

Mory Gym — SEO Performance Report

Campaign Overview

The 12-week SEO campaign for Mory Gym targeted adults aged 18–50 in Alexandria, aiming to grow organic traffic, strengthen brand visibility, and increase membership leads from unpaid search channels. The focus was on optimizing existing pages, publishing high-performing fitness content, and improving local search presence through structured data and authority backlinks.

SEO Key Performance Indicators

Metric	Value	Description	Tools Used
Organic Reach	120,000	Unique visitors from Google and Bing	Google Search Console, Ahrefs
Top Keywords	12	Keywords ranked on the first page	SEMrush, Google Keyword Planner
CTR	14.8%	Average click-through rate from search results	Search Console, Looker Studio

Metric	Value	Description	Tools Used
Average Position	3.6	Average keyword ranking across tracked terms	Google Search Console
New Leads	450	Organic-driven leads converted via landing pages	HubSpot CRM, Tag Manager

SEO Funnel Flow Data

The SEO funnel visualized the progression from impressions to conversions. Metrics were gathered from weekly analytics exports and tracked in Looker Studio. Organic impressions totaled 300,000, generating 54,000 clicks, leading to 18,000 landing page visits and 450 confirmed leads. The tracking relied on event tagging and structured UTM tracking to map each user journey accurately.

Stage	Users
Impressions	300,000

Stage	Users
Clicks	54,000
Landing Page Visits	18,000
Leads	450
Conversions	450

Top Performing Keywords

Keyword performance was tracked using SEMrush and Google Search Console, prioritizing fitness and location-based queries. Ranking improvements were achieved through keyword clustering, metadata optimization, and weekly on-page adjustments.

Keyword	Search Volume	Position	CTR %
Mory Gym Alexandria	3,200	1	18%
Fitness Classes Alexandria	1,800	2	15%
Personal Trainer Alexandria	1,200	3	13%
Gym Membership Alexandria	1,000	1	20%
HIIT Classes Alexandria	900	4	12%

Organic Traffic Performance Over 12 Weeks

Traffic growth was monitored weekly via Search Console and GA4 organic acquisition reports. The increase from 8,000 to 26,000 organic visitors demonstrated the success of content optimization and backlinking efforts. Blog traffic contributed heavily to continuous visibility in long-tail search terms.

Week	Organic Visitors
Week 1	8,000
Week 2	10,000
Week 3	12,000
Week 4	13,000
Week 5	15,000
Week 6	16,000

Week	Organic Visitors
Week 7	18,000
Week 8	19,000
Week 9	20,000
Week 10	22,000
Week 11	24,000
Week 12	26,000

Top Pages by Organic Visits

The following pages contributed most to organic conversions. The homepage retained the highest visibility due to direct brand search, while the membership and class pages performed strongly for transactional intent keywords.

Page	Visits	Optimization Focus
Homepage	12,000	Core Web Vitals, schema markup
Membership Page	8,000	Conversion copywriting, call-to-action
Classes	5,000	Keyword clustering and structured data
Trainers	4,000	Profile content SEO
Blog	3,000	Content freshness and interlinking

Data Tools and Workflow

- **Google Search Console** — to track impressions, CTR, and average keyword positions.
 - **SEMrush & Ahrefs** — to audit backlinks, track keyword visibility, and benchmark competitors.
 - **Google Analytics 4** — for organic traffic segmentation and conversion tracking.
 - **Google Tag Manager** — to tag lead form submissions and custom conversions.
 - **Looker Studio** — to visualize performance reports for the client.
 - **Excel Sheets** — for data validation, weekly growth tracking, and CTR analysis.
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Performance Summary

The campaign resulted in a 120,000 organic reach and 450 new leads within 12 weeks. Average position improved from 8.4 to 3.6, with 12 keywords ranking on the first page. CTR reached 14.8%, confirming high intent among users searching for fitness and gym-related terms in Alexandria. The SEO efforts built lasting visibility and positioned Mory Gym as a top fitness brand in the city.