



MostFit™

+

Apex

Digital

Media

SEO Case Study

The Client



The Challenge

Before working with Apex, Most-Fit's growth was primarily driven by **offline efforts**. The Majority of their sales came from **tradeshows** and the individual efforts of people within the company. Their team actively goes out to Cross-Fit gyms across the country and creates strong relationships. Additionally, the fitness products space is a competitive one. Brands like TRX are well positioned with multi-million dollar marketing budgets to easily drown out the voice of a smaller, up and coming brand like Most-Fit. Before coming to us they had not done much in the way of SEO or online revenue optimization.

The Solution

The first step was to bring Most-Fit into line with best practices. Taking care of basic things like:

- Properly setting up **Analytics & Webmaster Tools**.
- Releasing **site maps** to major search engines.
- making **URL's search engine friendly**.

The next step was to get the Most-Fit website **keyword optimized** and better **position their brand** in relevant organic searches. Their biggest selling item is a "**suspension strap**" used in resistance training. They also sell a product called a **core hammer** that's used to do a "**sledgehammer workout without a tire**." Apex began optimizing their main **website**, **blog** and **videos** for these keywords to ensure that they were visible in searches their potential customers were making.

The Results

Google suspension straps

About 1,530,000 results (0.15 seconds)

TRX Suspension Trainer® - trxtraining.com
www.trxtraining.com/SuspensionTrainer
4.6 ★★★★★ rating for trxtraining.com
TRX Is The Creator Of **Suspension Training**. Designed By A Navy SEAL.
All TRX Trainers On Sale. • All Orders Ship Free
TRX Training has 2,839 followers on Google+
TRX Home-Our Best Seller
TRX Force Kit: Tactical
TRX Pro Kit For Trainers
Ab-Buster:TRX Rip Trainer

KB Duo Suspension Straps - KbandsTraining.com
www.kbandstraining.com/
4.8 ★★★★★ rating for kbandstraining.com
Advanced **Suspension Straps** For \$89.95. Plus Bonus Free Workouts
kbandstraining has 319 followers on Google+

Amazon.com : MostFit Suspension Strap : Exercise Bands ...
www.amazon.com/...Suspension-Strap/dp/B007PI3O... Amazon.com, Inc. ★★★★★ Rating: 4.4 - 11 reviews
The MostFit™ **Suspension Strap** offers "grab-and-go exercise" and at little cost. It's a safe, affordable and most importantly, portable way to get your workout on ...

MostFit™ Suspension Strap | Suspension Training Straps ...
most-fit.com/products/mostfit-suspension-strap-training-html
\$29.95 - In stock
MostFit™ **Suspension Strap** offers "grab-and-go exercise" at little cost. It's a safe, affordable and most importantly, portable suspension training strap.

Portable Fitness Equipment, Suspension Straps, Resistance ...
most-fit.com/
MostFit™ portable fitness equipment, suspension training straps and resistance training bands. Shop MostFit™ **Suspension Strap**, Resistance Band and SYN ...

Most-Fit recently launched a product called the "**core-hammer**" that allows you to do "**sledgehammer workouts without a tire**" – this is another keyword we were able to optimize the brand for that has increased their sales exponentially.

The keyword "**suspension straps**" is the one we were able to get the best traction with for Most-Fit. As you can see, **TRX** – their biggest competitor is bidding heavily for this keyword along with another company – but Most-Fit holds the first 3 organic placements for the keyword.

Google sledgehammer workouts without a tire

About 53,100 results (0.32 seconds)

How to Develop Power with Sledgehammer Workouts - Onnit
https://www.onnit.com/...how-to-develop-power-with-sledgehammer-w...
Nov 22, 2013 - You can use it as a full body **workout** with or **without a tire**. You can also use the **sledgehammer** as a warm up **exercise** before starting your ...

MostFit™ Core Hammer | Sledgehammer Workouts Without ...
most-fit.com/products/mostfit-core-hammer
\$199.99 - In stock
Safe **sledgehammer workouts without a tire**. With the MostFit™ Core Hammer you no longer need a dangerous sledgehammer and bulky tire for this style of ...

need a substitute for a tire when using sledge hammer - CrossFit...
board.crossfit.com > CrossFit Forum > Equipment
Jul 1, 2009 - 10 posts - 6 authors
I was wondering besides using a **tire** for some **sledge hammer** work. Do you have any ... it up and mount it. It was somewhere on Ross Training.
sledgehammer...what else to hit besides tire? 10 posts Mar 3, 2008
Sledgehammer handle - fiberglass or wood? 9 posts Jun 12, 2006
More results from board.crossfit.com

3 Sledgehammer Exercises - YouTube
www.youtube.com/watch?v=0bQ3IWc0xPA
Jan 25, 2010 - Uploaded by rbaggrbagg
Do you have a **sledgehammer** but no big tractor **tire** to slam?
That's ok! Watch this video by Arnel ...

sledgehammer workout without tire? - Sherdog Mixed Martial Ar...
forums.sherdog.com/...sledgehammer-workout-without-tire-1181343/
Apr 5, 2010 - 10 posts - 10 authors
I've recently started doing a circuit at my bj gym and want to incorporate some

The Results

All Traffic

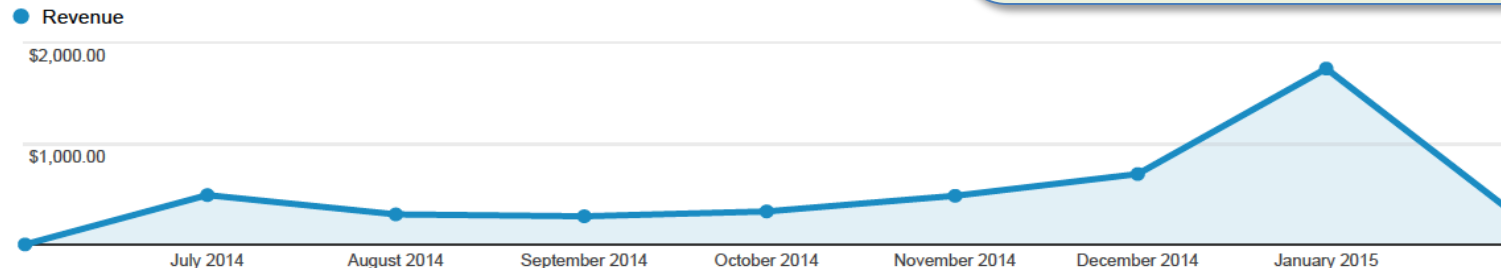
Jun 1, 2014 - Feb 10, 2015

ALL » SOURCE / MEDIUM: google / organic

All Sessions
39.76%

Explorer

Summary



Apex began working for Most-Fit in **November 2014**. As you can see, there was a steady upward climb in the amount of organic traffic resulting in sales they have received from that point forward.

To get a realistic picture of how much revenue our Search Engine Optimization efforts drove for Most-Fit we ran a report for **e-commerce sales made in the last 4 months** (*since we started optimizing them*) **vs. the previous 6 months** and found a **65% increase in total sales** after just the **first 3 months**. We look forward to overseeing the brand's continued growth in 2015 and beyond.

Contact Us



We Sincerely Appreciate Your Time



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