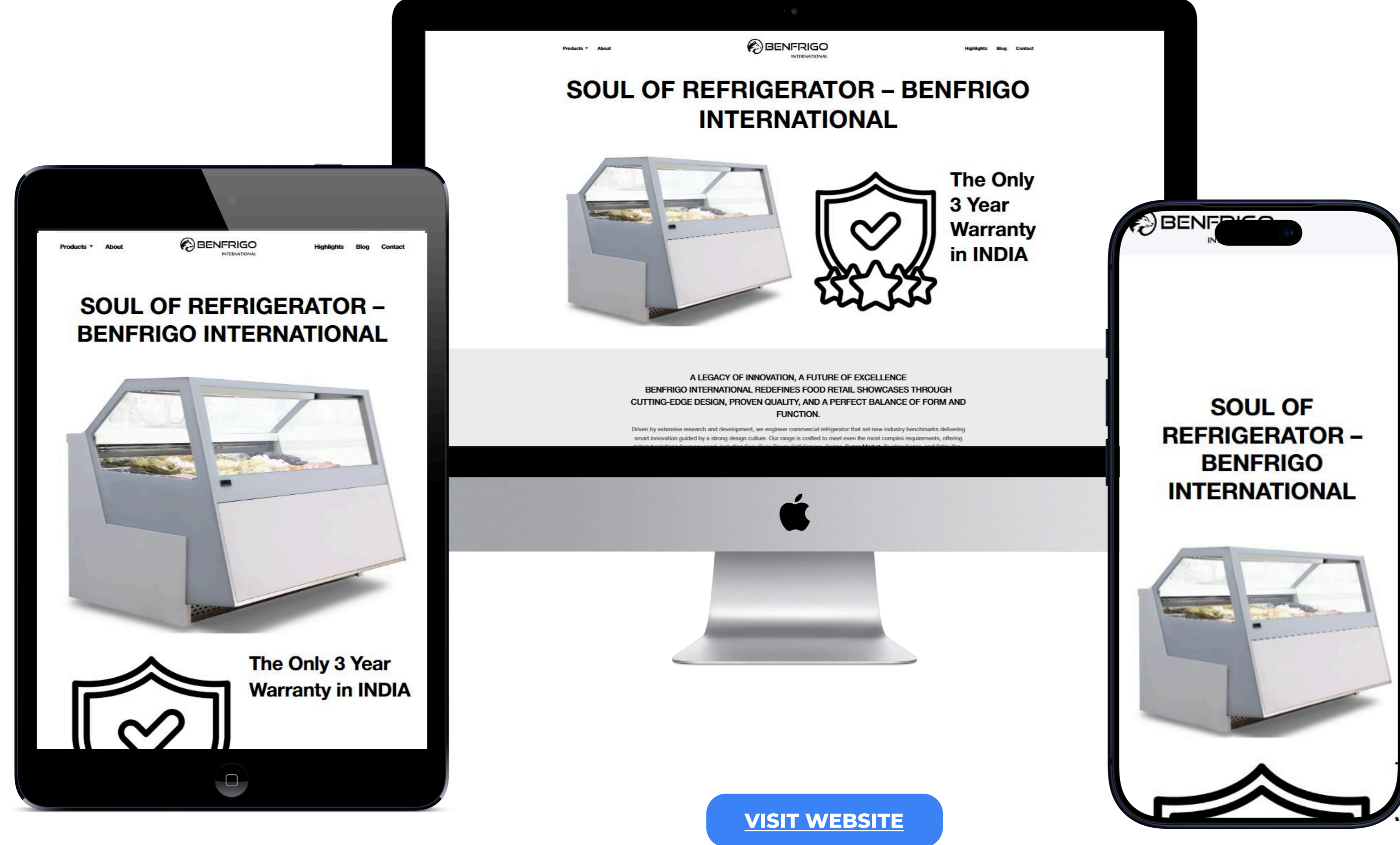


WEBSITE

# BENFRIGO.COM



## Introduction

We partnered with Ben Frigo to elevate his online presence in the personal training and fitness industry. Our focus was on refining site structure, improving keyword targeting, and enhancing overall search visibility. By applying smart SEO strategies, we helped boost organic traffic, strengthen search rankings, and attract more fitness-focused clients — driving steady growth for his brand online.

## Challenges

When we began, Ben Frigo's website had limited online visibility and low keyword rankings. The site structure lacked proper optimization, and important service pages weren't appearing in search results. Additionally, competition in the fitness and personal training niche made it difficult to stand out organically.

## Goal

The main goal was to improve Ben Frigo's online visibility, strengthen keyword performance, and enhance the website's structure to attract more fitness and personal training clients. We aimed to increase organic traffic, improve search rankings, and build a stronger digital presence to position Ben as a trusted fitness expert in his niche.

## SOLUTION

### SEO GOAL

Our SEO goal for Ben Frigo's website was to improve organic visibility and drive consistent, high-quality traffic. We focused on optimizing keyword performance, enhancing site speed and structure, and building authority in the fitness niche. The objective was to rank higher for targeted personal training keywords and convert more visitors into loyal clients.

### CONTENT MARKETING

We created SEO-optimized content focused on fitness and personal training topics to boost keyword visibility and audience engagement. This helped position Ben Frigo as an authority in his niche and attract more organic traffic.

### WEBSITE STRUCTURE

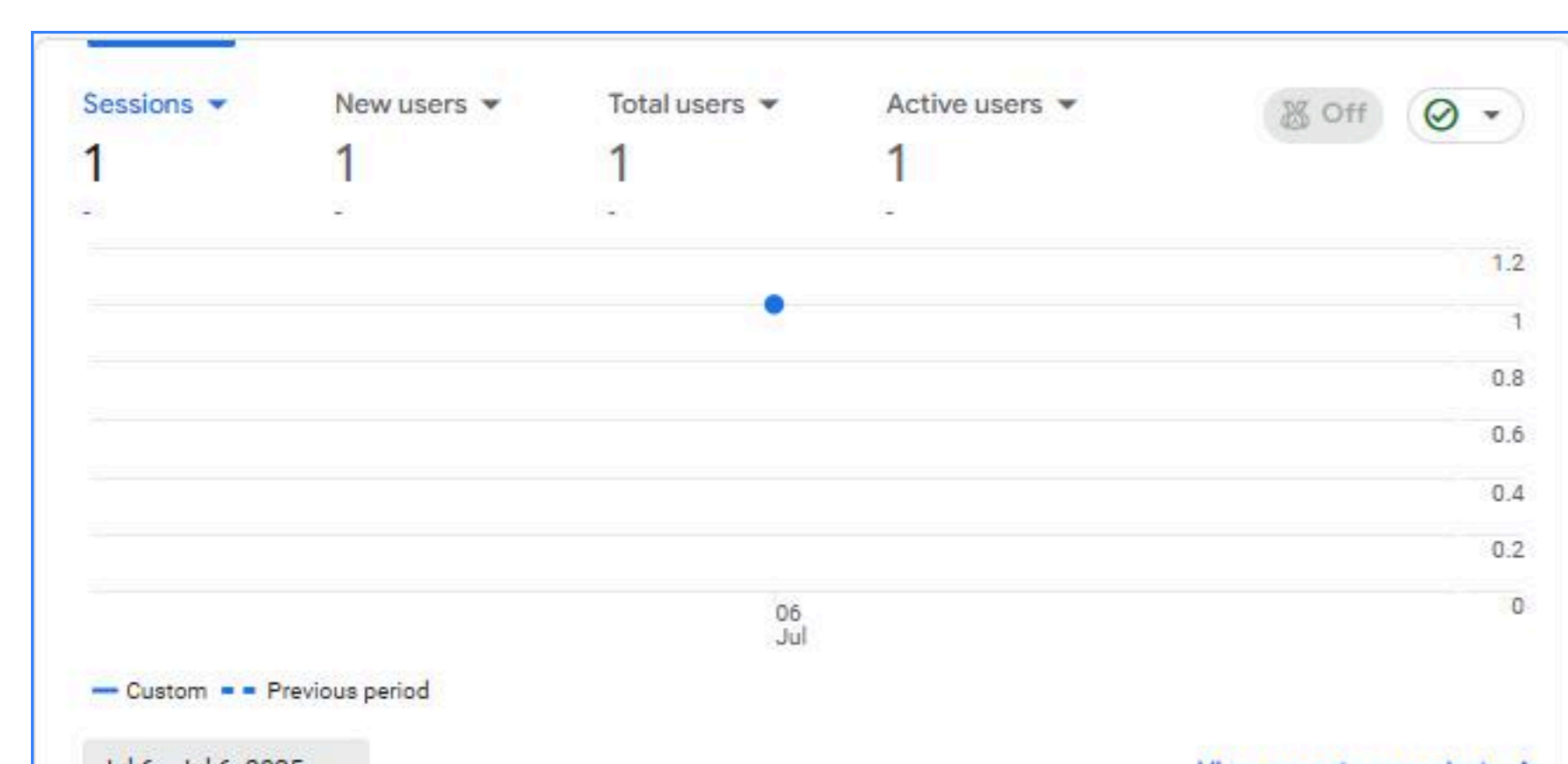
We optimized the site architecture to make it clear and search-friendly. Pages were organized by services, blog, and contact sections, improving navigation, internal linking, and crawlability. This helped Google index key pages faster and enhanced user experience across the website.

## SEO RESULTS:

### GOOGLE ANALYTICS

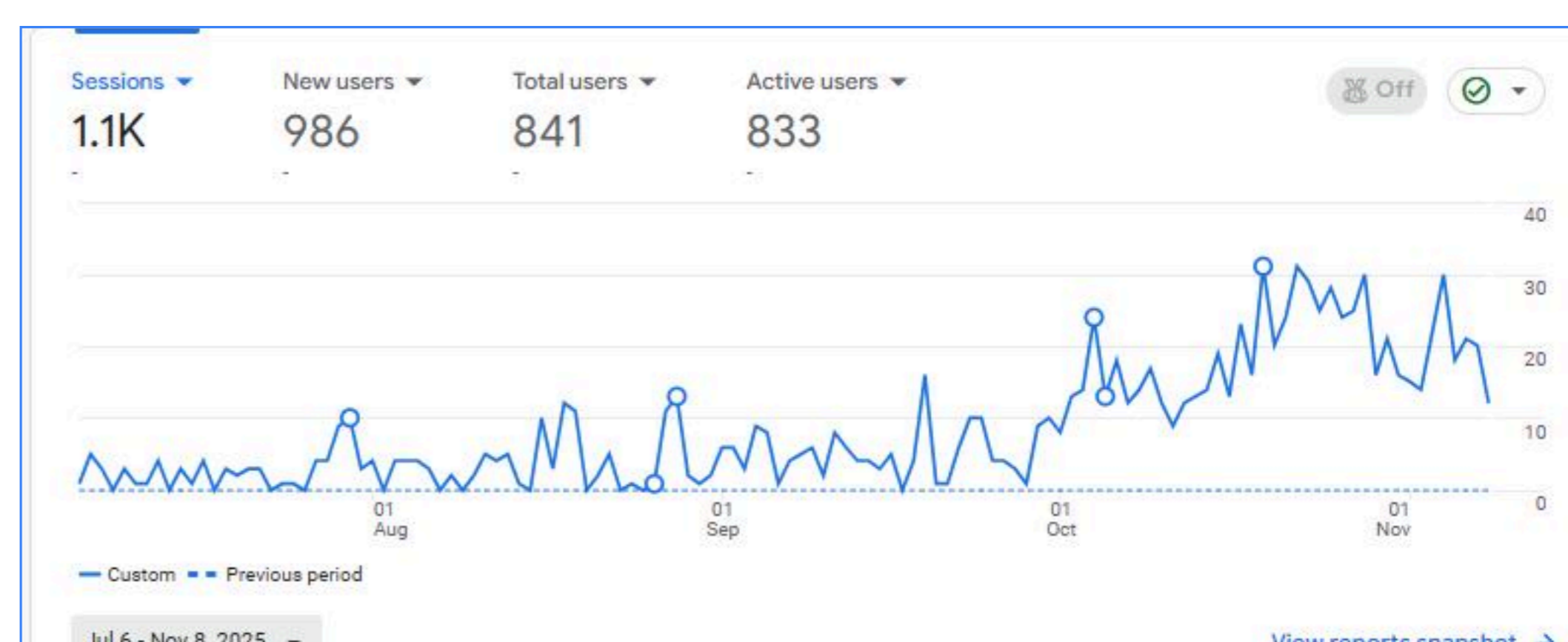
ON 6 JULY 2025

BEFORE



ON 11 NOV 2025

AFTER



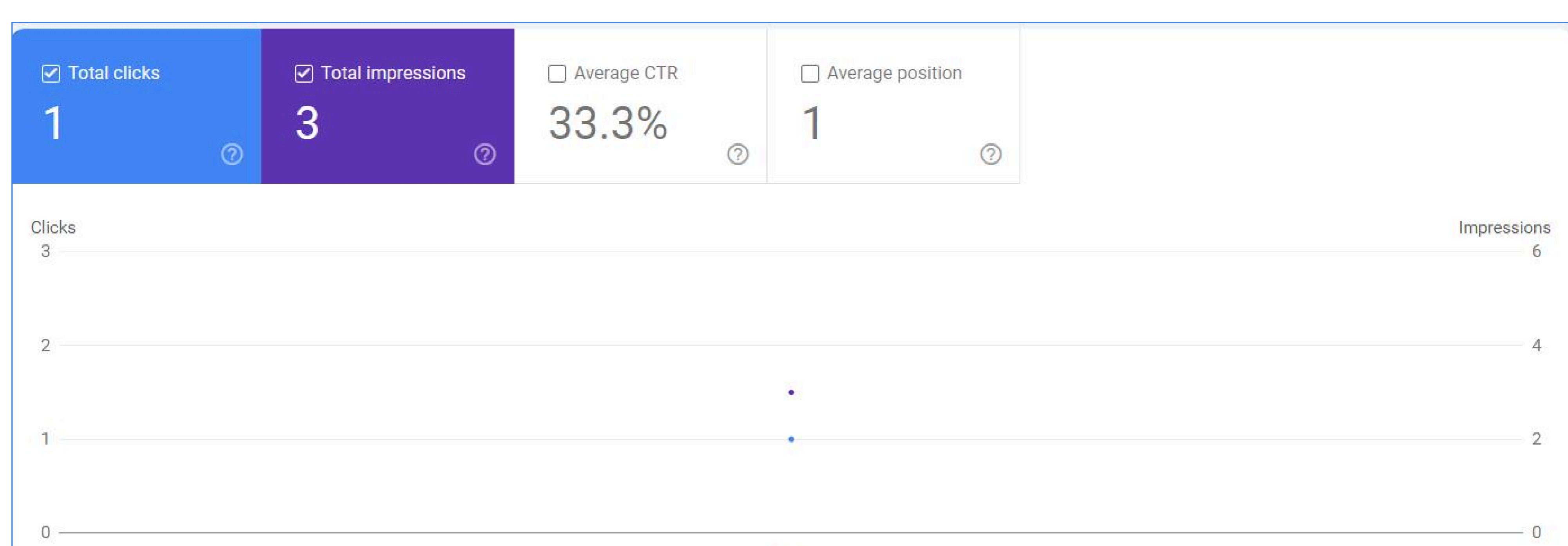
### IMPROVEMENT NOTE:

After implementing a consistent SEO strategy, the website demonstrated strong and steady growth in overall traffic and engagement. Sessions increased from just 1 to 1.1K, while new users rose from 1 to 986. Additionally, total users improved from 1 to 841, and active users grew from 1 to 833.

## GOOGLE SEARCH CONSOLE

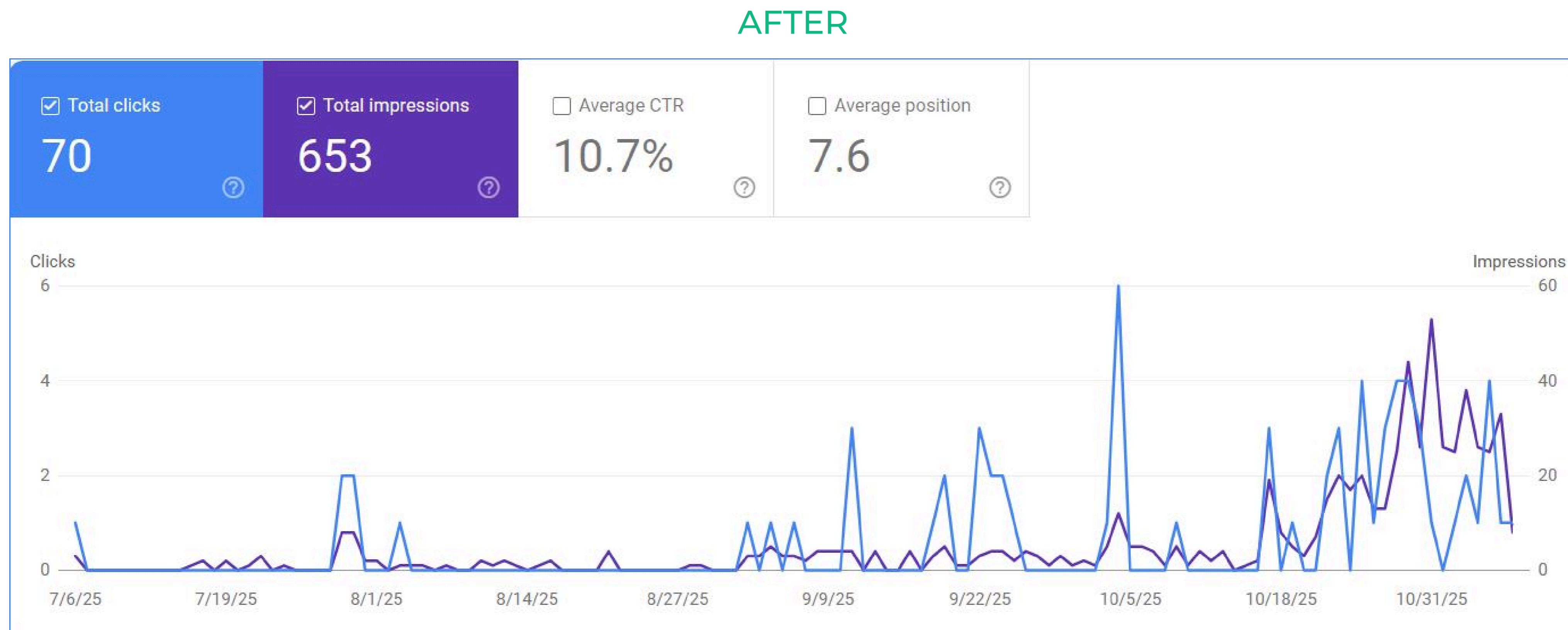
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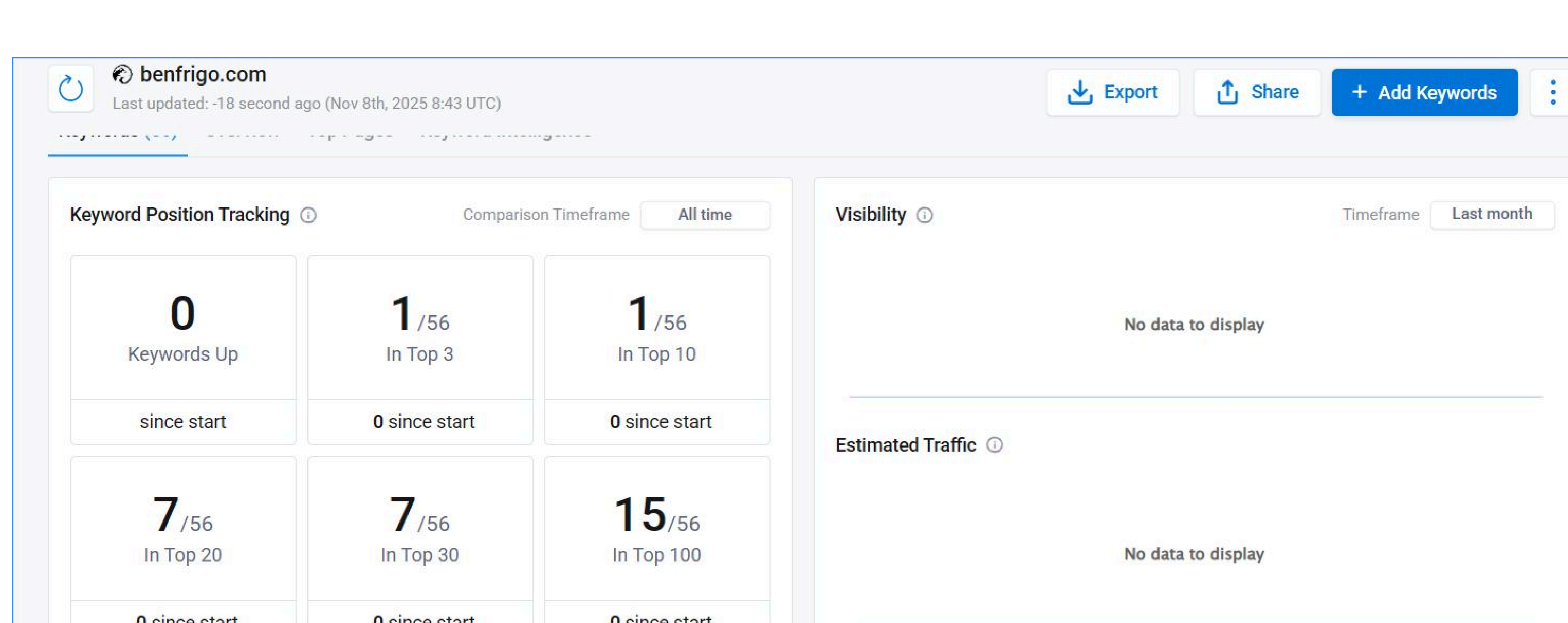
AFTER



### IMPROVEMENT NOTE:

The website showed strong SEO improvement, with clicks rising from 1 to 70 and impressions increasing from 3 to 653. The CTR improved to 10.7%, showing better user engagement and keyword visibility. With an average position of 7.6, the site achieved steady growth and successful organic performance.

## KEYWORD RANKING



Keyword	Search Intent	S...	Rank i
🇮🇳 trueleine freezer	Updating	1	1
🇮🇳 heated serve over counter	Updating	13	13
🇮🇳 self service display fridges in india	Updating	13	13
🇮🇳 heated serve over counter	Updating	14	14
🇮🇳 self service display fridges in india	Updating	15	15
🇮🇳 tower refrigerators	Updating	16	16
🇮🇳 tower refrigerators	Updating	16	16
🇮🇳 display fridge models	Updating	31	31
🇮🇳 display fridge models	Updating	32	32
🇮🇳 commercial refrigeration models	Updating	44	44
🇮🇳 commercial refrigeration models	Updating	45	45
🇮🇳 serve over counter fridge	Updating	48	48
🇮🇳 supermarket fridge	🇮🇳 🇮🇳 🇮🇳	66	66
🇮🇳 table top heated display	Updating	84	84
🇮🇳 display refrigeration systems india	Updating	90	90

### IMPROVEMENT NOTE:

The latest SEO report for benfrigo.com shows steady keyword growth with 1 keyword in the Top 3, 7 in the Top 20, and 15 in the Top 100. Strong rankings for terms like "trueleine freezer" indicate improved optimization. Continued focus on content, technical SEO, and backlink building will enhance organic visibility further.

## CONCLUSION

Improved website visibility and organic reach through effective SEO strategies, leading to higher traffic and stronger keyword rankings. Enhanced brand credibility and online presence within the health and nutrition industry. Consistent growth in user engagement and domain authority, ensuring long-term stability and continued success in search results.

# THANK YOU

FOR VIEWING THE PORTFOLIO  
FOR MORE INFORMATION

VISIT WEBASTR

DM ME TO START A CONVERSATION