

CASE STUDY | THE ARNOLD SPORTS FESTIVAL

BACKGROUND

The Arnold Sports Festival is now recognized as the largest multi-sport festival in the U.S. It began in 1989 as the Arnold Schwarzenegger Classic, as a professional bodybuilding competition, but has since grown into a four-day event that welcomes 17,000 athletes each year, competing in 40 sports and events – 13 of which are Olympic sports. While the theme of the event is sports and fitness, it still suffers from misperceptions surrounding the event from which it began. Therefore, the event continues to need a strong internet presence to attract and educate both athletes and visitors to the Expo.



SOLUTION

People To My Site partnered with The Arnold Sports Festival to create a new website, designed to highlight all the various sports featured at the event. We then optimized the site in an effort to increase traffic to the site. We developed a search engine optimization (SEO) campaign that featured keywords relevant to each of the 40 sports and ensured every page of the site was fully optimized for search. Starting with keyword research, we determined which words were the most relevant to each sport. We also researched previous site traffic to take advantage of and expand upon existing traffic patterns. The goal was not only to increase traffic versus the previous year, but to beat the record traffic achieved in two years prior to our work.

(It should be noted that this record year was 2007-2008. 2008 was a presidential election year – and one with the most online information and searches in history. Issues like Governor Schwarzenegger's endorsement of a candidate helped tip the scales.)

RESULTS

PTMS' work increased site traffic from the search engines, year over year by nearly 60% during the 7 months of our campaign.

In the last month of the campaign – the month ramping up to the actual event – total traffic was increased year over year by over 50%, and visits from the search engines increased over 75%.

Further, the number of keywords found increased nearly 50% throughout the campaign (from 20,765 to 31,122), and over 80% during the last month (from 10,370 to 18,979).

**Note: the 7 months of the campaign ran 8/4/2009 – 3/8/2010. Data from this period is compared versus data from 8/4/2007 – 3/3/2008. Final month data compares 2/3/08-3/3/08 versus 2/7/10-3/8/10.*

