

DATA COLLECTED: JULY - DECEMBER 2015

KO



24 HOUR FITNESS vs **LA FITNESS**

BRAND BATTLE

A HEAD TO HEAD SHOWDOWN
in
LOCAL DIGITAL MARKETING

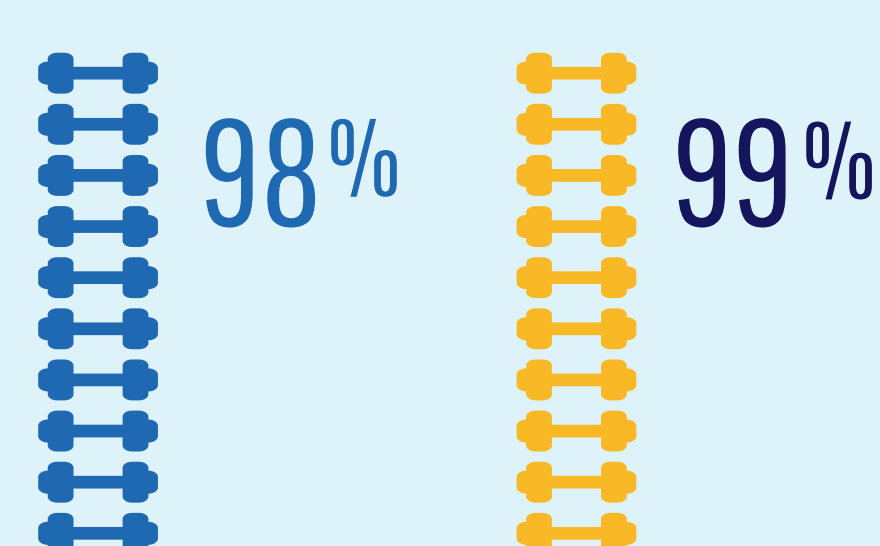
Round 1:

DATA QUALITY

NAP Analysis & Listing Presence

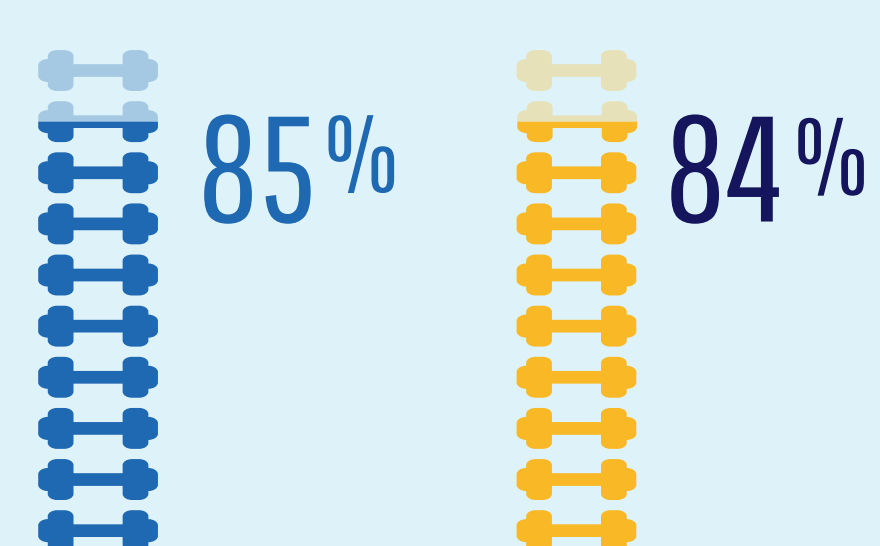
Across the "Big 6" engines and local directories

FOUND LOCATIONS



24 Hour Fitness vs LA Fitness

ADDRESS PRECISION



24 Hour Fitness vs LA Fitness

Phew! That was close... but



LA FITNESS
WINS IN DATA QUALITY

Round 2:

LOCAL ADVERTISING

Generating Brand Awareness

And driving local conversions

PAY PER CLICK (PPC)



KEYWORD RANKING



A clear winner this round.



24 HOUR FITNESS
WINS IN LOCAL ADVERTISING

Round 3:

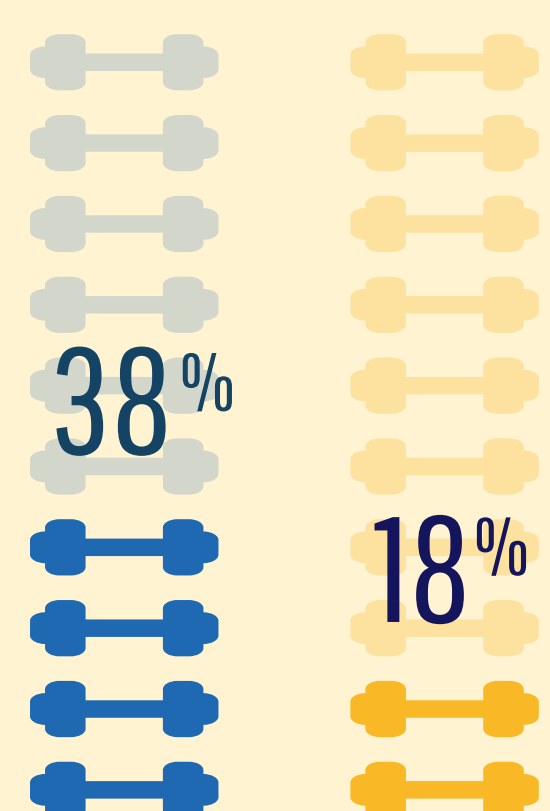
LOCAL SEO

Fight for the Top
Using these keywords

FITNESS TRAINER
GYM FITNESS CENTER



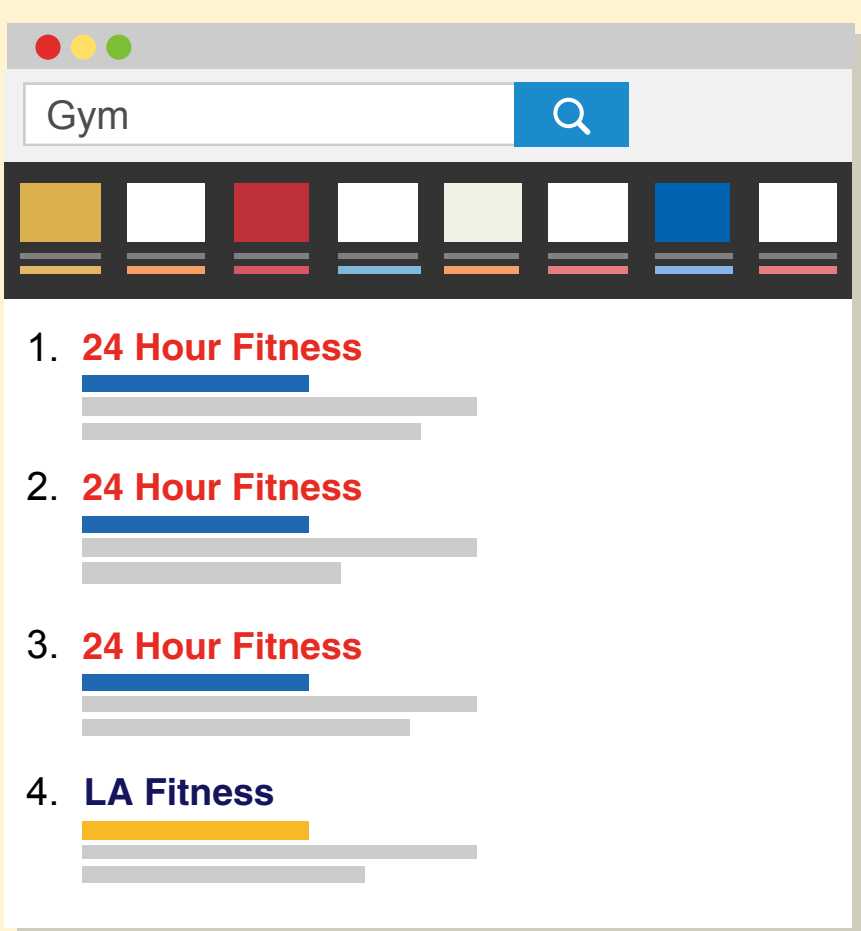
SEARCH RANK



24 Hour Fitness vs LA Fitness

24 HOUR FITNESS
DOMINATED

38% of 24 Hour Fitness's pages showed up at Position 1.



SERP [Search Engine Results Page]



24 Hour Fitness's locations ranked in the first position 9% more often than LA Fitness's locations.

MOBILE OPTIMIZED

24 Hour Fitness has a mobile & desktop version of locator which uses the user's current location to find gyms near them.

24 Hour Fitness's webpages are also responsive, easy to navigate, and user-friendly.

GOTTA STEP UP YOUR GAME,

Well, that was obvious.



24 HOUR FITNESS
WINS IN LOCAL SEO

Round 4:

ENGAGEMENT

Analysis of Consumers
Actions & interactions



TOTAL CHECK-INS



24 Hour Fitness had almost 4 million more check-ins on social media.

Oh yeah.



24 HOUR FITNESS
WINS IN LOCAL SEO

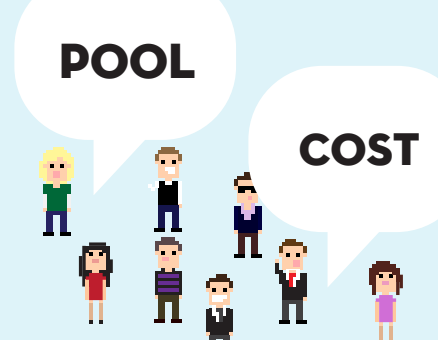
Round 5:

REVIEWS

Keyword Sentiment
Analysis of customer feedback

FITNESS CLASSES
MACHINES EQUIPMENT STAFF
FITNESS TRAINERS
GYM MEMBERSHIP

Positive Keywords
Negative Keywords



Wow!



24 HOUR FITNESS
WINS IN REVIEWS

OVERALL SCORE CARD

DATA QUALITY

LOCAL ADVERTISING

LOCAL SEO



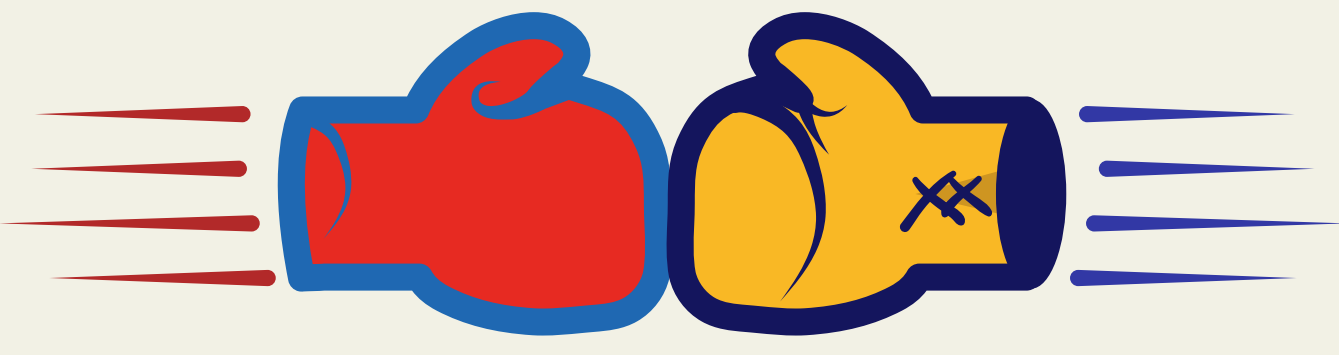
ENGAGEMENT

REVIEWS



KO

621



BRANDSCORE
K.O.

589



What is a Brand Score?

We analyze over 250 variables across:



Data Quality



Local SEO



Local Advertising



Engagement



Reviews

Brandify's real-time algorithm evaluates the online footprint of multi-location brands across five key areas. Use your Brand Score insights to beat competitors and close the loop from online to offline.

