



CASE STUDY

# ISSA + MarketMuse



MarketMuse

ISSA



**The International Sports Science Association (ISSA) is the world leader in fitness education and believes that **healthy living changes lives.****



# The Challenge

The primary challenges were that their blog was not driving revenue, and there was no content process. Plus, it took several hours to update a single piece of content.

Topic ideas were submitted by personal trainers or fitness experts who brought a wealth of expertise, but the content was often wordy and didn't have a clear direction.

The topics covered were often very niche, based on the writer's experience. While personal experience is of high value, the content wasn't supported with comprehensive information on the topic or backed by user intent research.



# The Objectives

- Create a revenue-generating blog.
- Build a high-quality audience.
- Improve organic traffic, conversion rates, and engagement rates.

# The Method

ISSA created a formal content process that centered around the Content Briefs provided by MarketMuse. The Senior Content Editor distributes the briefs across a team of three internal writers and six external contractors. Writers are required to cover a certain number of topics and answer a certain number of questions from each Content Brief to ensure the blog post is comprehensive and meets the target Content Score.

Executive Summary Outline View

## User Intent

When a user performs a search in a search engine, they expect to get something out of the experience. There is intent behind every search and it can be explicit or implied. MarketMuse has analyzed search intent for **Personal trainer certification requirements** to determine the specific intent of your audience. By incorporating this information into your content, you can provide your audience with the information they need to move forward in their purchase journey.

We have determined that these are the most applicable User Intent Profiles.

### Why are people searching for this topic?

To learn what requirements are needed to be a certified personal trainer

To get personal trainer certification

To compare personal trainer certifications

### Who are the audiences for this article?

Personal trainers

People looking to become personal trainers

Workers at health clubs

### Your path to the the best content.

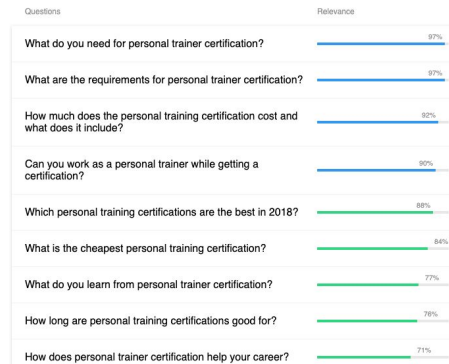
- 1 Determine ideal user intent and audiences
- 2 Discover questions to answer when you're writing
- 3 Choose your article title
- 4 Find the most relevant subheadings
- 5 Distribute the most important related topics among subheadings accordingly
- 6 Link to external and internal pages

Executive Summary Outline View

## 2 Questions

Whenever someone uses a search engine, they have questions that need to be answered. Below are questions your audience is asking when searching for **Personal trainer certification requirements**, They are ordered by relevance.

### What are they asking?



### Your path to the the best content.

- 1 Determine ideal user intent and audiences
- 2 Discover questions to answer when you're writing
- 3 Choose your article title
- 4 Find the most relevant subheadings
- 5 Distribute the most important related topics among subheadings accordingly
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# The Method

ISSA is creating content clusters on important 2019 initiatives, so focusing the writer's time and energy is essential. They monitor their Inventory to understand the highest opportunity pages to optimize and new content to create.

Then they use Optimize application to make the right changes to those high opportunities pages to make sure it is as comprehensive as possible. Their goal with this method is to show their audience and search engines that they are topic experts.

The screenshot shows a web page titled "Personal trainer certification requirements" with a URL of <https://www.issaonline.com/certification/personal-trainer-certification/>. The page content includes a heading "What You'll Learn From This Course." followed by a paragraph: "With course material that is continually updated with the most accurate and up-to-date information available, you'll learn the practical day-to-day skills you need to become a great personal trainer." Below this is a list of bullet points describing course topics, with key terms like "exercise", "health", "fitness", "program", "health and fitness", and "professional" highlighted in green boxes. On the right side, there is a performance dashboard with two progress bars: "Content Score" (Average 33, Target 54, current score 22) and "Word Count" (Average 1737, Target 3498, current count 1510). Below the dashboard is a "Research" tab with a table of related topics.

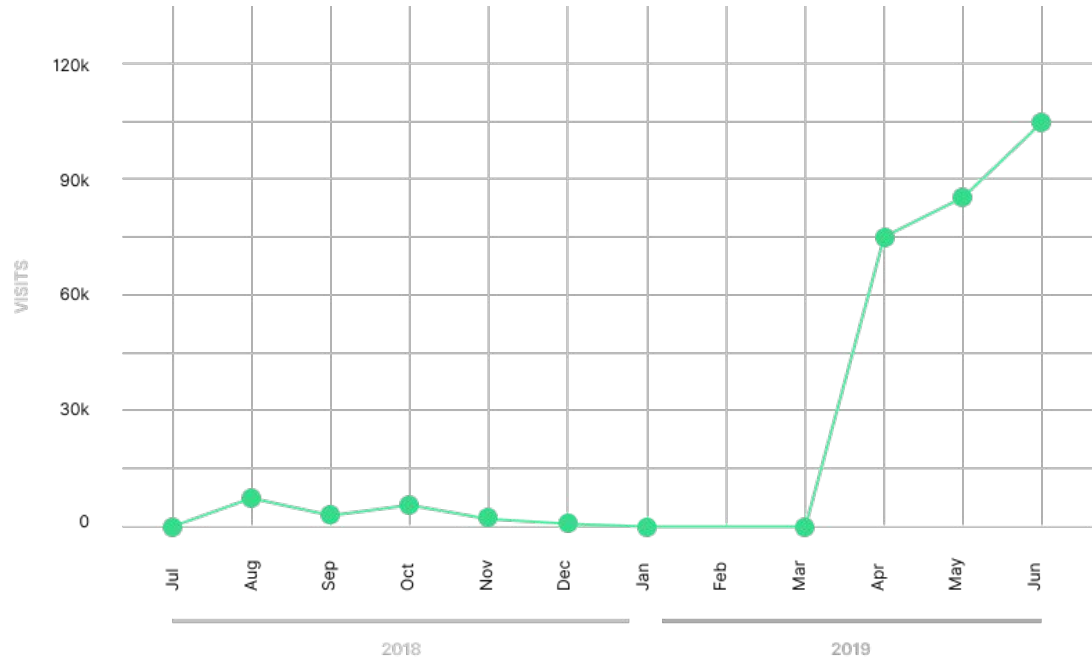
Related Topic	Dist.	Suggestion
personal trainer certification rec	0	1-2
certified personal trainer	3-10	3-10
personal training certification	0	3-10
personal fitness trainer	0	1-2
fitness	3-10	10+
exam	10+	10+
fitness trainer	0	1-2
training	3-10	10+
certification exam	0	3-10
program	3-10	3-10
bachelor's degree	0	1-2
training certification	0	3-10
certification program	0	1-2
continuing education	0	3-10

## The Outcome

- Organic traffic doubled within the first six months.
- 15.3% increase in #1-3 keyword rankings.
- 26.5% increase in overall keyword rankings.

## Organic Traffic Growth

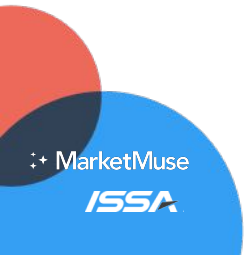
SEMrush | issaonline.com | US





# The Outcome

ISSA now has content in the #1-3 spots for 310 keywords, after previously having no content within the top 10 in Q1 of 2019.



Google  
Personal trainer portfolios and testimonials

All Images Shopping News Videos More Settings Tools

About 13,500,000 results (0.69 seconds)

Your related activity  
Only you can see this

➔ **Personal Trainer Portfolios and Testimonials: ISSAOnline.com**  
<https://www.issaonline.com/blog/index.../personal-trainer-portfolios-and-testimonials>  
 Personal Trainer Portfolios and Testimonials. As you begin your career as a certified personal trainer, it is important to track your progress, just as you would ...

People also ask

- Can I lose weight with a personal trainer?
- How do I promote my personal training business?
- How do I create a personal training website?
- How do I become a personal trainer in NYC?

Feedback

**5 Ways to Display Client Testimonials on Your Fitness Website**  
<https://www.mypersonaltrainerwebsite.com/blog/testimonials-on-your-fitness-website>  
 Read More: The 4 C's of a Successful Fitness Website Testimonials are one of the best tools you can utilize to grow your personal training business (or any ...

**Portfolio - My Personal Trainer Website**  
<https://www.mypersonaltrainerwebsite.com/portfolio.html>  
 We create beautiful and functional websites for fitness business owners. ... Read some first and third party reviews from personal trainers who have used and ...

Images for Personal trainer portfolios and testimonials

➔ More images for Personal trainer portfolios and testimonials Report images

**Testimonials - Benefits of Personal Training - Gainesville Health ...**  
<https://www.gfhc.com/training-testimonials>  
 My professional life as a police officer is incredibly stressful, and being healthy and strong are necessities. I joined GHF Personal Training to challenge me to be ...

Google  
client diet struggles

All Images News Videos Shopping More Settings Tools

About 10,300,000 results (0.78 seconds)

➔ **Overcoming Client Diet Struggles: Breaking Down Barriers - ISSA**  
<https://www.issaonline.com/.../overcoming-client-diet-struggles-breaking-down-barrie...>  
 Overcoming Client Diet Struggles: Breaking Down Barriers. Client Diet Struggles. We asked you, the real trainers and nutrition coaches, about the biggest ...

People also ask

- How can I fix malnutrition quickly?
- How do you fix an unhealthy diet?
- How do cleans eat for beginners?
- How do I start eating healthy again?

Feedback

Images for client diet struggles

➔ More images for client diet struggles Report images

**11 Simple Ways to Start Clean Eating Today - Healthline**  
<https://www.healthline.com/nutrition/11-ways-to-eat-clean>  
 Apr 8, 2019 - This article explains what clean eating is and shares 11 simple ... SUMMARY Sugar is highly processed and linked to several health problems.

**14 Simple Ways to Stick to a Healthy Diet - Healthline**  
<https://www.healthline.com/nutrition/14-ways-to-stick-to-a-diet>  
 Apr 17, 2019 - It can be difficult to stick to a healthy diet for more than a few weeks or months. Here are 14 simple ways to stick to a diet in the long run. ... 24 Clean Eating Tips to Lose Weight and Feel Great - Mediterranean Diet 101: A Meal ...

**PDF Client Diet Struggles 600x750 - ISSA**  
[www.issaonline.com/blog/img/posts/323/Client-Diet-Struggles.pdf](https://www.issaonline.com/blog/img/posts/323/Client-Diet-Struggles.pdf)  
 to Healthy Eating. Too Many Diets. Eating right is a lifestyle, not a diet. Ask "What can I eat that would be a little better?" Track and reward a client's consistency. ...



“I was sold on MarketMuse after we asked an editor (who knows nothing about fitness) to optimize a specific piece using a Content Brief and we saw performance triple very, very quickly.”

- Erin Mahoney, Head of Content, ISSA

“I’ve used my fair share of marketing technology over the years. After seeing the impact on one article from a MarketMuse Content Brief, I immediately approved the budget, knowing this would directly impact revenue for us.”

- Andrew Wyant, President, ISSA

“Our previous content was written by fitness experts who provided informative articles, but they weren’t optimized from a search or audience perspective. We knew we needed to change our approach, and MarketMuse helped us determine where we could make improvements that would have an impact.”

- Erin Mahoney, Head of Content, ISSA