

SEO Case Study

With a new website and SEO strategy, we helped this dog kennel & puppy sales business dominate their local market.



BUSINESS OVERVIEW

The client is a dog kennel that offers pet services, such as doggy daycare, overnight boarding, training, and ethical puppy breeding and sales.

OUR STRATEGY

New Website Design

- New custom designed, conversion focused website with modern navigation

On-Site Optimization

- Refined page titles, meta descriptions, and H1 tags to better align with target keywords
- Created blog content focused on pet owner concerns, common questions, and service spotlights.

Google Business Profile Optimization

- Optimized business categories and service listings to reflect priority offerings
- Enhanced profile content to align with seasonal demand and service-specific searches

CHALLENGE & OBJECTIVE

The original website was poorly designed and took 10+ seconds to load. Our goal was to improve the website functionality, and launch a local SEO campaign.

THE RESULTS

74%

Increase in Users

82%

Increase in Organic Traffic

CONCLUSION

With a new website and dedicated SEO campaign, the kennel quickly dominated local search results, and became the #1 ranked doggy daycare in Midland. The SEO for puppy sales was so effective, the client received leads as far as Canada.



"I couldn't be happier with the service I received! If you're looking for someone reliable, creative, and easy to work with, Josh's truly my go-to guy for web design in Kannapolis."