



HEALTHY HOUND PLAYGROUND
Play the day away...

CLIENT

Healthy Hound Playground

LOCATION

Sterling, VA

INDUSTRY

Dog Boarding and Day Care Facility

Overview

Healthy Hound Playground is a full service dog boarding and day care facility dedicated to providing your four-legged family member with a home away from home. When Healthy Hound Playground came to Webimax, their goal was to show up as the first or second ranking on Google for underdog day care & dog boarding in their geo-targeted market, specifically Sterling, VA.

Project Summary Highlights – Digital Marketing

- 80.81% increase in Organic traffic.
- 15.20% improvement in bounce rate.
- Google rankings for keyword terms increased an average of 13 spots within 8 weeks.
- Google Page 1 ranking for 19 keyword terms with 11 of those terms in spots #1 and #2.
- Google's top 20 ranking increased to 28 keyword terms from 6 within 5 months. 20 of these keyword terms were targeted terms of the campaign.