

Client Case Study

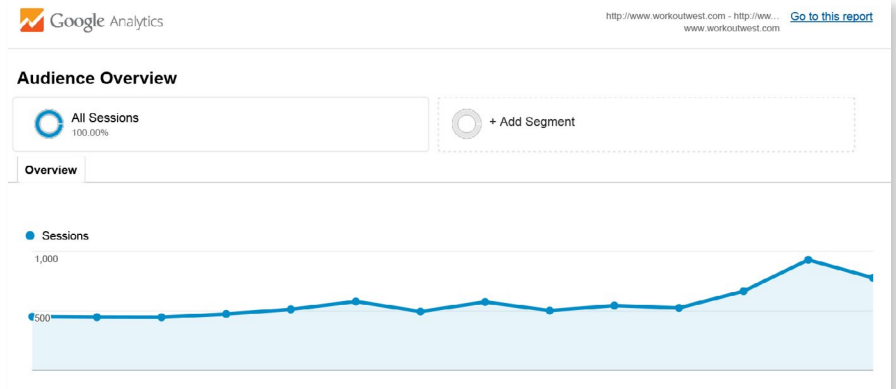
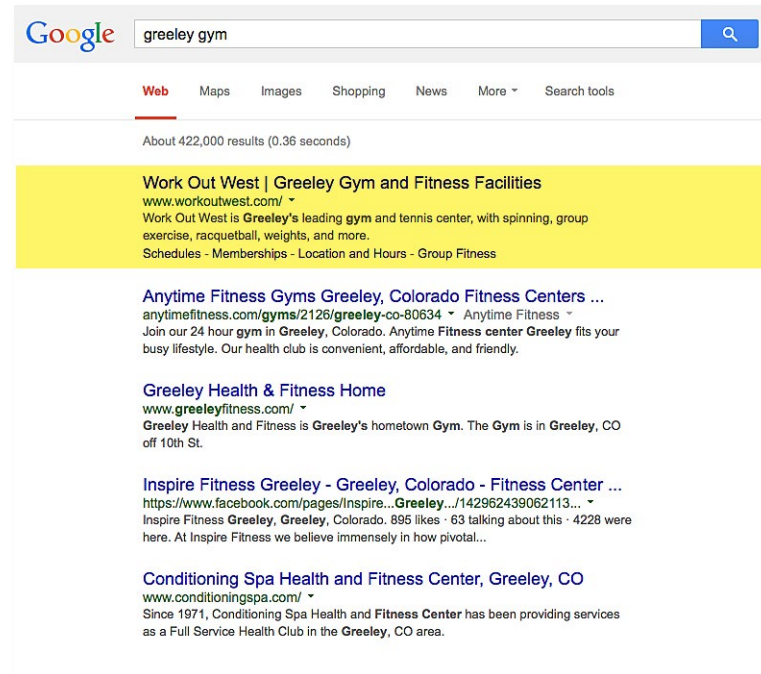
Search Marketing

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.

These search engine optimization projects, 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.



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