SEO CONTENT CASE STUDY

More Search Traffic. Better Conversions.

How a Small Pet Health Brand Grew Organic Search **284%** in Less Than 1 Year.



aimeebeck.com

The Client

INDUSTRY:

Pet health supplements

SPECIALTY:

DTC pet health products sold on a Shopify website

SERVICES DELIVERED:

- SEO Strategy
- Content Marketing
- Website Redesign
- Email Marketing
- Social Media

The Challenge

The brand had a strong product and a young website. Growing organic traffic meant fixing the foundation and building content from scratch.

01

Small Organic Base

Search traffic existed but was too small to build momentum.

02

Technical SEO Debt

Broken links, leftover code, thin copy, and slow pages .

03

Social-Heavy Traffic Mix

Social drove 18.3% of traffic against a typical 2.5%.

04

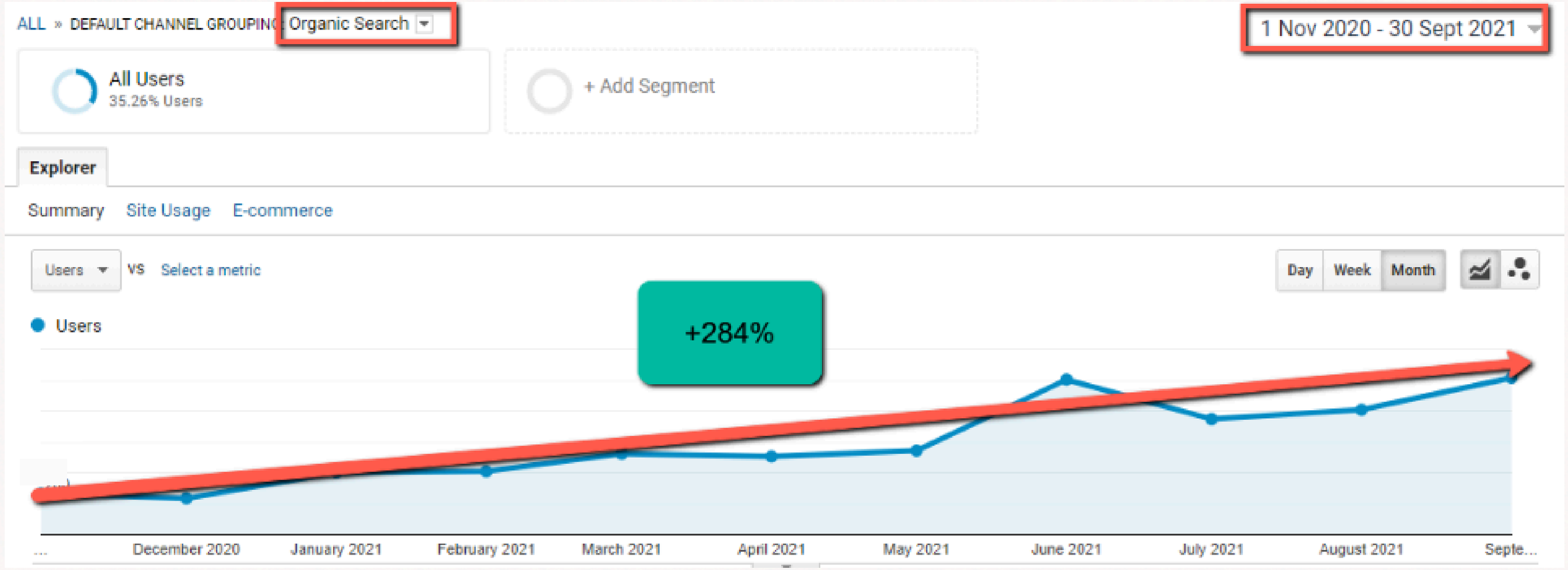
Lean Team and Budget

Growth came from smart prioritization, not a big content team.

The Strategy

01	**SEO Health Foundation**	Cleaned up metadata, fixed 404s with 301 redirects, optimized images, improved page speed, and added robots.txt and XML sitemaps.
02	**Content Engine**	Published 60+ keyword-researched blog posts, including a conditions A to Z library and pet care guides.
03	**Redesign and UX**	Redesigned the site for easier navigation and a smoother path to purchase.
04	**On-page Optimization**	Rewrote existing pages around keyword themes and linked related content together.
05	**Email and Retention**	Supported the launch of a subscription service and referral rewards program, plus regular email campaigns.

The Results


ALL » DEFAULT CHANNEL GROUPING: Organic Search
1 Nov 2020 - 30 Sept 2021
All Users
35.26% Users
+ Add Segment
Explorer
Summary
Site Usage
E-commerce
Users
VS
Select a metric
Day
Week
Month
Users
+284%
December 2020
January 2021
February 2021
March 2021
April 2021
May 2021
June 2021
July 2021
August 2021

Real growth for a small brand, built on a solid foundation.

+284%
Organic Search Users

+106%
Traffic From Search

+42%
Conversion Rate

+64%
Sales From Search

Ready to grow your organic presence?

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