

# Gympass

# 97thFloor

**+193**  
Keyword  
Rankings

**+61**  
Live Content  
Pieces

**+70**  
Organic  
Backlinks

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



## 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.

## Problem

Gympass approached us for a strategic partnership to enhance their current strategy and contribute insights for future endeavors. Their objective was to establish themselves as a leading information resource for HR specialists. This required the development of substantial content aimed at ranking for high-difficulty keywords and accruing backlinks.

Our initial analysis revealed that Gympass' website had a strong domain rating but lacked a sufficient number of backlinks. We recognized the potential for a robust SEO strategy by focusing on acquiring quality backlinks, implementing optimizations and technical improvements, and producing outstanding content.

## 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**.

	HUB	leadership development	4900	61
Leadership Development	Spoke	qualities of a good manager	800	39
	Spoke	types of leadership styles	5'000	69
	Spoke	leadership competencies	2700	31
	Spoke	leadership development plan	1000	24

Associated Pillar	Keyword	Volume	KD	CPC	Position change	19k	68
Employee Benefits	qualities of good management	1800	39		New	13k	34
Employee Benefits	employee gift ideas	800	53	5.26	New	1.5k	40
Employee Benefits	example of workplace culture	600	42		New	700	26
Employee Benefits	how to be good manager and leader	500	34		New	450	13
Employee Benefits	examples of a leadership development plan	450	13		New		
Employee Benefits	characteristics of good manager	450	35	0	New		
Employee Benefits	characteristics of a good manager	450	31	2.47	New		
Employee Benefits	characteristics good manager	450	35		New		
Employee Benefits	benefits of a wellness program	400	32	1.82	New		
Employee Benefits	wellness program benefits	400	45	5.17	New		
Employee Benefits	benefits of wellness program	400	32		New		



Learn how 97th Floor can help you achieve unprecedented growth.

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