



## GORILLA DOG BEDS

Gorilla Dog Beds is a handcrafted, American-made dog bed company founded by dog lovers. With over 20 years of knowledge and experience, Gorilla Dog Beds uses only the highest quality, most durable materials for their dog beds. They pride themselves on the quality, safety, and toughness of their products.

## GOALS

Before starting with LP, Gorilla Dog Beds was using another SEO service but was unhappy due to a lack of communication and poor results. Gorilla Dog Beds hired Logical Position to further grow their online presence through various SEO targeting strategies. The company's goals were to drive more relevant traffic to the site, increase keyword rankings, and increase brand awareness.

## APPROACH

Gorilla Dog Beds already had plenty of pages on their site—in fact, they had too many. For each collection of products (i.e. indestructible dog beds), there were three to four pages with the same content. However, these pages used common misspellings of keywords (indistructable, indestructable, indastructible). We removed these pages from the sitemap and redirected them to the proper collection pages. We then began writing unique, keyword-focused content for their main category pages.

## RESULTS

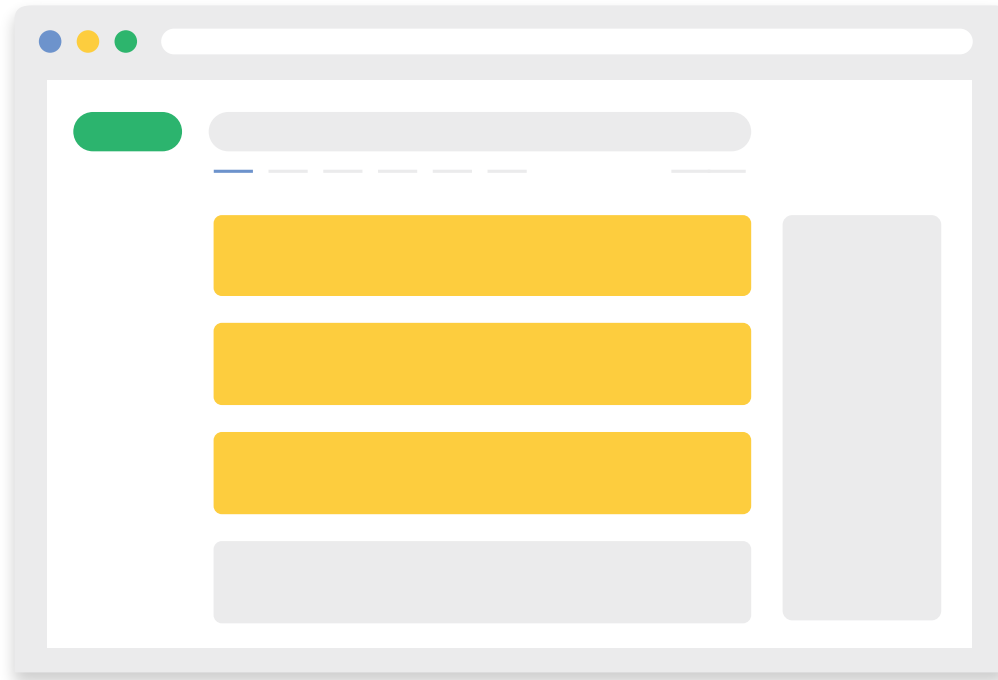
In January 2019, just one month before starting the SEO campaign, Gorilla Dog Beds was only ranking for 485 KWs with zero in the top three positions. Just eight months into their partnership with Logical Position, Gorilla Dog Beds increased their keyword rankings to 1,068 KWs, with 18 of them ranking in the top three positions.

Google Analytics shows the site's overall organic traffic, and it is significantly better than when we started the campaign. Comparing January 2019 through September 2019, the company has seen an exponential increase of 104% for users to their site and 116% in new users.

🔍 chew proof dog beds



**9,900** Monthly Search Volume,  
Ranking in 8th Position



**1,068** Keywords Ranking

18 Keywords Ranked in the Top 3  
September 2019

**260** Keywords Ranking

2 Keywords Ranked in the Top 3  
September 2018

**16** Keywords Ranking

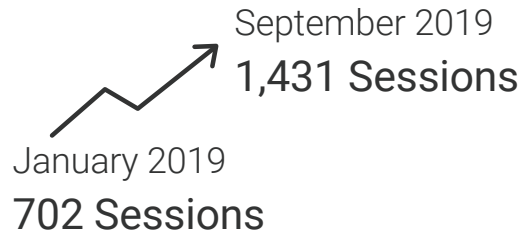
0 Keywords Ranked in the Top 3  
September 2017

# RESULTS

# ANALYTICS

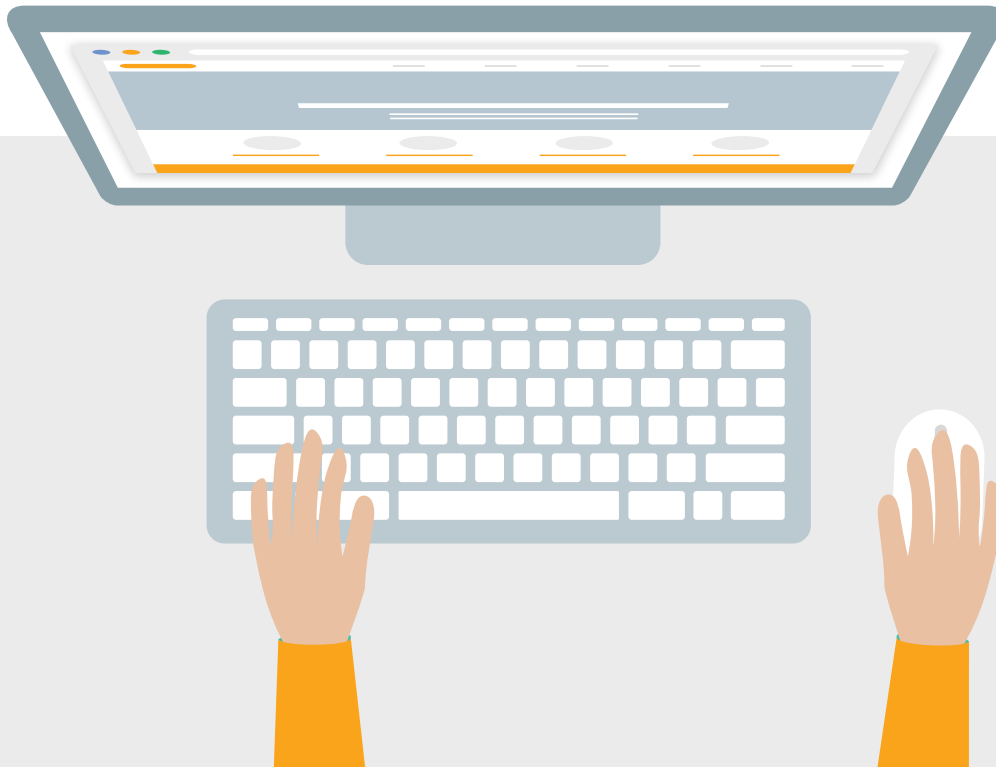
# 104%

Increase in Users



# 40%

Increase in Revenue



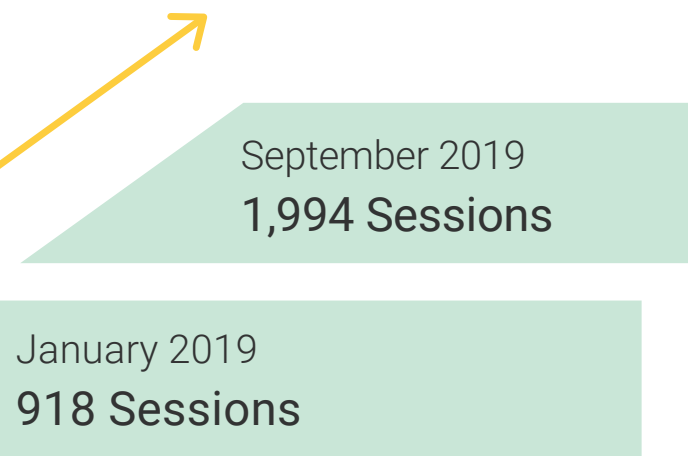
# 116%

Increase in New Site Users

January 2019  
562 Sessions



September 2019  
1,215 Sessions



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*Gorilla Dog Beds has worked with Logical Position for over a year and they have done an outstanding job helping us market and drive traffic to our web site. Their techniques and recommendations have driven growth to our business that has far exceeded our expectations. Our success would have not been possible without the online presence Logical Position has helped us build. We look forward to continuing working with Logical Position for our continued growth, performance, and prosperity.*

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- Yoav Schroit

Owner of Gorilla Dog Beds