by a client in December 2021 who had been operating a **gym since 2020** but was not satisfied with the amount of organic traffic to their website.

In December 2021, we **conducted an in-depth analysis** of the site from a **search engine optimization** perspective and administered a comprehensive audit report. After **analyzing the report**.

We had a **detailed conversation** with the client about all their business concerns and challenges.

As a result of the team's efforts, organic traffic to the client's **website increased by 395.12%**.



Here are the Guest Blogging Strategies that We Implemented

1. Focused on User Intent
2. Addressed the issue of duplicate content.
3. Optimized blog posts around informational keywords.
4. Earned quality link building



Focused on User Intent

Our team conducted a thorough **analysis to determine user intent**. This included examining the user's input keywords, phrases, and context, as well as location, **device type**, and prior interactions.

Through this process, we were **able to accurately identify the user's intended query** and provide a valuable response. By taking these steps, we ensured that **our content is relevant** and appealing to **users searching for specific keywords** or phrases.

Through the implementation of **search engine optimization** with a strong emphasis on user intent, our team was able to achieve **higher rankings on SERPs** for the client's website.



Addressed the Issue of Duplicate Content

- Our team utilized the **robots.txt** file to efficiently direct search engines to the specific pages on our website that needed **indexing**, while effectively avoiding any duplicate content.
- Our diligent efforts also involved **replacing any duplicated content** with new, unique content.
- Additionally, we proactively eliminated any **irrelevant content** that had been purposefully saturated with informational keywords.



Optimized Post Around the Informational Keywords

Following the completion of our **targeted informational keywords**, our team strategically incorporated them throughout our **blog posts to increase reach**. Additionally, we utilized these keywords in the **anchor text for both** internal and external linking.

Meta Title Tag: We also made sure to include the primary keywords in our SEO title tags, as they are the first thing users see and it helps them easily understand the content of the published posts on our client's website.

URL: It should be noted that URLs are a crucial element that users pay close attention to. As such, we have taken care to include the primary keyword in our URLs for optimal search engine optimization.

Meta Description: In order to enhance our visibility on SERPs, we incorporate targeted keywords into the meta descriptions featured beneath our URLs on all pages.

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Earned Quality Link Building

It has been indicated that the most **crucial ranking factor** in Google is the development of top-notch backlinks.

Hence, we have implemented **a strategy to obtain links** from pertinent domains to enhance the domain authority.

THE RESULTS WE ACHIEVED

Our client's website's organic traffic increased by 395.12% within 12 months!

So, here you have it! The challenges we faced, the strategy we built, and the results we delivered.



www.seoexpertscompanyindia.com



info@seoexpertscompanyindia.com
hello@seoexpertscompanyindia.com



USA: +1 347 960 4223

India: +91 987 292 7797

THANK YOU