SEO CONTENT CASE STUDY

More Search Traffic. Better-Converting Visitors.

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



aimeebeck.com

The Client

INDUSTRY:

Pet Health E-commerce

SPECIALTY:

Direct-to-consumer pet health products sold through an online store

SERVICES DELIVERED:

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

+284% Organic Search Users (Nov 2020 to Sep 2021)

+106% Traffic From Search (Year Over Year)

+42% Online Store Conversion Rate

The Challenge

When I began working with this client, 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 metadata, and slow pages were holding the site back.

03

Social-Heavy Traffic Mix

Social drove 18.3% of traffic against a typical 2.5%, leaving sales tied to a channel the brand does not control.

04

Lean Team and Budget

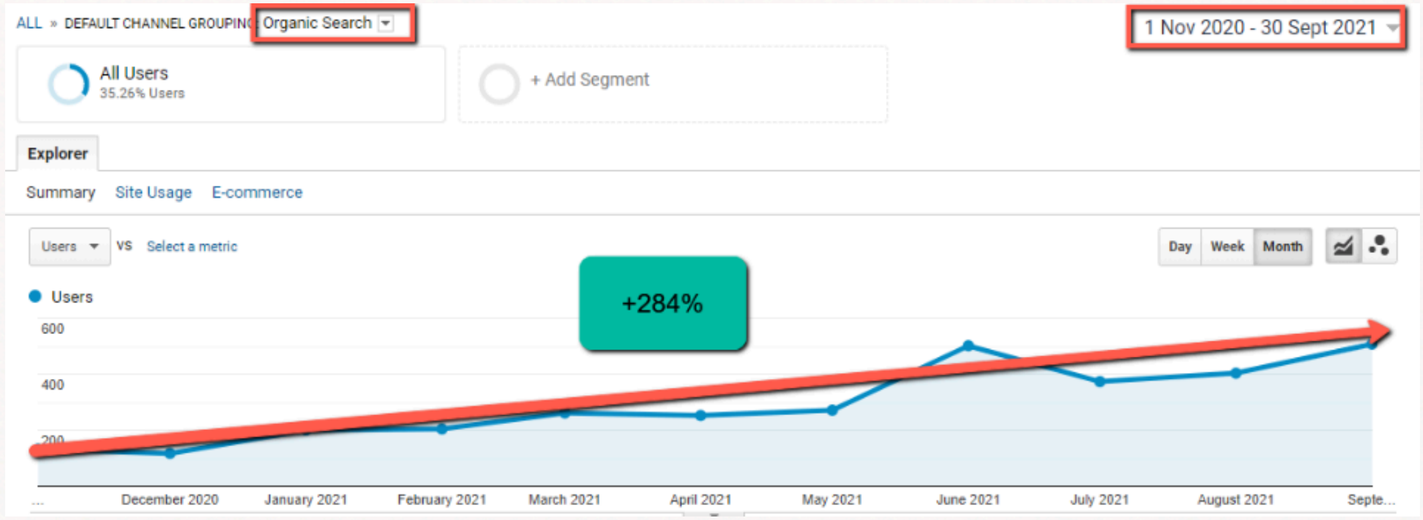
Growth had to come from smart prioritization, not a big content team.

The Strategy

A practical, search-first approach built for compounding returns.

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	**Internal Linking and Rewrites**	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.

Organic Search Growth



+284%

Organic Search Users

11

Months
(Nov 2020 to Sep 2021)

Source: Google Analytics, Organic Search channel

Organic search users climbed steadily from the month I started through September 2021, up 284%.

Store Performance

Shopify results, Nov 2020 to date vs the same period the prior year.

+106% Traffic From Search	**+64%** Sales From Search	**+65%** Total Orders
+54% Total Sales	**+42%** Online Store Conversion Rate	**60+** Blog Posts Published

The conversion rate lift tells me the traffic is the right kind of traffic and the site changes are working.

Results at a Glance

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

+284%
Organic Search Users

+106%
Traffic From Search

+64%
Sales From Search

+42%
Conversion Rate

+65%
Total Orders

60+
Blog Posts

Ready to grow your organic presence?