

SEO Growth Case Study

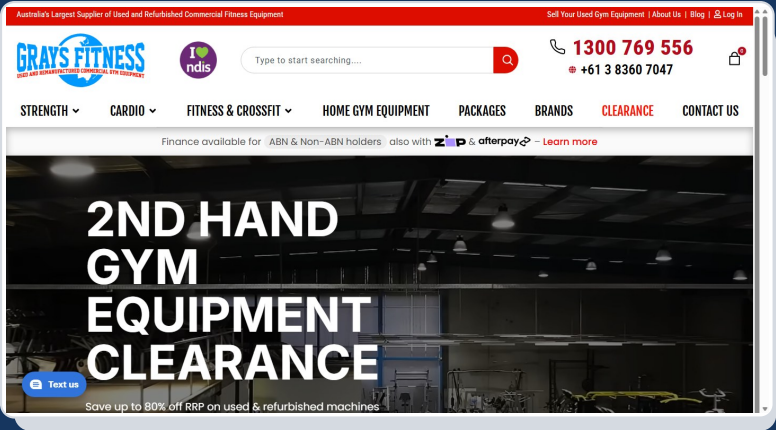
Increasing Organic Traffic, Search Visibility & Website Performance

CLIENT WEBSITE
graysfitness.com.au

INDUSTRY
Fitness / Health & Wellness

CAMPAIGN TYPE
SEO Before & After Performance Comparison

PERFORMANCE PERIOD
2026



graysfitness.com.au - used & refurbished commercial fitness equipment

ORGANIC SESSIONS

+607%

CLICKS

65 to 6.8K

OVERVIEW

Executive Summary

This case study highlights the transformation of Grays Fitness from a website with limited organic visibility into a stronger search presence through strategic SEO implementation. The campaign focused on improving keyword visibility, organic traffic growth, technical SEO, content optimization, and user engagement.

- ✓ Increased Google search visibility and organic clicks
- ✓ Improved keyword rankings - all 11 tracked keywords now in the top 3
- ✓ Organic Search sessions grew from 1,117 to 7,902 (+607.3%)
- ✓ Higher engagement from more qualified organic visitors
- ✓ Strong 91% on-page SEO score and a foundation for continued growth

CLICKS

6.8K

from 65

IMPRESSIONS

13.7K

from 369

CTR

49.6%

from 17.6%

ORGANIC SESSIONS

7,902

from 1,117 (+607.3%)

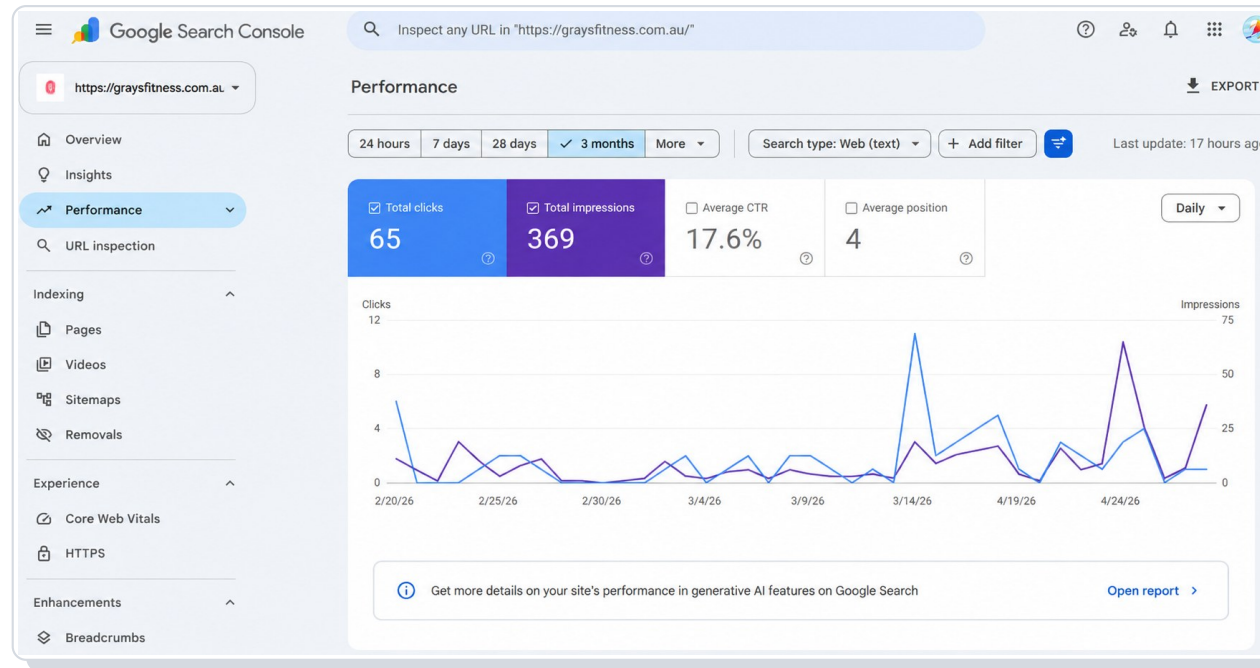
BEFORE SEO

- Limited organic visibility
- Low impressions and clicks
- Restricted keyword coverage

AFTER SEO

- Increased search exposure and clicks
- Top-3 rankings on every tracked keyword
- Stronger, scalable SEO foundation

Website Performance Before SEO



Google Search Console - Performance (3 months, Web)

CLICKS

65

IMPRESSIONS

369

AVG. CTR

17.6%

AVG. POSITION

4

OBSERVATION

Before SEO improvements, the website had limited search visibility with low impressions and clicks. The primary challenge was increasing organic reach and expanding keyword coverage so that more qualified searchers could find Grays Fitness.

Key SEO Challenges

1

Limited Organic Visibility

- Low search impressions and clicks
- Limited keyword coverage

2

Content Targeting Gaps

- Improved search-intent optimization needed
- Broader service-keyword targeting

3

Technical SEO Requirements

- Stronger crawling and indexing
- Site structure, schema, mobile & speed

4

Local & Qualified Traffic

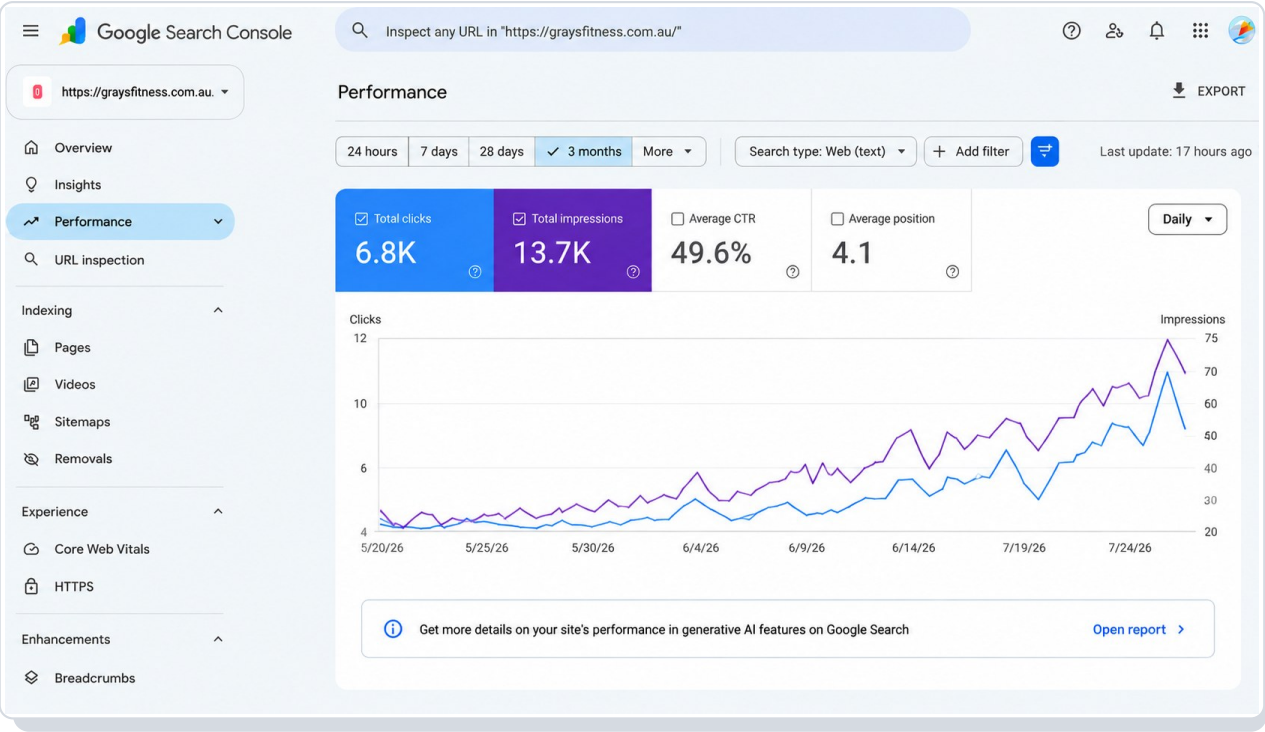
- Opportunity to improve local search visibility
- Attract more qualified, ready-to-buy visitors

SEO Growth Strategy



A complete, measurable framework: research, optimize, create, fix, and build authority.

Organic Search Performance After SEO



Google Search Console - Performance (3 months, Web)

CLICKS

6.8K

was 65

IMPRESSIONS

13.7K

was 369

AVG. CTR

49.6%

was 17.6%

AVG. POSITION

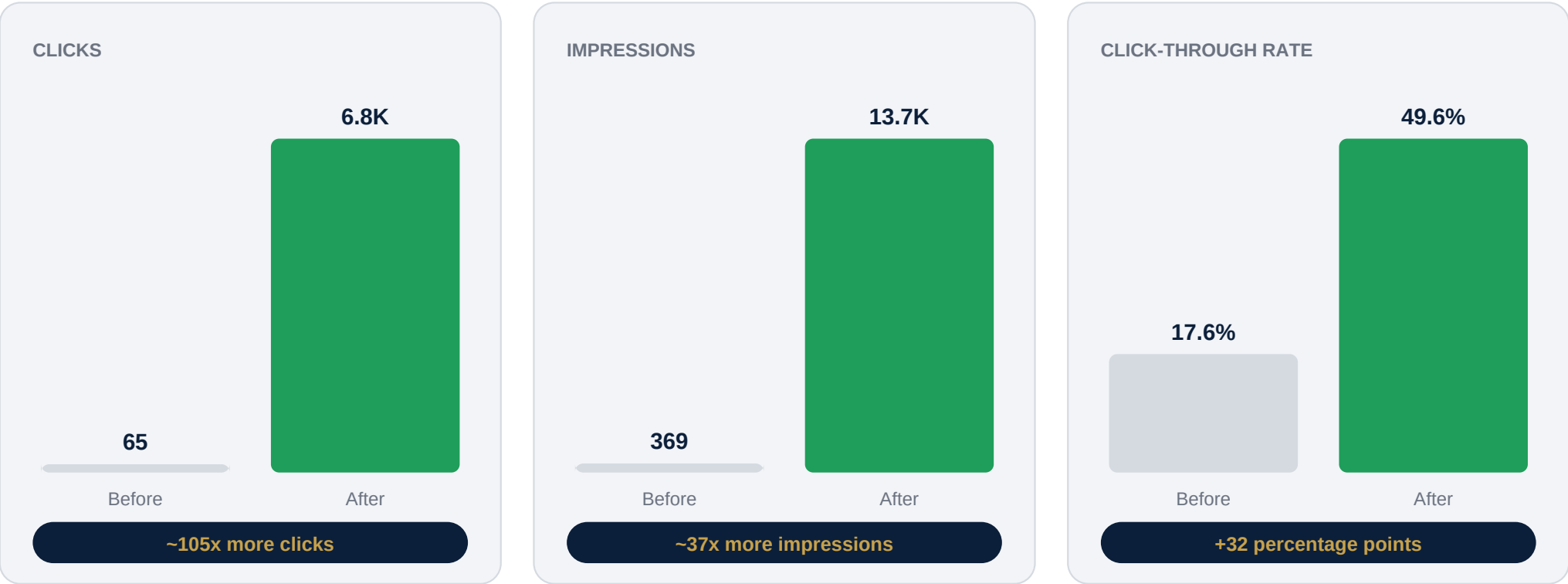
4.1

was 4 (held)

GROWTH STATEMENT

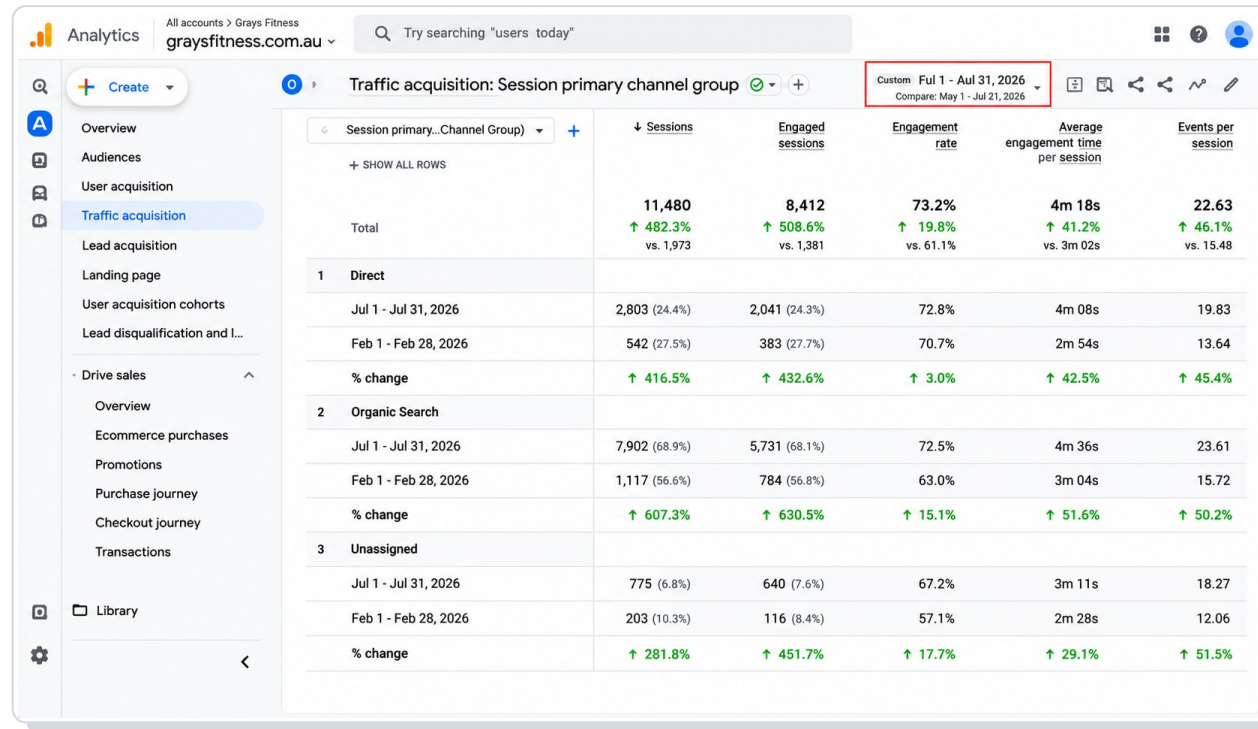
After implementing SEO strategies, the website achieved significant improvements in search visibility and organic performance - generating far higher search exposure and stronger user engagement while holding its average ranking position.

Before vs After SEO Comparison



Metric	Before SEO	After SEO	Result
Clicks	65	6.8K	Significant increase
Impressions	369	13.7K	Increased visibility
CTR	17.6%	49.6%	Improved engagement
Average Position	4	4.1	Maintained rankings

Website Traffic Acquisition Growth



GA4 - Traffic acquisition by session primary channel group (Jul 2026 vs Feb 2026)

ORGANIC SEARCH

+607.3%

1,117 → 7,902

DIRECT TRAFFIC

+416.5%

542 → 2,803

TOTAL SESSIONS

+482.3%

1,973 → 11,480

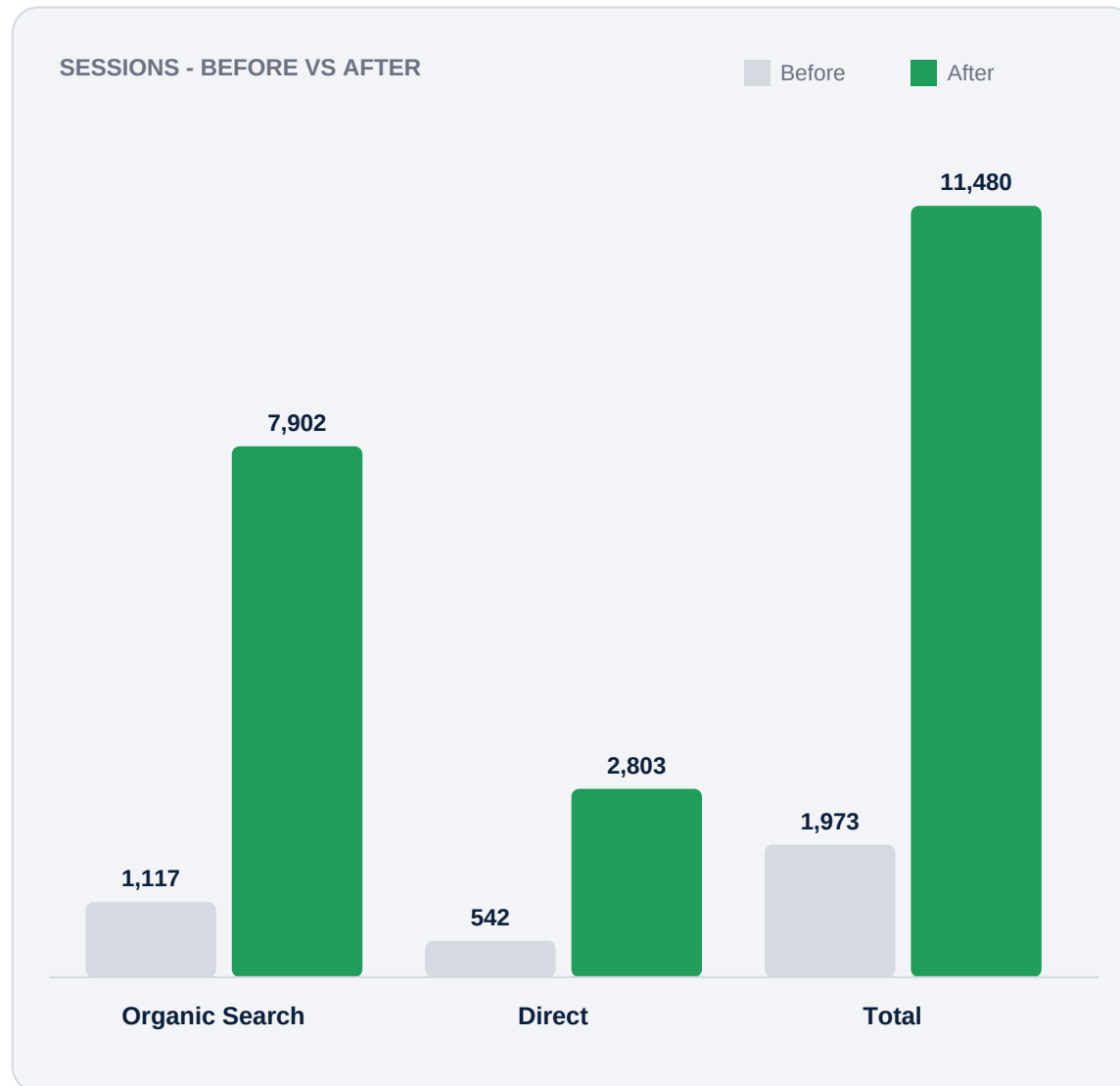
✓ Increased qualified visitors

✓ Improved engagement

✓ Stronger acquisition channels

Total sessions grew nearly sixfold, with Organic Search now the leading source of traffic.

Traffic & Engagement Growth



ENGAGED SESSIONS

+508.6%

8,412

from 1,381

ENGAGEMENT RATE

+19.8%

73.2%

from 61.1%

AVG. ENGAGEMENT TIME / SESSION

+41.2%

4m 18s

from 3m 02s

EVENTS PER SESSION

+46.1%

22.63

from 15.48

Target Keyword Performance

KEYWORD	PREVIOUS	CURRENT	IMPROVEMENT
2nd hand gym equipment for sale	45	2	↑ +43 positions
fitness equipment for sale	62	1	↑ +61 positions
gym equipment for sale	89	1	↑ +88 positions
pre owned gym equipment for sale	75	1	↑ +74 positions
second hand gym equipment for sale	35	3	↑ +32 positions
used gym machines for sale	89	1	↑ +88 positions
commercial gym equipment	56	1	↑ +55 positions
gym equipment for commercial gym	45	3	↑ +42 positions
second hand fitness equipment	56	3	↑ +53 positions
second hand gym equipment	62	2	↑ +60 positions
second hand gym machine	51	1	↑ +50 positions

RANKED #1

6

keywords

RANKED #2

2

keywords

RANKED #3

3

keywords

11 of 11

keywords in the top 3

Ranking Improvement Graph

GOOGLE RANK POSITION (SHORTER BAR = BETTER)

Baseline rank

Current



AVG. BASELINE RANK

60.5

across 11 tracked keywords

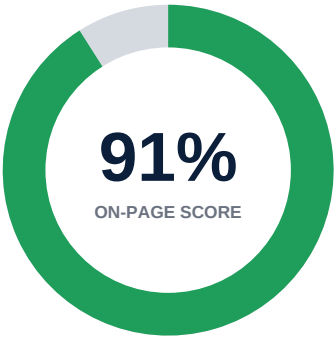
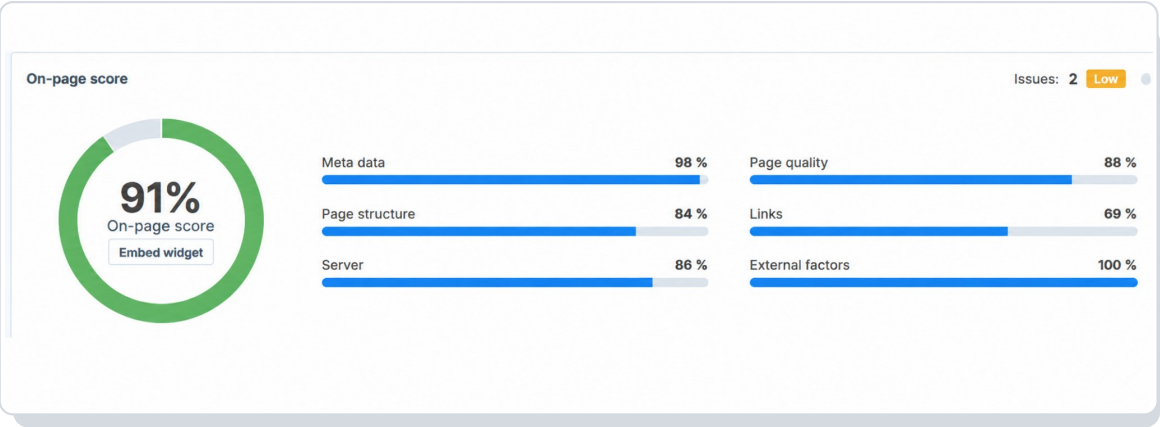
AVG. CURRENT RANK

1.7

across 11 tracked keywords

Every tracked keyword moved from page 2-9 of Google to the top 3 results.

On-Page SEO Health



ISSUES: 2 (LOW PRIORITY)
No critical issues - only minor improvements required.

Meta Data 98%

Titles and descriptions are well optimized.

Page Quality 88%

Good; deepen content and keyword relevance.

Page Structure 84%

Refine heading hierarchy and organization.

Server 86%

Good; scope for speed improvements.

Links 69%

Internal linking needs further optimization.

External Factors 100%

External SEO signals fully optimized.

RESULTS ACHIEVED

SEO Campaign Outcomes



Increased organic traffic & visibility

Organic sessions up 607.3% and impressions up from 369 to 13.7K.



Improved keyword rankings

All 11 tracked keywords now rank in the top 3 of Google.



More qualified organic visitors

Total sessions rose from 1,973 to 11,480 (+482.3%).



Improved engagement & interaction

Engagement rate up to 73.2% and average engagement time up 41.2%.



Expanded keyword coverage

Stronger exposure across used, second hand and commercial gym equipment terms.



Stronger foundation for growth

91% on-page score with only two low-priority issues remaining.

NEXT OPPORTUNITY

Strengthen internal linking (Links 69%) and page structure (84%) to unlock further ranking and traffic gains.

Final Performance Summary

BEFORE

- Limited organic visibility
- Low impressions and clicks
- Restricted keyword coverage
- Only 1,117 organic sessions



AFTER

- 6.8K clicks and 13.7K impressions
- 49.6% click-through rate
- 11 of 11 keywords in the top 3
- 7,902 organic sessions (+607.3%)
- 91% on-page SEO score

The SEO campaign delivered measurable improvements across Google Search Console and Google Analytics. Through keyword optimization, content improvements, technical SEO enhancements, and authority-building activities, Grays Fitness achieved stronger organic visibility, higher-ranking keywords, and significant traffic growth - with a strong on-page score that sets the stage for continued growth.