CASE STUDY

ISSA + MarketMuse
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.
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.
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 **Method**

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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.
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.
“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