

NetCallidus case study: York Fitness

The challenge

- ✓ York Fitness is a 75 year-old-business that dominates the UK fitness industry, and has been working with NetCallidus for five years
- ✓ It initially approached NetCallidus to make its website top of international search results for 'fitness equipment', to strengthen its brand
- ✓ This is an incredibly competitive industry with a large amount of competition for search traffic

The approach

- ✓ NetCallidus initially optimised the York Fitness website to ensure search engines knew what the content was about
- ✓ The firm then created a series of information articles about fitness equipment and placed these on hundreds of relevant websites across the world
- ✓ The thousands of resulting links back to the York Fitness website increased its relevance in the eyes of the search engines

The results

- ✓ York Fitness became number one in searches for 'fitness equipment'
- ✓ The huge increase of traffic to the company's website made it re-think its internet strategy. It now sells direct to the public online from its factory outlet
- ✓ York Fitness continues to work with NetCallidus to ensure it gets significant traffic for a range of fitness search terms.
- ✓ Mark Furber from NetCallidus said: "This is a great example of how a successful internet marketing strategy turned the way this business thought about its website on its head. The traffic they achieved was so significant, the company rightly realised it couldn't 'waste' that traffic just building its brand. The online store is now a significant revenue stream for them.

"We continue to work with York Fitness keeping their traffic levels from natural search high. It's not that the work that we've done degrades over time; it doesn't. But other businesses are doing work to their websites, and if you stand still they will overtake you."

Full press resources including images, logos and screenshots, are available online at www.netcallidus.com/press

Contact Paul Green on 08452 303049. Email press@publicityheaven.com