

**SITUATION:**

Midtown Athletic Club is a network of high-end athletic facilities with a primary goal of providing an environment where their members can pursue an active lifestyle. In order to drive awareness in a highly competitive market, Midtown turned to I Imagine Studio to enhance their online presence via Search Engine Marketing (SEM) and Search Engine Optimization (SEO).

**QUICK FACTS:**

According to Jupiter Research, 85% of visitors found web pages via search engines and 86% of search engine traffic is searching with intent to buy. 90% of Internet users do not go past the top 30 search engine results, they simply type something else in if they cannot find a relevant site.

# MIDTOWN

## ATHLETIC CLUB®

**SEO:**

The SEO is a process of improving the volume and quality of traffic to a website via natural or "organic" search results. In order to do this we had to restructure crucial website components, develop key meta tags, and perform link building. This campaign enabled Midtown to capitalize on the services unique to each location while relaying this information to each location's key demographics.

## IMPLEMENTATION:

I Imagine Studio implemented a Search Engine Marketing campaign, which included keyword analysis, Geo-targeting, the development of a pay per click (PPC) model, and Ad copy testing. They also analyzed market trends to develop understanding of seasonality and were able to suggest ideas to Midtown to capitalize on observed trends.

**Keyword Analysis** helps optimize natural search results by assessing the effectiveness of words and phrases used when searching within the category. IIS optimized keyword performance based on web analytical key performance metrics. They also developed a custom spreadsheet application to produce thousands of new keywords based on search query data. It ultimately helps ensure that an ad would appear whenever someone was searching for information related to a fitness club.

**Geo-targeting** determines where a user is searching from, in order to provide the best search results or ads based on the user's location.

**Pay per click (PPC)** is an Internet advertising account where advertisers only pay for their advertisement when a user clicks on the ad to visit the advertiser's website. IIS added the PPC account via Good AdWords so that it could be maintained daily in order to monitor the effectiveness of keywords, word variations and combinations. The feature can also identify niches within search behavior among the target audience.

**Ad Copy testing** allows for ad variations to be tested in order to measure the effectiveness of the ad copy content in driving traffic to the sites. This is measured by the CTR (click through rate) in order to determine what content is most persuasive in getting people to visit the site.

## RESULTS:

The SEM and SEO campaigns implemented by I Imagine Studio generated a positive response for Midtown Athletic Clubs. Prior to IIS's involvement, the main source of click stream traffic was visitors search for midtown "branded terms". Pay per click proved to be a terrific medium in driving highly relevant non-branded terms at low cost per click. Due to I Imagine's continuous analytical support and keyword structural optimizations the Midtown reaches a whole segment of consumers.