

seo case study

Yoga Studio

Campaign Information

Industry: Health & Wellness—Yoga

Location: Harlem, NY, USA

Campaign Start Date: August 20, 2020

SEO Hours per Month: 10

Campaign Type: Local

Goal: Increase visibility for online yoga classes in NYC



Strategy

To increase organic traffic and bring in new customers, we targeted competitive, area-specific keywords in New York City. In less than six months, our client's chosen keywords hit the first page, along with multiple halo keyword phrases. Our client saw great results, with organic traffic increasing by **40%** quarter over quarter. Additionally, we saw success in the local aspect of the campaign with **94%** of searchers coming in from NYC and the surrounding areas, just as the client wanted.

Results

KEYWORD PHRASE	PAGE	RANK
yoga online nyc	3 ↗ 1	22 ↗ 1
online yoga nyc	4 ↗ 1	34 ↗ 2
online yoga classes nyc	2 ↗ 1	19 ↗ 2
online yoga new york city	11 ↗ 1	101 ↗ 2
online yoga classes new york city	2 ↗ 1	18 ↗ 2

Performance

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Keywords on the First Page of Google

1

Current Top Rank

40%

Increase in Organic Traffic
quarter over quarter