



230%

Uplift in Web Traffic

466%

Increase in Conversions

869,246

Audience Reach

Pet Flaps UK

ABOUT

Pet Flaps UK was founded in 2020 when the owner discovered it was hard to find dog door installers in his area. Now they are the official suppliers for more than 3 major international manufacturers with over 2000 installations. This rapidly growing company is now the biggest pet door installer in the UK.

CHALLENGES

The customer wanted to increase brand awareness and familiarity and become the most well-known, go-to company for pet door installations all across the United Kingdom, increasing their presence on search engines and improving the number of conversions and sales.

SOLUTIONS

LOCALiQ created a comprehensive SEO strategy to achieve the customer's desired results following thorough competitive and keyword research. This included improving existing content to rank better for highly valuable keywords, creating new pages matched to user intent, and helping to redesign their website for enhanced user experience. The SEO campaign was supplemented by strategic paid search marketing to highly target and capture valuable search terms.

RESULTS

The SEO campaign has resulted in a **92% increase in impressions** and a **229% increase in users** clicking on their website from organic search. The website now ranks for **315 new keywords** compared to the start of the campaign and **278 improved keywords**. In addition, they now rank between position 1-3 for **123 keywords** including 'cat flap installation'.

The increase in traffic and rankings has resulted in a **466% increase in conversions**.

“Natasha and her team have impressed me with their knowledge and have, over the past few months, almost completely re-written the website's content and customer experience. Our SEO ranking continues to grow and develop with impressive statistics to back up their efforts. Our business is rapidly becoming the dominant player in our market.”

John, Director of Pet Flaps UK