Case Study
Iron Orr Fitness

The Client:

- Iron Orr Fitness provides personal fitness training in San Diego, United States. Their fitness regimen includes partnering with the grocery stores to create a viable meal plan to assist weight loss and muscle building routine. They provide individual training and help to achieve the fitness goals decisively.

The Challenge:

- Initially, Iron Orr Fitness was struggling to bring walk-ins to its' Gym from its' target area (San Diego) for the retained target keywords ahead of this pandemic period.
- With regards to the website, user engagement, time spent and page speed are the major SEO ranking factors that affect rankings in SERP results.

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Course of Action:

- Dot Com Infoway conducted keyword and traffic analysis of the website on par with the users and search engines.
- We suggested fixing the Core Web Vitals in order to enhance the speed of the website.
- We have earned quality backlinks from high DA websites to drive the organic traffic and optimised the GMB profile also. Simultaneously we were also keeping track of the ranking position and focusing on the implementation of SEO strategies.

Results Achieved:

- After the execution of On page SEO and Off page SEO strategies, the Iron Orr Fitness website has achieved the #1 ranking in organic SERP results for the keyword “Personal Trainer San Diego.”
- Moreover, the website also ranked in the top 3 positions on Google Maps for the following keywords.