

# KEOMarketing

# CASE

**FITNESS4HOME**  
superstore

# STUDY



Increasing Exposure for e-Commerce & Brick-and-Mortar Stores



SEARCH



MARKETING



SOCIAL



MOBILE



ADVERTISING



## Fitness 4 Home Relies on KEO Marketing's Online Marketing Solutions to Drive Web and Foot Traffic Sales

### The Company

Fitness 4 Home, headquartered in Phoenix, AZ, is a leading specialty fitness equipment dealer with locations in Phoenix, Tempe and Scottsdale, as well as two online stores.

Fitness 4 Home Superstore (<http://www.Fitness4Home.com>) is recognized as one of the nation's largest dealers of TRUE, PRECOR, Tuff Stuff, Spirit, PaceMaster, Waters Fitness, First Degree Fitness, PowerBlocks, Ab Coaster, Diamondback, Teeter Hang-Ups, WaterRower, DKN Technology, Cybex, Hampton, Lifeline USA and SPRI exercise equipment. Providing superior guidance and support in the selection of at home fitness equipment as well as commercial exercise equipment, Fitness 4 Home Superstore is the leader in the market.

Fitness 4 Home Online, (<http://www.Fitness4HomeOnline.com>) is a premier supplier of high quality consumer and commercial fitness equipment that guarantees the absolute lowest prices and provides Free Shipping throughout the 48-contiguous United States. Fitness4HomeOnline.com has a vested and personal interest in providing their customers with the finest equipment and customer service available to assure their goals are achieved and their satisfaction is complete.

### The Challenge

Fitness 4 Home Superstore was all over the map - literally. With three brick-and-mortar stores in Phoenix, Tempe and Scottsdale, an information-only online store (Fitness4Home.com), and an e-commerce website (Fitness4HomeOnline.com), consumers were sure to find a way to buy their fitness equipment from Fitness 4 Home Superstore .

Making that a reality, though, didn't come as easily as anticipated. Fitness 4 Home Superstore needed to find a way to increase their reach, expand their online presence and get buyers interested.

"Our whole premise is to help our customers improve their quality of life, not just for a short term fix, but for the rest of their natural lives," said Bob Lachniet, owner and president of Fitness 4 Home Superstore. "That's why our entire business is based on quality and value of product, level of staff knowledge, ability to dispense sound and easy-to-understand advice on how to achieve your fitness goals, and most importantly, quality of service."

"It was extremely important for us to be able to tell that story in every location – in the stores and online – so consumers would know they could trust and buy from us," continued Lachniet.



## A KEO Marketing Inc. Case Study

### The Solution

Fitness 4 Home Superstore partnered with KEO Marketing to provide online marketing solutions that would drive traffic to their main website with the intent to direct foot traffic to the brick-and-mortar locations, as well as traffic to their e-commerce website with the intent to drive online sales. KEO Marketing offered Fitness 4 Home Superstore a Search Engine Optimization (SEO) solution that would deliver both.

With SEO services, KEO Marketing delivers fast and cost-effective solutions for driving more qualified visitors to a website and converting that online activity to sales through strong messaging and calls to action.

#### Search Engine Optimization

Search engine optimization (SEO) is the process of improving a website's visibility via "natural" or "organic" search results. Search engines such as Google and Bing have developed algorithms to determine how websites should rank for user keyword queries. Through proven online marketing strategy and SEO best practices, KEO Marketing ensures that clients rank in top positions in Google, Bing and other engines for the most important keywords that drive sales.

After designing and developing Fitness 4 Home Superstore's websites and reviewing its sales process, KEO Marketing put together a strategy to create content and optimize each page of the Fitness 4 Home Superstore website for geo-targeted keyword phrases that matched the locations of the brick-and-mortar stores. This would help to increase online visibility, as well as local visibility. In addition, Fitness4HomeOnline.com would be optimized with high-priority keywords that targeted a national audience. Ongoing promotion plans were developed for each website to ensure continued success and included publishing unique, relevant content to drive valuable backlinks to the sites.

KEO Marketing continues to monitor and improve Fitness 4 Home Superstore's search engine rankings for essential industry, business-related and geo-targeted keyword phrases. The solution includes:

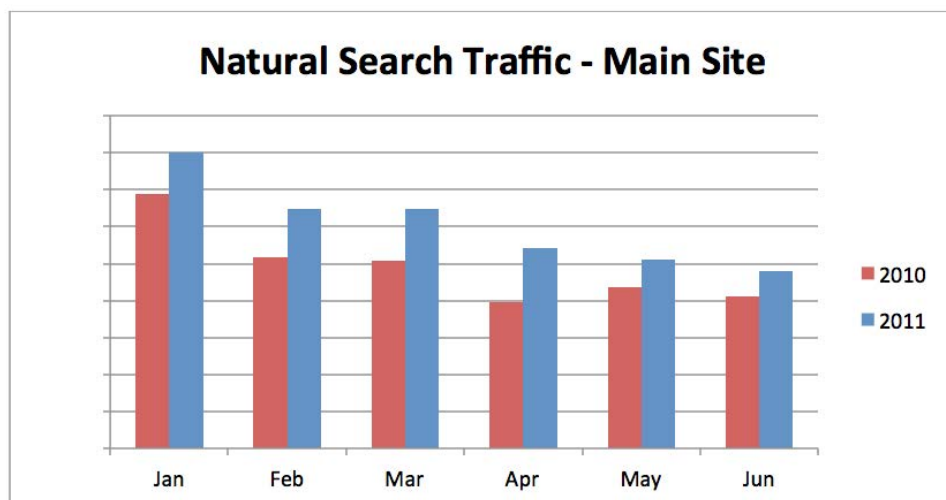
- SEO strategy
- In-depth site audit
- Competitor research
- Extensive keyword research
- Content development
- On-page optimization
- Geo-targeting for specific markets
- Off-page promotion, including content marketing, local search, social media and link building



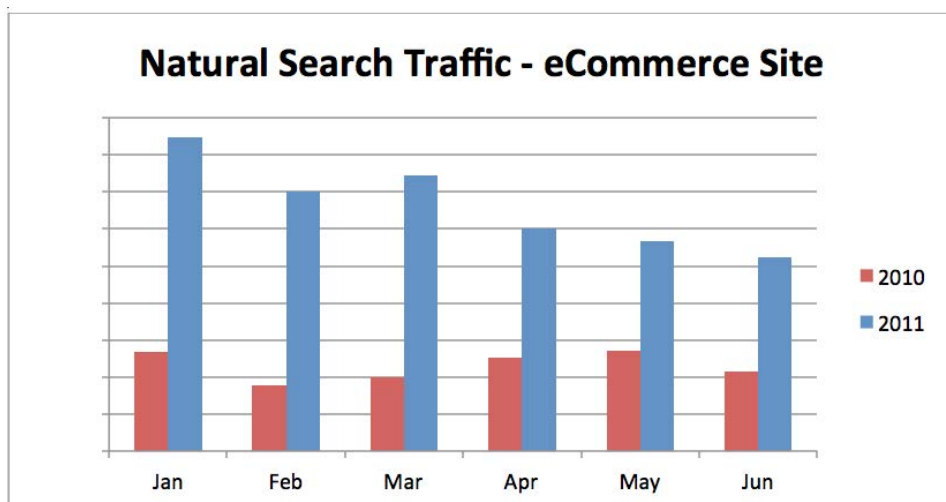
## The Results

One year later, Fitness 4 Home Superstore continues to experience measurable results. For example:

- **More Traffic:** year-over-year (2010 vs 2011), in spite of seasonal dips, natural search traffic for the Fitness 4 Home Superstore website increased by 23%, driving 80% of overall site traffic.



Natural search traffic to Fitness4HomeOnline.com increased 189% (year-over-year) in spite of seasonal dips, driving 72% of overall site traffic (up from 50% in the previous year).



## The Results (continued)

- **More Revenue:** Fitness4HomeOnline.com experienced a 140% increase in generated revenue (year-over-year).

