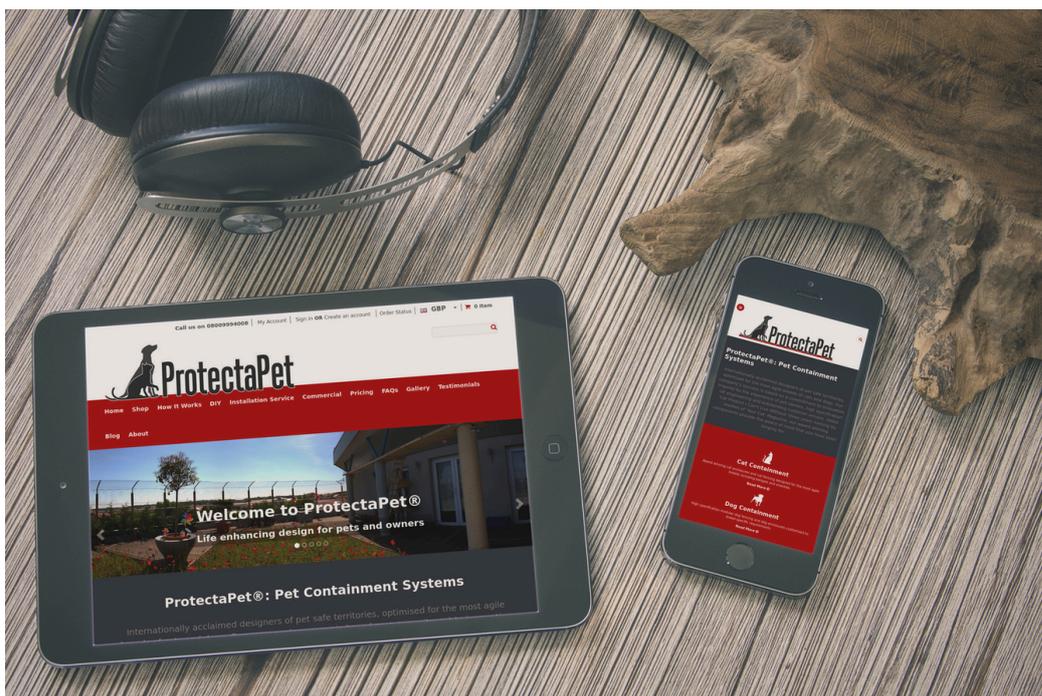


Case Study - SEO

ProtectaPet



PROJECT GOALS

ProtectaPet Limited are a manufacturing and installation company based in the West Midlands that specialises in pet containment.

A new website was required to attract and convert a wide range of business and consumer customers in the UK and beyond. It was critical that SEO played a major part in new customer acquisition and conversion. ProtectaPet did not want to lose any of their existing search engine positions.

OUR SOLUTION

We worked closely with the web design company to ensure the transition from the "old" website to the "new" website was seamless and Google search positions were not dropped. An ongoing SEO strategy was developed to ensure the future of the business was grounded in solid SEO practice and monthly performance. We have now been working successfully with ProtectaPet for over 2 years.

RESULTS

The company has seen continued improvements on enquiry/sales conversion and can be found at the top of Google for key terms such as "cat proof fence", "cat proof garden". Search engine traffic accounts for 70% of the traffic to the website and is critical for sales.

"Sharpmonkeys are amazing to work with on our SEO project. They are professional, knowledgeable and a delight to be around. Organic traffic has been increasing month on month and contributes significantly to our online sales."

- Eve Davies, Communications Director, ProtectaPet