



**KEYWORD**  
HUNTER

# CASE STUDY - GYM

January - June 2023 vs. July - December 2022

The client has been one of our valuable clients since November 2021. As we give high importance to the added value we give to your business, we aim to improve the service we provide. We wanted to share some good news and provide you with a 6-month improvement on the SEO metrics and GMB metrics we measure for your campaign.

Some of the metrics we measure include:

- Traffic
- Leads
- Clicks
- Impression
- Google My Business Calls
- Keyword Ranking

## Goal

Enhance Keyword Performance

Increase Engagement and Visibility

20-40% increase in conversions/goal completions

## Action Plan

1. Extensive keyword research to find relevant keywords including competitive analysis
2. Optimize GMB profile from top to bottom
3. Built relevant niche and local citations
4. Optimized onsite for location signals
5. Post weekly on their GMB profile to increase additional signals
6. Evaluate the site's content silo for content strategy
7. Create and publish monthly blogs as supplementary content for target keywords

## Notable Improvements

Based on our data, our SEO efforts resulted in the following improvements:

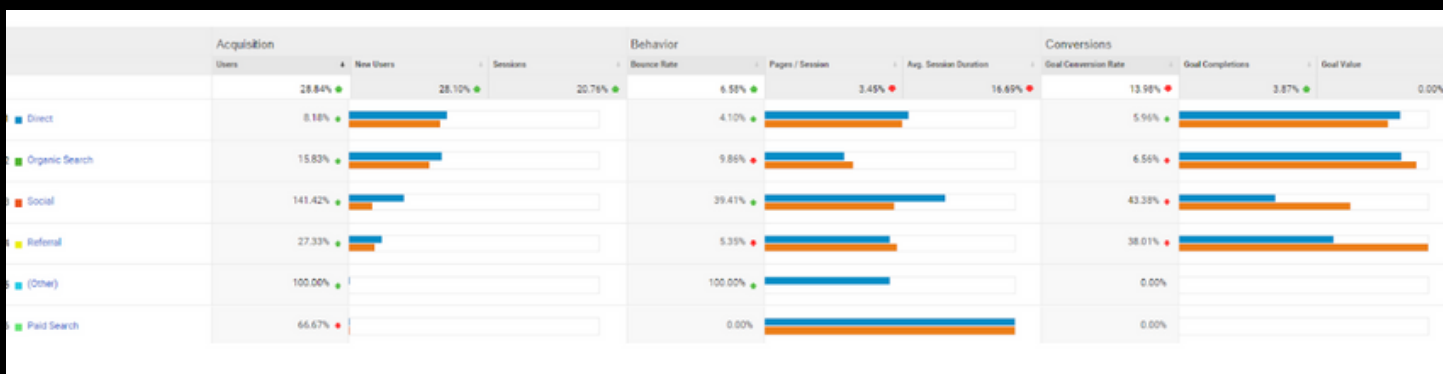
1. 15.83% increase in the number of users in the website
2. 14.46% increase in the number of new users in the website
3. 9.86% increase in the number of sessions in the website
4. 9.86% decrease in the bounce rate in the website
5. 3.12% increase in pages per session in the website
6. 2.48% increase in the number of goal completions in the website
7. Average Google position has increased by 0.2
8. Improvement on eight (8) of the keywords we tracked; top keywords include:
  - crossfit in texas which ranks 9th on organic desktop, 8th on organic mobile, 2nd on local pack, and 2nd in local finder

- loose weight hutto which ranks 3rd on organic desktop, 3rd on organic mobile, and 13th on local finder
- fitness in hutto which ranks 7th on organic desktop, 7th on organic mobile, 2nd on local pack, and 2nd on local finder
- hutto fitness which ranks 7th on organic desktop, 7th on organic mobile, 2nd on local pack, and 2nd on local finder
- crossfit exercises in hutto which ranks 1st on organic desktop, 1st on organic mobile, 2nd on local pack, and 2nd on local finder
- crossfit gym in hutto which ranks 1st on organic desktop, 1st on organic mobile, 2nd on local pack, and 2nd on local finder
- crossfit gym near me in hutto which ranks 1st on organic desktop, 1st on organic mobile, 2nd on local pack, and 2nd on local finder

## Google Analytics

### Traffic Acquisition

Here is an image of your traffic acquisition data for January - June 2023 vs. July - December 2022 based on channels.

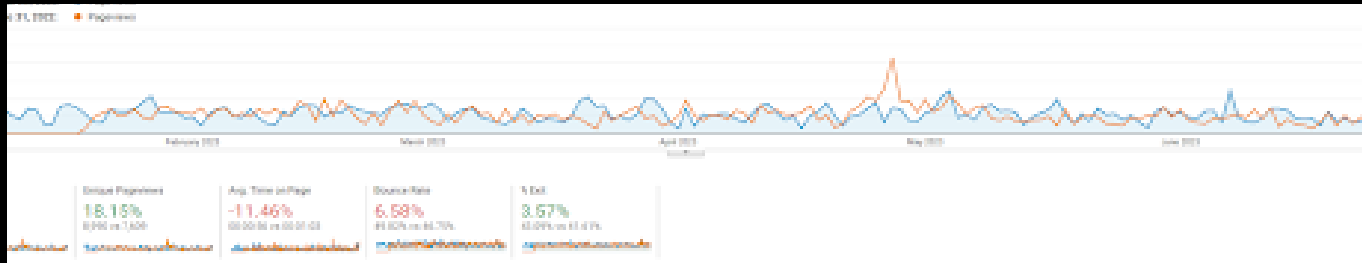


Here is an image of our traffic acquisition via organic search (SEO). As seen in the image, our SEO efforts resulted in a 15.83% increase in the number of users, a 14.46% increase in the number of new users, a 9.86% increase in the number of sessions, a 9.86% decrease in the bounce rate, a 3.12% increase in pages per session, and a 2.48% increase in the number of goal completions.

Keyword	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
(not provided)	15.83% 1,244 vs 1,074	14.46% 1,203 vs 1,051	9.68% 1,832 vs 1,888	9.86% 31.99% vs 35.88%	3.12% 2.91 vs 2.82	15.87% 00:01:39 vs 00:01:58	6.56% 7.80% vs 8.12%	2.48% 124 vs 121	0.00% \$0.00 vs \$0.00
1. Jan 1, 2023 - Jun 30, 2023	1,237 (9.44%)	1,196 (9.42%)	1,824 (9.31%)	32.00%	2.91	00:01:39	7.64%	124 (100.00%)	\$0.00 (0.00%)
Jul 4, 2022 - Dec 31, 2022	1,070 (9.63%)	1,047 (9.62%)	1,484 (9.32%)	35.44%	2.82	00:01:58	8.15%	121 (100.00%)	\$0.00 (0.00%)
% Change	15.61%	14.23%	9.43%	-9.49%	3.08%	-15.57%	-6.36%	2.48%	0.00%
2. (not set)	7 (0.94%)	7 (0.58%)	8 (0.49%)	12.50%	3.38	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jan 1, 2023 - Jun 30, 2023	7 (0.94%)	7 (0.58%)	8 (0.49%)	12.50%	3.38	00:00:55	0.00%	0 (0.00%)	\$0.00 (0.00%)
Jul 4, 2022 - Dec 31, 2022	4 (0.37%)	4 (0.38%)	4 (0.27%)	80.00%	3.25	00:02:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	75.00%	75.00%	100.00%	-75.00%	3.05%	-68.54%	0.00%	0.00%	0.00%

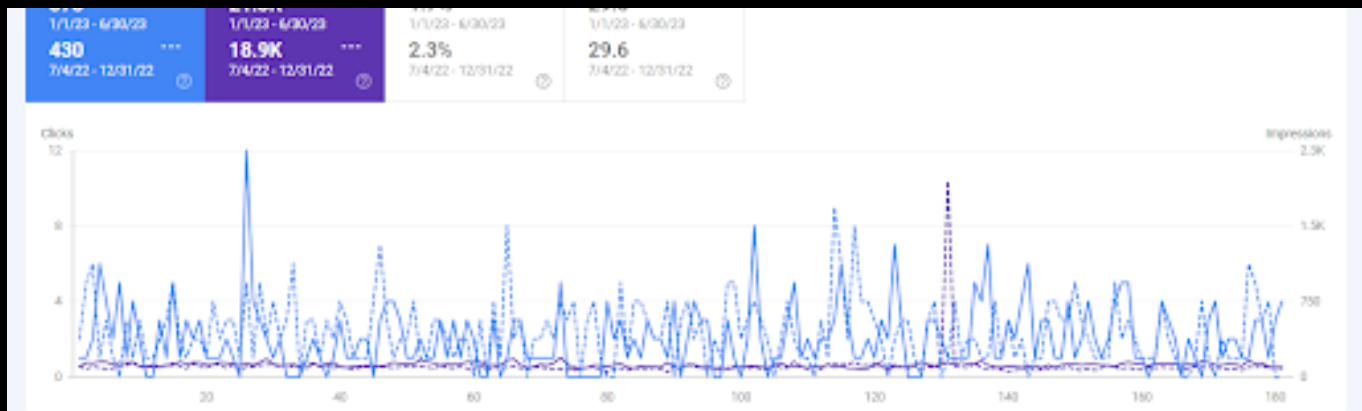
## Behavior

Total pageviews of the website also increased by 16.60%, and unique pageviews increased by 18.15%. Our exit rate improved by 3.57%.



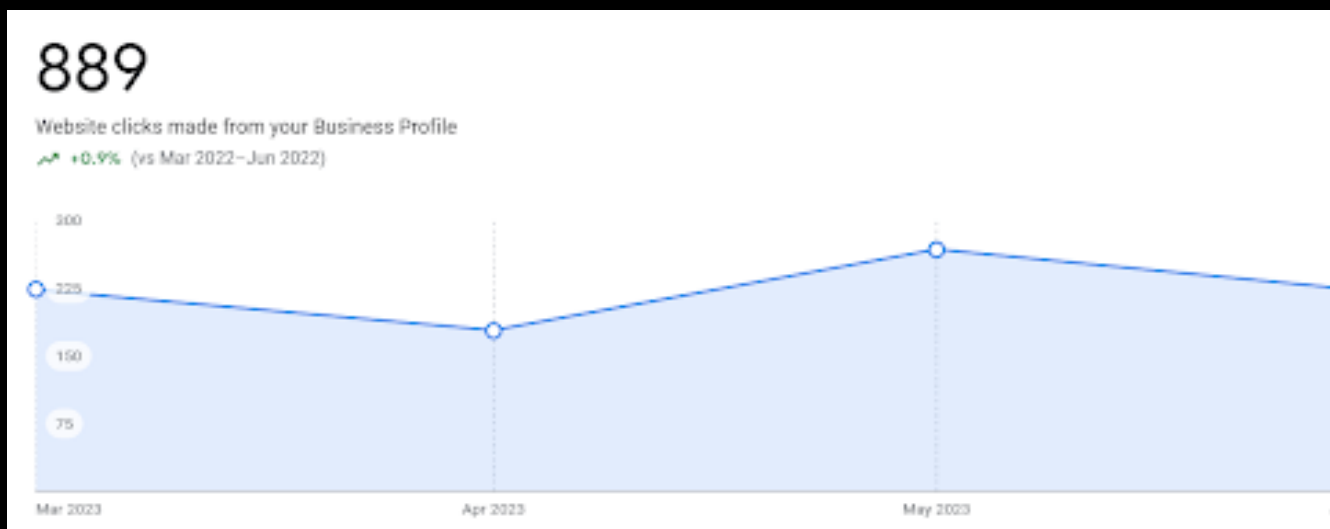
## Google Search Console

Here are our Google Search Console metrics. As seen on the image, we had a higher number of impressions for January - June 2023 compared to July - December 2022. Our team is currently working on publishing most of your approved blogs and aims to publish quality and helpful content to improve clicks and the average CTR.



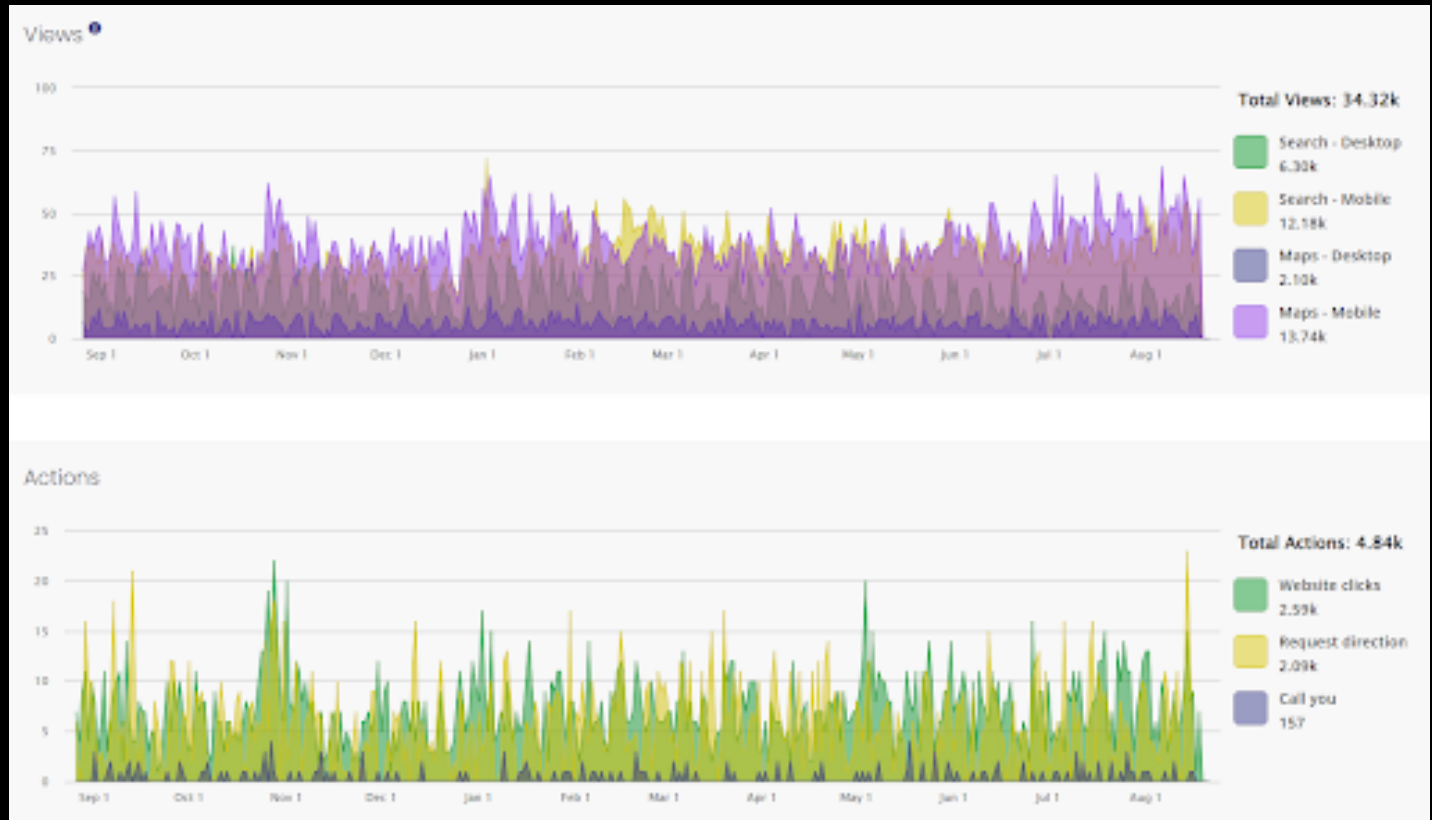
## Google My Business

For Google My Business, we saw a 0.9% increase in website visits in March - June 2023. (Note: The available data is from March to June 2023 only.)



## 12-Month Google My Business Data

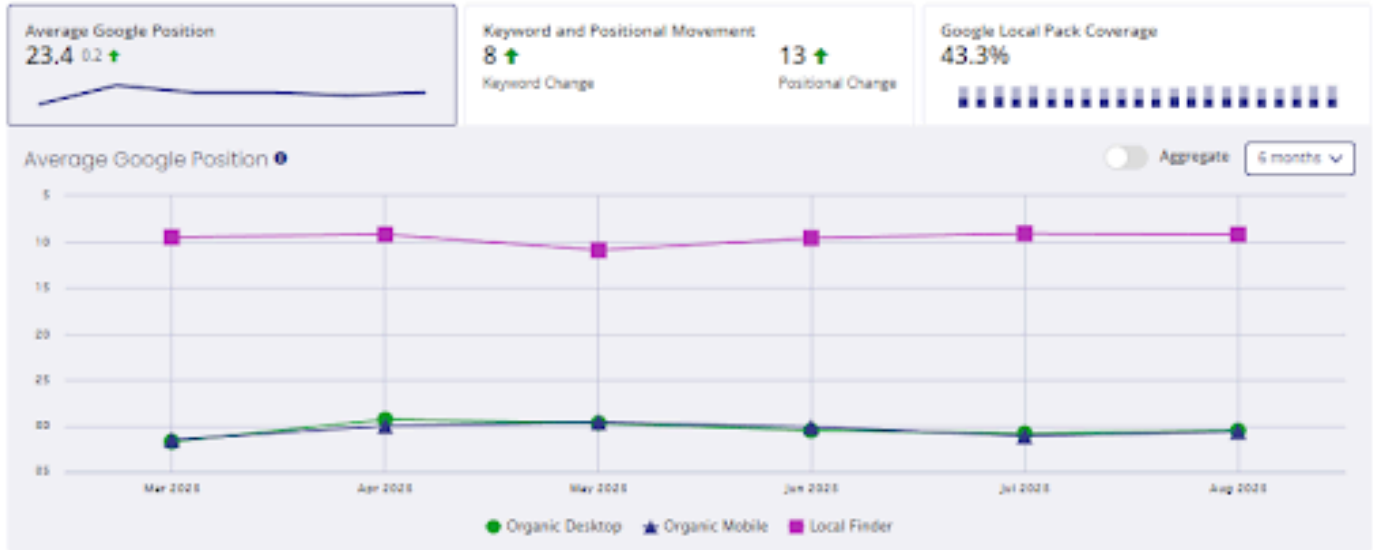
In the last 12 months, we showed up 6.30k times via search on desktop, 12.18k times via search on mobile, 2.10k times via maps on desktop, and 13.74k times via maps on mobile. We also had 2.59k website visits, 2.09k request directions, and 157 calls.



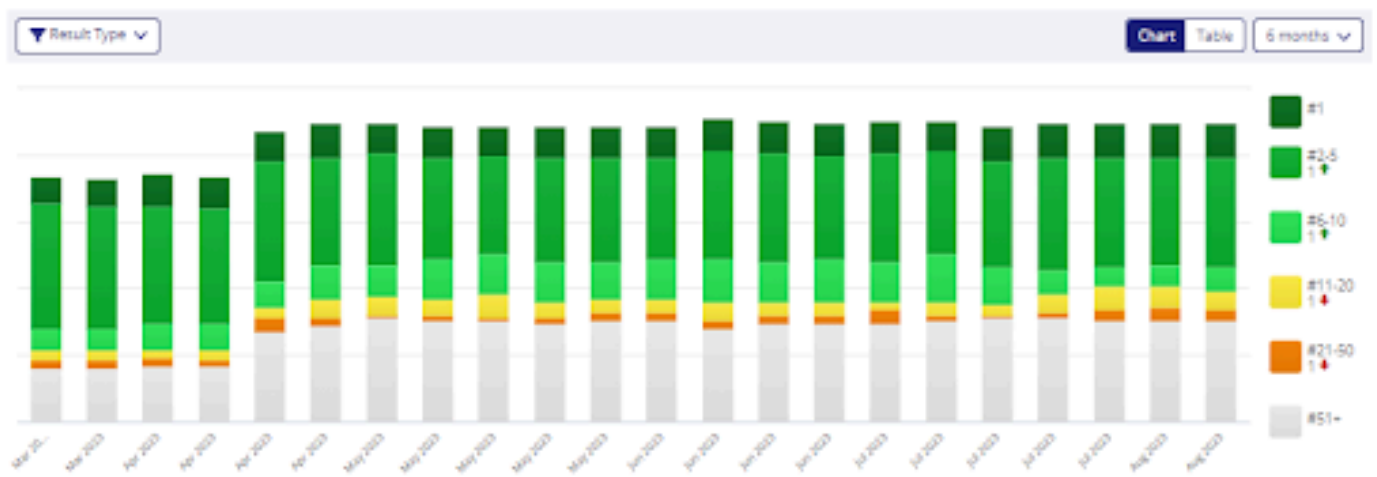
## Keywords

We saw some improvement in our keywords. For the last six months, our average Google position has increased by 0.2. We also saw improvement on eight (8) of the keywords we tracked.

## Overview



## Positions



Here are the keywords that we are currently tracking. As seen, most of our keywords have improved. For any keywords with declining performance, our team will focus on improving them this month. Your top keywords include:

1. crossfit in texas which ranks 9th on organic desktop, 8th on organic mobile, 2nd on local pack, and 2nd in local finder
2. loose weight hutto which ranks 3rd on organic desktop, 3rd on organic mobile, and 13th on local finder
3. fitness in hutto which ranks 7th on organic desktop, 7th on organic mobile, 2nd on local pack, and 2nd on local finder
4. hutto fitness which ranks 7th on organic desktop, 7th on organic mobile, 2nd on local pack, and 2nd on local finder
5. crossfit exercises in hutto which ranks 1st on organic desktop, 1st on organic mobile, 2nd on local pack, and 2nd on local finder
6. crossfit gym in hutto which ranks 1st on organic desktop, 1st on organic mobile, 2nd on local pack, and 2nd on local finder
7. crossfit gym near me in hutto which ranks 1st on organic desktop, 1st on organic mobile, 2nd on local pack, and 2nd on local finder

+ Keyword	Organic Desktop		Organic Mobile		Local Pack		Local Finder	
	+ Rank	+ Change	+ Rank	+ Change	+ Rank	+ Change	+ Rank	+ Change
crossfit in texas	9	7 ↑	8	7 ↑	2	0	2	0
fitness trainer in hutto	22	2 ↑	21	4 ↑	-	-	4	0
loose weight hutto	3	1 ↑	3	1 ↑	-	-	13	0
fitness in hutto	7	0	7	1 ↑	2	0	2	0
hutto fitness	7	2 ↑	7	0	2	0	2	0
crossfit exercises in hutto	1	0	1	0	2	0	2	0
	2	0	2	0				
crossfit gym in hutto	1	0	1	0	2	0	2	0
crossfit gym near me	1	0	1	0	2	0	2	0
crossfit hutto classes	1	0	1	0	1	0	1	0
premier fitness center in hutto, texas.	1	0	1	0	3	0	3	0
crossfit benefits in hutto	2	0	1	0	2	0	2	0
cross fitness	2	6 ↑	3	1 ↓	2	0	2	0
gyms near me	16	6 ↑	17	1 ↓	3	0	3	0
gym near me	11	4 ↑	14	2 ↓	-	-	4	0
fitness program in hutto	3	0	5	2 ↓	2	0	2	0

## Strategy

Our team is currently working on publishing most of your approved blogs. Once published, we will be checking the indexing of these blogs to ensure their visibility among our target audiences. Additionally, we will also be performing the following in the coming months:

1. Publishing relevant and helpful blogs for our priority keywords to help improve their ranking or maintain their current position
2. Review the content on the website to identify improvements to the existing content, which can help improve keyword rankings too
3. Spot improvement opportunities on call to action on the website, and ensure they are engaging and relevant to help with our conversions
4. Regularly post quality Google My Business posts for your GMB listing
5. Optimize your Google My Business listing to ensure all information is up-to-date and correct
6. Perform a content gap analysis to check what keywords your competitors are ranking for and create a content calendar based on these observations
7. Improve interlinking on your website
8. Check technical issues and errors our team can fix to help improve user experience