



## Case Study: Improving The Racquet's Digital Presence

### Objective:

As an intern, your task is to develop strategies to improve The Racquet's digital presence, enhance Instagram engagement, drive more traffic to the website, and improve the visibility of Businesses in Google Maps

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### 1. Improve The Racquet's Website:

**Review the Website:** Analyze [the-racquet.com](https://the-racquet.com) and identify 3-5 key areas for improvement, specifically focusing on improvements that could enhance performance for **Google and Meta ads**.

**SEO Strategy:** Propose ways to optimize content for search engines

### Answer:

#### Website Improvements

Here are my suggestions for the website, specifically focusing on improvements that could enhance performance for Google and Meta ads.

##### 1. Conversion Tracking Integration

The website must have Google Tag Manager, Meta Pixel, and Google Ads Conversion Tracking installed to measure: Booking button clicks, Form submissions, Phone calls, and enable remarketing ads for abandoned bookings.

##### 2. Above-the-Fold Booking CTAs

The website should have strong, benefit-driven CTAs visible without scrolling:

"Book Your First Lesson Today - Limited Spots"

"Reserve Your Court in 30 Seconds," which matches the exact CTAs used in ads for continuity.

##### 3. Streamline Checkout Flow for Ad Visitors

Ad visitors should have the fastest possible path from click to booking. Currently, the "Book" process involves multiple steps, which can cause drop-offs.

Instead, link ads directly to a streamlined page where users can choose their time slot, confirm details, and pay **within one or two clicks**. Simplifying the process increases the likelihood that ad traffic will convert into paying customers.

#### 4. Nudges

On booking pages, subtle urgency elements can help **convert ad traffic more effectively**. Examples include phrases like “Only 3 spots left this week,” “Most popular package - 80% of students choose this,” or “Book by 5 PM today to start this week.” These cues create a gentle sense of *FOMO (fear of missing out)*, encouraging visitors to act quickly rather than delay booking.

#### 5. Incorporate Norms and Social Proof

**Social proof** builds credibility and reassures new visitors that they’re making the right choice. The website can **highlight the number of happy clients** served, such as “Trusted by over 500 Miami players,” to establish authority.

The testimonials, Google star ratings, and our client photos can be added **near CTAs, further affirming** the customer about our service, moving them down the funnel from consideration to conversion, resulting in making a purchase. The website can also display Google star ratings prominently and add “Verified Client” tags to testimonials to enhance authenticity.

#### 6. Dedicated Campaign Landing Pages

When running ads for targeted searches like “Miami Tennis Lessons”, create service-specific landing pages that feature pricing, detailed descriptions, testimonials, and a visible booking form above the fold.

The page’s headlines and copy should match the exact language used in ads - for example, “Book Your First Private Tennis Lesson in Miami - Limited Slots” - to maintain message consistency, improve ad relevance, and lower cost-per-click.

### SEO Strategy

#### 1. Image SEO & Internal Linking:

Optimize images by naming files descriptively (e.g., “miami-tennis-coach-lesson.jpg”) and adding keyword-rich alt text. This not only improves accessibility but also boosts keyword relevance for SEO.

Link blog posts to service pages and booking pages to help both users and search engines navigate the site more effectively.

#### 2. Content hub

Create a content hub with blog posts like ‘Top 5 Tennis Drills for Beginners in Miami’ and ‘Pickleball Court Etiquette in South Beach’ that not only improve organic search rankings with local keywords but also serve as engaging, value-driven landing pages for low-cost Google Display and Meta retargeting campaigns to re-engage past site visitors and ad clickers.

If generic blogs aren't a priority, instead create feature pages spotlighting coaches or members that serve the same dual purpose of boosting SEO and providing retargeting content.

### 3. Keyword Optimization

All service pages should be optimized for high-intent keywords such as *Miami tennis lessons*, *South Beach pickleball coaching*, and *private tennis coach Miami*. These terms should appear naturally in H1 headings, meta titles, meta descriptions, image alt tags, and the first paragraph of each page. This will improve both organic search rankings and Google Ads Quality Scores by making landing pages more relevant to ad keywords.

### 4. NAP Consistency

Ensure the business name, address, and phone number (NAP) are consistent across the website, Google Business Profile, and all local directories. Consistent NAP information strengthens local SEO signals and improves visibility in both organic listings and Google Maps.

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## Instagram Strategy:

**Analyze @THERACQUETMIAMI Instagram:** Examine the Instagram account to evaluate engagement, content style, and follower growth. Identify areas for improvement, particularly in alignment with Google and Meta ads.

## Answers:

### Follower Growth

Follower count is steady. Collaborating with local influencers, cross-promoting with partner venues, and running follower-focused contests or giveaways can expand reach. Boosting high-performing Reels to targeted local audiences can also convert ad viewers into followers.

## Areas of Improvement/Strategies for Ads:

### 1. Creative Synergy Between Ads and Organic Posts

Top-performing ad creatives (whether they are Reels, carousel images, or testimonials) should be repurposed for the Instagram feed and Stories. This creates a familiar visual language for users who first see an ad and later engage with the organic profile. Likewise, high-engagement organic posts can be promoted directly through Meta Ads Manager to reach broader but still targeted audiences

### 2. Convert Followers into Leads

In Stories or posts, embedding "Swipe Up" links (or Link stickers) directing to ad landing pages with booking forms. Highlight exclusive Instagram offers ("10% off lessons for IG followers") to track ad-ROI overlap.

3. **Leverage Testimonial Content more**

Ads featuring real student quotes over on-court footage work well for conversion-focused campaigns and can also be boosted as organic posts to build trust.

4. **Organic Alignment**

Matching captions, hashtags, and visuals to the copy and design of Google and Meta ads for a consistent brand message across channels.

5. **Encourage Action Urgency**

Use urgency nudges like “Limited summer slots - DM to reserve” to mirror ad promotions.

6. **Integrate More Local Cues**

Use geo-tags, local hashtags (#MiamiTennis, #SouthBeachPickleball), and recognizable South Beach/Miami backdrops to improve local relevance for both organic reach and ads.

7. **A/B Testing and Optimization**

We can run split tests on different creatives, headlines, CTAs, and audience targeting to identify what drives the highest clicks and conversions. Testing out variations like fast-paced highlight reels vs. slow-motion shots, or “Book Now” vs. “Reserve Your Spot” messaging. Use results to scale winning ads and refine underperformers, ensuring budget is spent on the most effective combinations.

8. **Content Alignment with Ad Messaging**

The Instagram feed should mirror the messaging and visuals used in Google and Meta ad campaigns. If ads promote “Private Tennis Lessons in Miami” or “South Beach Pickleball Coaching,” the same phrasing, tone, and value proposition should appear in post captions and video overlays. This reinforces message consistency across paid and organic touchpoints, improving brand recall and ad performance.

9. **Some Important KPIs to Track:**

**Reach & Impressions:** Reach shows unique viewers, while impressions show total views, helping gauge exposure efficiency.

**Engagement Rate:** Likes, comments, shares, and saves for gauging content resonance.

**CTR (Click-Through Rate):** Measures how well boosted posts drive traffic to the booking page.

**CPC (Cost Per Click):** Tracks cost efficiency of driving profile or site visits.

**Conversion Rate:** Measures how many clicks lead to booked lessons.

**ROAS (Return on Ad Spend):** Evaluates profitability of paid promotions.

**Engagement Rate:** Likes, comments, shares, and saves for gauging content resonance.

**Video Completion Rate:** For Reels/Stories, measures how many viewers watch to the end.

**Profile Visits:** Number of users visiting the Instagram profile after viewing boosted content.

**Follows from Ads:** Tracks new followers generated through boosted or paid campaigns.

**Landing Page Views:** Number of users who load the booking page after clicking through.

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### 3. Improving New Location Visibility: <https://maps.app.goo.gl/ZfiY252obnD5JCS47>

**Google Maps Optimization:** Review the newest location using the Google Maps link provided. Suggest how to enhance visibility

- **Local Advertising:** Suggest ways to increase foot traffic through targeted local ads or partnerships with nearby businesses or events.
- **Google Ads Strategy:** Recommend ways to improve Google Ads campaigns to target local customers more effectively

**Answers:**

#### Google Maps Optimization

- To boost visibility, the listing can include a more keyword-rich business description, e.g., *“Private tennis and pickleball lessons in South Beach, Miami - experienced coaches, premium courts, and flexible scheduling.”*
- Add high-quality photos and short videos of lessons, events, coaches in action, and the court setup to showcase the atmosphere.
- Post weekly Google Updates featuring promotions, upcoming events, or free tryouts to keep the listing active.
- Increase review volume by asking clients to scan a QR code linking to the review page immediately after lessons or during events - higher review count and recency will improve ranking in “tennis lessons near me” searches.
- Q&A Section: Add and answer frequently asked questions (e.g., “Do you offer beginner classes?”) to guide new customers and boost SEO relevance.

#### Local Advertising & Partnerships

- **Geo-Targeted Ads** - Run Google Local Campaigns and Meta Ads targeting a 3 - 4 mile radius of South Beach. Schedule ads for peak hours (post-work evenings and weekends). Example: *“South Beach Tennis Coaching – 10 Minutes from You. Book Now.”*
- **Hotel, Gym, and Cafe Partnerships** - Distribute QR code flyers in partner locations. Offer exclusive deals like *“Hotel Guest Special: 20% Off First Lesson”*. Include branded “Welcome to Miami” sports packs for visitors.

If there is no interest in offering deals, the company can ask to put up flyers in these locations, leading to their Instagram page and website.

- **Events & Influencer Collaborations**

Host sunset tennis socials, beginner clinics, and pickleball mixers. Influencer marketing is at its peak. On researching, invite local lifestyle and fitness influencers to attend, post, and tag the location.

Use **Luma** or similar platforms for the creation of events, RSVP management, reminders, and follow-ups.

- **Communities & Residential Buildings**

Partner with luxury condos, apartments, and gated communities to offer exclusive resident perks (can provide welcome kits with “Free First Lesson” vouchers for new residents).

If there is no interest in offering deals, the company can ask to put up flyers in these communities to help generate new leads.

## **Google Ads Strategy**

- **Landing Page Alignment**

Send clicks to a dedicated landing page focused on local convenience, reviews/testimonials, and a direct booking form (ideally with one-click checkout from the ad).

- **Hyper-Local Keyword Targeting**

Focus on terms like “*South Beach tennis coach*”, “*Miami Beach pickleball lessons*”, and “*private tennis lessons near me*” to capture nearby searches. Conduct the required keyword research.

- **Sitelink Extensions for High-Intent Clicks**

Add sitelink extensions that highlight specific offerings or selling points, such as “*Best Tennis Classes in Miami*”, “*Private Pickleball Coaching*”, or “*Beginner Packages*”. These appear under the main ad headline, giving users more clickable options and increasing the chance they land directly on the most relevant booking page.

- **Location Extensions**

Add location extensions so ads display the South Beach pin, address, and “Directions” button directly in Google Search results.

- **Call Extensions**

Enable call extensions for one-tap bookings on mobile.

- **Dedicated Landing Pages**

Direct ads to highly relevant pages (e.g., Tennis Lessons or Pickleball Lessons) with pricing, descriptions, testimonials, and a booking form - avoiding the generic

homepage.

- **Display & Remarketing Campaigns**

Re-engage people who visited the site or Google Maps listing but didn't book, using testimonial-based creatives or event promos.

- **Performance Tracking & KPIs**

Monitor metrics like impression share, CTR, CPC, conversion rate, cost per conversion, and ROAS to optimize targeting, budget allocation, and ad copy.

- **Search Ads Targeting Competitor Keywords**

Run Google Search campaigns bidding on competitor brand names (e.g., "South Beach Racquet Club," "Miami Beach Tennis Club"). Your ad headline could highlight your unique value — "Closer. Cheaper. Better Coaching." or "No Membership Fees — Book Today."

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#### 4. Review Generation Strategy: <https://g.page/r/CYOZecYR8htgEBM/review>

- **One-Sentence Review:** Write a one-sentence review that captures the essence of a satisfied client's experience with The Racquet's services.  
20-30 characters - be original
- **Review Strategy:** Provide a brief strategy to encourage clients to leave reviews across platforms like Google, Yelp, or Instagram.

#### Answers:

##### One sentence review:

*"Game-changer for my serve!"* (20-30 Characters)

*"The Racquet turned my casual interest in tennis into a passion, with supportive coaches and a community that feels like family."* (20-30 words)

##### Review Strategy

- Place **laminated QR code signs** at courts, reception, and lounge areas linking directly to the Google review page, with short copy above like: *"Loved your session? Drop a review!"*
- Send **post-lesson digital prompts** within 30 minutes via SMS/WhatsApp: *"Thanks for playing today! Share your thoughts here [link] and get 10% off your next session."*
- At events or free trial days, hand out branded cards with a QR code + thank-you message, or have staff walk around with tablets/phones preloaded to the review page so attendees can leave feedback instantly.
- Share review highlights weekly on Instagram and add a permanent *"Leave a Review"* Story Highlight with the QR code and direct link, making it easy for followers to act anytime.