

## SEO Case Study

### PetitPoodle

Organic Growth, Visibility & Performance Improvement  
United States Market

## Project Overview

**Website:** <https://petitpoodle.com/>  
**Project Duration:** 6 Months  
**Target Country:** United States  
**Business Type:** Pet Boutique, Grooming & Premium Pet Supplies

## SEO Strategy & Implementation

A comprehensive SEO strategy was implemented covering Technical SEO, On-Page Optimization, Content Development, and Authority Building. Execution included site structure optimization, Core Web Vitals improvements, schema implementation, keyword-focused content optimization, and crawlability enhancements.

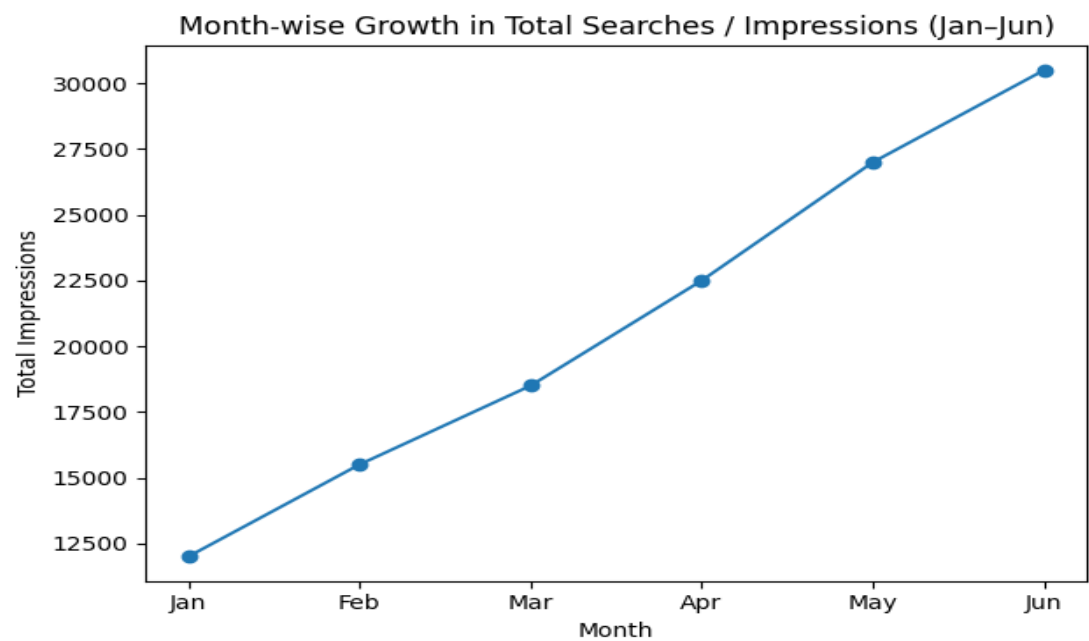
## Off-Page SEO Execution

Backlink Type	Quantity
Guest Posts	40
Web 2.0 Links	40
Site Blogs	40
Social Bookmarking	350
Business Listings	51
Profile Links	201
Article Submissions	31
PDF Submissions	131
Q&A Links	30
Blog Comments	68

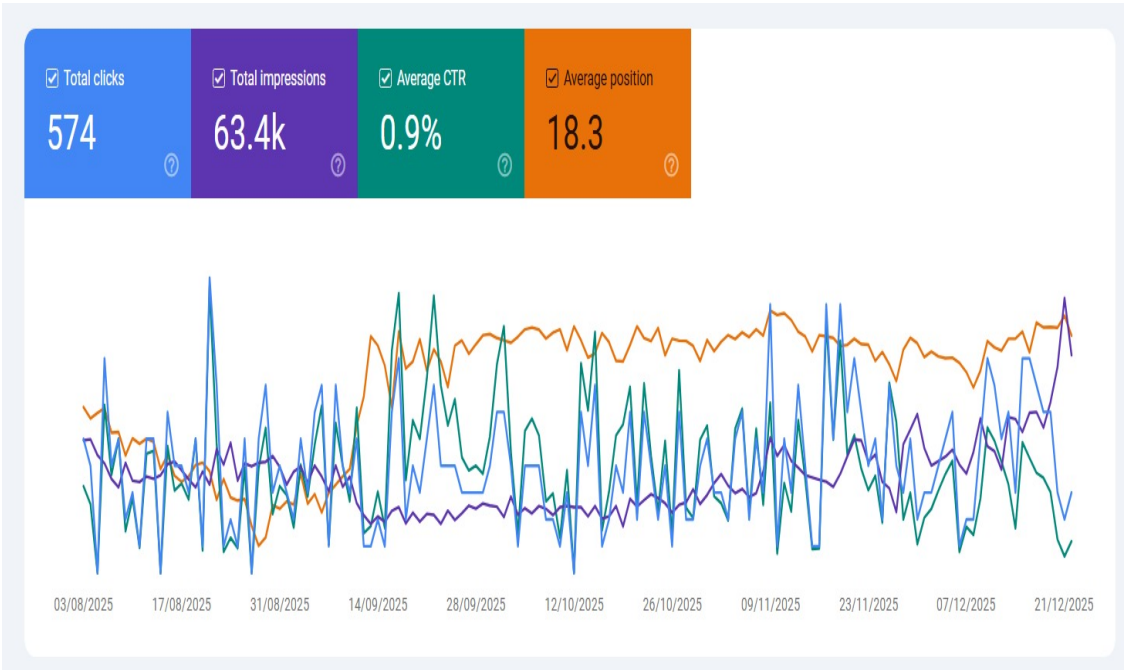
## Performance Growth Summary

- Organic traffic increased by **151%** over six months.
- Google Search Console impressions grew by **153%**.
- Clicks improved by **119%**.
- Domain Authority improved steadily with a cleaner backlink profile.

# Month-wise Growth in Searches & Impressions



# Google Search Console Performance Overview



## Top Ranking Keywords (Sample)

Keyword	Current Position
Pet Boutique Ocala FL	Top 9
Premium pet food Ocala	Top 6
Pet spa Ocala FL	Top 6
Pet boutique near Ocala FL	Top 6
Best pet groomer Ocala	Top 3
Dog Food Stores Ocala	Top 5
Best Dog Food Stores Near Me	Top 3

## Conclusion

Through a data-driven SEO approach and consistent execution, PetitPoodle achieved strong local visibility in Ocala, FL. The project delivered sustainable organic growth, improved keyword rankings, and increased brand authority in the U.S. pet services market.