



SEO Traffic Spider

**INCREASES
CONVERSIONS
BY 290%
IN ONE MONTH**

CITIZEN CANINES

CASE STUDY





THE CHALLENGE

Citizen Canines is a family-owned dog training service in Lake Jackson, Texas, USA. Established in 2016, this small operation offers a training experience that sets them apart from their competitors. Using positive reinforcement and rewards, instead of dominance and force, certified trainer Paddy Donovan adapts principles from formal training methods into a unique, holistic program. Citizen Canines is the first, and only, All-Positive Training provider in their region. To expand their digital reach and grow their business, they knew they needed a professional.

THE ARCHITECT

After her poor experience with a local eCommerce marketing firm, Citizen Canines' Business Manager, Amy Donovan, partnered with SEO Traffic Spider. Farazdak Nasrulla founder of SEO Traffic Spider, dove in and found easy ways to turn the business around.



THE SOLUTION

First, the company's website was reviewed, and showed Amy ways to improve its flow. Analyzing their traffic, they discovered mostly one-time visitors, who left after just few seconds concluded that the site needed much more content.

Next, we assessed the Citizen Canine's Facebook Page. We added images that sharpened up the page's look, instructing Amy to remove irrelevant links and develop content that "tells a story." We encouraged asking happy customers for reviews. With in expensive Facebook ads to target users within a 30 mile radius of the business, we drew in more page likes and shares.

Turning back to the website, we introduced Amy to easy and free online design tools to create professional graphics. Industry keywords were studied and analyzed for using Google Ads, established a paid search campaign. Setting a very conservative daily budget, we monitored and adjusted the keywords, driving Citizen Canines to the top of Google's results page. Again, targeting a 30 mile radius, we ensured ad dollars were spent only on prospective customers service area.

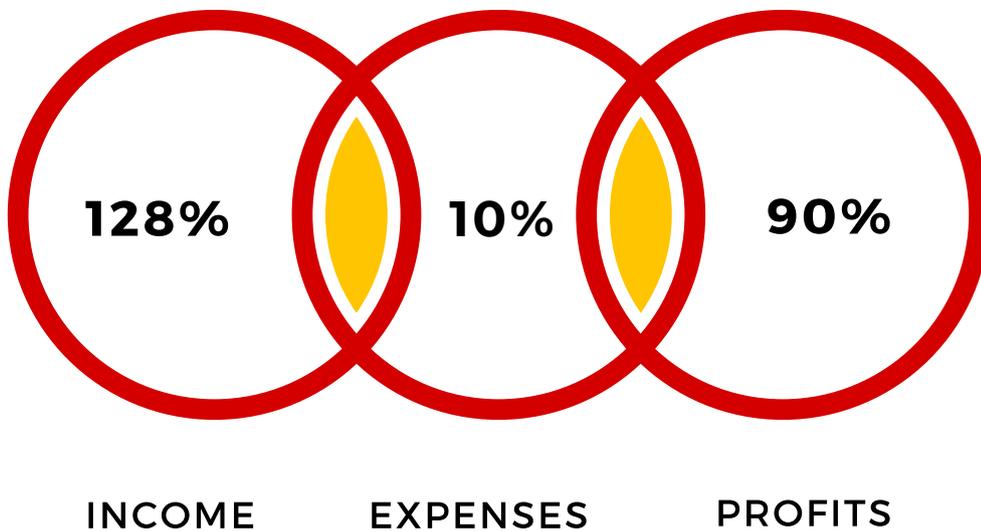
Two more search campaigns followed, then we developed a much less expensive display campaign. We closely monitored impressions, then tweaked keywords for maximum exposure.

THE FIGURES

By the end of the first week, Citizen Canines signed six new customers, doubling conversions over the same week in 2019. Within the first month, sales exceeded Amy's projections. Their conversions jumped 290% over the same period last year, for a fraction of the price paid to their previous marketing agency. With a small investment in services by SEO Traffic Spider, Citizen Canines now has the tools they need to sustain growth as they expand into nearby Houston, TX, the fourth most populous city in the US.

FINANCIAL STATEMENTS

This graph shows how the company's income, expenses and profits changed in just a month.



738.8 K

total impressions

290%

conversion increase

HOW SEO TRAFFIC SPIDER CAN HELP YOU

IF YOUR COMPANY IS LOOKING TO JUMPSTART GROWTH, CONTACT US. SEO TRAFFIC SPIDER HAS EMPOWERED MANY SMALL BUSINESSES, LIKE CITIZEN CANINES, TO ACHIEVE EXCEPTIONAL GROWTH BY MAXIMIZING THEIR MARKETING DOLLARS.

Email: farazdak@seotrafficspider.com

Digital Marketing Strategist

LinkedIn Profile: <https://www.linkedin.com/in/farazdaknasrulla/>

