

CASE STUDY

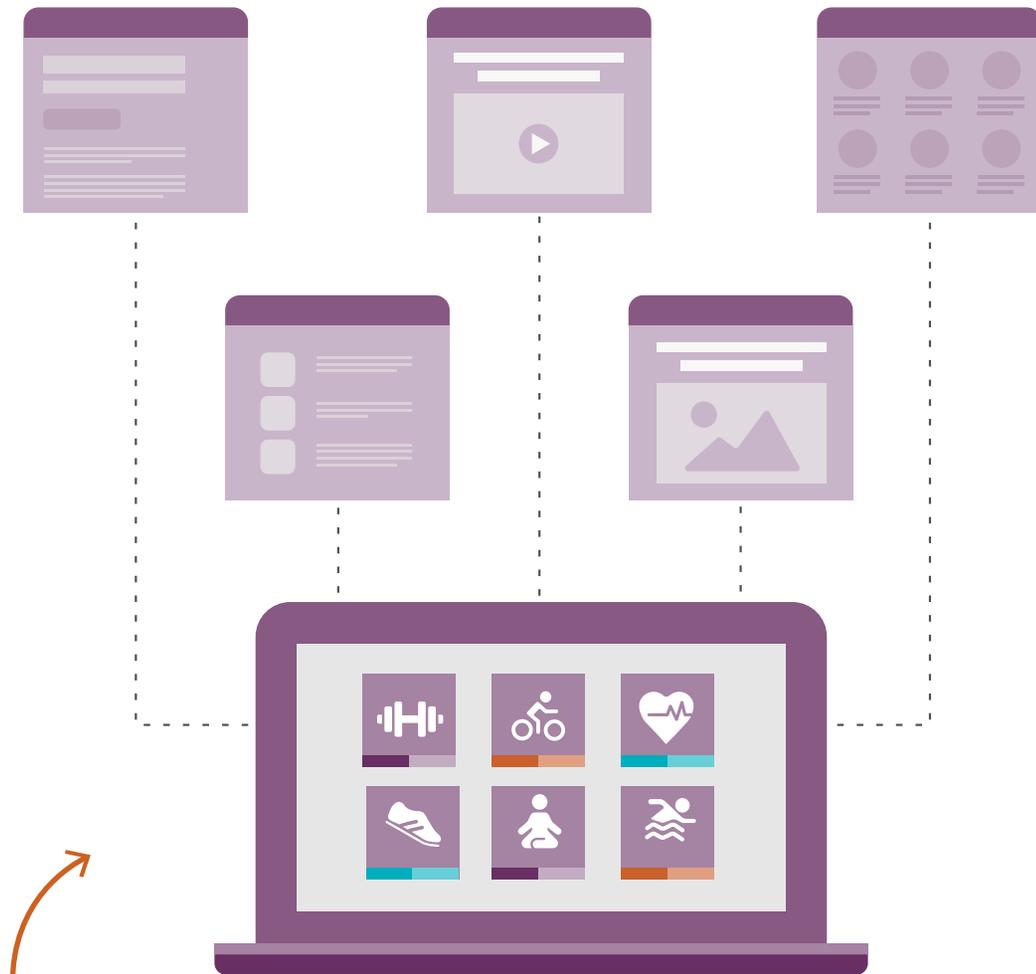
FOUNDATIONAL AUDIT LEADS TO
63% INCREASE IN ORGANIC REVENUE



OVERVIEW

- CLIENT: GMB Fitness
- INDUSTRY: Online personal fitness programs and tips
- SERVICES: SEO
- RESULTS: 63% increase in organic revenue, 189% increase in organic sessions





GMB Fitness already had a ton of great content on their site from down-to-earth articles to exercise tutorials.

The Challenge

How do different people, at different fitness levels with different goals find a program that works uniquely for them?

This is the guiding principle behind our client, GMB Fitness.

Before our audit, they already had a ton of great content on their site. From down-to-earth articles to exercise tutorials, this content was already getting a large share of traffic – but there's always room for improvement!

We like a good challenge and were determined to help them reach more people with their strength and flexibility tutorials.





Seer recommended a foundational audit.

The Approach

Sometimes the most effective approach is the simplest..

We listened to our client's concerns and recommended a foundational audit.

Taking a cue from health and wellness basics ourselves, we understood that you have to start slow to build a strong base and apply essential principles before you're able to knock out 30 pushups and 25 burpees without gasping for breath.

GMB Fitness already had useful, targeted content on their site that helped people build that strong base.

They relied on us to be their "coach" and used our audit to recommend tweaks in line with best practices for baseline optimizations of this content.

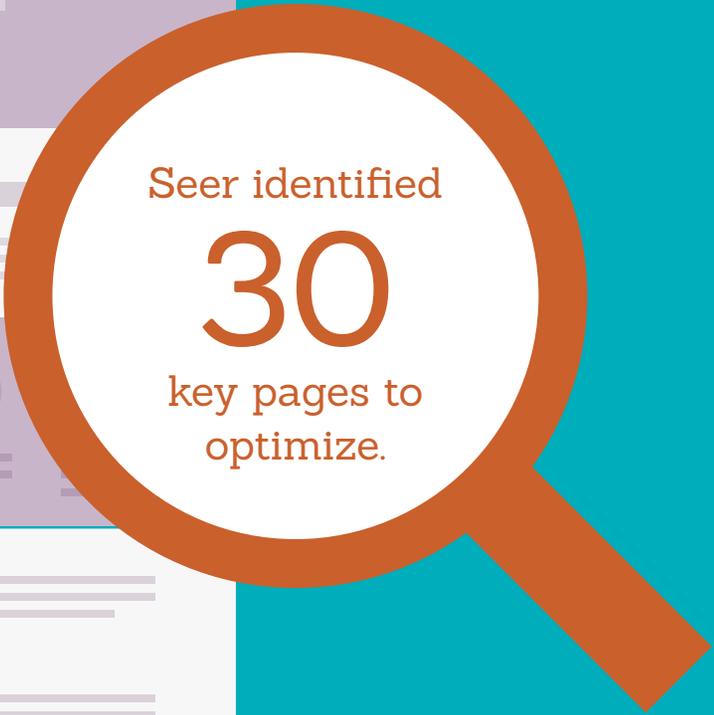
The Execution

We hit the ground running with a foundational audit and identified 30 key pages to optimize for top priority issues. We kept our scope limited to their home page and top product pages to keep the process from becoming too overwhelming to implement our recommendations.

We pinpointed several long meta descriptions and suggested other small tweaks that lead to a huge boost in performance for these pages in an astonishingly short time.

Approximately one month after our client implemented our recommendations, they saw a 189.7% boost in organic visitors to the 30 pages we identified. These newly-optimized pages also resulted in a 63% increase in organic revenue from search.

In addition to helping our client boost organic visibility and organic revenue, we earned their trust as consultants and set a sturdy foundation for future efforts.



Seer identified
30
key pages to
optimize.



The Results

- **63% increase in organic revenue**
- **189% increase in organic traffic**
- **61% increase in organic transactions**

Typically, it can take up to three months to see the full impact of a foundational audit on organic traffic and visibility. However, in just four weeks, we were able to see an impressive spike in visitors, organic revenue from search, and organic transactions for our client.

Wanting to be sure this uptick in visitors and conversions wasn't just due to seasonal MoM pattern, we looked to our data for confirmation. Prior to implementation, GMB was averaging a steady 30% to 40% YoY increase in organic sessions. In four weeks after they implemented the suggested changes, GMB Fitness saw those YoY sessions jump to a 55% to 65% increase.



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The team at Seer has been an absolute pleasure to work with. Their organized and targeted approach was exactly what we needed to take our SEO to the next level. We're seeing great results in a short period of time, and our team is gaining a wealth of information to take with us for the future.

– RACHEL HONEYMAN,
CONTENT MANAGER, GMB FITNESS

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The Results

Simple tweaks like putting their meta descriptions on a proverbial treadmill and other small changes made a big impact that led to 3x more organic traffic.

**Interested in seeing results like this yourself?
Get in touch!**





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