

CASE STUDY:

SEARCH-ENGINE-OPTIMIZATION



AT A GLANCE

Pawsomely Healthy is a startup dog supplement brand.

THE CHALLENGE

Pawsomely Healthy is a startup brand in a **very competitive niche**. They wanted to grow their organic traffic, but **keyword competition was strong** and they didn't have much **content** on their site.

Their product ingredients were unique, but not necessarily well-known, such as green lipped mussels. In fact, keyword research showed very **few monthly searches**.

At the start of the engagement, the PH website was receiving **fewer than 5k impressions** on SERPs. Their average position was well into the **70s**.

THE RESULTS

Big Paws created a structured SEO strategy to target **specific keywords** with blog articles while providing **link juice** to relevant product pages.

By the end of our two-year engagement, monthly impressions were **over 100k**, certain product-specific **keywords ranked in the top 5**, and their average ranking on the SERPs was **36**.

100K+ MONTHLY IMPRESSIONS

TOP 5 KEYWORD RANKING

51% SERP RANKING IMPROVEMENT