

CASE STUDY

Bulking Up Gympass' SEO, Gaining 70 Backlinks and +193 Keyword Rankings

+193

Keyword Rankings

+61

Live Content Pieces

+70

Organic Backlinks

About Gympass

Gympass is an all-in-one employee benefit that provides flexible access to a huge selection of gyms, studios, classes, training and wellness apps.

The Problem

Gympass approached us for a strategic partnership to strengthen their content strategy and inform future efforts, aiming to become a leading resource for HR specialists. This meant creating content built to rank for high-difficulty keywords and earn backlinks. Our analysis found Gympass had a strong domain rating but few backlinks, revealing an opportunity for an SEO strategy centered on quality backlinks, technical optimizations, and strong content.

The Strategy

We opted for a hub and spoke model for content creation, focusing on internal linking to boost page authority. We built out a 3-month plan to produce 28 content pieces monthly, including 2 hubs and 26 spokes, ensuring a minimum of 3-5 spokes per hub. Our content selection was driven by high-volume keywords to maximize audience reach. Each piece of content would be written with various organic tactics in mind to be competitive on the SERP, provide helpful content for the user, and maximize the page's ranking potential:

- Multiple on-page syntactical optimizations
- Internal links
- Schema markup (product + FAQ schema markup)

Results

Working in close collaboration with Gympass we've achieved notable success in producing high-quality content. This content ranks prominently in the SERPs for strategically selected competitive keywords. Our accomplishments include the publication of **61 pieces of live content**, the attainment of **193 keyword rankings**, and the acquisition of **70 organic backlinks**.