

Case Study

How We Increased Air Riderz's Organic Traffic by 376% and Ticket Purchases by 3,029% in 7 Months

248%

New Users

3,029%

Increase in Ticket Purchases

376%

Organic Users

Introduction

Air Riderz is a leading trampoline park brand in Ontario, Canada, offering a unique blend of fun and fitness across its four locations: Mississauga, Vaughan, Aurora, and New York. As the popularity of trampoline parks grew, Air Riderz sought to enhance its online presence and drive more footfall to its venues. This case study explores how we increased their organic traffic by 376.18%, paid traffic by 60.43% and ticket purchases by 3,029% within the first seven months of 2024.

Objectives

The primary objectives of the campaign were:

- **Increase Online Visibility:** Enhance the search engine visibility for Air Riderz across all four locations.
- **Drive Footfall:** Boost the number of visitors to each location by increasing relevant traffic to the website.
- **Optimize User Experience:** Improve website navigation and user engagement by tailoring content to each location.



Challenges

During our initial audit, we identified several challenges:

- **Single Domain Structure:** All four locations were housed under the same domain without any distinct separation, leading to difficulties in targeting location-specific keywords and optimizing content for each venue.
- **Limited Keyword Targeting:** The absence of location-specific subdirectories restricted the ability to target a broader range of keywords, limiting potential reach and relevance in search results.
- **Diluted Content Impact:** With all content centralized on one domain, the impact of localized content was diluted, reducing its effectiveness in attracting visitors to specific locations.



Services Offered - SEO, Local SEO, Content Marketing, Link Building, Google Ads, Website Development

Strategies and Solutions

To address these challenges and meet the campaign objectives, we implemented the following strategies:

1. Subdirectory Creation for Each Location:

We proposed creating a separate subdirectory for each Air Riderz location (e.g., /mississauga/, /vaughan/, etc.). This approach allowed us to:

- **Target Location-Specific Keywords:** By creating dedicated pages for each location, we optimized them for local search terms, increasing their relevance in local search results.
- **Enhance User Experience:** Visitors could easily find information tailored to the location they were interested in, leading to a better user experience and higher engagement.
- **Increase Content Relevance:** Content was specifically tailored to the needs and interests of each location's audience, making it more effective in driving conversions.

2. Content Optimization:

We optimized the content on each subdirectory page by:

- **Incorporating Local SEO Best Practices:** We included location-specific keywords in meta tags, headings, and body content, enhancing the pages' search engine rankings.
- **Developing Unique, High-Quality Content:** Each location page featured unique content, including information on attractions, events, and promotions specific to that venue.

3. Technical SEO Improvements:

We made several technical SEO enhancements to the website, including:

- **Improved Site Architecture:** The new subdirectory structure made the website easier to navigate, both for users and search engines.
- **Optimized Loading Speeds:** We implemented performance improvements to ensure fast page loading times, crucial for both user experience and SEO.

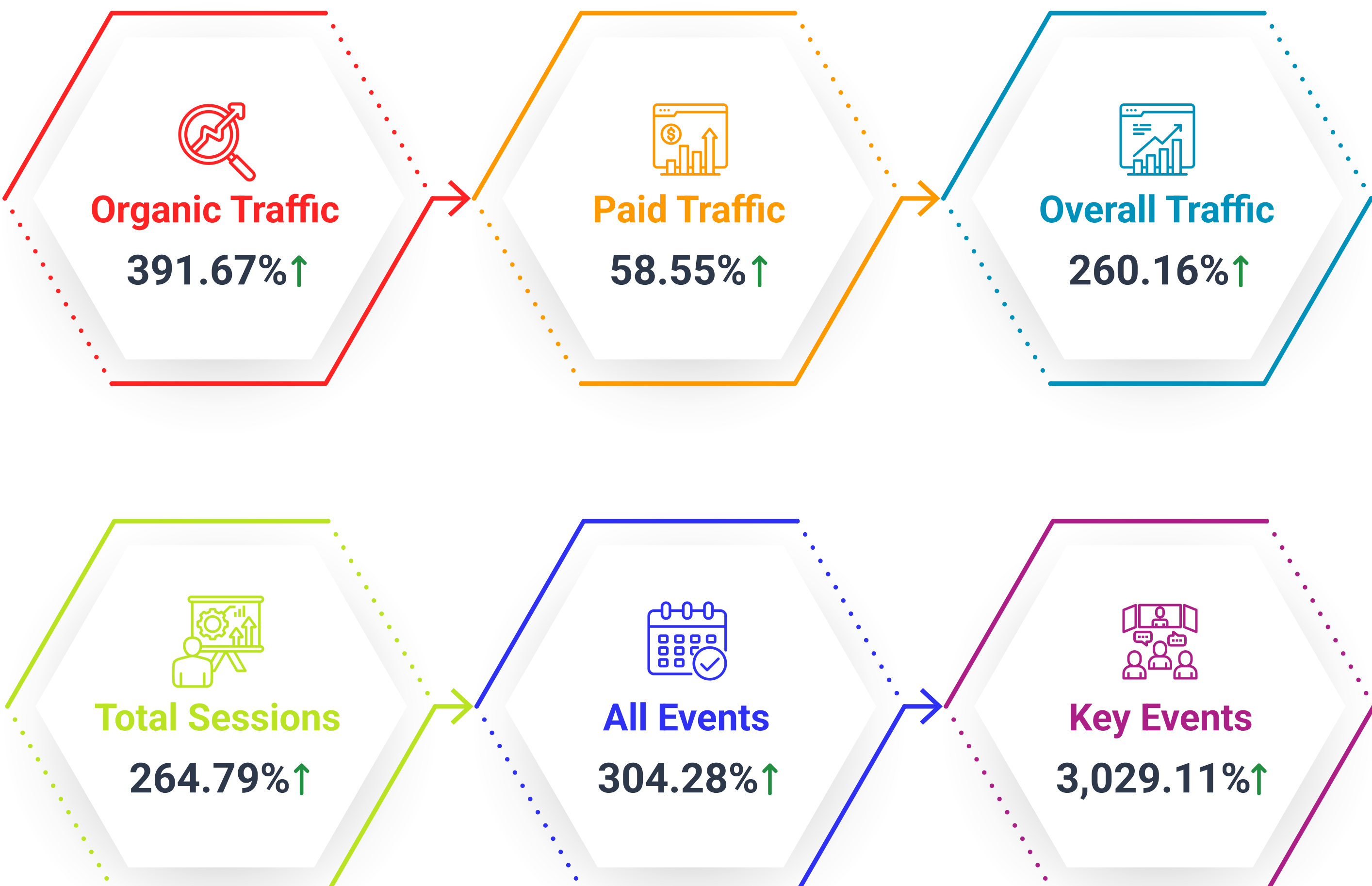
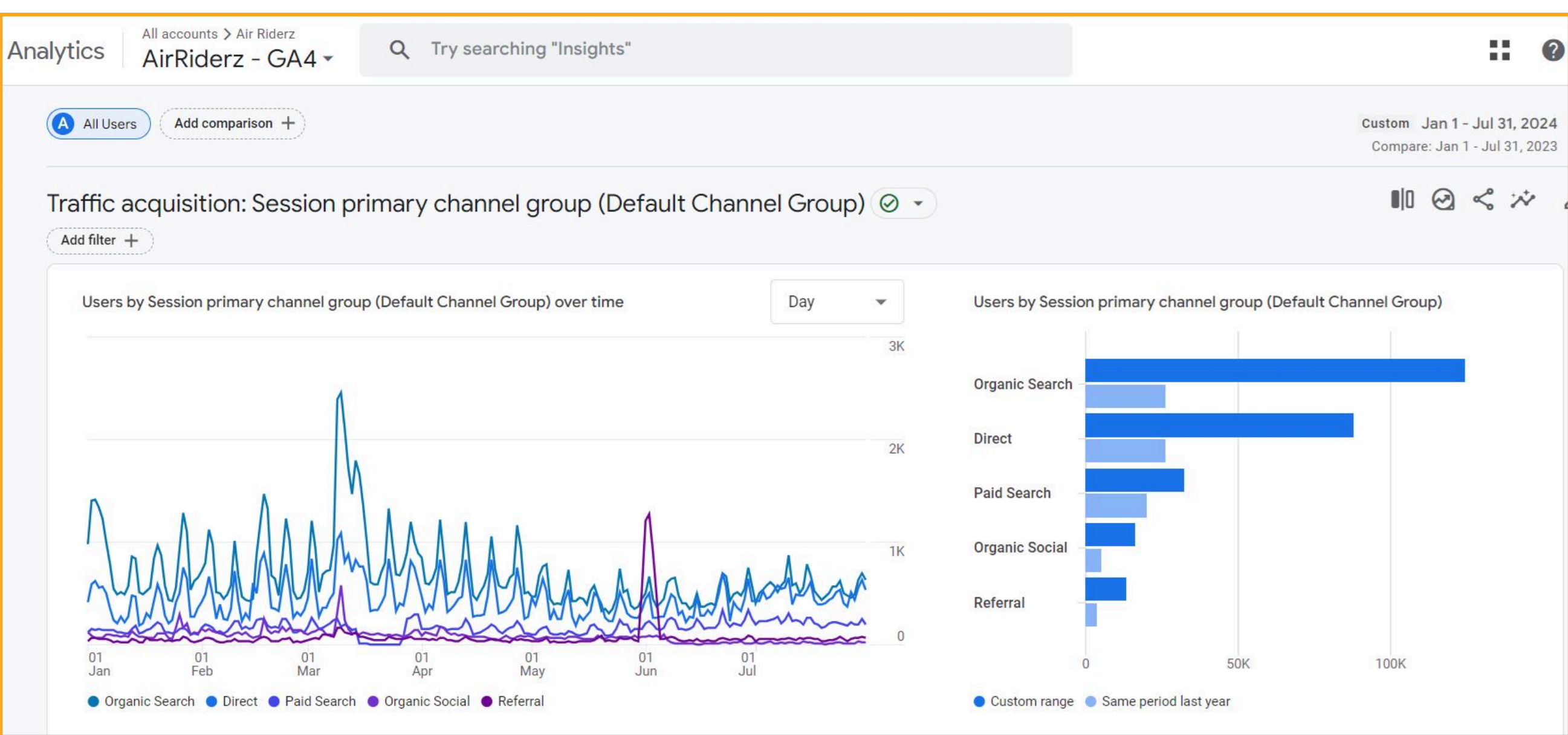
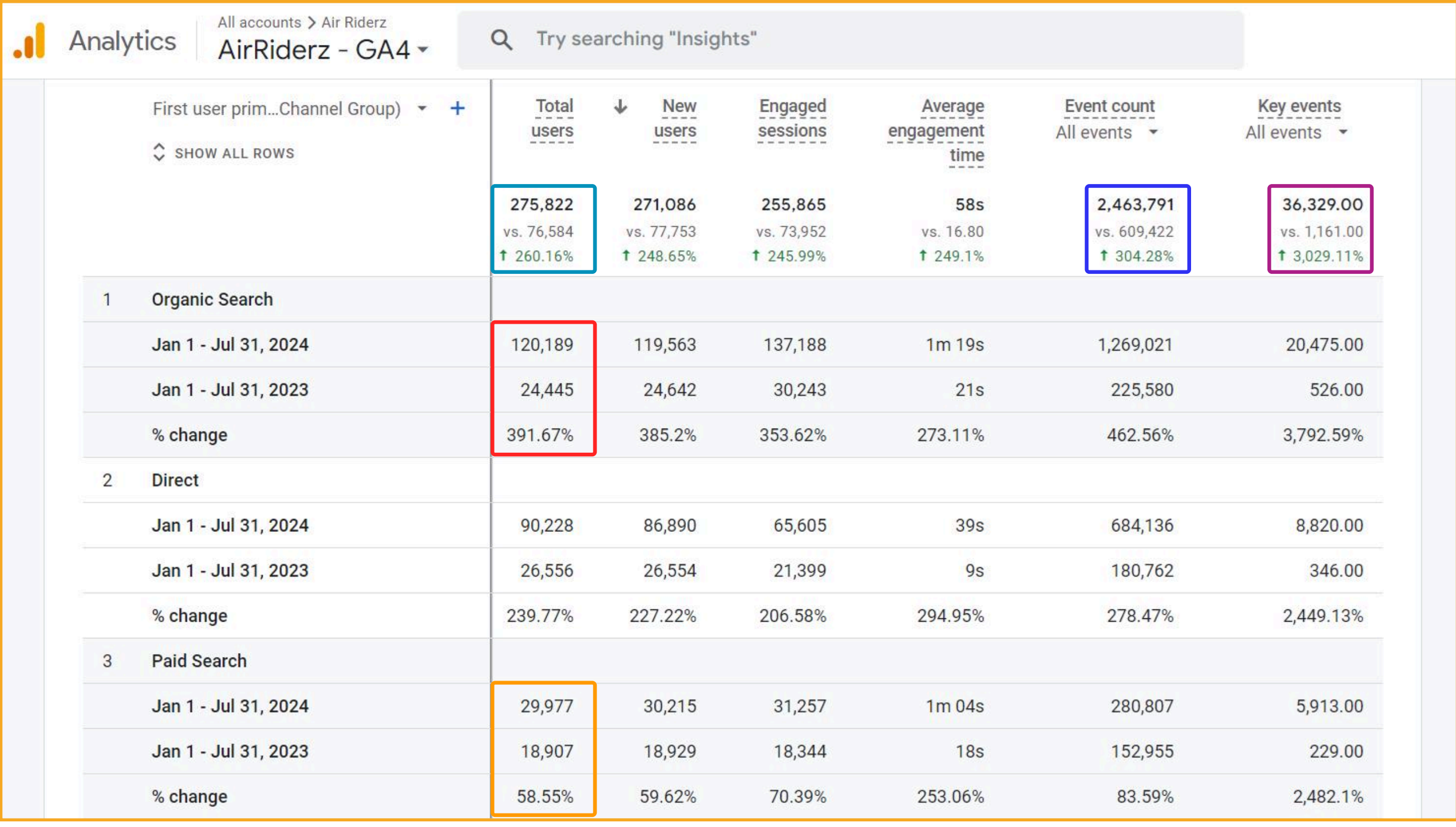
4. Paid Search Campaigns:

Alongside the organic strategies, we launched targeted paid search campaigns for each location:

- **Localized Ad Targeting:** Ads were tailored to specific locations, ensuring relevance to the searchers and increasing the likelihood of conversion.
- **A/B Testing:** We continuously tested and optimized ad copy and landing pages to maximize ROI.

Achievements

The implementation of these strategies led to significant improvements in the website's performance across all key metrics:



Conclusion

By restructuring the Air Riderz website with location-specific subdirectories and optimizing both organic and paid search strategies, we were able to significantly increase the brand's online visibility and drive more footfall to their venues. This case study underscores the importance of tailored SEO and PPC strategies in achieving business goals, especially for multi-location businesses like Air Riderz.