

Bend Personal Trainers Local SEO



Summary: At the beginning of summer of 2017, a local gym approached Drakkar Digital to help them build and promote a personal training program. Drakkar Digital proposed creating a referral website, bendpersonaltrainers.com, with high rankings on search engines to drive traffic and leads to the gym's personal trainers. The scope of the project was to rank on page one for a majority of target keywords by 90 days. This would be done by creating a website that sends to search engines all the right "signals" and earns quality backlinks from high-ranking websites, which affect rankings.

“To rank well you need to understand your customers, what they’re searching for, and how they’re searching for it.”

-Christophe Adrien



Results

Within 90 days, we achieved first page rankings, including numerous first place rankings for related keywords (see figure 1). Impressions, meaning the number of times the website appeared in search results, grew consistently over the 90 day period (see figure 2). This coincided with a consistent rise in the website’s average search rankings (figure 3). Most important to note is that through this increase in rankings, the website established itself as the dominant leader in search engine rankings, overtaking and rising above all of its competitor websites (figure 4). Visits to the website from organic search increased steadily month over month after the initial 30 day setup period (see figure 5), which indicates not only high rankings, but also high click-through rates. Click-through rates, meaning the number of people who visited the website after seeing it in search results, has remained consistent. Industry average is around 10%, and Bend Personal Trainers has had as high as 25% click-through rates on certain keywords (see figure 6).

How and why we were able to achieve such high rankings above our competitors is in large part due to links. Google uses links to your website from other websites to help judge how trustworthy your website is. The more quality links a website has, the more likely Google will be to rank them. Bend Personal trainers earned over 500 external links (links from other websites) in the first 90 days (figure 7) and 1.2k links total. When compared to their competitors, Bend Personal Trainers is far and above the dominant website in Bend (figure 8). Bend Personal Trainers was even featured in a NATIONAL health and wellness website, called healthcentral.com, a leading publisher of health and wellness-related content. Their domain authority, which is a measure of how highly they are regarded by search engines, is about the same as the Huffington Post.

In conclusion, through the work of Drakkar Digital, the website bendpersonaltrainers.com has come to dominate the local market for personal training in online search. Within 90 days, the website established itself as the foremost leader, pushing aside its competitors to take top spot overall. Moreover, these were the results after 90 days, and the website continues to rise in the rankings each week.

Figure 1

Keyword ^{↓↑} <input checked="" type="checkbox"/> Show Labels	Location ^{i ↓↑}	Monthly Volume ^{i ↓↑}	Rank ^{i ↑↓}	URL	Optimize ⁱ
bend personal trainers Branded	Bend, Oregon, United States	no data ⁱ	#1 8	http://bendpersonaltrainers.com/	--
local personal trainers	Bend, Oregon, United States	no data ⁱ	#1 11	http://bendpersonaltrainers.com/	--
bend personal trainer	Bend, Oregon, United States	no data ⁱ	#1 10	http://bendpersonaltrainers.com/	--
personal training in bend	Bend, Oregon, United States	no data ⁱ	#2 9	http://bendpersonaltrainers.com/	--
personal trainers in bend	Bend, Oregon, United States	no data ⁱ	#2 9	http://bendpersonaltrainers.com/	--
fitness trainers	Bend, Oregon, United States	no data ⁱ	#2 12	http://bendpersonaltrainers.com/	--
local personal trainer	Bend, Oregon, United States	no data ⁱ	#2 11	http://bendpersonaltrainers.com/	--
personal trainers	Bend, Oregon, United States	no data ⁱ	#2 16	http://bendpersonaltrainers.com/	--
personal trainer near me	Bend, Oregon, United States	no data ⁱ	#3 14	http://bendpersonaltrainers.com/	--
personal training	Bend, Oregon, United States	no data ⁱ	#5 46+	http://bendpersonaltrainers.com/	--
fitness training	Bend, Oregon, United States	no data ⁱ	#5 46+	http://bendpersonaltrainers.com/	--
fitness trainer	Bend, Oregon, United States	no data ⁱ	#6 45+	http://bendpersonaltrainers.com/	--
certified personal trainer	Bend, Oregon, United States	no data ⁱ	#13 38+	http://bendpersonaltrainers.com/	--
personal fitness trainer	Bend, Oregon, United States	no data ⁱ	#14 8	http://bendpersonaltrainers.com/	--
personal trainer cost	Bend, Oregon, United States	no data ⁱ	#22 29+	http://bendpersonaltrainers.co...	--

Figure 2

Total impressions

4,304

Impressions



Figure 4

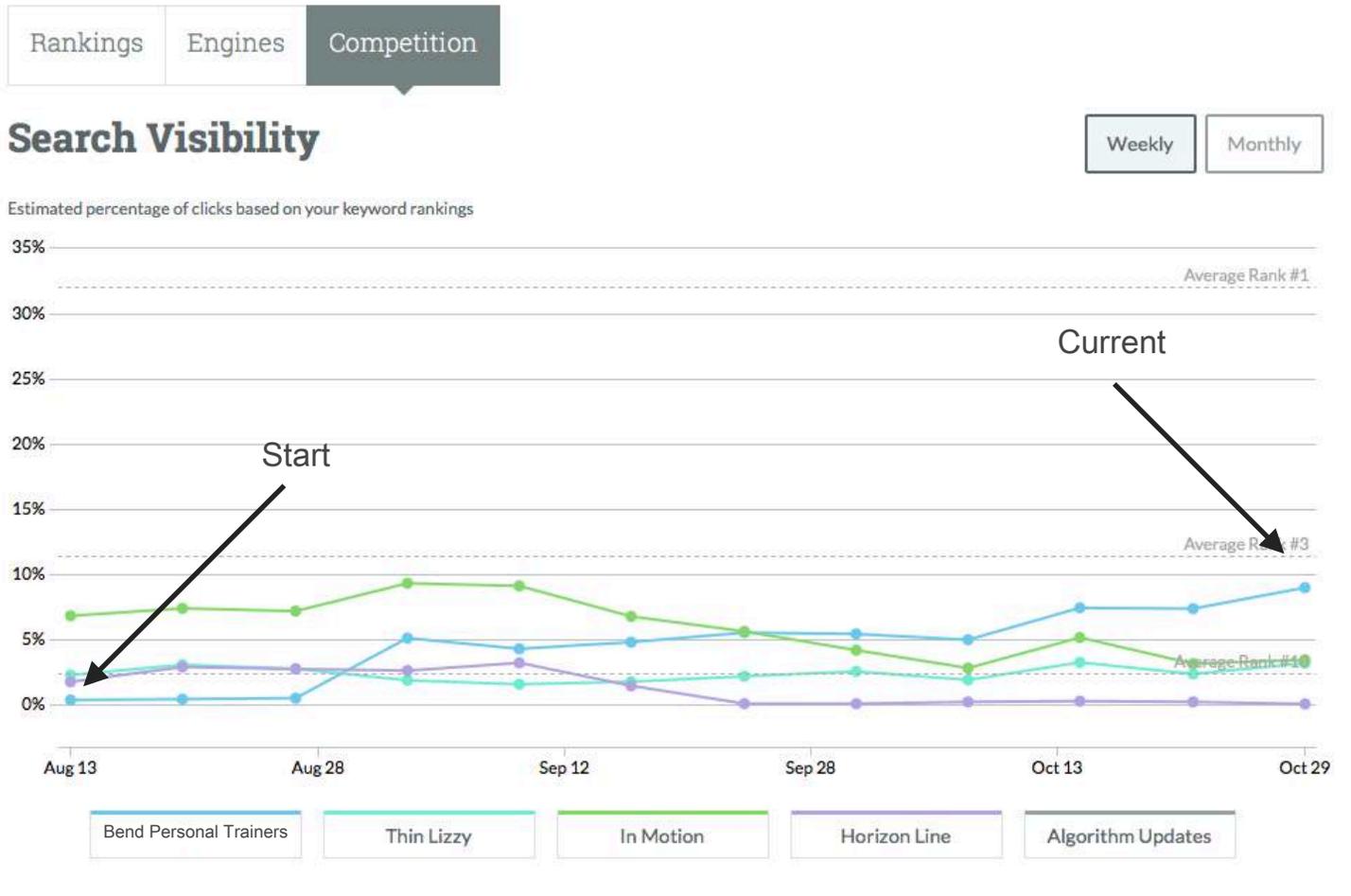


Figure 5

Visits from Organic Search

The number of organic search visits each week.

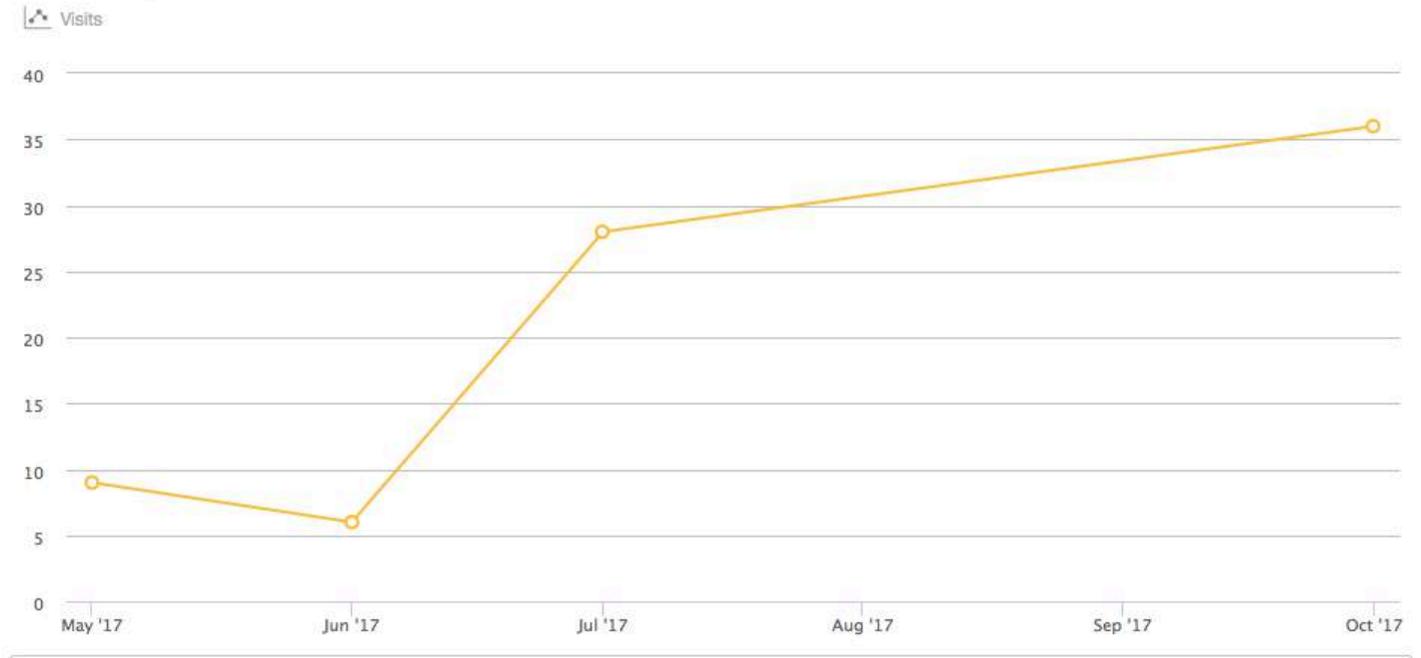


Figure 6

Queries	CTR ▼
1 gyms in bend oregon ↗	25% >>
2 personal trainers bend oregon ↗	14.29% >>
3 personal trainer bend oregon ↗	11.86% >>
4 bend personal trainer ↗	9.09% >>
5 bend personal trainers ↗	8.33% >>

Figure 7

Links to Your Site

Total links 508			
Who links the most	Your most linked content		
yellowpages.com	349	http://bendpersonaltrainers.com/	441
thevikingtrainer.com	24	/contact/	38
theoverhangingsky.com	20	/2017/05/donald-trump-exercise/	20
seniorhomes.com	18	/2017/05/pole-pedal-paddle-2017-watch/	2
craigslist.org	15	/2017/06/vulture-venture/	2
More »		More »	

Figure 8

Compare Your Link Metrics to Your Competitors

Show: Root domain metrics ▼

Metric	bendpersonaltrainers.com	thinlizzyathletics.com	www.horizonlinebend.com	www.inmotionbend.com
Total Links	1.2k ✓	3	396	7
Total Linking Root Domains	4	3	4	5 ✓
Total External Links	7 ✓	3	4	6
Domain MozTrust	2.33	3.51 ✓	3.45	2.76
Domain MozRank	2.27	2.90 ✓	2.88	2.77
Followed Linking Root Domains	4 ✓	2	3	4 ✓
External Followed Links	7 ✓	2	3	5
Followed vs. NoFollowed Links	89% 11%	67% 33%	100% 0%	86% 14%
Followed Linking Root Domains vs. NoFollowed Linking Root Domains	100% 0%	67% 33%	75% 25%	80% 20%