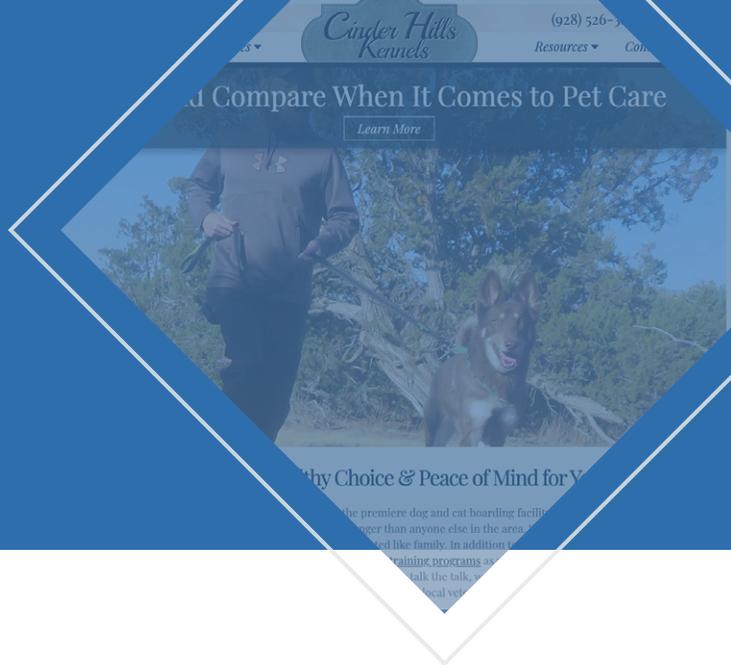


CASE STUDY

Helping a Kennel Sniff Out the Top Spot on Google



37%
Increase in
Revenue

62.11%
Increase in
Clients

\$8,364
Customer
Lifetime Value

Overview

Market Hardware helped Cinder Hills Kennels get found and rise to the top of local organic search and Google maps search results.

Background

Cinder Hills Kennels has been serving Flagstaff, Arizona, since 1972. Operated by Al and Valerie Bowman since 2001, Cinder Hills Kennels offers boarding, activities, day camp, transportation, virtual training, dog products, and more.



The Problem

Underperforming Website Built by an Underperforming Partner

Cinder Hills Kennels had worked with several website companies over the years, but after seeing Market Hardware at pet care industry conferences and attending a webinar, Al Bowman started to question what his website partner was actually achieving.

“Market Hardware started talking about SEO, measuring website metrics, and what worked and didn’t, and that really intrigued me,” Bowman said. “I measure everything, and their approach really appealed to me.”

Bowman went back to his website company and started asking questions, but the company wouldn’t give him access to his website’s Google Analytics or any other metrics. So, Bowman gave Market Hardware a call.

“Market Hardware pulled up our website, looked at the metrics, gave impressive website recommendations — whether we opted to work with them or not — and we haven’t looked back since,” Bowman said.

The Solution

Building a Pet Care Website Optimized for Local

Before building a new website for Cinder Hills Kennels, we researched which keywords would be the most effective for competing in Flagstaff's crowded pet care industry. Additionally, because the kennel is located 14 miles west of Flagstaff's city center, pinpointing these localized keywords was key for building a competitive website.

With keywords in tow, we built a mobile-optimized site with intuitive navigation and simplified menus, as well as a call-to-action button for site visitors to request a reservation. The site also features a full page of testimonials so that site visitors can hear about the kennel from actual homeowners, as well as a gallery of happy (and furry) customers.

"Our priority is taking what we know about the pet care industry and positioning our clients as best we can as trends shift," said Market Hardware Vice President Doug Schatz.

The Results

Getting Found Every Time in Local Google Search

Today, Cinder Hills Kennels appears consistently in the top two organic search results on Google and in the top four or five results in Google Maps — despite being 14 miles west of Flagstaff's city center.

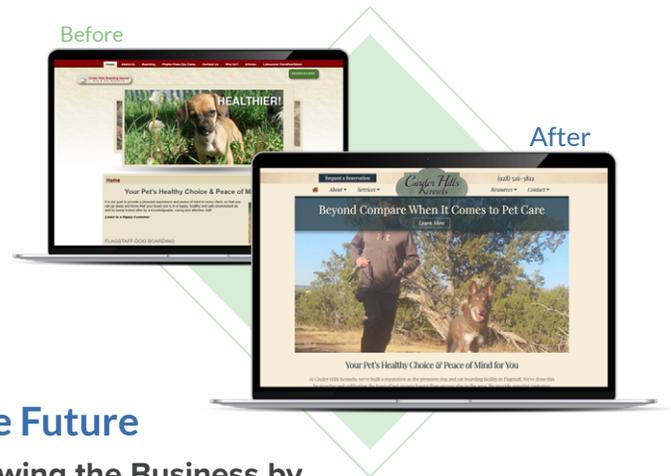
"Although things don't usually happen overnight," Bowman said, "they sure seemed to when we launched our new website built by Market Hardware."

Despite the pandemic and increase in popularity of Rover, an online marketplace for pet care services, Cinder Hills has seen revenue growth of 37.1% and a 62.11% increase in clients, not to mention a customer lifetime value of \$8,364 per family.

"When we ask new clients how they heard about us or why they chose us, we get constant remarks that they liked our website the best," Bowman said. "Lately, we've been getting phone calls from people looking for one of our competitors and they clicked on our ad instead — and we've been able to convert some of these leads too."

Additionally, prior to working with Market Hardware, Bowman didn't know how to measure digital marketing success. In fact, according to Bowman, the pet care industry didn't have benchmarks to measure digital marketing success.

"Market Hardware helped us develop these benchmarks. Now, kennels across the world use those benchmarks to measure their success," he said. "Market Hardware almost single-handedly raised the bar for the pet care industry online."



The Future

Growing the Business by Getting Found on Google

Although Bowman knows that digital marketing is a constantly moving target, he knows that continuing to work with Market Hardware will ensure he stays ahead of the competition.

"We don't hit the bullseye every time," he said, "but when we don't, Market Hardware is quick to change course with new technologies and strategies. You're chasing that target all the time, and no one does it better than Market Hardware."

Schatz has been really proud of the success that Cinder Hills Kennels has seen, and he believes it's the partnership with the kennel that has driven those successes.

"We're appreciative of clients like CHK, because the clients we collaborate with the most — like the kennel — are the ones who see the greatest success," he said.

Bowman added: "Market Hardware isn't going to make you promises. Market Hardware is going to give you guidance, and you're going to see that they actually come through and perform."