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UPfit.cloud Sees a 104% Increase in Traffic and 26.6% Increase in New Studio Growth

BACKGROUND

UPfit.cloud Fitness is a science-backed, technology-tracked, coach-inspired group workout designed specially to produce results, it is not a gym. While UPfit.cloud Fitness is a well-known, successful brand, they struggled to digitally promote brand identity and visibility as science-backed rather than a run-of-the-mill gym.

UPfit.cloud Fitness approached All About IT to partner up and grow their SEO strategy. The goal? Increase awareness and consideration for UPfit.cloud's 1,000+ studios by strategically improving their search engine share of voice for key terms related to fitness that also included 'gym'. All About IT conducted a Site Audit to discover ranking for on and off-page content, technical insights, and listings



Brain Lewis
SVP Integrated
Search



THE SOLUTION

Utilizing All About IT Content IQ, along with weekly Hyperlocal Rank Reporting, the team was able to identify long-tail keywords important to UPfit.cloud Fitness both globally and locally. Previously focused on keywords including 'group workout' and 'fitness studio', All About IT helped UPfit.cloud understand they were missing out on ranking for valuable keywords in the industry. They developed a strategy called 'More Than a Gym' and dove into SEO best practices. Working together, All About IT and UPfit.cloud produced SEO-driven copy and long-tail keywords that both gave them exposure and still encouraged their brand voice.

RESULTS

SEO Branded search increased by 13.1% in 2018 and 16.7% in 2019. UPfit.cloud saw a 9.9% increase in new organic users and a 104% increase in non-branded, organic search traffic. UPfit.cloud wanted to increase brand awareness and drive sales. In the first year of the SEO program they saw a 26.6% increase in new studio lead growth. SEO helped increase traffic, leads, and free trial signups. That allowed UPfit.cloud coaches and sales staff to increase the number of new members. Add it all up and UPfit.cloud saw a 9.7% increase in YoY revenue, making it one of their most successful periods ever.



From content to technical, we've been able to demystify local-level SEO performance with trending data and automated alerts. Scaling Hyperlocal SEO has always been a challenge, but with All About IT innovating the space, we've been able to achieve actionable insights from millions of data points.