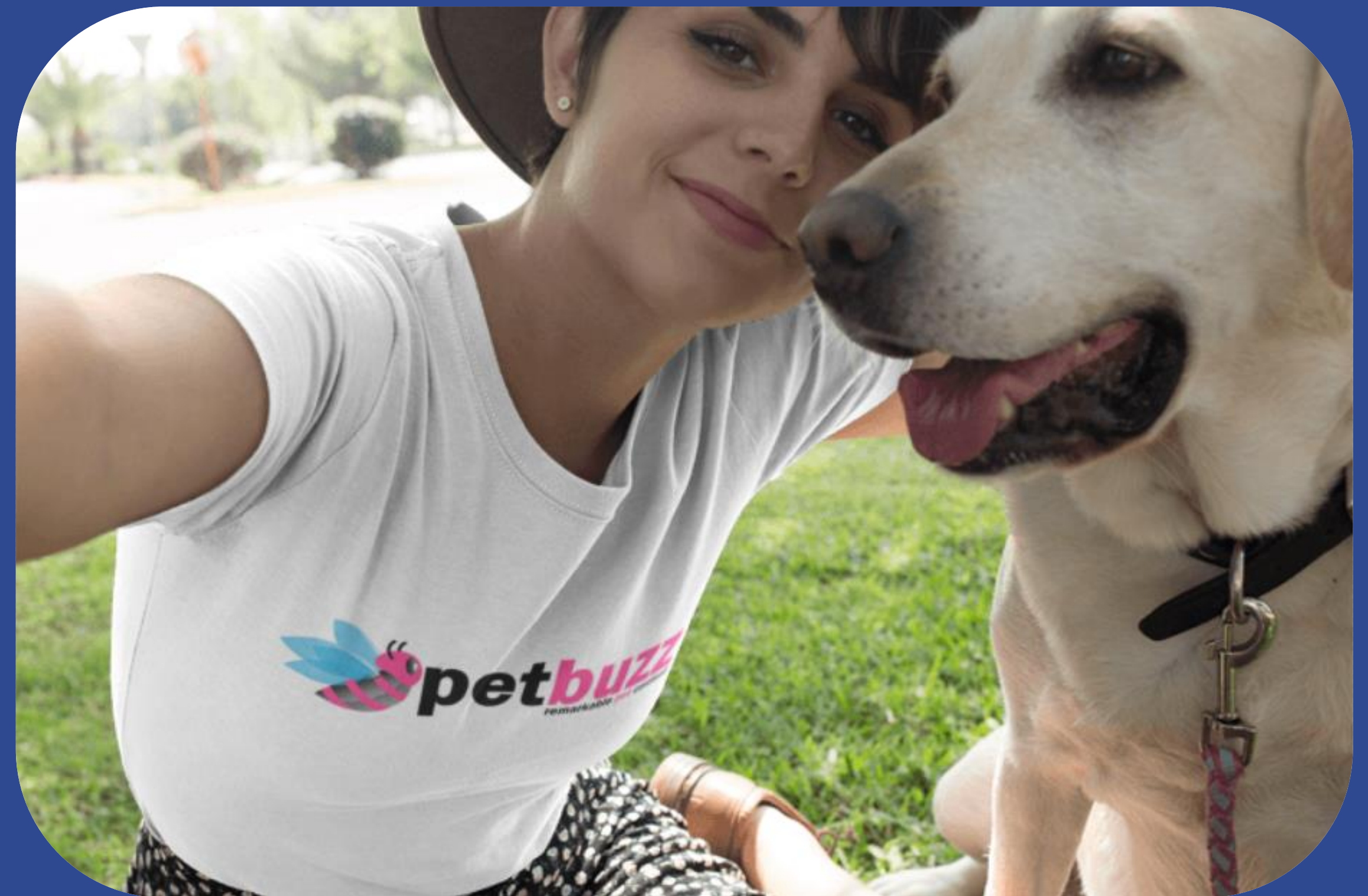


# Specialist SEO for Pet Brands

Our clients get better **traffic**, more  
qualified **leads** & greater online **visibility**



# Who We Are



We are an award winning, growth focused SEO agency that specializes in increasing online visibility for pet brands.

We operate with a small, agile team of search marketing experts who all share a passion for pets & have a unique understanding of what pet owners want & respond to.

We work with pet businesses large & small, delivering predictable, **profitable visibility** & customer growth.

Our work has featured in:

The BBC logo, consisting of the letters 'B', 'B', and 'C' each inside a black square.

The logo for The Sunday Times, featuring a small crest above the text 'THE SUNDAY TIMES'.

The logo for Mail Online, with 'Mail' in a large, bold, serif font and 'Online' in a smaller, sans-serif font below it.

The logo for HELLO!, with the word 'HELLO!' in a bold, red, sans-serif font.

The logo for HUFFPOST, featuring a green square with a white diagonal line and the word 'HUFFPOST' in a bold, black, sans-serif font below it.

# Process Driven Results

Our four-stage approach to SEO has driven **predictable visibility growth** for hundreds of pet websites over a 20 year period:



# Our Process

## Learn

Study your existing position, your competition, your goals, your ideal customers, your current content.

## Grow

Identify new keyword opportunities, new customer trends, new content ideas, new social media suggestions.

## Improve

Make what you have now much better on a technical level, optimize existing content & user experience.

## Report

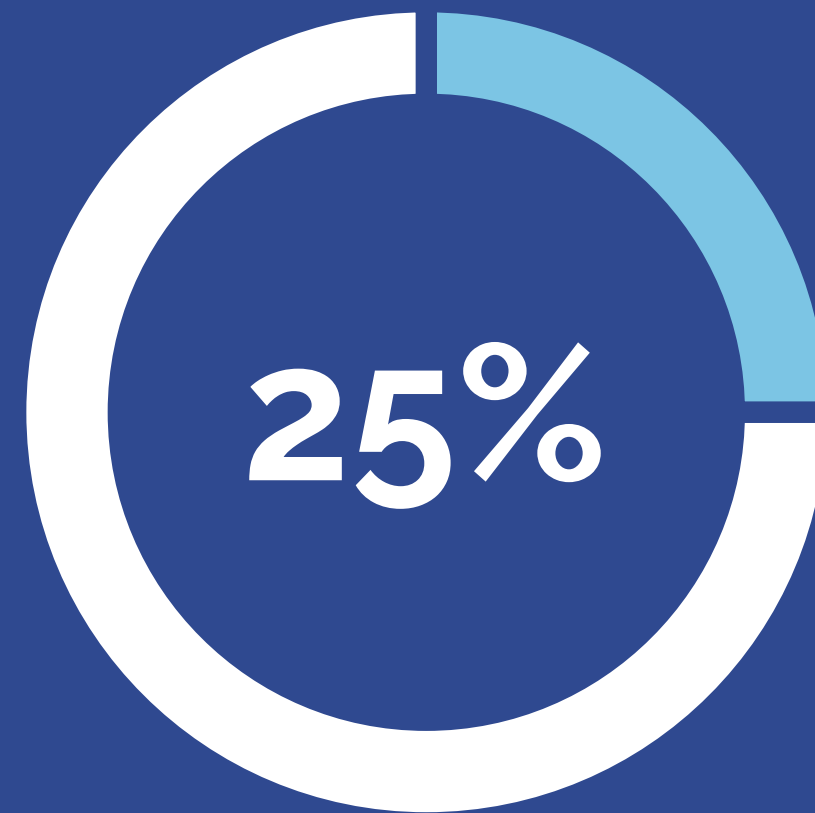
Identify areas for growth, areas to tune up or discard, report against KPIs & competitor benchmarks.



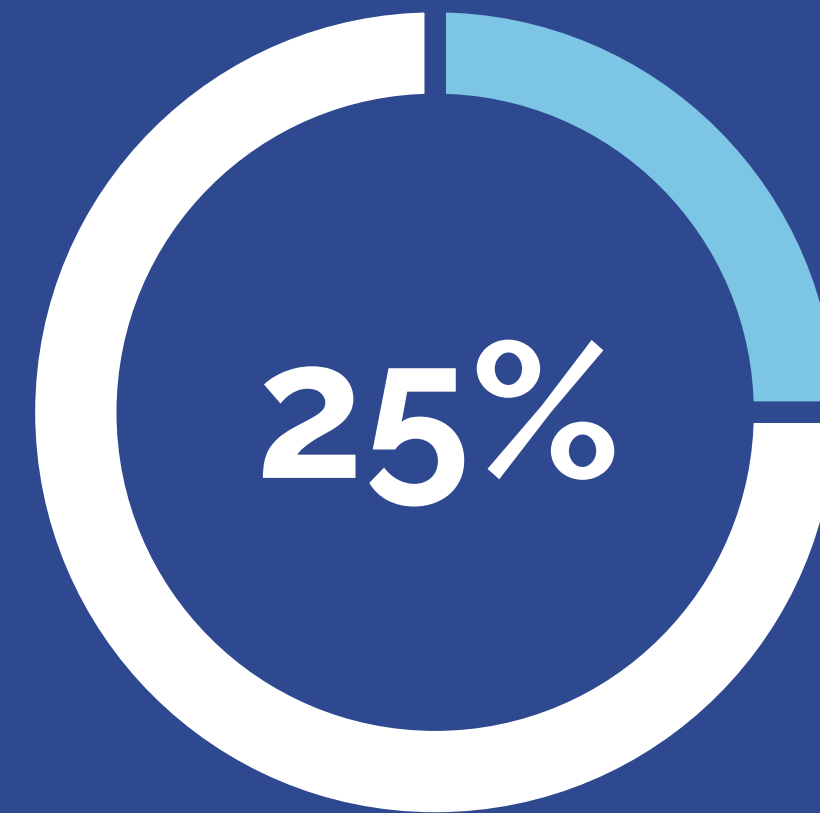
# Our SEO Philosophy



Content Strategy



Technical SEO



Backlink Building



# Success Stories

These are just some of the **hundreds of pet brands** we have worked with, driving traffic, growing online visibility & delivering new customers through online marketing.



# Clients by Sector

We've helped to increase online visibility for these brands & many others

## Animal Health

- Bayer
- Merial
- Novartis
- Pfizer
- Adaptil
- Animal Health Trust
- Beaphar
- CVS Group
- Boehringer Ingelheim
- Merck

## Pet Nutrition

- Mars Petcare
- Purina
- Friskies
- Cobbydog
- Autarky
- Royal Canin
- Hill's Pet Nutrition
- Pet Munchies
- Nutriment
- Nature's Menu

## Retail & Insurance

- Pet-Supermarket
- Medic Animal
- Animal Friends
- Petplan
- Direct Line
- George Barclay
- The Co-op
- NFU Mutual
- Tesco
- Furbo

# What Our Clients Say

Andrew Nevitt, head of pet insurance

The **co-operative**  
insurance

“Our visibility campaign was a great success. With passion and expertise coming through, this was just one example of a very positive experience working with **petbuzz**, who combine their passion and expertise of pet brand marketing with a great of understanding the commercial requirements of a partner.”





# What Our Clients Say

“One of the friendliest & most proficient companies we’ve ever worked with. I did some research and found that their marketing products are a perfect match for my client. Never have I worked with a company that produced results so quickly.”

~ Allison Wills | Account Executive LMA Communications Inc

“I don’t think there is another service available that can do more to promote our business better. You can tell the obvious pride in the service they provide & that translates into an expanded presence for all their customers.”

~ Patti Valletta | Owner Pet Friendly Hotel





**PET MUNCHIES®**  
100% NATURAL PET TREATS

“

We are always presented with new ideas & unique ways to communicate messaging & get our products seen, which demonstrates an understanding of who we are and what makes us different, as well as establishing what pet owners want.

We first started working together in 2012 whilst we were still a relatively young company & over the years we have been able to connect our brand's identity and what makes us different with dog owners through the unique opportunities identified.

**Suzanne Rothman, Managing Director**

# Why Us?

We're able to deliver world class online marketing at affordable prices because we've built proprietary digital media assets, SEO processes, market research tools, data infrastructure & long-term relationships with influencers, pet website owners & media.

But above & beyond all of that, we understand the market. We understand pet owners. We understand what works.

1

Digital media & pets are what we do. All day, every day. We've done that for 20 years.

2

We understand pet owners & pet brands. We also understand SEO, content & technical optimization.

3

We have 20 years of results to back up our claims. 1 billion page views. Hundreds of happy pet industry clients.





# 1bn

## 0-1bn via Organic Search

We have achieved **1 BILLION page views** for hundreds of pet websites, entirely through organic search optimization, great content & technical SEO.



# Transparency Trust Expertise

We share **everything** about what we're doing for you. We don't use junior project managers. You get 100% attention from genuine, experienced experts.

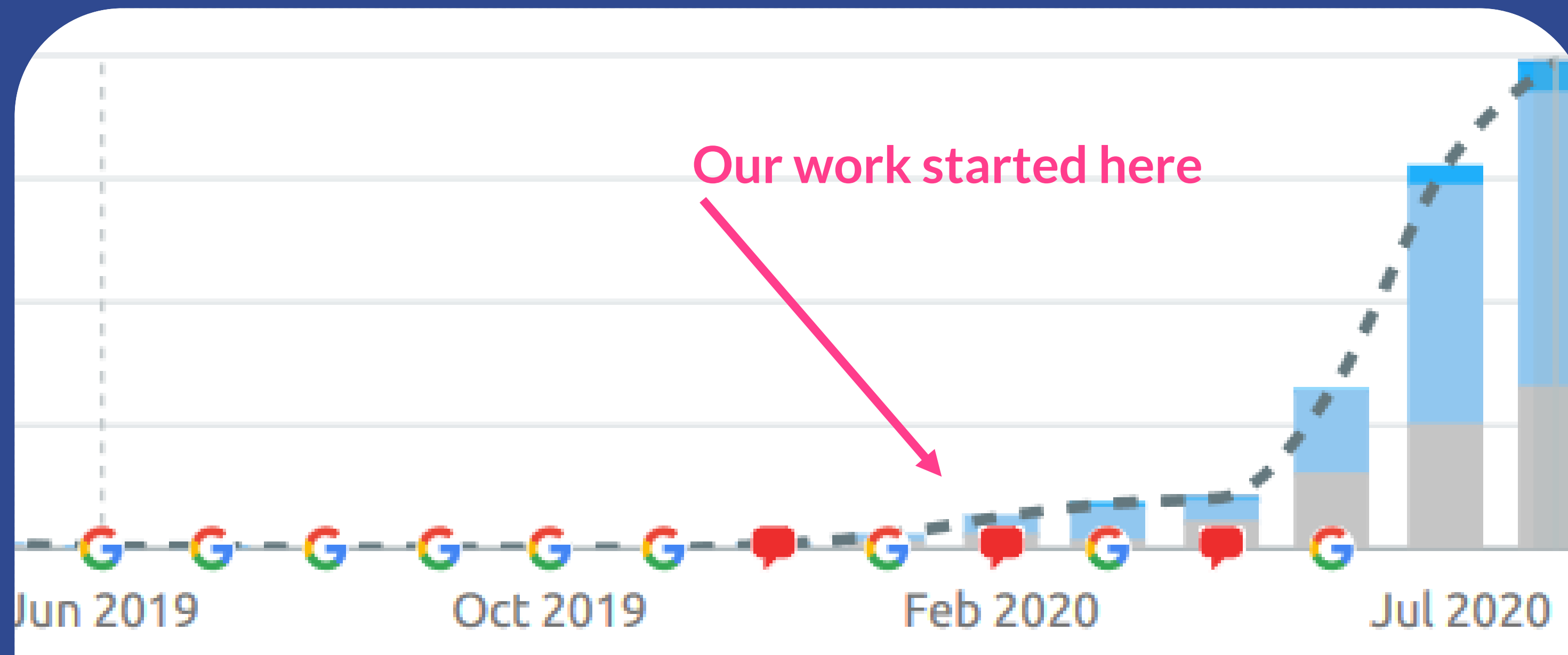
We work to a tried & trusted process but with a tailored strategy to your business, your customers, your specific commercial goals.

IMPRESSIONS				
	Last 28 days Impressions	Previous 28 days Impressions	+/- Impressions	Last 28 days Position
1	41,429	1,335	40,094	1
2	12,928	277	12,651	1
3	3,155	0	3,155	5
4	6,583	257	6,326	2
5	25,374	655	24,719	1
6	7,267	0	7,267	1
7	3,909	2,710	1,199	1
8	4,938	84	4,854	1
9	6,928	48	6,880	1
10	9,963	230	9,733	
11	1,884	1	1,883	5
12	2,867	0	2,867	1
13	2,327	75	2,252	2
14	3,374	39	3,335	8
15	768	4	764	4
16	3,029	93	2,936	1
17	3,564	13	3,551	2

# Results

We like steady, consistent growth in online visibility for our clients. No 'tricks' or shortcuts, because they don't work. Just process driven, **repeatable gains** tied to a mutually agreed commercial plan.

## Cat Welfare Client



# Results

Measurable organic search gains drives traffic & not only increases brand visibility, but feeds directly to bottom line sales growth.

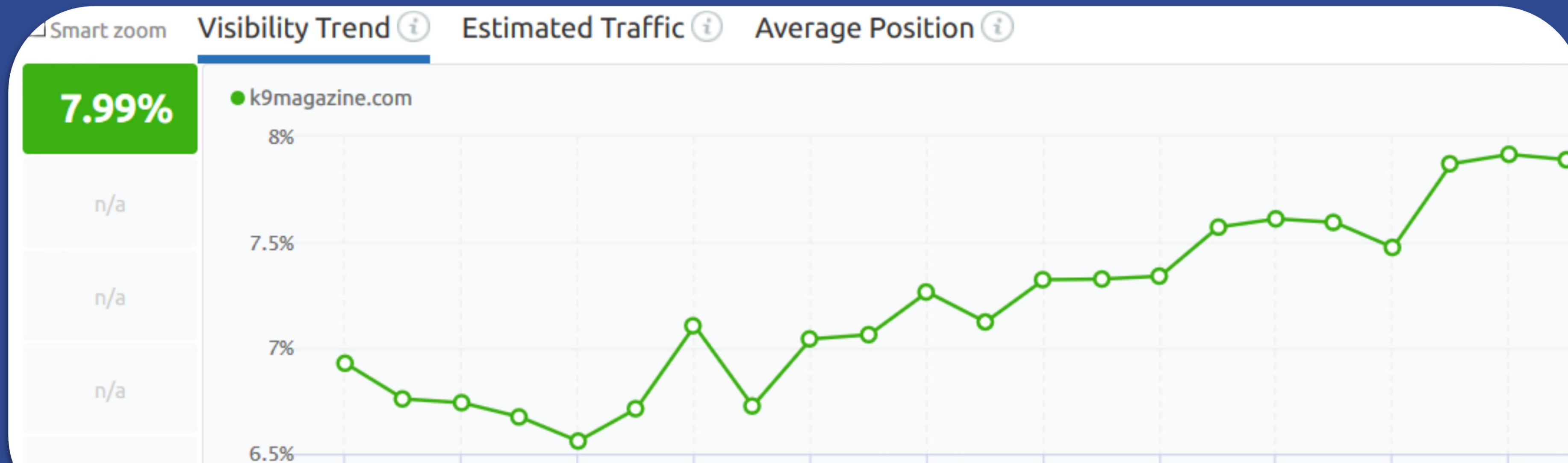
## Dog Welfare Client

Source/Medium ?	Users ? ↓	New Users ?	Sessions ?
	55.25% ↑ 430,424 vs 277,237	60.31% ↑ 413,587 vs 257,997	40.79% ↑ 697,287 vs 495,266
1. google / organic			
04-Mar-2020 - 14-Jul-2020	430,424 (100.00%)	413,587 (100.00%)	697,287 (100.00%)
23-Oct-2019 - 03-Mar-2020	277,237 (100.00%)	257,997 (100.00%)	495,266 (100.00%)

# Results

Using online visibility growth as a KPI enables us to measure which content performs best, which keywords are worth expanding on, which content we should discard, which keywords drive the most customers & identify new opportunities for sales growth.





## Dog Lifestyle Magazine

















# eCommerce SEO

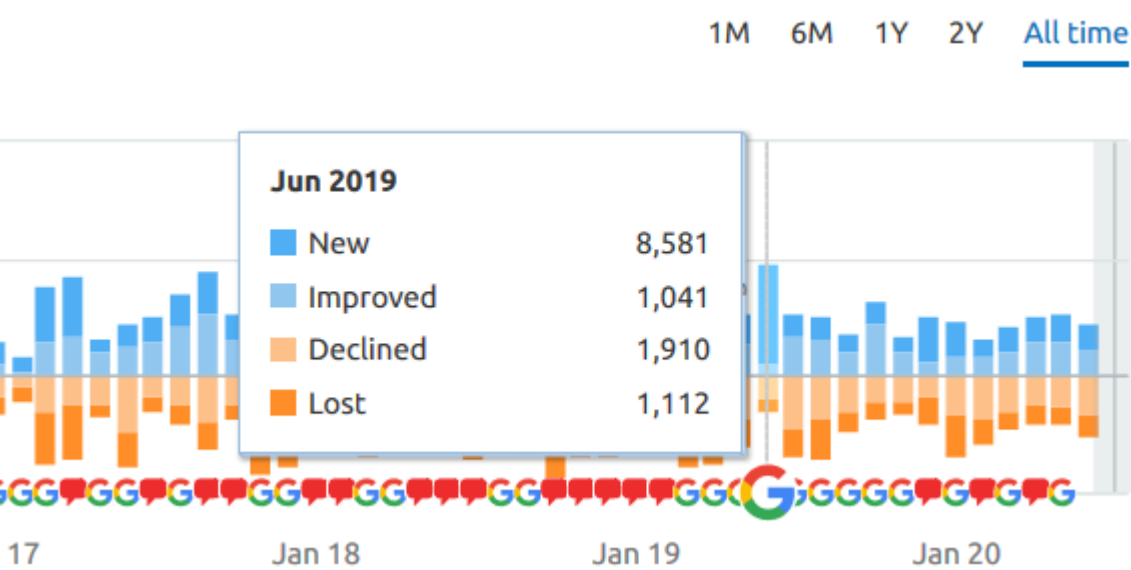
We performed an extensive SEO campaign on behalf of an online pet products retailer, targeting some extremely competitive keywords. In our first 6 months, we achieved **significant ranking gains** & helped the client to position themselves as a market leader.


Keyword		Starting Rank	Current Rank	Highest Rank
diet dog food	G  	10	3	2
diet dog food	G  	11	3	2

Keyword		Starting Rank	Current Rank	Highest Rank
low fat dog food	G  	24	7	7
low fat dog food	G  	22	7	1

Keyword		Starting Rank	Current Rank	Highest Rank
weight loss dog food	G  	24	5	4
weight loss dog food	G  	26	4	3

Keyword		Starting Rank	Current Rank	Highest Rank
diet cat food	G  	7	1	1
diet cat food	G  	7	1	1



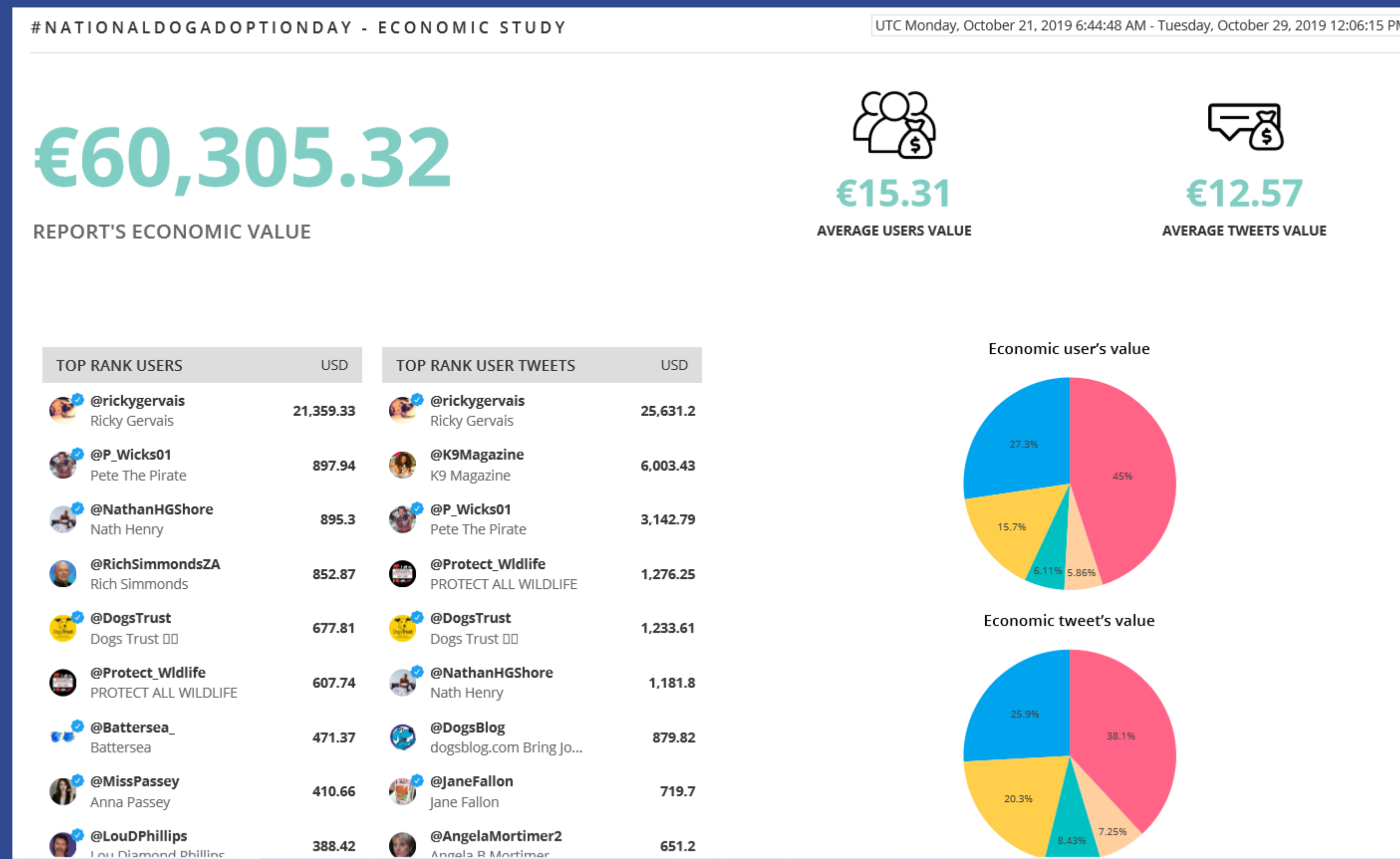
Backlinks 

Widget Scope: Root Domain

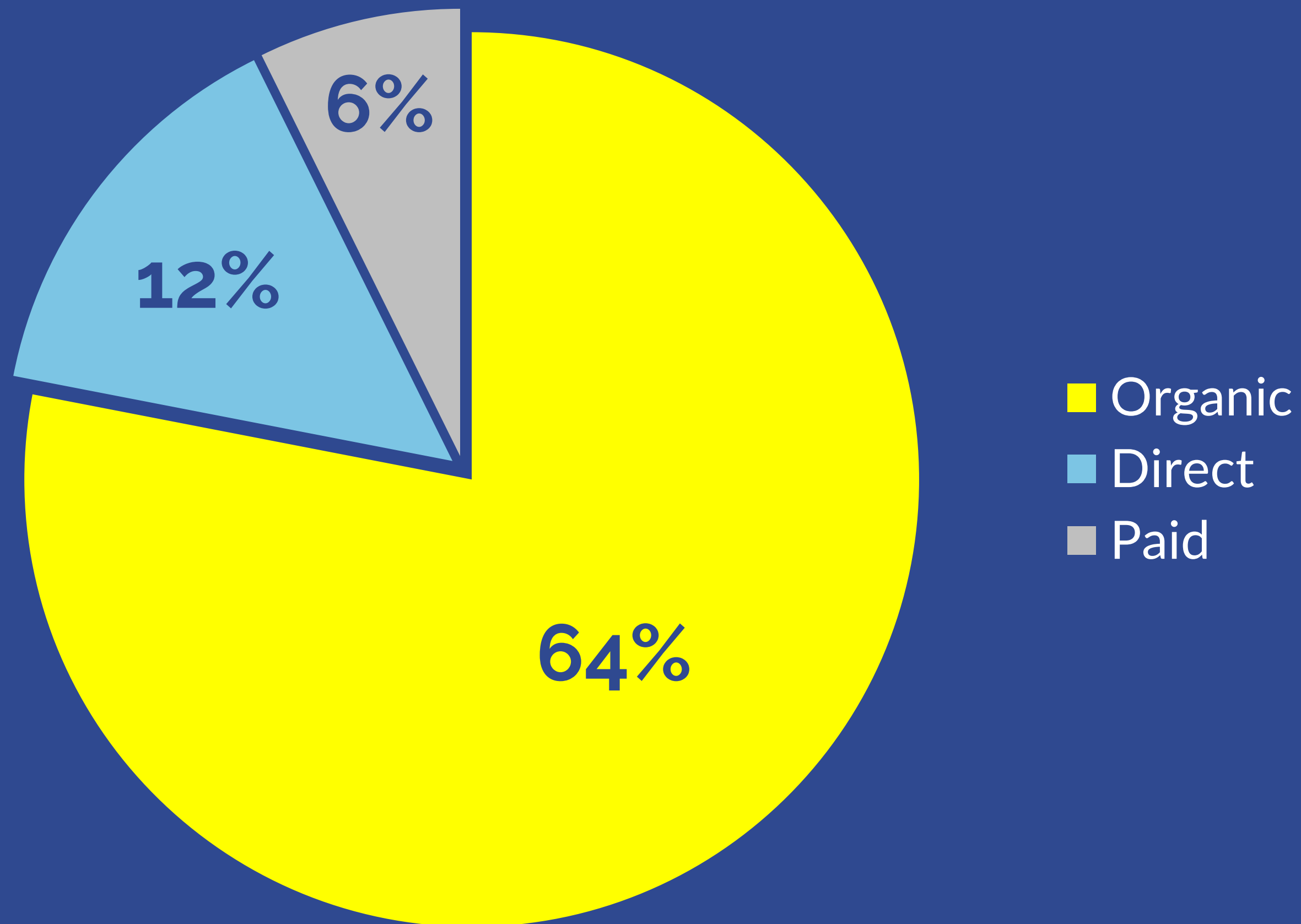


# Social

Social media awareness campaign we originated & ran on behalf of a pet insurance client. Social media can improve SEO performance because traffic & engagement is a **key ranking signal**. For this campaign we tapped in to our well established influencer network.



# SEO v PPC



Search engines like Google aren't keen on brands knowing that the average click-through-rate for a Google Ad is 1.95%.

That means for every 100 people searching for your chosen keyword, approximately 2 out of 100 will click on a paid ad vs the 330 people who will click on the **top organic search results**.

PPC is a zero-sum game. You pay, you receive traffic. You don't pay, you receive nothing. SEO builds long-term, predictable traffic with a far **greater ROI**.

Web traffic by channel distribution  
[Source: Conductor]

# An **Easy** Investment Decision

33%

The volume of traffic available to websites that rank organically on page 1 of the search results.

1.9%

The total volume of traffic available to paying advertisers bidding on the same keywords.



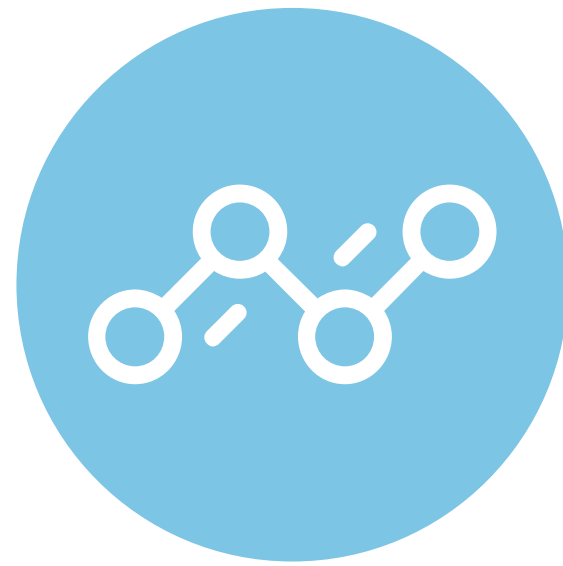
# Sample First 6 Months Plan

PHASE	TASK	CATEGORY
Month 1	Website audit / technical	Learning
Month 2	Identify best performing keywords	Learning
Month 3	Optimize existing content	Improving
Month 4	Targeting complimentary keywords	Improving
Month 5	Identify new keyword opportunities	Growing
Month 6	Evaluate new growth opportunities	Reporting

# Our Process (Simplified)



**Technical SEO  
Audit**



**Market  
Research**



**Improve Content  
& Build Links**

# Considering Another SEO Agency?

That makes sense. But if pet owners are your primary audience, we will confidently put our services head to head against **any other SEO agency in the world.**

No other SEO agency has the reach, infrastructure, depth of experience & ready-to-go strategies for specifically increasing online visibility amongst pet owners than we do. **None.**

# Divisions

petbuzz has 3 distinct operating divisions, each delivering the specialist elements that deliver online visibility growth for our clients.

1. petbuzz content

SEO, content marketing, technical audits, link building & on-page optimization.

2. petbuzz research

Market research, consumer & industry surveys, PR, keyword research & trend forecasting.

3. petbuzz tv

Video production & marketing including social video, search optimized video & explainer videos.







# Leadership

petbuzz is led by [Ryan O'Meara](#), a former professional dog trainer who has launched over 100 pet media brands, authored 3 books & is a World Animal Day Ambassador.

Ryan regularly appears in the media discussing pet industry & digital media topics.



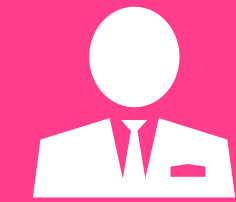
# Need More Online Visibility?

**Talk to us today**

**Harness the power of specialist, tailored  
SEO for your pet business.**

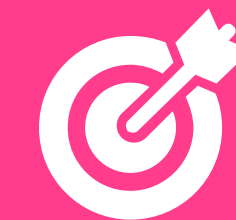
Speak to us about how we can help you  
grow your online brand, increase visibility &  
gain new customers.

**E: [hello@petbuzz.co.uk](mailto:hello@petbuzz.co.uk)**



## LEARN

First we discuss your commercial  
objectives, existing positions &  
key performance indicators.



## IMPROVE

Second we go to work on  
technical analysis, improving  
existing assets & optimization.



## REPORT

Third we deliver, measure,  
monitor & guide.