

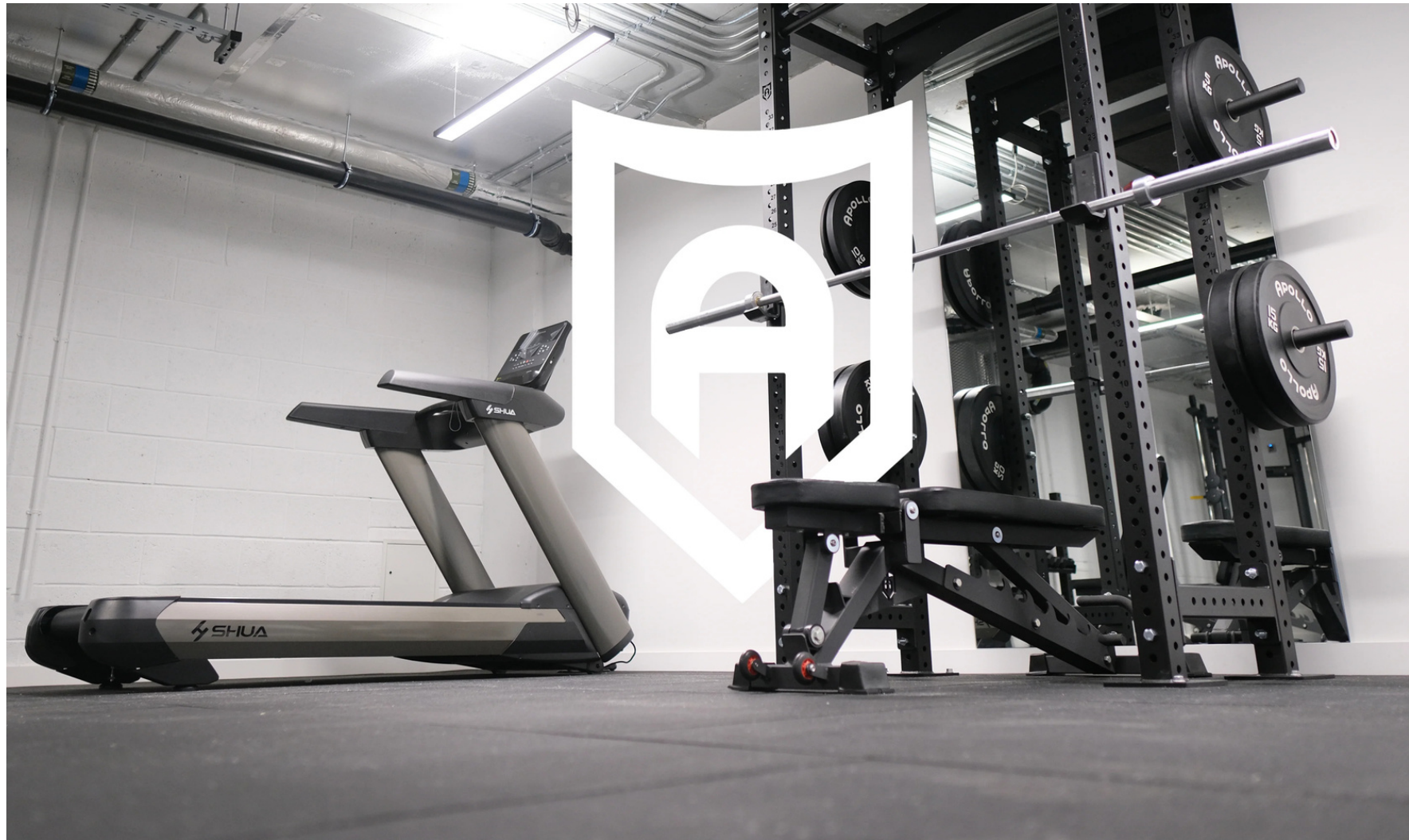
Business Case Study and Report

Apollo Fitness



Presented by:
Agreed Technologies

Last Updated:
August 10, 2023



Company Overview

Apollo Fitness is now a leading Gym Equipment supply company based in Waterford, Ireland. They supply quality fitness equipment to commercial facilities, leisure centres and home gyms. Their online performance was poor and the website did not rank for any relevant keywords

Timeline for Project Success: **19 Months**

Geography: Ireland

Services Offered to Client: **Search Engine Optimization, Content Marketing & Shopify development**

Problem Statement

01

Get More Traffic through Organic Search

Achieved by improving the existing content profile.

02

Increase the Keywords Ranking on Google Nationally

increase the number of ranked keywords for other services

03

Increase the Backlinks of the Website

Create more backlinks and gain competitive edge over competitors.

Problem #1

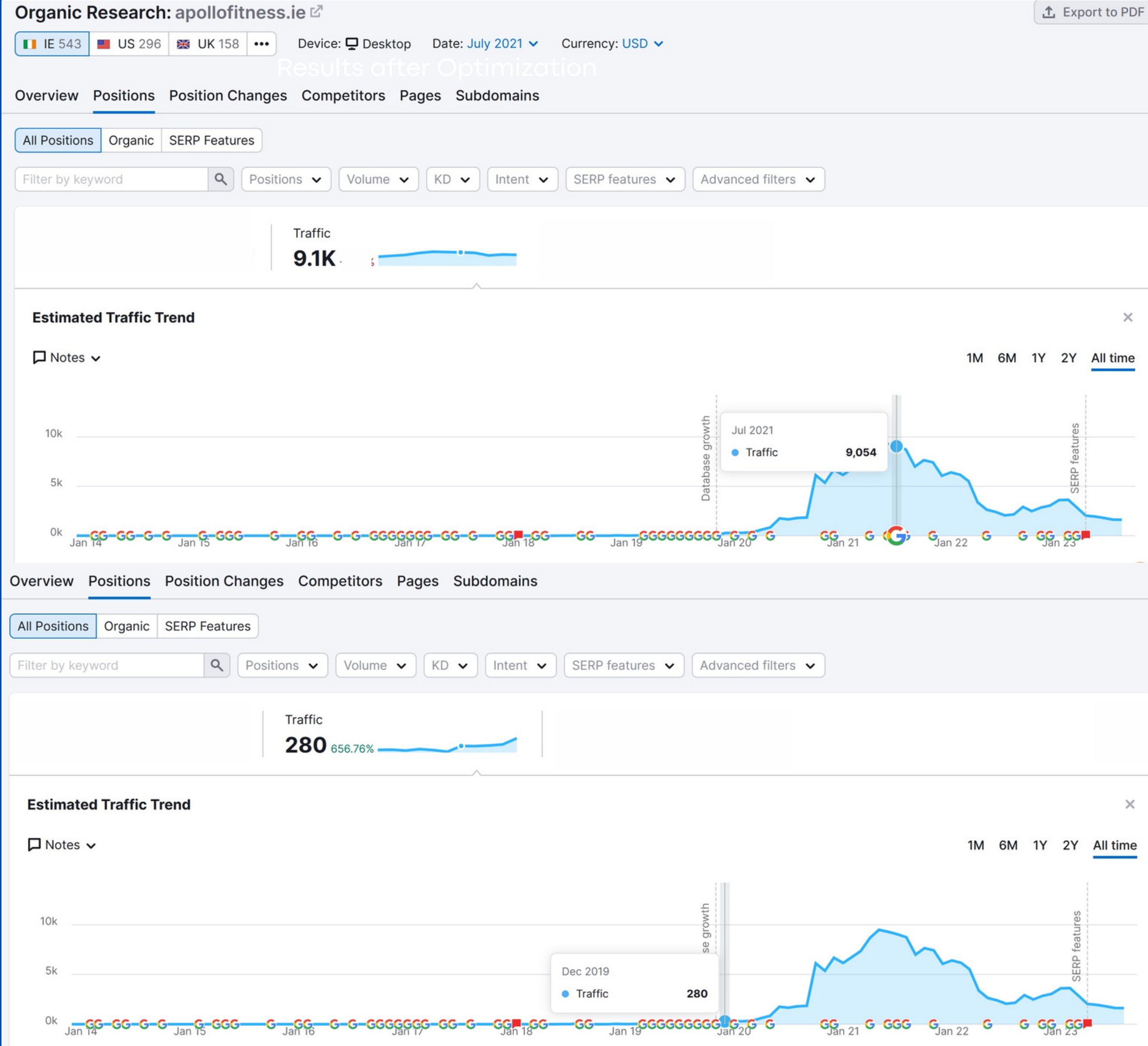
Get More Traffic through Organic Search

Organic Traffic
9,054
(July'2021)

3,134% Increase

In a span of 19 Months, the organic traffic on the website had grown by 3,133.57%

Organic Traffic
280
(Dec'2019)



Problem #2

Increase the Keywords Ranking on Google Nationally

Organic Traffic

543

(July'2021)

460% Increase

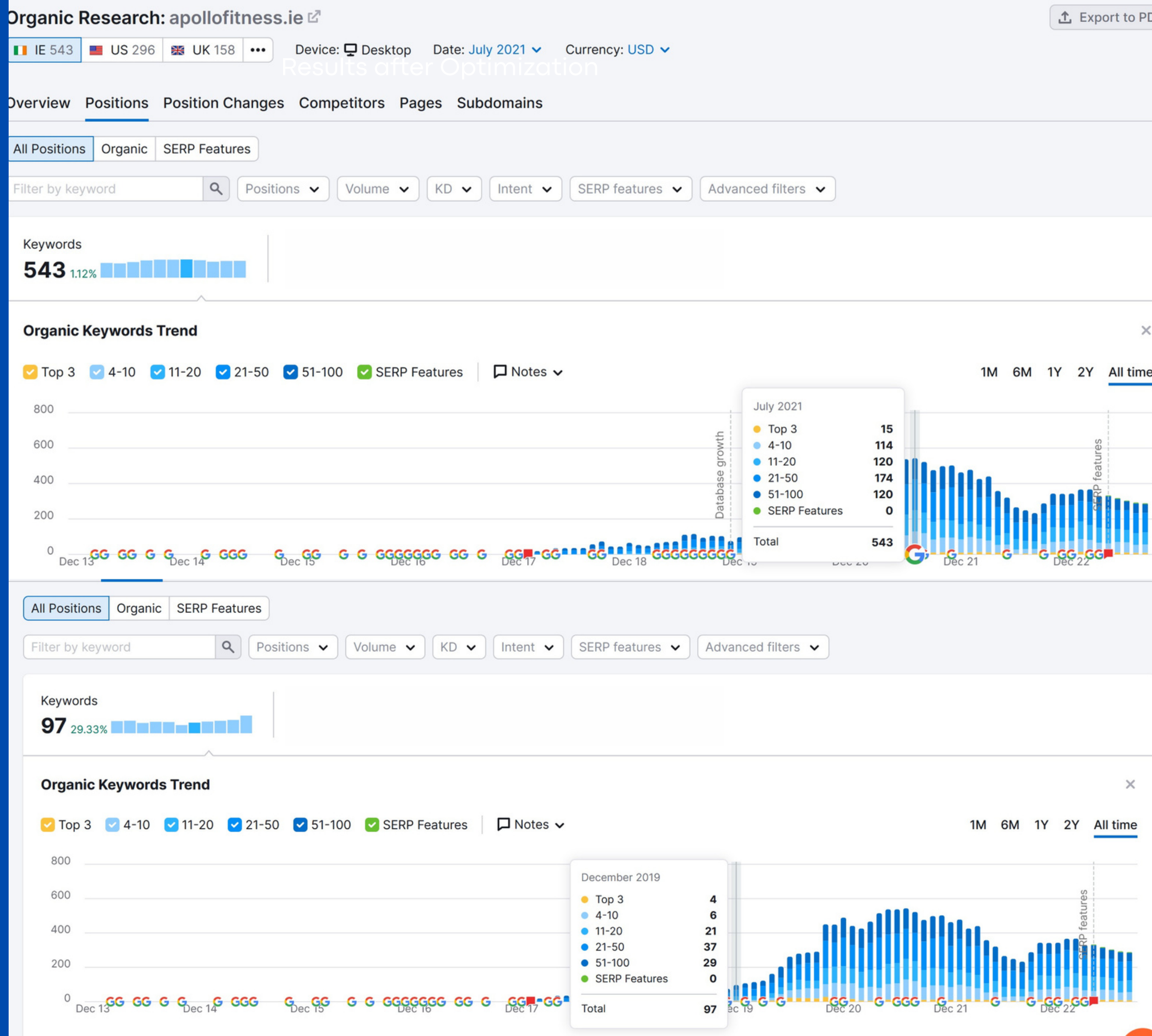
In a span of 19 Months, the website started ranking for more than 543 keywords an increase of 459.79%.

Out of this, 129 keywords appeared in top 10 positions of Google

Ranked Keywords

97

(Dec'2019)



Problem #3

Increase the Backlinks for the website

Total Backlinks

774

(July'2021)

1,331% Increase

In a span of 19 Months, the website's total number of backlinks improved by 1,331.48%.

Total Backlinks

54

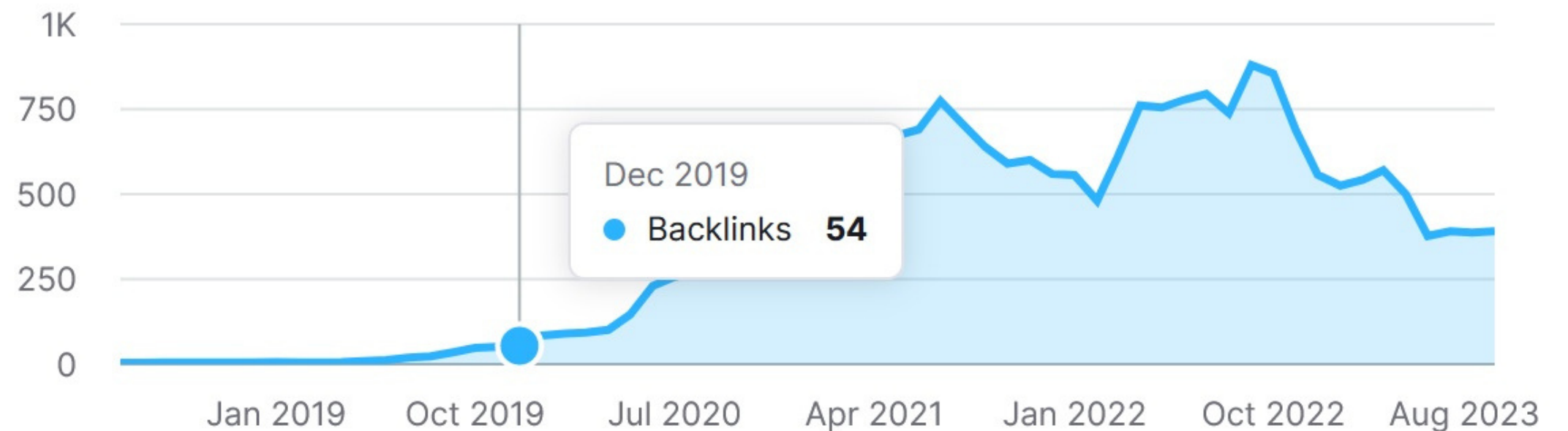
(Dec'2019)

Backlinks *i*

1Y All Time



1Y All Time





Organic Search Traffic improved by **3,134%** in 19 Months.

Total Ranked keywords improved by **460%** in 19 Months.

Total Backlinks for the website increased by **1,331%** in 19 Months.

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