



YMCA of Superior California

SEO MANAGEMENT

THE CHALLENGE

YMCA Sacramento had few “non-branded” queries that drove ~15% traffic. Most of the queries that drive traffic are “branded” queries (87%+ of our traffic comes from queries that contain the word “YMCA”). They wanted to expand the footprint of relevant page-one ranking queries to earn more traffic over time.

OUR SOLUTION

Saltbox began by studying working models from local competitor gyms and athletic clubs. By using these competitors as research sources, we were able to replicate keyword and ranking strategies, allowing YMCA of Superior California to connect with a new market of high-intent searches.

Saltbox optimized YMCA’s technical SEO, local content, and directory profile to reinforce local content relevance. We revamped YMCA’s Google Business Profile to improve relevance for major target queries, while regularly syndicating content through each listing to maintain “freshness” and improve listing visibility.

THE RESULTS

2024 Year-over-Year

- **+94%** Non-Branded Organic Clicks
- **+51%** of Organic Keywords Ranking on Google’s First Page
- **+63%** of Organic Keywords Ranking in Google’s Top 3 Results