



Want to grow your Google Business? Here is how we've helped Extreme MMA...

We've helped Extreme MMA to not only increase their organic reach via Google Business but also grow their traffic and generate new client enquiries from the local market. As a part of SEO, Google Business optimisation has been the biggest contributor to organic traffic and conversion source.



The Challenge

Extreme MMA is a local mixed martial arts academy located in Chadstone (Melbourne). Previously having the two locations across Chadstone and Ringwood these was an issue with incorrect information being shown in Google. Another issue was that there was very limited audience reach and traffic via Google Business.

The Approach

We've taken a number of steps in order to dominate the local organic presence across both Google and Yahoo. We've created a content marketing plan and worked with the owners of the business to establish a theme of blog posts. We've also consolidated the two business listings into one and optimised it using our unique approach. Aside from this we focused on customer reviews as a strategy.

The Results

The Google Business Insights reports reflect the constantly growing performance of our work (on average 7-12% per month). Extreme MMA was able to establish themselves a leader not only in their local area but also across the greater Melbourne. This local presence allow them to generate new clients and also reflect on their performance in the MMA competitions.

40K

Total views in Google the past month

17%

Visitor monthly growth from Google Business to website.

231

Monthly Enquiries (Calls & Form Submissions)

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*Execution you can count on!
Grigory and Alexei provide service that's friendly, fast and always delivered with quality.
If you want reliable digital marketing and web developers, look no further!*

Paul McVeigh,
Managing Director



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