

May 2023



# MONTHLY PROJECT REPORT

REPORT BY-  
AYUSH VISHWAKARMA



# INTRODUCTION

## CLIENT DETAILS

"ARP fitness gym has the various exercise equipment, such as treadmills, stationary bikes, weight machines, and free weights. The gym offers a variety of facilities, festive offers, as well as personal training services. The goal of a gym is to provide a space for people to improve their physical fitness through exercise and physical activity. One can find affordable subscription plans along with diet plans. ARP fitness zone can be your one-stop solution for all people looking for GYM in Indira Nagar."

## SERVICES OFFERED

01 | PROFILE OPTIMIZATION

02 | LOCAL SEO RANKING ON GOOGLE

03 | LOGO, GRAPHICS, REELS EDITING, 90 POST

04 | PERSONALIZED VIDEO MAKING

05 | CONTENT DISTRIBUTION

05 | HIGH RANKING KEYWORD

06 | DATA COMPARISON REPORT



## ARP FITNESS ZONE

# LAST 5 MONTHS PROGRESS

This histogram shows the ARP fitness zone previous data which helps us to analyze the trend of the Google My Business page over time. Measuring metrics that matter a lot are how many people search ARP fitness zones on Google Maps, how many actions were made during a selected time, and how many actions were made via the phone call option.

## Major details

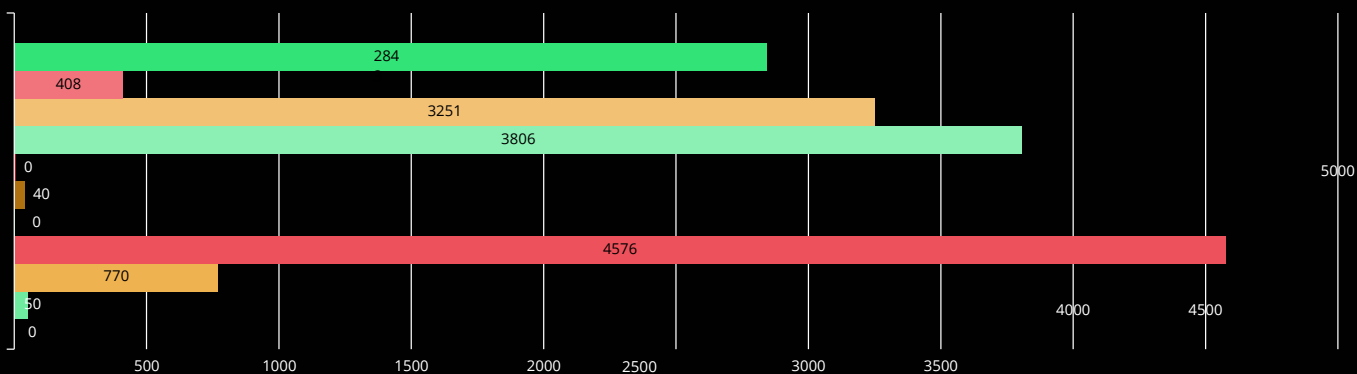
- Only **50 actions** were made during **5 months**
- **0** phone calls
- **0** website interaction
- only **40** directons were made

## ARP FITNESS ZONE PREVIOUS DATA

Indira Nagar, Lucknow, 226016 (22/10/17 TO 23/1/14)

From October  
to mid January

ARP Fitness Zone



	ARP Fitness Zone
Sum of Discovery searches	2843
Sum of Direct searches	408
Sum of Total searches	3251
Sum of Maps views	3806
Sum of Website actions	0
Sum of Directions actions	40
Sum of Phone call actions	0
Sum of Total views	4576
Sum of Search views	770
Sum of Total actions	50

# MONTHLY PREVIOUS DATA

## SEPTEMBER TO OCTOBER

638

👁 People viewed your Business Profile

📉 -65.5% (vs Sept 2021–Oct 2021)

### Platform and device breakdown

Platform and devices that people used to find your profile



## OCTOBER TO NOVEMBER

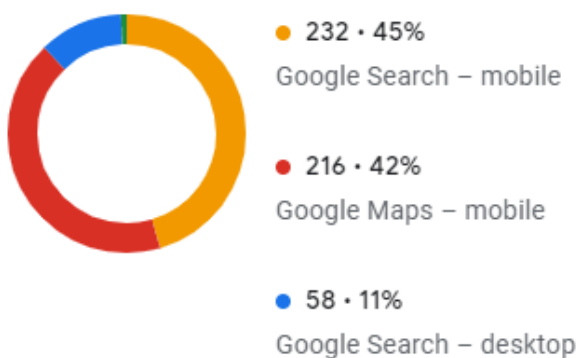
511

👁 People viewed your Business Profile

📉 -62.5% (vs Oct 2021–Nov 2021)

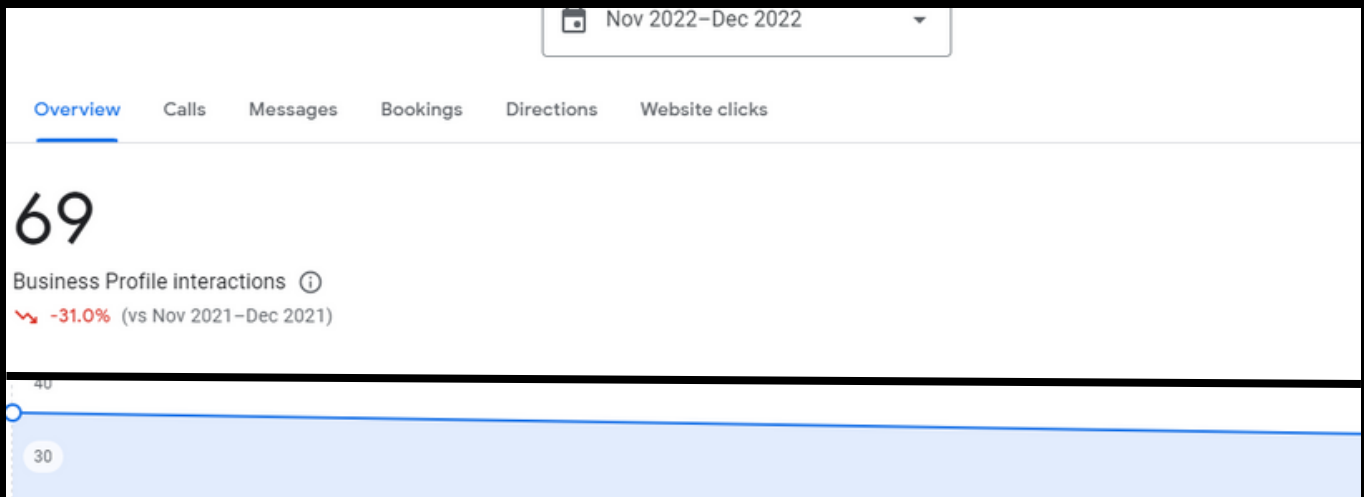
### Platform and device breakdown

Platform and devices that people used to find your profile



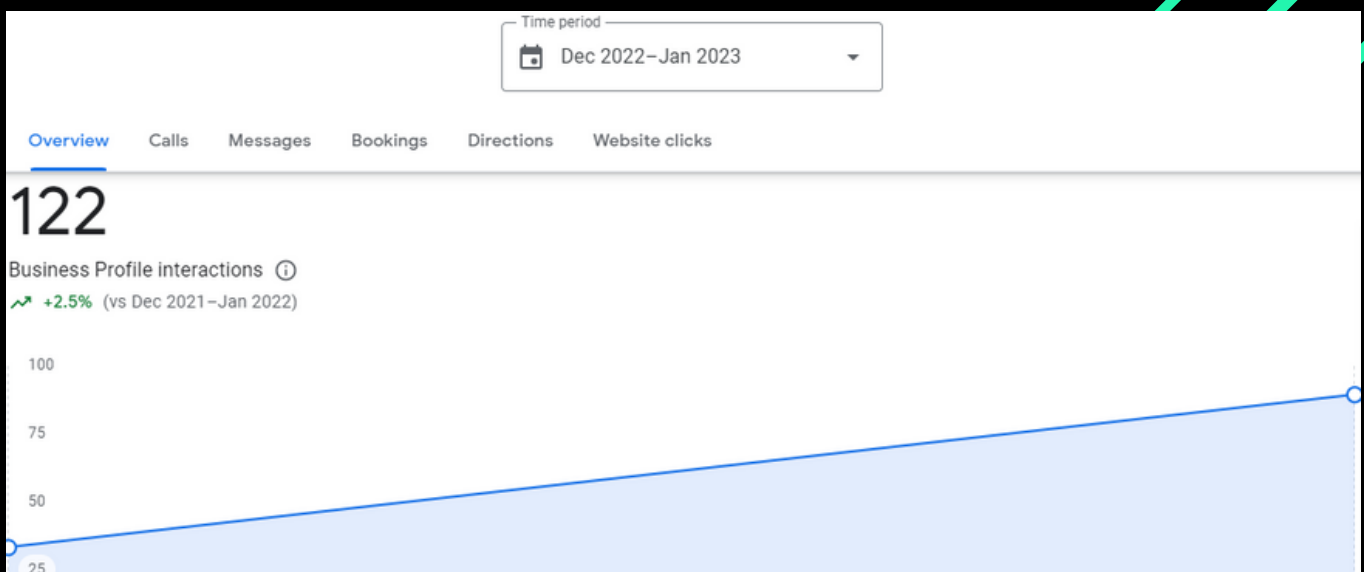
## NOVEMBER TO DECEMBER

THERE IS ONLY **70 INTERACTION** FROM YOUR CUSTOMER



## DECEMBER TO JANUARY

THERE IS AN **INCREASE OF 2.5% (122)** INTERACTIONS FROM YOUR BUSINESS WHILE UPDATING THE PAGE



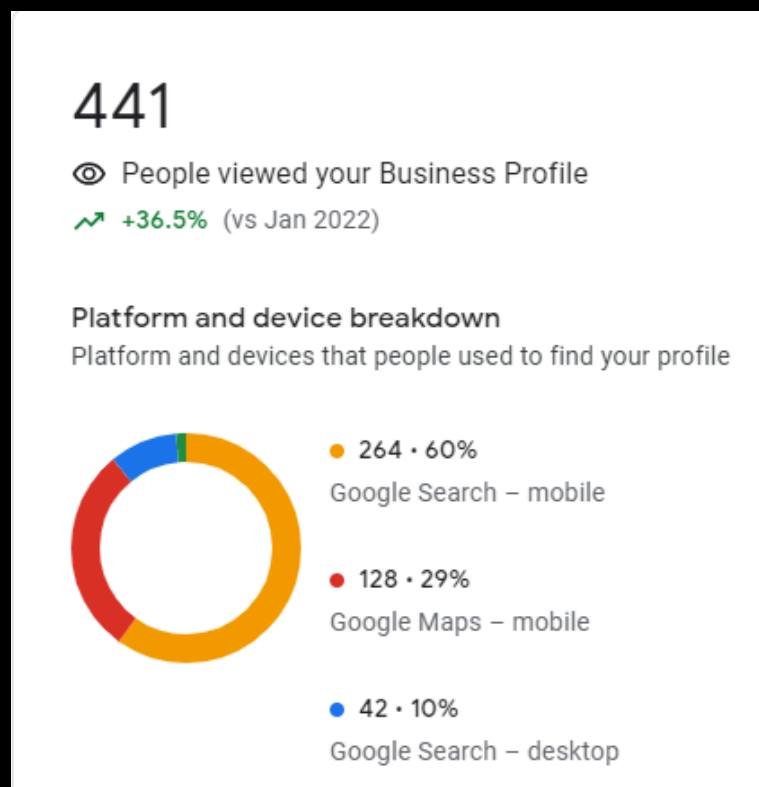
## JANUARY DATA (After Optimization)

THERE IS AN INCREASE OF 50% IN BPI WITH 90 INTERACTIONS FROM YOUR BUSINESS



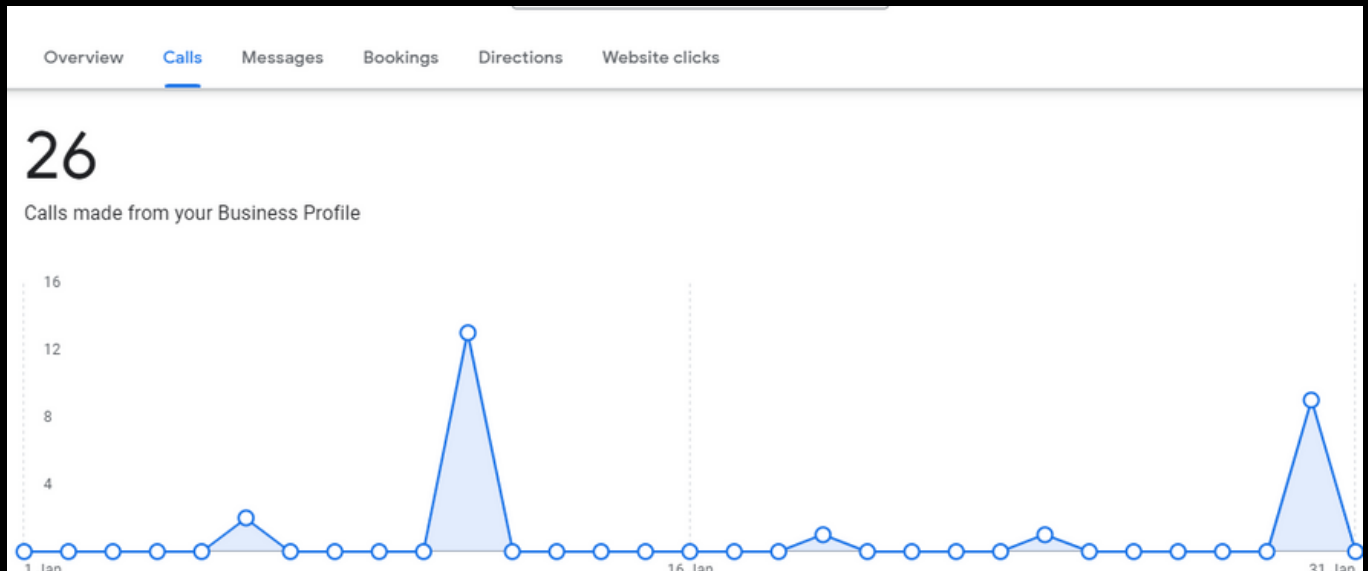
## TOTAL VIEWS IN JAN

THERE IS AN INCREASE OF 36.5% IN TOTAL VIEWS FROM YOUR BUSINESS AFTER UPDATING THE PAGE



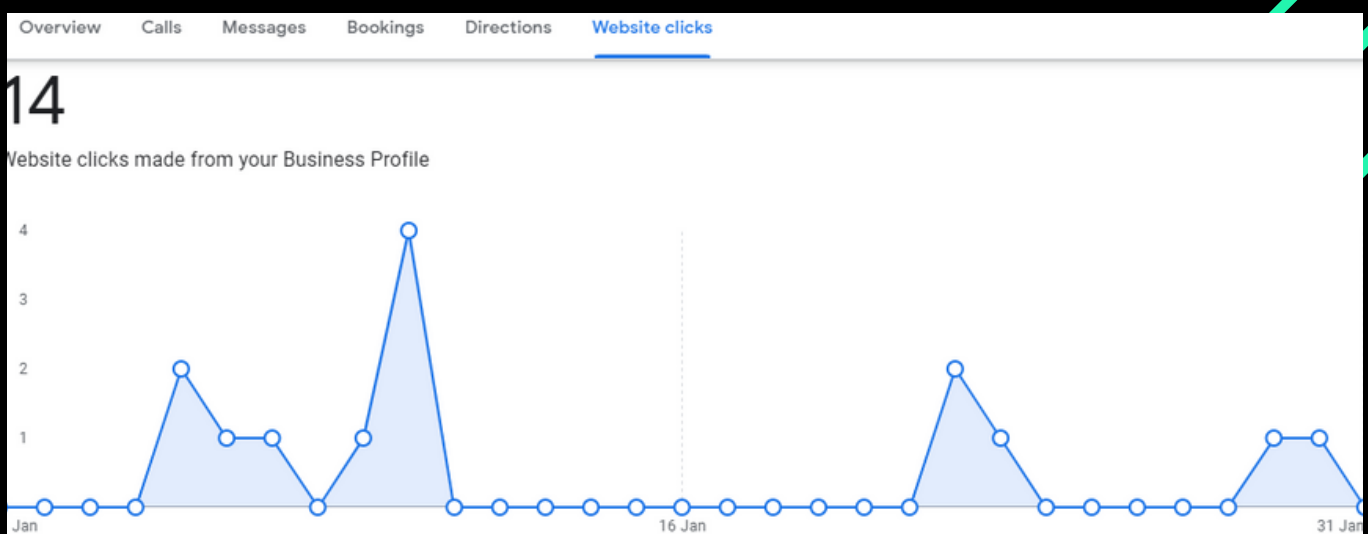
## JANUARY CALL DATA

THERE WERE **26 QUERIES** MADE DURING JAN  
MONTH FROM **LOCAL CUSTOMERS**



## TOTAL WEBSITE CLICKS IN JAN

**14 PEOPLE** ACTUALLY VISITED WEBSITE OF **ARP FITNESS ZONE**



# Milestones Reached

**35%**

TOTAL FOLLOWER INCREASE

**12K**

ACCOUNTS REACHED

**+98%**

ACCOUNTS ENGAGED

**37,000**

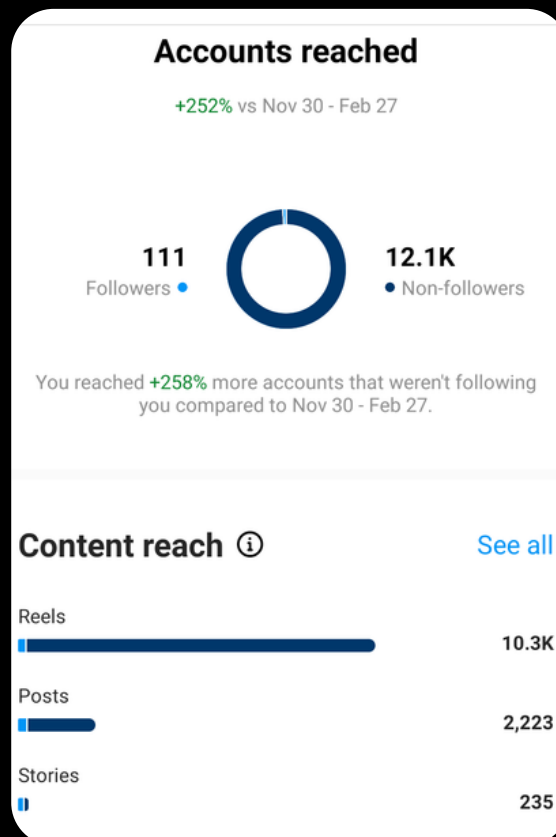
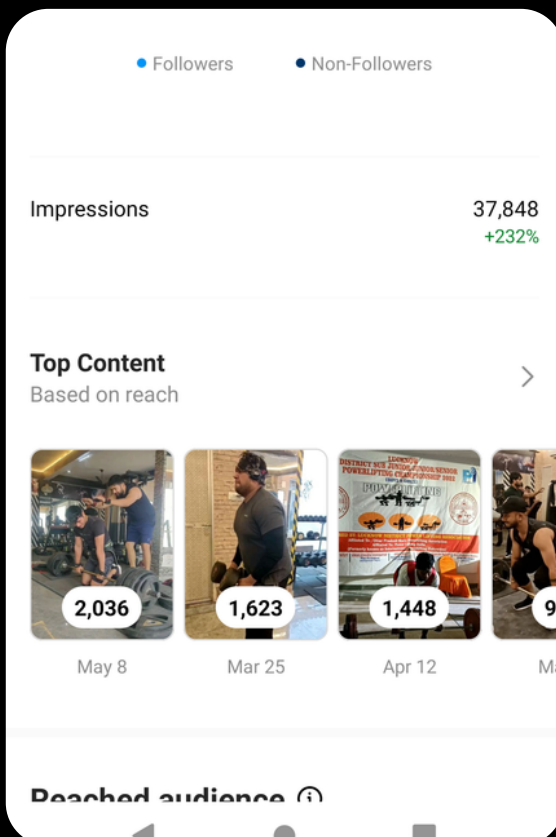
IMPRESSIONS

**+3.52%**

OVERALL ENGAGEMENT

**90**

TOTAL POSTS





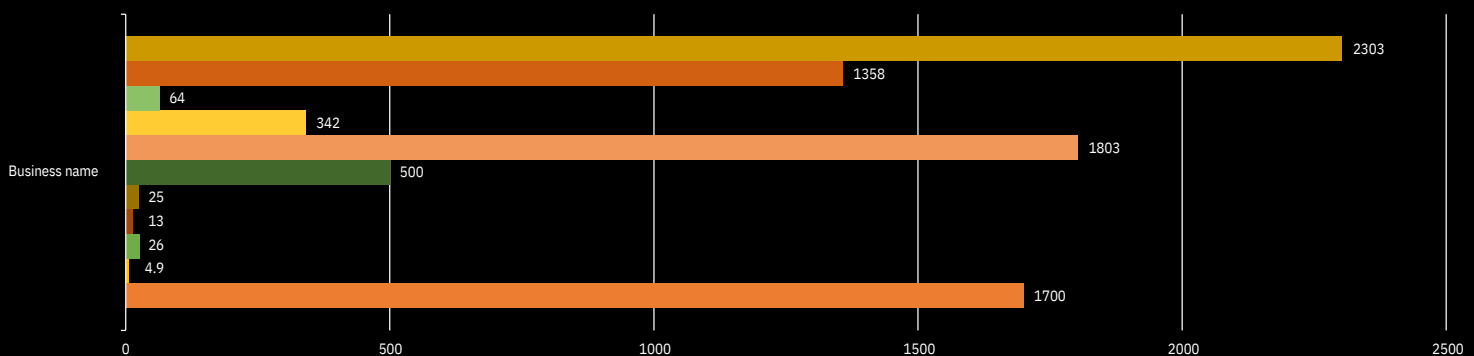
# MONTHLY PROJECT REPORT

## Major details

- 1300 discovery searchers alone in the month of January as compared to 4 months of data which is 2800 searches
- 26 calls were made by local customers
- 14 website views earlier it was zero
- 25 directions were taken alone as compared to 40 directions in 4 months
- 550 search views happened in the month of January earlier it was 770 only for the last 4 months
- Other metrics also increased by 30 to 50 % in Jan

## ARP FITNESS ZONE DATA ANALYSIS

Location Lucknow, 456216 (1 JAN TO 30 JAN)



	Business name
Sum of Total views	2303
Sum of Discovery searches	1358
Sum of Total actions	64
Sum of Direct searches	342
Sum of Maps views	1803
Sum of Search views	500
Sum of Directions actions	25
Sum of Website actions	13
Sum of Phone call actions	26
Sum of Overall rating	4.9
Sum of Total searches	1700

# Next Steps

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## 01 | 3 reels video/week

This is the minimum frequency to be maintained for continuation of the page

## 02 | Use fitness and gym related keywords

Use your keyword for ranking on Instagram

## 03 | Upload gym photos and videos

Try to upload latest photos and videos of daily activity on your page 6 photos and 4 videos at least in a month

## 04 | Be in touch

Call for assistance or for any other requirements without any questions in mind, will definitely make some progress.

