

CLIENT: 48 Fitness  
INDUSTRY: Fitness & Health (Gym)  
URL: <http://www.48fitness.in>

## **CAMPAIGN TYPE: SEO**

### *Goal:*

Increase visibility of the 48 Fitness site in search to position the brand to attract site visitors in an environment where many established brands like Gold's Gym India, Talwalkar's and others had a strong search presence and decades of existence with 300+ branches.

### *Strategy:*

Make the site search engine-accessible and surface research-informed content.

### *Background:*

48 Fitness is a premium fitness center that believes in delivering holistic fitness solutions to its patrons. The brand is a brainchild of Mr. Vijay Thakkar, a fitness expert. Future Ready Media partnered with the digital marketing team at 48 Fitness to maximize the site's organic potential and provide analysis of performance in search.

### *The Challenge:*

The SEO challenge that we faced at the beginning of our engagement was the lack of a focused keyword strategy and a fitness center that was very local in its geographic reach (Andheri and nearby areas in Mumbai) for search engines to crawl for content. The lack of a focused keyword strategy resulted in a situation in which the few SEO elements that could have potentially aided the site (page titles, meta descriptions, internal links from blog posts) were far from effective.

In order to develop a solution for both problems, our team collaborated to simultaneously perform deep keyword research and look into advanced technical solutions.

### *SEO Keyword Research:*

On the keyword side, we analyzed terminology used in 48 Fitness's inaccessible content, dug into large volumes of keyword data, and analyzed search/industry trends. Our research helped us make decisions like whether we should target "fitness center", "premium gym", "Mumbai", or "Andheri". In that specific case, we found through our data, testing, and analysis of the search landscape that Google and Bing were treating these different variants as more or less distinct, that "gym" was more frequently searched in Mumbai, and that visitors who landed on the 48 Fitness site through "gym in Mumbai" searches stayed longer, dug deeper, and were more likely to convert. From there we

developed a thorough keyword that would allow our team and the 48 Fitness team to strategically work high opportunity keywords into specific pages.

*Overcoming Accessibility Issues:*

On the technical side, we knew that improving search engine rankings would be exceedingly difficult while the site remained static. So, we weighed our options.

Completely rebuilding the site would be a massive resource cost for 48 Fitness and was off the table from the beginning.

Using an easy & innovative CMS (content management system) that would work hand-in-hand with the old site and that wouldn't necessarily require a ton of upfront investment might be feasible.

What we settled on was a custom CMS which worked behind the scenes to upgrade SEO content to the website, providing the users new and relevant content when they visited the site. While this was very helpful for site visitors on mobile devices (like the iPhone & Android), it also provided content for search engine spiders.

Implementation seemed fairly straightforward and the solution was Google-approved for delivering new content. Still, we wanted to test the effectiveness of this solution before making an official recommendation to 48 Fitness so we could be sure that it would be worth the cost of implementation. To do this, we implemented it on two sites; testing to see if that alternate content would make its way into Google's index and rank in search. It worked in both tests, so we made the official recommendation.

*Implementing the Solution & Initial Change:*

With perfect timing, the revised site launched and the corresponding research-informed alternated content just before the start of the 2013 admission season. Within a week, we noticed large jumps in rankings for the site's most important non-branded keywords. These rankings had been relatively stable for months, seeing only small gains every once in a while. For many keyword rankings, the launch of our solution correlated with ranking jumps of more than an entire page of results.

*The Results:*

48 Fitness currently ranks multiple times for the selected keywords. The latest report attached to this document will speak for the success of the campaign.



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Web Maps Images News Videos More Search tools

About 2,11,00,000 results (0.50 seconds)

**48 Fitness**  
[www.48fitness.in](http://www.48fitness.in)  
4.9 ★★★★★ 8 Google reviews

**Watson Fitness**  
[plus.google.com](http://plus.google.com)  
4.4 ★★★★★ 6 Google reviews · Google+ page

**Best Dietician / Nutritionist in Mumbai...**  
[nehachandna.zest.md](http://nehachandna.zest.md)  
2 Google reviews · Google+ page

**A** 3rd Floor, Crystal Point Mall, KL Walawalkar Marg, Above Star Bazaar, Bhudargarh Colony, Andheri West Mumbai, Maharashtra 022 2636 4848

**B** 2nd Floor, 891, Notan Classic, Off Turner Road, Next to Tavaa Restaurant, Saint Theresa Road, Bandra West Mumbai, Maharashtra 022 6584 8422

**C** 202, 16th Rd, Khar West Mumbai, Maharashtra 098205 68295



Map for best gym in mumbai