Client Case Study

Search Marketing

Work Out West

Work Out West, one of Northern Colorado's premier gym and tennis facilities, had vanished off of search engines. As a primary source for new membership acquisition and an outlet for existing members on classes, personal training, and other amenities, they needed their website to return to the top of the search engines as quickly as possible.

Upon concluding our keyword research, a content strategy was developed around their targeted regions. These keywords were strategically worked into both the site's copy and meta data information to maximize our search engine optimization efforts. In addition, a blog was introduced to further expand keyword opportunities and to establish Work Out West as a knowledge center on fitness to members, potential members, and search engines alike.



updates to Google's Webmaster Tools, and more technical SEO efforts helped get Work Out West back to the top of the search engines. This rise in search ranks also led to increased traffic throughout the year and positioned them perfectly for their membership drives.

These search engine optimization projects,

WORK OUT WEST health & recreation campus

Google greeley gym

Web Maps Images Shopping News More - Search tools

About 422,000 results (0.36 seconds)

Work Out West | Greeley Gym and Fitness Facilities www.workoutwest.com/ * Work Out West is Greeley's leading gym and tennis center, with spinning, group exercise, racquetball, weights, and more. Schedules - Memberships - Location and Hours - Group Fitness

Anytime Fitness Gyms Greeley, Colorado Fitness Centers ... anytimefitness.com/gyms/2126/greeley.co-80634 ~ Anytime Fitness ~ Join our 24 hour gym in Greeley, Colorado. Anytime Fitness center Greeley fits your busy lifestyle. Our health club is convenient, affordable, and friendly.

Greeley Health & Fitness Home

www.greeleyfitness.com/ * Greeley Health and Fitness is Greeley's hometown Gym. The Gym is in Greeley, CO off 10th St.

Inspire Fitness Greeley - Greeley, Colorado - Fitness Center ... https://www.facebook.com/pages/inspire...Greeley.../142962439062113... ~ Inspire Fitness Greeley, Greeley, Colorado. 895 likes - 63 talking about this - 4228 were here. At Inspire Fitness we believe immensely in how pivotal...

Conditioning Spa Health and Fitness Center, Greeley, CO www.conditioningspa.com/ * Since 1971, Conditioning Spa Health and Fitness Center has been providing services as a Full Service Health Club in the Greeley, CO area.

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