



## **Back Story:**

This client is a virtual fitness E-Learning/E-Commerce company that focuses on helping people get in shape by providing them with products and training that are backed by scientific data. The vast majority of their traffic comes from social media, specifically, YouTube, as they have 5.5million subscribers. Their goal was to make an effort to increase their growth on the website with organic search expand the presence of their website so they don't have to be as heavily reliant on YouTube as a driver of growth. While their website did generate tons of organic searches, almost 80% of the searches were branded.

## **Challenge:**

Increase the clients non-branded search presence in organic search to drive more traffic and revenue to their website.

## **Action:**

### **Content Audit**

The purpose of this document was to provide an overview of how the clients website was ranking in search results, the opportunities to optimize and expand the site's content, and the website's ability to be crawled and indexed by major search engines. ]

Findings from the content audit:

- Our client wasn't taking advantage of building linkable assets that could siphon links like some of their competitors were (example: <https://www.bodybuilding.com/fun/macronutcal.htm>)
- Our clients website was not optimized properly. There were too many pages that had structural issues with their heading tags, which was hindering the sites performance.
- There were pages that were ranking on the first page of Google, in the lower positions that needed to be prioritized to be optimized over the creation of new content assets, as they would have must faster movement.
- Our client was not optimizing for SERP features such as featured snippets, and there was a huge opportunity there.



- International Market Expansion - There was an opportunity to expand outside of national SEO and target english speaking countries internationally to maximize our organic reach.

### Optimize Existing Content Assets

We prioritized optimizing existing content assets that were ranking on the first page of Google, but were ranking between position 6-10 for their primary keywords. We prioritized these pages because we knew that this could have a huge impact while simultaneously being low effort.

### Keyword Research

Identified keywords that would be easy to rank for, while also having the ability to drive non-branded traffic to the website.

### Result:

We were able to increase their sessions by 21%, new sessions by 8%, new users by 32%, and revenue by 38% when comparing Q2 2023 to Q2 2022 (YoY). When comparing Q2 to Q1, our traffic was down by -1% but this was expected since that is a seasonal trend. However, even though our traffic was down, our revenue generated as a result of the CRO recommendations that we provided, was up by 50% which is the first time that this company had ever outperformed Q1 in revenue.

### Domain Level Results: Q2 2023 vs Q2 2022 (YoY)

Sessions ? ↓	% New Sessions ?	New Users ?	Revenue ?
21.24% ↑ 1,949,040 vs 1,607,533	8.88% ↑ 66.49% vs 61.07%	32.01% ↑ 1,295,992 vs 981,767	38.74% ↑ \$627,026.49 vs \$451,939.39