

A Romana's Pilates Studio

CASE STUDY

Search Berg's strategic SEO efforts resulted in **a tremendous leap of referral traffic by 368.57% in less than a month!**

Introducing LifeSpan Pilates

LifeSpan Pilates is the only Pilates studio in NYC that's authorized to conduct Romana's Pilates Certification Training. The exclusive studio is a fully-equipped facility with various classrooms dedicated to teaching the core disciplines of Romana's Pilates. They offer training in a wide range of physical activities that help clients work at their own pace to achieve their fitness goals. The owners have an extensive teaching experience of 40 years and trained staff, teachers, and gymnastic instructors to help clients improve their flexibility through mobility workouts.

Identifying A Few Key Challenges

The fitness industry is a booming, competitive, and saturated market with gyms and fitness apps dominating the scene. As such, running a Pilates studio successfully in today's competitive environment is no walk in the park.

Despite their distinct services and vast experience, LifeSpan Pilates struggled to reach out to local customers who would benefit from their services. They needed an expert digital marketing partner who could not only put them on the map but also help them become a leading competitor.

They wanted to draw in the target audience, **increase their market share, generate revenue, improve their online visibility**, and take their business to greater heights. To achieve all this, LifeSpan Pilates reached out to Search Berg for help.

Outlining The Game Plan

LifeSpan Pilates had to cultivate a stellar online presence to generate demand for their services and ultimately get more customers.

They needed a combination of result-oriented SEO practices. Content marketing, local listing optimization, and link building services would help LifeSpan Pilates **get better leads, generate more conversions, and improve sales and revenue!**



SEO Strategies

+



Content Marketing

+



GMB Optimization

=



Higher Rankings



Higher Rankings

=



Leads



Leads

=



Conversions

Chalking Out A Plan For Online Success With Search Berg

We began by conducting thorough market research to understand their target audience. We studied their competitors' digital marketing strategy, identified shortcomings and worked to improve those for LifeSpan Pilates' online marketing game plan.

Our SEO specialists wanted to drive real results that would ultimately increase LifeSpan Pilates' market shares and leads.

To accomplish this, our custom SEO strategy included:

- ✓ Creating compelling content to address the target audience's queries and present LifeSpan Pilates' services as the solution
- ✓ Utilizing various social media platforms to drive in traffic from a broader target audience.
- ✓ Designing stunning infographics to showcase their products and services.

Did we accomplish everything we set out to do for LifeSpan Pilates? For sure!

Let's Talk Results!

The combination of our SEO and link building strategies generated promising results immediately!

Our monthly reports showed that LifeSpan Pilates **ranked as number one** on Google's rankings for **4 industry-relevant keywords!** Additionally, **more than 12 keywords** occupied the first few ranks on **Google's first page!**

Where Do The Keywords Rank Now?

Shooting to the top of Google's search results from having no prior online presence was an incredible accomplishment for LifeSpan Pilates.

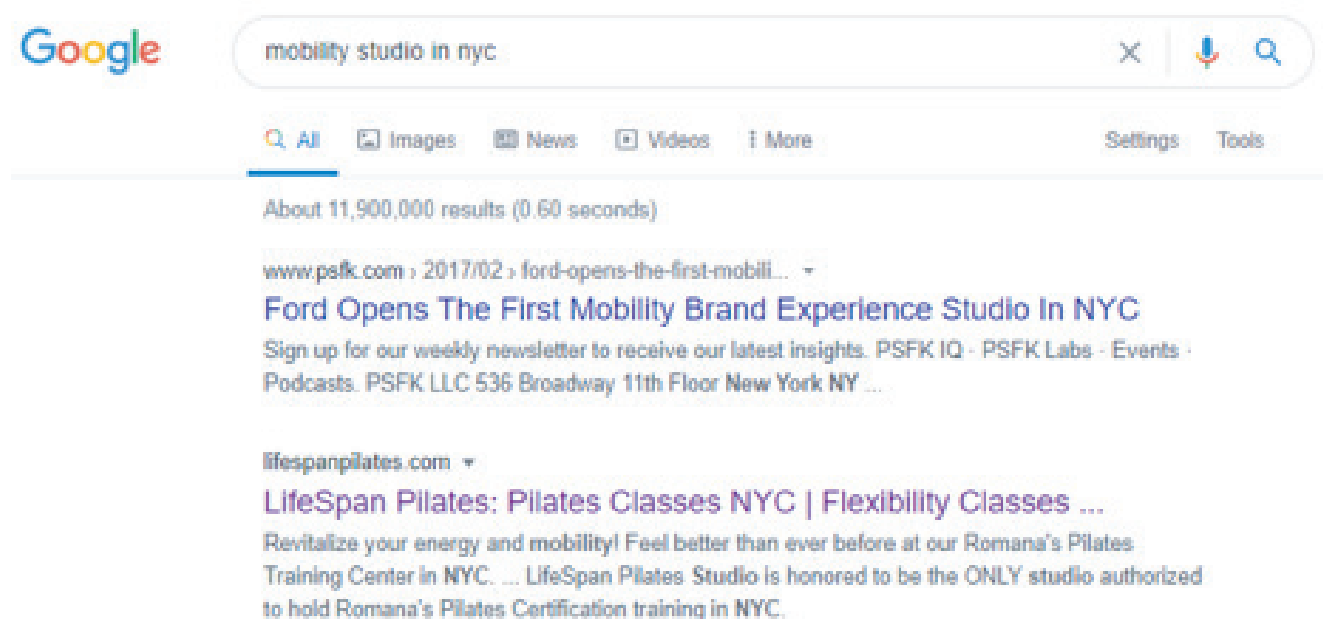
The table shows some of these keywords, their ranking before LifeSpan Pilates came to us, and their ranking after Search Berg stepped in to help.

S. No.	Keywords	Before SEO	After SEO
1	mobility studios Midtown Manhattan	N/A	1
2	pilates training center Midtown Manhattan	N/A	1
3	romana's Pilates classes NYC	N/A	1
4	romana's pilates training center in nyc	N/A	1
5	mobility studio in nyc	N/A	1

Table 1: Keywords and rankings for LifeSpan Pilates

Keyword Rankings As Seen On Google's SERPs

Here's a quick peek at how the high ranking keywords appear on Google's search results...



Diverting More Organic Traffic With Quality Back Links!

Our conversion-boosting efforts and on-page SEO services yielded significant for LifeSpan Pilates. They witnessed that the organic visits to the websites had improved substantially.

In just two months, LifeSpan Pilates witnessed a tremendous improvement in the overall organic traffic being diverted to the website.

Figure 1 shows that **web traffic increased by 32.7 percent in just one month!**

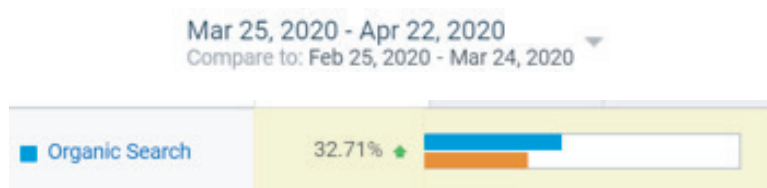


Figure 1: Organic traffic details for LifeSpan Pilates

A Spike In Social Traffic Like Never Before

We drafted a creative social media marketing campaign by leveraging hashtags to cultivate a robust online presence for LifeSpan Pilates. This drew traffic from several avid social media users in NYC and surrounding areas.

The result? **61 social visits** were made to their website **in less than a month!**

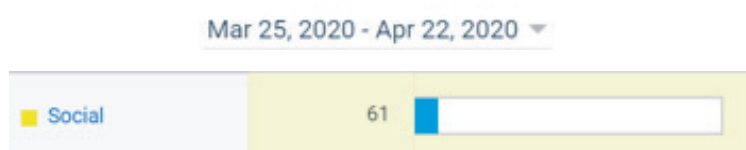


Figure 2: Social traffic to the LifeSpan Pilates' website

A Phenomenal Surge In Referral Traffic

Perhaps the best results that came out of our SEO strategy were through our premier link building services. We acquired authoritative hyperlinks to help LifeSpan Pilates generate a credible social profile and become a reliable brand in the eyes of the target audience.

Figure 3 shows that LifeSpan Pilates' website witnessed a tremendous leap in referral traffic by **368.57% in less than a month!**

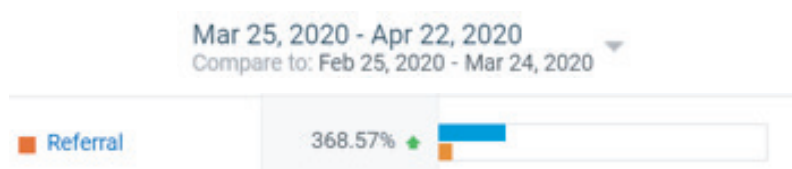


Figure 3: Referral traffic to the LifeSpan Pilates' website

An Influx Of Mobile Traffic

We revitalized the client's website by using high-traction keywords and actionable CTAs to give LifeSpan Pilates' online presence a boost. We also made their website mobile-friendly, which led to an unprecedented surge in mobile traffic being diverted to their website.

Figure 4 shows that **mobile traffic increased by 27.18 percent** in just a month!

Device Category	Acquisition		
	Users	New Users	Sessions
mobile			
Mar 25, 2020 - Apr 22, 2020	379 (46.79%)	354 (46.70%)	551 (47.71%)
Feb 25, 2020 - Mar 24, 2020	298 (49.83%)	275 (50.00%)	395 (50.25%)
% Change	27.18%	28.73%	39.49%

Figure 4: Mobile traffic to the LifeSpan Pilates' website

Creating A Content Marketing Strategy For The Win!

Our content marketing strategy functions as an essential facet of our overall SEO campaign.

We created compelling blogs and attention-grabbing infographics that did wonders for the organic traffic diverted to the LifeSpan Pilates' website!

5 REASONS WHY ROMANA'S PILATES IS THE GO-TO METHOD

Joseph Pilates dedicated his life to developing the fitness and [...]

August 14th, 2019
[Read More >](#)

BENEFITS OF PILATES FOR SENIORS

According to the Centers for Disease Control and Prevention, adults should perform at least 2.5 hours of moderate exercise per week. Here is how Pilates can help seniors;

July 23rd, 2019
[Read More >](#)



FITNESS GOALS TO SET THIS SUMMER

If you haven't already made a list of your

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#)

Did Customers Engage With The Website?

Google My Business listings also helped potential consumers find the client's website much more quickly.

Figure 6 shows that:

- ✓ **256 visited the client's website** through Google My Business Listings
- ✓ **262 people requested directions**, and
- ✓ **38 people called them.**



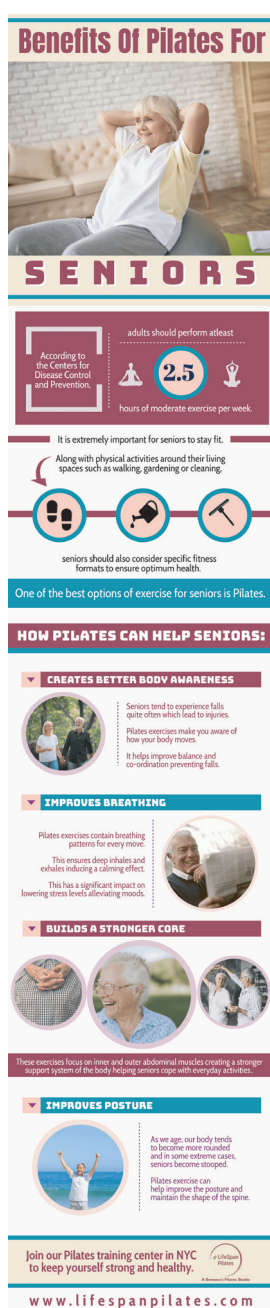
Figure 6: Customer action through Google My Business listings

Here's Some Our Published Work!

For a closer look at our methods, check out some of our published content for LifeSpan Pilates:

INFOGRAPHICS

Visually-appealing and informative infographics!



BLOGS

Detailed, engaging, and keyword-rich blogs!

WHAT ARE THE EFFECTS OF PILATES ON YOUR BODY?

While most of us believe Pilates to be synonymous with toned and lean bodies, even those who are new to this form of workout will know that the benefits exceed just that. Pilates is excellent for building core strength and flexibility and if your goal is to achieve a certain desired body type, it should work wonders for you.

How does Pilates benefit you?

But there are other benefits to it as well such as boosting the heart rate, improving bone density and as a total-body workout it can also help you ease back pain. If you're looking to switch up your usual weight lifting and cardio routine, and want to take your fitness a step further to see groundbreaking results, Pilates can be of great use to you.

Reduce the risk of injury

Pilate's workouts focus on stretching and balancing which inadvertently help improves flexibility and balance and helps increase strength in the muscles. Greater

FITNESS GOALS TO SET THIS SUMMER

If you haven't already made a list of your summer plans, add *get fit* top of the list!

Summer is the best time to utilize all that free time that you have on your hands and get back in shape. There's no age for getting fit. Don't store your freshman-15 until the day you graduate and then wait for a job to help you grow out a pot belly. There's no better time than now to get started on what you've been planning on doing for so long!

Don't get bogged down by the scorching summer sun or the unbearable humidity; beat your laziness and raise the bar even higher before the heat gets the best of you! Don't begin with a grand unrealistic idea in mind. If you're plus-sized, you can't practically go from that to size 0 in a span of 2 months. Set practical goals and try to achieve them within the set limits. Test your endurance to see how far you've come from day 1.

Here are some achievable fitness goals that you can set for this summer.

5 REASONS WHY ROMANA'S PILATES IS THE GO-TO METHOD

Joseph Pilates dedicated his life to developing the fitness and health regimen that is now a household name. Pilates is not just an exercise routine, it is also a philosophy, developed by Joseph and his wife, Clara, involving more than 500 exercises. You will find many different versions of Pilates, as some have been revised by others, but the true method is Romana's Pilates, as taught by Joseph and Clara to their protégé, Romana Kryzanowska. Here are five reasons why Romana's Pilates is the method for you.

1: The Original

Romana's Pilates is the direct descendent of the original method that was developed by Joseph Pilates. It remains the best and most thorough exercise routine and needs no amendments. Many Pilates classes in NYC teach the Romana's method, but some do not, so check before you book. The Romana's Pilates method will give you what you need to feel stronger, more centered and in control.

2: Develop Strength and Awareness

Hire Search Berg To Bolster Your Online Presence!

Our partnership with LifeSpan Pilates established them as a dominant competitor in the fitness industry. With new users being directed to the website through organic search traffic every day, LifeSpan Pilates' business has never been better!

[Search Berg](#) provides effective SEO solutions to businesses spread across all industries. We guarantee results by improving your overall online marketing strategy.

Ready to get started? Give our SEO specialists a [call!](#)