

# seo case study

## Fitness Studio

### Campaign Information

**Industry:** Health & Wellness — Private Personal Fitness & Physical Therapy

**Location:** Glen Cove, NY

**Campaign Start Date:** 01/09/2017

**SEO Hours per Month:** 8

**Campaign Type:** Local

**Goal:** Gain visibility and increase revenue for their establishment in and around Glen Cove.



### Strategy

To help our client reach their goals, we fully optimized their website with a new meta description, h-tags, and alt-image tags. Simultaneously, we created/optimized 67 business listings and heavily invested in link building to improve local authority. With just 8 hours a month, we've gotten 5 target keywords on the first page of Google. We have maintained those rankings for our client, with organic traffic increasing 10% quarter over quarter. Even with a smaller budget, consistently investing in SEO can really put a business on the map and make it easier for customers to find exactly what they are looking for.

### Results

KEYWORD PHRASE	PAGE	RANK
personal nutrition counseling glen head ny	5 ↗ 1	41 ↗ 4
nutrition counseling glen head ny	2 ↗ 1	20 ↗ 7
private personal trainer locust valley ny	11 ↗ 1	101 ↗ 7
personal trainer locust valley ny	11 ↗ 2	101 ↗ 18

### Performance

5

**Keywords on Page 1 of Google**

10%

**Increase in Organic Traffic**  
quarter over quarter

839

**Total Links Built**