

ATOMIC BOERBOELS

(<https://www.atomicboerboels.com/>)

Duration : Past four months.

About the Client

Nearly twenty years ago, they began their journey by importing several Boerboels from various South African breeders and selected among them based on their criteria and desires of health, temperament and appearance. With a lot of hard work & patience they established the "Atomic Bloodline", which is now several generations strong and growing. The demand for their Boerboels continues to remain high and has verified that they have been successful in our efforts to produce top-notch, world-class, and unique Boerboels.

Our Challenge

The original version of the website had backend specs. Keeping in mind and valuing the emotional connect of the client to the initial version of it, we optimized the website around its fundamental structure – raising its ranking from 50 to 88. As we speak, we are working on designing their new logo. Also, we are working towards enhancing the client's online presence as well as building their brand image. It was a necessary task to create an influx of 'high paying' traffic for the client, as the price point of \$2500 to \$5000 per puppy is expensive.

Solutions

Website Optimization

Generating specific traffic for the Website

Website content optimization

Improved response After 3 months – from 0 organic presence to 3 calls every alternate day about the relevant inquiry.

Keywords ranking: 7 Keywords on the first page.

9 Keywords on the second page.

Client's Feedback

The client is impressed and appreciated seeing the results we produced and also has attracted 8 buyers with the increased online traffic.

