

# SEO Case Study: Kim Sin Yoga



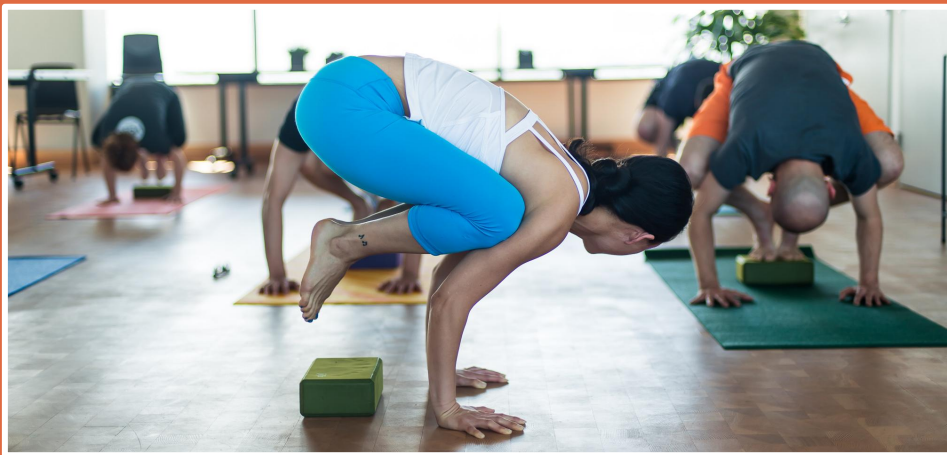
## Key Results

- First Place Google Ranking
- 5x increase in website inquiries
- 60% revenue growth in 1 year

*"Brandon helped me grow my online presence and now I have top SEO rankings on Google. He's organized, passionate, smart, and uncompromising in his desire for quality and your success." - Kim Sin*

# Growing a Small Business in San Fran

In 2013 Kim Sin decided she wanted to make a change in her business. She found the classes that she enjoyed teaching most were at companies in San Francisco because of the impact and ongoing relationships she got to build with a small group. The consistency of these classes also reduced the stress of having to run around working with so many different gyms and clients.



Unfortunately her website had been created many years ago and her “personal yogi brand” did not reflect this new business focus. Furthermore she couldn’t update the website easily and was not appearing in Google for important keywords such as “office yoga in San Francisco.”

# Project Overview: SEO, Brand, Website

In order to grow her business she hired Brandon to create a new brand for Kim Sin Yoga, build a new SEO-optimized Wordpress website and help coach her with her ongoing marketing efforts including blog writing, events and client management.

After a month of design, development and content writing, Kim was able to release the newly designed KimSinYoga.com to the world. A few months later, Kim's website landed on the first page of Google for her target keywords. The site was generating so many leads which were converting into clients she was able to double her clientele the first year.

To this day she continues to rank at the top of Google appearing at spots #1, 2, or 3 for the two most important keywords phrases for her business.

*"Brandon is the bridge that helped me to grow my income over 60%. He created a step by step plan including re-designing my site, developing content and gave me the confidence to start blogging and establishing myself as a wellness professional." - Kim Sin*

# SEO Results: Top Rankings in Google

The image shows a Google search results page for the query "corporate yoga in san francisco". The search bar at the top contains the text "corporate yoga in san francisco" and a magnifying glass icon. Below the search bar, there are tabs for "All", "Images", "News", "Maps", and "Videos". The search results are displayed in a list format. The first result is highlighted with a large "#1" in orange on the left. A white box highlights the title and URL of the first result. Another white box highlights the title and URL of the second result. The search results include titles, URLs, and snippets of text. The first result is "Office and Corporate Yoga in San Francisco | smart accessible yoga." from kimsinyoga.com. The second result is "Corporate Yoga in San Francisco - - Rosemary Garrison" from rosemarygarrison.com. Other results include "11 Tips for Finding & Booking Corporate Yoga Classes ...", "Corporate Yoga | The Pad Studios", "Professional Yoga Studio", "Equinox San Francisco", and "Yoga Tree".

Google

corporate yoga in san francisco

All Images News Maps Videos

About 24,400,000 results (0.97 seconds)

**#1**

**Office and Corporate Yoga in San Francisco | smart ...**  
kimsinyoga.com/ ▼  
Kim Sin - office and corporate yoga in San Francisco | smart accessible yoga.

**Corporate Yoga in San Francisco - - Rosemary Garrison**  
https://rosemarygarrison.com/corporate-yoga-classes-in-san-francisco/ ▼  
In addition to teaching studio and private yoga classes, Rosemary provides onsite corporate yoga instruction in San Francisco & Los Angeles to a number of ...

**11 Tips for Finding & Booking Corporate Yoga Classes ...**  
www.mindbodygreen.com/.../11-Tips-for-Finding-Booking-Corporate-Y... ▼  
May 7, 2012 - Ask your friends where they work: Finding corporate yoga teaching jobs is not unlike finding a regular job: you must network. Ask your friends ...

**Corporate Yoga | The Pad Studios**  
www.thepadstudios.com/yoga/corporate-yoga/ ▼  
On-site yoga is an emerging theme among top-tier companies in the Bay Area. It is a

**Professional Yoga Studio**  
www.maidenlanestudios.com/ ▼  
Small classes, beautiful space, mats, water, towels await you in SF

**Equinox San Francisco**  
www.equinox.com/Yoga ▼  
Join Today for Access to Cutting-Edge Yoga Classes.  
📍 747 Market St, San Francisco, CA  
+1 415-633-3900

**Yoga Tree**  
www.yogatreesf.com/ ▼  
Bay Area's Premier Yoga Center  
World Class Teachers. 8 Locations.  
📍 97 Collingwood St, San Francisco, CA  
+1 415-701-9642

# SEO Results:

A screenshot of a Google search for "office yoga in sf". The search bar shows the query and the Google logo. Below the search bar are tabs for "Semua", "Gambar", "Berita", "Maps", "Lainnya", and "Alat pe...". The results show approximately 4,660,000 results in 0.56 seconds. The top results are:

- Office Yoga - Bring yoga to your cOMpany office.**  
[officeyoga.com/](#) ▼ Terjemahkan laman ini  
Bring **yoga** to your cOMpany **office**. ... we come to your **office**. A highy, **Office Yoga** instructor will meet with you weekly at your **office**.
- Office and Corporate Yoga in San Francisco | smart ...**  
[kimsinyoga.com/](#) ▼ Terjemahkan laman ini  
Kim Sin - **office** and corporate **yoga** in **San Francisco** | smart accessible **yoga**.
- Office Yoga - Office and Corporate Yoga in San Francisco**  
[kimsinyoga.com/office-yoga-sf-san-francisco/](#) ▼ Terjemahkan laman ini  
World-class instruction at your SF or Bay Area **office**. page2-img1 **Yoga** is an effective, economical, and accessible way to boost wellness and productivity in ...
- Corporate & Office Yoga — Rebecca Mayne Yoga**  
[www.rebeccamayneyoga.com/corporate-yoga-pr...](#) ▼ Terjemahkan laman ini  
**Yoga** Creates An Environment for Great Things to Happen. WE SPEND MOST OF OUR WAKING HOURS AT WORK, AND **YOGA** AT WORK SUPPORTS A ...
- Office Meet Yoga - Office and Corporate Yoga, San ...**  
[www.officemeetyoga.com/](#) ▼ Terjemahkan laman ini  
**Office** & Corporate **Yoga** for the **San Francisco** Bay Area - Offers daily & weekly classes hosted on site. Includes Desk Stretch, Mat **Yoga**, and Special Events.

#2

#3

Office and Corporate Yoga in San Francisco | smart ...

[kimsinyoga.com/](#) ▼ Terjemahkan laman ini

Kim Sin - **office** and corporate **yoga** in **San Francisco** | smart accessible **yoga**.

Office Yoga - Office and Corporate Yoga in San Francisco

[kimsinyoga.com/office-yoga-sf-san-francisco/](#) ▼ Terjemahkan laman ini

World-class instruction at your SF or Bay Area **office**. page2-img1 **Yoga** is an effective, economical, and accessible way to boost wellness and productivity in ...

# Looking to Grow Your Business?

Hi my name is Brandon and for the past 8 years I've worked with small businesses, startups and Fortune 500 companies on results-oriented marketing programs.

After leading marketing teams at two successful San Francisco startups I decided to start my own consulting practice to use what I've learned to help other entrepreneurs grow their business. If you'd like a free consultation please contact me below.



## Contact Info

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