



35% increase in visibility for leading fitness and leisure brand

Over 170 high quality links boost performance for Better

Builtvisible.

**Client**

GLL

Industry

Leisure

Services

SEO / Digital PR

GLL is a not-for-profit charitable social enterprise committed to delivering a better quality of fitness and leisure, libraries and performing arts facilities for everyone. Their mission is to provide access to quality community facilities - and more - at a price everyone can afford.

GLL are a UK-wide organisation with over 258 centres from Carlisle to Cornwall, plus a presence in Belfast and Cardiff.

The challenge

We have been working with GLL for over 5 years and we've seen incredible results historically but, due to the scale and potential within their organisation, a significant amount of organic opportunity remained available to us.

Post covid-19 lockdowns, health and wellbeing became a huge priority for GLL. These are notoriously difficult keywords to rank for in the fitness and leisure space; a blend of informational and transactional customer search intent means brands compete with direct competitors but also with publications.

We knew from our proprietary opportunity sizing project that high quality links were needed to help break into the first page of Google for gyms and fitness related terms.

In order to overcome this challenging landscape we needed to work closely with GLL's internal PR team and their business stakeholders in order to tap into the resources within GLL, and maximise our link building impact.

The solution

While we had previously seen significant success with targeted linkbuilding for GLL, such as with our swimming campaign, we had barely scraped the surface of the PR opportunities available to us. GLL has a wealth of internal expertise and proprietary data which is PR gold dust for building high quality, relevant links.

The key to achieving our challenging target of breaking into the first page of Google for gyms/fitness was tapping into this brand-led insight through effective ways of working with PR, building our relationship and developing a mutually beneficial approach to link building and generating PR coverage.

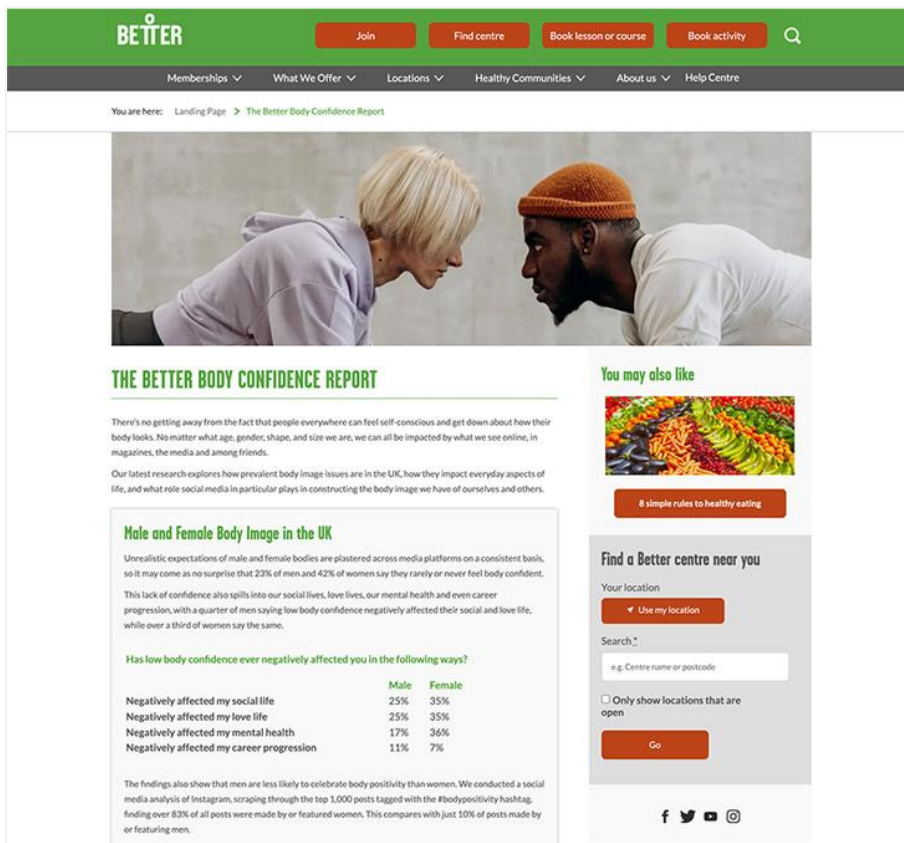
Historically, although we were working towards the same end goal of increasing memberships and building the consumer-facing Better brand, we were doing this separately. To start we needed to build trust and facilitate more communication between Better's established PR and our Digital PR team.

We began by setting up weekly calls to understand each other's priorities and provided a monthly report showcasing our wins and learnings along the way. This gave the PR team all the information they needed so they could start to see where our work overlapped, where we could support them and vice versa, and how collaborating would be mutually beneficial.

The success we have seen has been a direct result of our improved PR relationship and has allowed us to develop several highly effective streams of link building tactics.

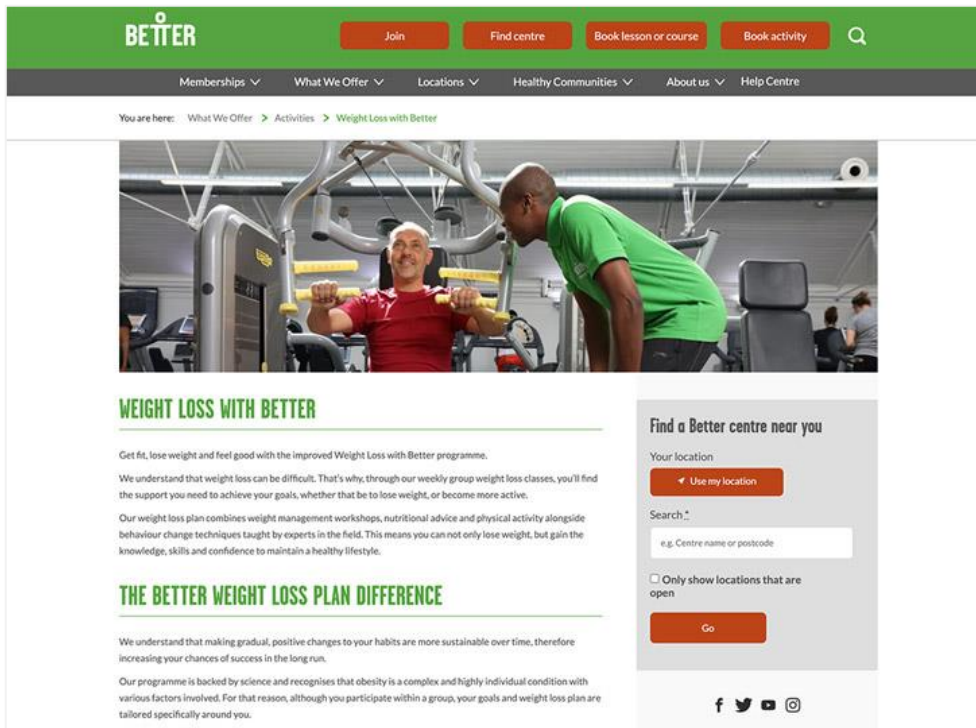
1. Reactive PR and always on link building

We now have easier access to Better’s internal experts - opening up a world of reactive PR opportunities. Utilising Twitter, we identify trending topics to understand what journalists are looking for and respond in a timely way to get extremely relevant coverage at speed while placing our client at the heart of the story. This, combined with our always-on SEO tactics e.g. link reclamation ensures we have a steady stream of links being built, maintaining momentum while our larger campaigns are developed and outreached.



2. Mini campaigns

We developed the Better Body Confidence Report which explored the prevalence of body image issues in the UK, how deeply they impact everyday aspects of life, and the role social media plays in constructing the body image we have of ourselves and others. We included data from a survey of 2,000 adults as well as expert opinions from Better’s Health Intervention Manager on how people can tackle the effects of negative body image. This page then funnelled link authority to the /gyms pages to help bolster performance here.

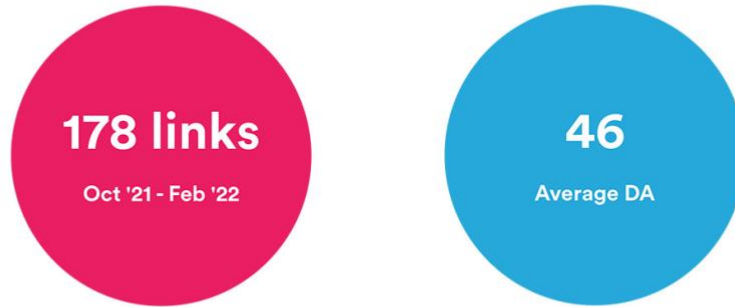


3. Cross team collaboration between Content and Digital PR to hit the ground running with a new offering

Our experts worked together to help Better successfully launch a new 'Weight Loss with Better' programme. Aligning our efforts extended the reach of a brand campaign with Digital PR by creating a well-optimised and compelling landing page that we could then drive links to and build off-page authority.

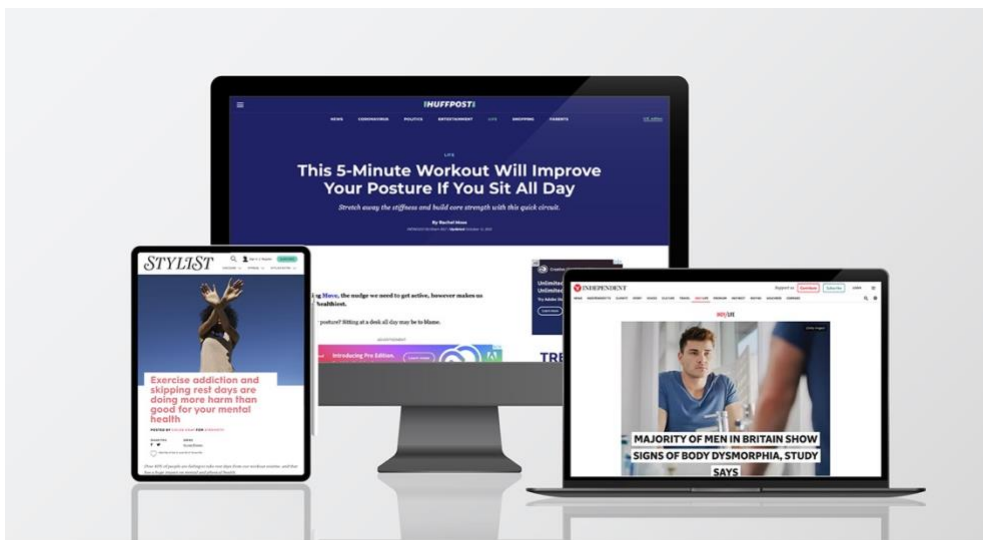
The results

Cross team collaboration is now in full swing, we have shared ideation sessions to ensure alignment on ideas and through our multi-faceted approach we built 178 links between October 2021 and February 2022 with an average DA of 46.



These included new links from the likes of Grazia and the Huffington Post, alongside numerous top tier publications such as The Independent, Women’s Health and Stylist.

Our always-on tactics reached a wealth of regional publications, such as The Londonist and Visit Lincoln, which are really effective at showcasing Better to current and prospective customers in their national locations, as well as extremely relevant fitness sites such as British Basketball League and Special Hockey International.



Local



Grazia/Huff post links



Fitness links



These links have translated into some brilliant results. The /gyms landing page saw a 35% increase in visibility, including getting the keyword “gyms”, with its monthly search volume of 1M, onto page 1 of Google!

The Weight Loss with Better Content and Digital PR collaboration saw 38 new keywords, with a monthly combined search volume of 13k, start to rank, and a sharp increase in visibility since the page went live which has driven over 9k in impressions in the 3 months since launch.



By working closely with Better’s traditional PR team and across our own Content and Digital PR specialisms we have been able to get even better results, faster than ever. Teamwork really does make the dream work!

Don't just take our word for it!

The past two years have been particularly challenging for the leisure industry, which has meant there has been an even greater need to maintain visibility of the Better brand.


Driving awareness and securing editorial features within relevant publications requires dedicated resource, the right expertise and strategy, alongside close collaboration by the relevant stakeholders.

Builtvisible’s Digital PR team has played a key part within the wider marketing mix, helping us to build our brand awareness and effectively communicate key messages. The team has often gone the ‘extra mile’ to secure coverage, working flexibly and reactively to seize opportunities and react to the wider news agenda. We have developed a strong working partnership, which is a crucial foundation to any successful digital PR campaign.

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