

1,500 LOCATIONS, 25% MORE TRAFFIC: HOW A FITNESS FRANCHISE SCALED LOCAL SEO WITH CENTRALIZED CONTROL



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Overview

A national boutique fitness franchise needed to scale digital infrastructure rapidly to support a growing member base across hundreds of studio locations. Ignite Visibility stepped in to modernize the digital ecosystem, align location-level marketing with national strategy, and boost performance across the board.

Challenge/Opportunity

- **Challenge:** Aging digital infrastructure and inconsistent local sites made it difficult to scale, manage updates, and meet rising member expectations across 1,500+ locations.
- **Opportunity:** Create a unified, SEO-optimized web platform that empowers franchisees with local control—while maintaining brand consistency at scale.

Strategy & Tactics

- **Scalable Platform:** Migrated 1,500+ studio sites into a centralized, branded environment with dynamic, location-specific content to boost SEO.
- **Franchisee-Friendly CMS:** Enabled easy updates for local schedules and promotions while maintaining brand consistency through controlled design templates.
- **Conversion-Driven UX:** Improved calls-to-action and mobile experience to streamline sign-ups and class bookings.
- **Local SEO Optimization:** Built SEO-friendly location pages to increase visibility in local search and map results.

“We’re saving upwards of \$6 million a year with Webflow, and we’ve reinvested those savings in other areas like website optimization and localization... that’s been really powerful.”



Malcolm Greene

Chief Information Officer, Orangetheory Fitness

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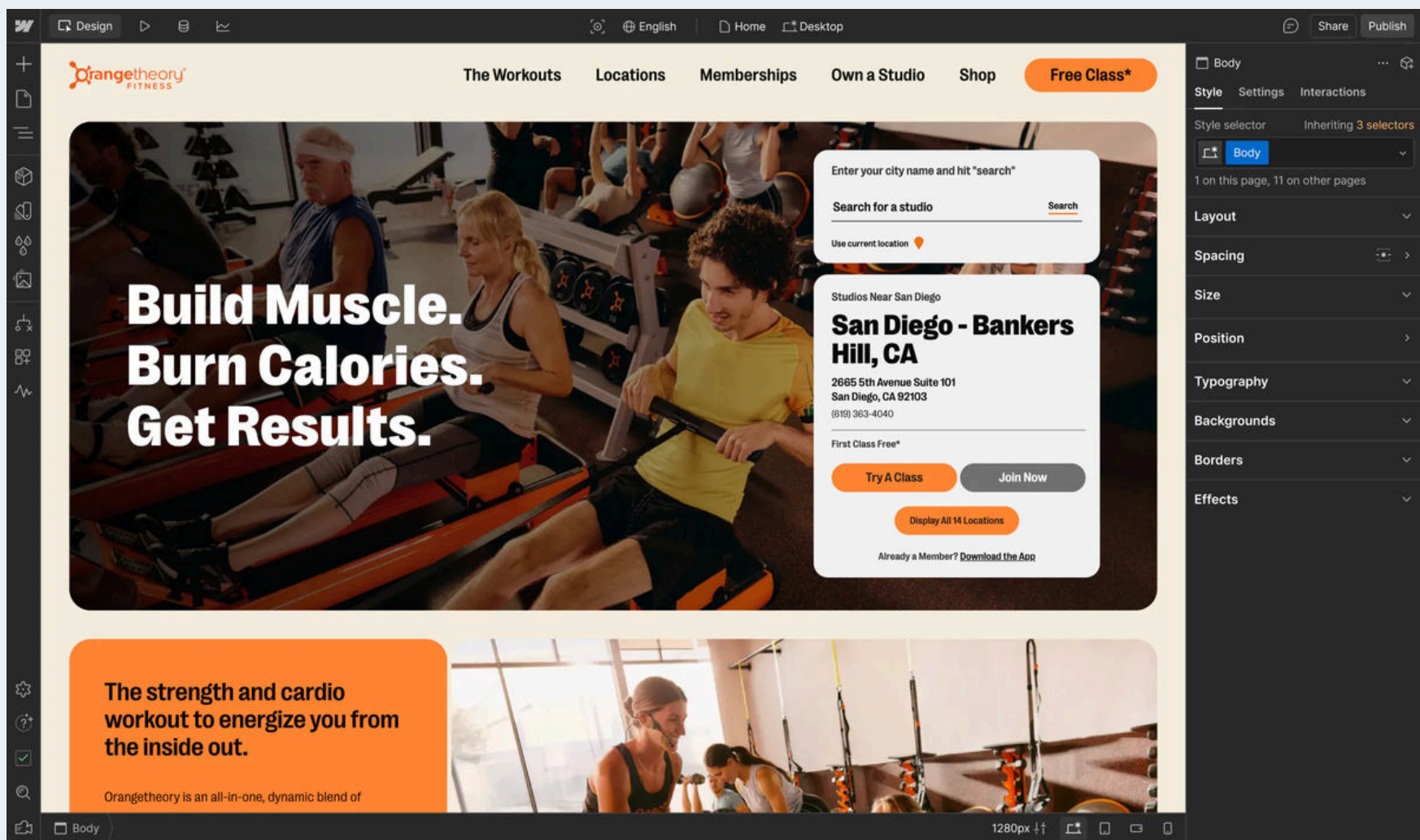


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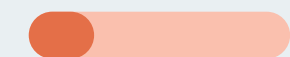
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Orangetheory Webflow



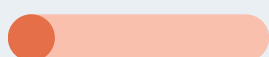
Results

+25%



YoY
Organic Traffic

+ 10%



Conversion Rate

**Faster
Site
Performance**

**Greater
Franchisee
Satisfaction**

Work With Ignite Visibility

This case study highlights the power of combining enterprise-level strategy with localized flexibility. By overhauling digital infrastructure and aligning it with both user experience and franchise needs, Ignite Visibility helped a national fitness brand not only keep pace with growth, but accelerate it.