



Elixir Muscle Recovery

Jason Brown
Client

Fitness
Category

03.05.2024
Date

USA
Lactation



Result



Our Results

10 ↑

• KEYWORD RANKING

80% ↑

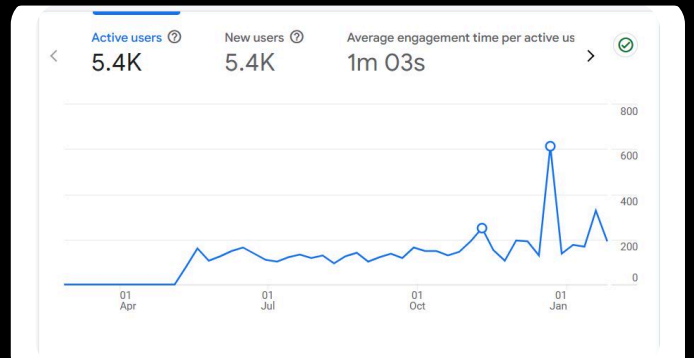
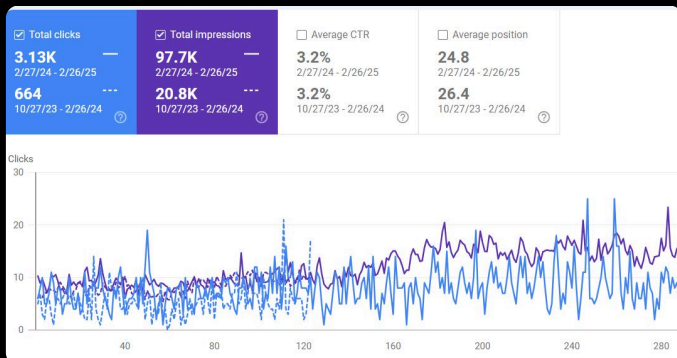
• INCREASED CLICKS

100% ↑

• INCREASED IMPRESSIONS

250% ↑

• INCREASED USERS BY



Client

About The Client

Elixir Muscle Recovery was started with the mission of supporting youth athletes in their pursuit of excellence in sports while maintaining the health of their bodies. We are a company that is dedicated to helping these athletes reach their potential while educating them on the importance of taking care of their bodies. We believe that by providing youth athletes with the tools they need to recover from their workouts, we can help them stay healthy and perform at their best.

Objective

The Project Objective

The primary objective was to increase the number of keywords ranking in 1st position for SEO in a period of four months. Apart from that, there were two more goals for the brand:

Increase Clicks

Increase non-branded clicks by 10% during the first four months of engagement

Increase Sessions

Increase organic sessions by 10% during the first four months of engagement

Challenges

Challenges Faced

Given below are some of the challenges Infdigit faced while implementing the above strategies:

Discrepancy between desk Broken links

URL issues

Internal page structures and seo issues

Multiple Keywords Are Given

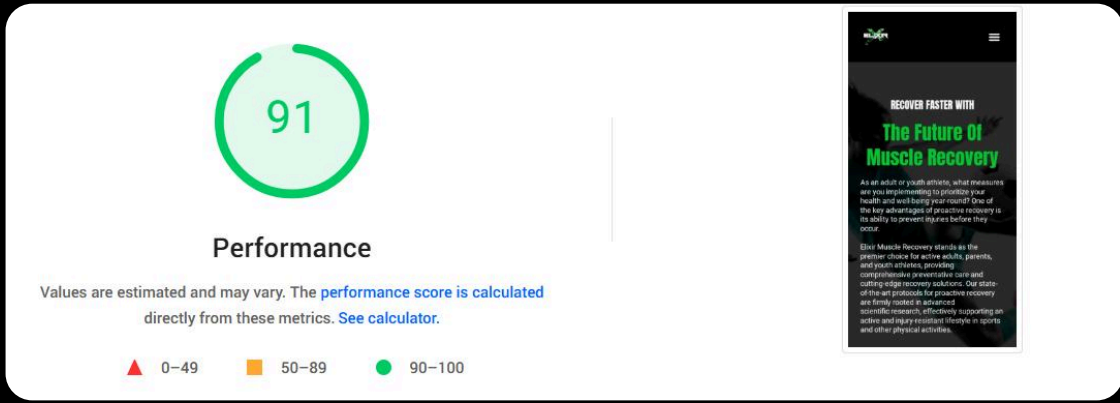
Solution

Digital Marketing Solutions

To counter these challenges, we carefully devised a strategy that included three major points:

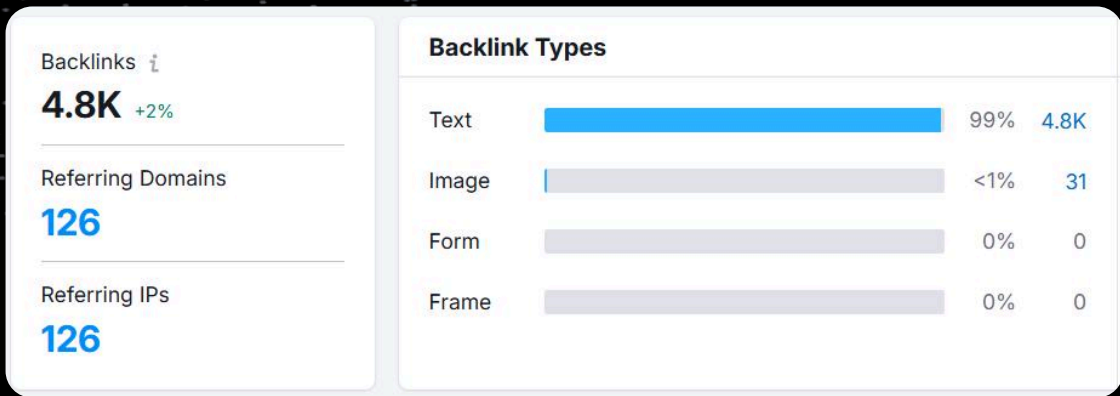
- **Mobile Friendly Website**

A mobile-friendly website is easy to use on mobile devices, with features like readable text, a responsive layout, and fast loading speeds. Elixir recommended fixing a pivotal discrepancy between desktop and mobile versions, which helped the brand increase its mobile rankings and be better prepared as the update rolled out.



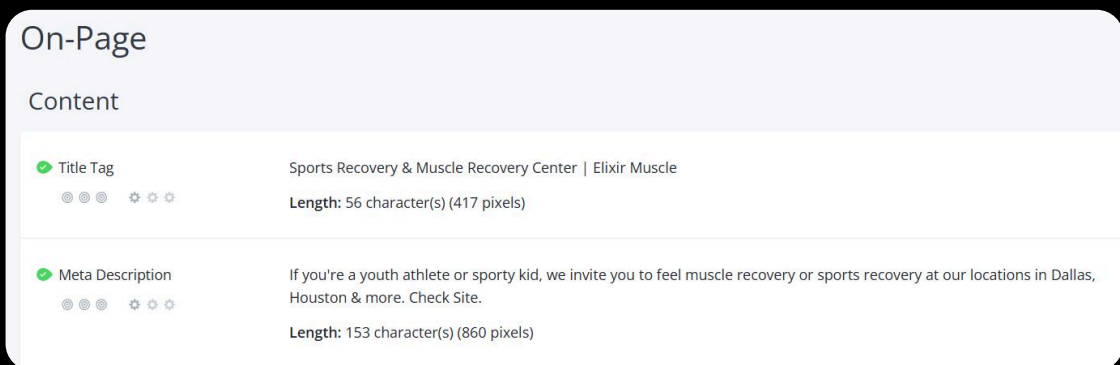
• Contextual Internal Linking & Backlinks

For the best user experience and improved crawling of the relevant pages, we worked towards implementing internal contextual linking on the main category pages. Besides that, blog sections were also used for internal linking to increase the crawling and page authority of the targeted pages.



• Header, Title and Meta Tag Optimization

Header tags were optimized to improve the website's overall SEO performance. The title and meta descriptions were updated based on targeted primary and secondary keywords to improve the rankings. This further helped improve the non-branded clicks.



Sr No	Keyword	After SEO	Before SEO
1	elixir muscle recovery	1	15
2	muscle recovery center	1	28
3	elixir muscle recovery	1	19
4	Elixir Franchasing	1	32
5	sports recovery centers	1	48
6	muscle recovery near me	1	72
7	Elixir Muscle Recovery Franchise	1	42



We partnered with Quantum IT for our marketing needs, and the results have been outstanding! Their expertise in SEO, PPC, and social media marketing has significantly boosted our online presence. The team is professional and responsive and truly understands our business goals. We've seen a remarkable increase in website traffic and conversions. Highly recommend their services to anyone looking to grow their brand online.

Jason Brown
Founder & CEO