BACKGROUND

Orangetheory Fitness is a science-backed, technology-tracked, coach-inspired group workout designed specifically to produce results; it is not a gym. While Orangetheory Fitness is a well-known, successful brand, they struggled to digitally promote brand identity and visibility as science-backed rather than a run-of-the-mill gym.

Orangetheory Fitness approached The Tombras Group to partner up and grow their SEO strategy using BrightEdge. The goal? Increase awareness and consideration for Orangetheory's 1,100+ studios by strategically improving their search engine share of voice for key terms related to fitness that also included 'gym'. Tombras conducted a Site Audit using BrightEdge to discover ranking for on and off-page content, technical insights, and listings.

THE SOLUTION

Utilizing BrightEdge Content IQ, along with weekly Hyperlocal Rank Reporting, Tombras was able to identify long-tail keywords important to Orangetheory Fitness both globally and locally. Previously focused on keywords including 'group workout' and 'fitness studio', Tombras helped Orangetheory understand they were missing out on ranking for valuable keywords in the industry. They developed a strategy called 'More Than a Gym' and dove into SEO best practices. Working together, Tombras and Orangetheory produced SEO-driven copy and long-tail keywords that both gave them exposure and still encouraged their brand voice.

RESULTS

SEO Branded search increased by 13.1% in 2018 and 16.7% in 2019. Orangetheory saw a 9.9% increase in new organic users and a 104% increase in non-branded, organic search traffic.

Orangetheory wanted to increase brand awareness and drive sales. In the first year of the SEO program they saw a 26.6% increase in new studio lead growth. SEO helped increase traffic, leads, and free trial signups. That allowed Orangetheory coaches and sales staff to increase the number of new members. Add it all up and Orangetheory saw a 9.7% increase in YoY revenue, making it one of their most successful periods ever.
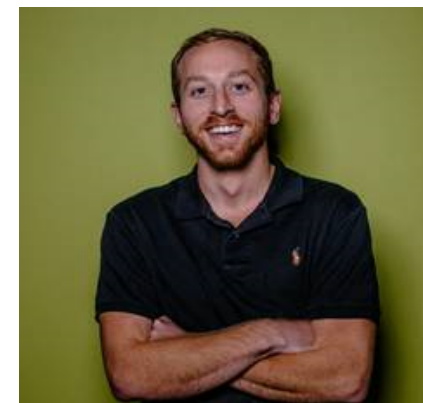
Ryan Edwards
SVP Integrated Search
The Tombras Group
tombrasgroup.com

" From content to technical, we've been able to demystify local-level SEO performance with trending data and automated alerts. Scaling Hyperlocal SEO has always been a challenge, but with Tombras + BrightEdge innovating the space, we've been able to achieve actionable insights from millions of data points. – Ryan Edwards, Sr. Vice President of Integrated Search at The Tombras Group