

## CLIENT



**Blast Fitness Group**  
www.blastfitness.com

## KEY CHALLENGE

A nation-wide fitness chain, Blast Fitness has undergone a thorough re-branding facilitated by a need to present the energetic and professional nature of the group's gyms. The lingering question was how to properly present the brand online via a new website, implement a thorough Search Engine Optimization (SEO) strategy to gain the brand wider exposure and encourage potential members to sign-up via the website.

## DESIGN



## SOLUTIONS

A brand-new website design that is energetic, fun, and engages the user to learn more about the Blast Fitness gyms and classes all while promoting membership sign-ups. Energetic, yet professional calls-to-actions and a straightforward design allow customers to sign-up for memberships via the website.

Organic Search Engine Optimization (SEO) has been maximized using proprietary research methods to achieve the highest results. A lot of competition for the "Blast Fitness" name has been demoted in search engine rankings, raising the scope of the brand nationally across all major search engines. This was an extremely important part of the SEO process so that Blast could eliminate any confusion for users searching specifically for their gyms versus those offered in other countries.

## CONCLUSION

The website now draws in 400+ potential customers every day and promotes the sign-up process, effectively converting a high-percentage of users into actual customers.

We continue to work with Blast Fitness in all of the company's online marketing and branding endeavors.