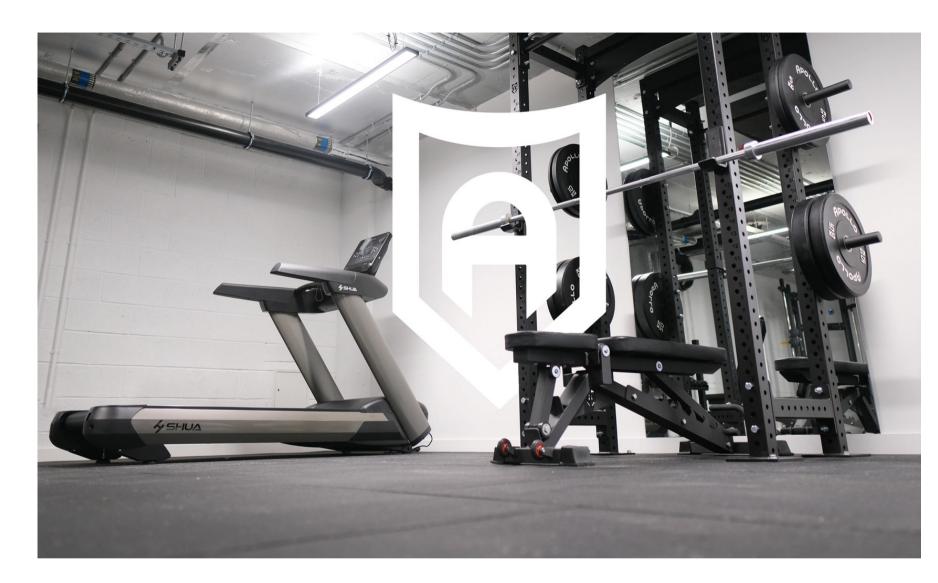
Business Case Study and Report

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 ranked 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 ofr ranked keywords for other sevrices

03

Increase the Backlinks of the Website

Create more backlinks and gain competitive edge over competitors. Problem #1

Get More Traffic through Organic Search

<text></text>				
	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)				

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All Positions Organic SERP Features
Filter by keyword Q Positions Volume KD
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Problem #2

Increase the Keywords Ranking on Google Nationally

<section-header><section-header><text></text></section-header></section-header>
460% Increase
In a span of 19 Months, the website started ranking for more than 543 keywords an

Ranked Keywords 97 (Dec'2019)

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

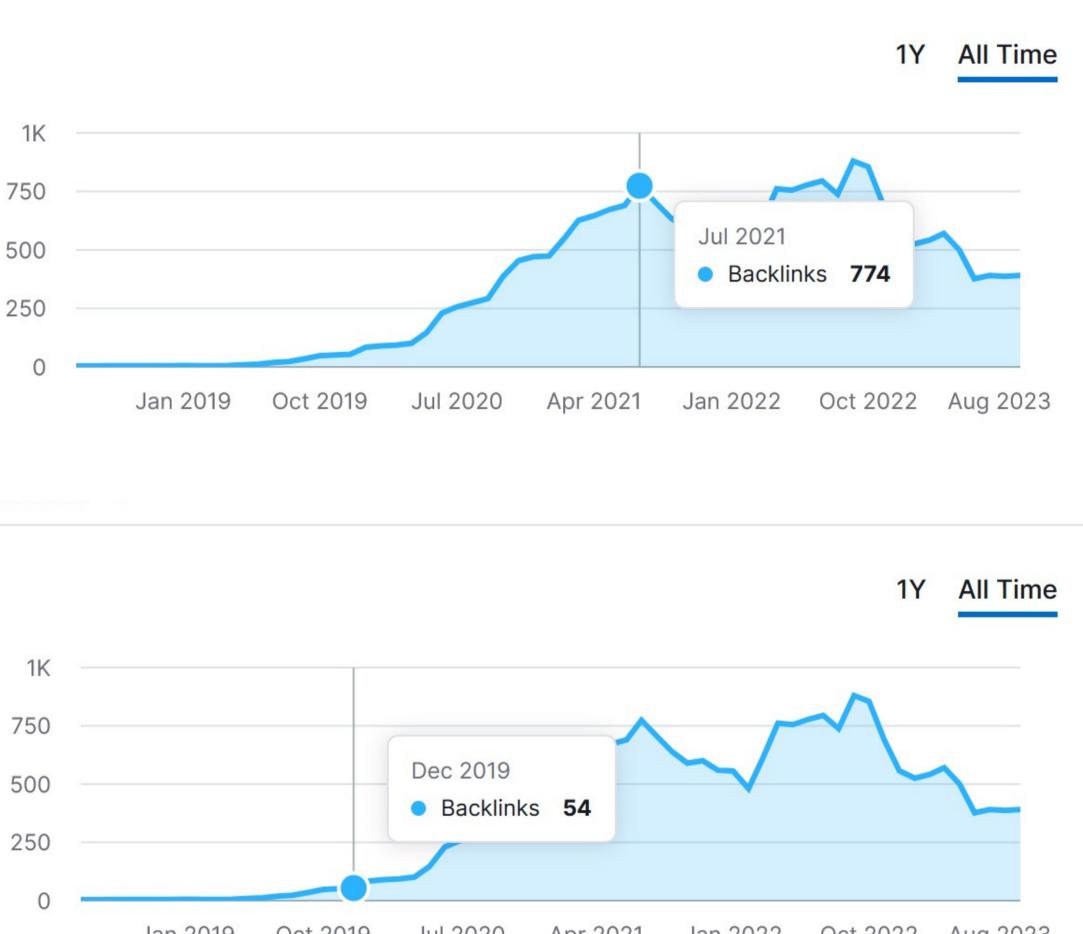
increase of 459.79%.

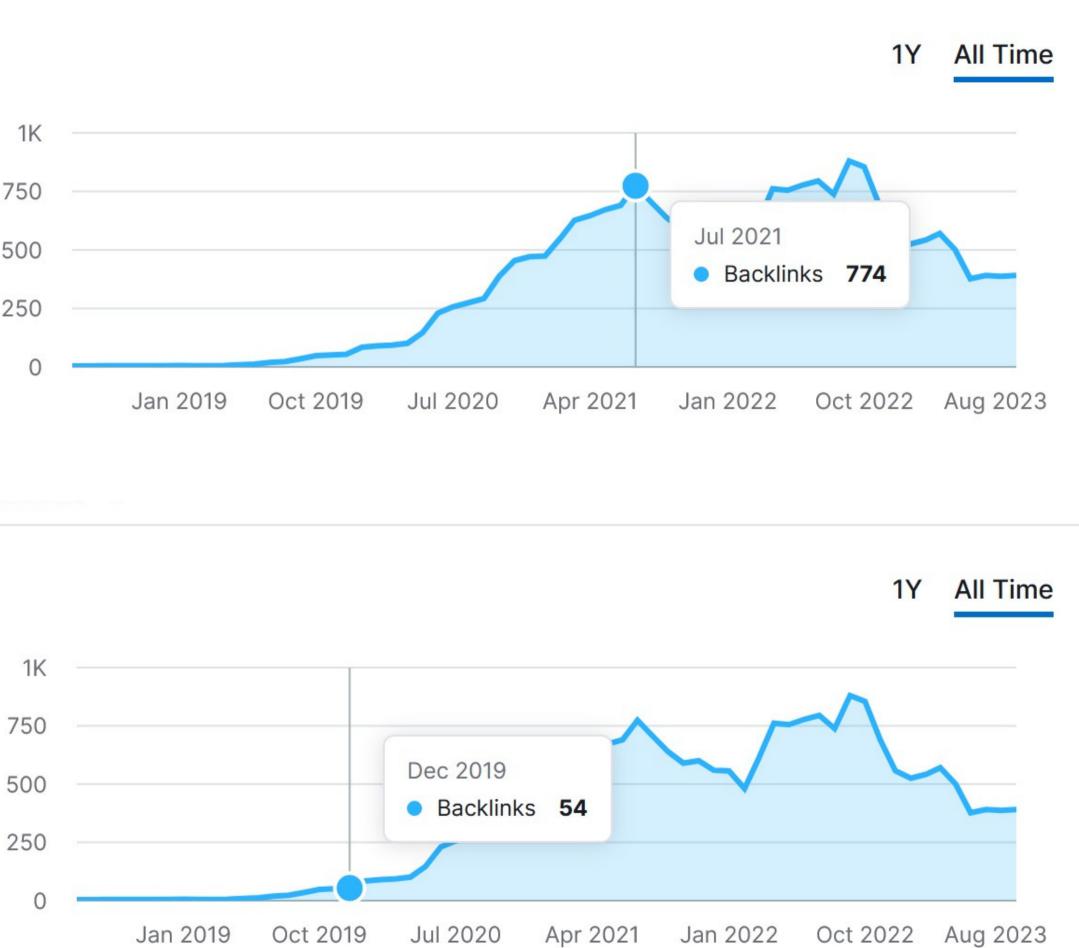
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Problem #3 Increase the Backlinks for the website **Total Backlinks** 774 (July'2021) 1,331% Increase In a span of 19 Months, the website's total number of backlinks improved by **Total Backlinks** 1,331.48%. 54 (Dec'2019)

Backlinks i







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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