



Success Story: Peace of Mind Dog Training and Pet Care

Products: Search Engine Optimization (SEO)

The Challenge

Expanding Beyond Referrals

Peace of Mind Dog Training and Pet Care provides the Oak Park, River Forest, and Elmwood Park areas of Illinois with positive reinforcement dog training and high-quality pet care services. As owner and trainer, Kate takes great pride in training dogs 1:1 in the owner's home. She also provides safe and loving in-home pet sitting for owners who don't want to board their animals overnight.

Prior to ThriveHive, Kate relied heavily on word of mouth through her local networks, like veterinarians and pet groomers, to grow her business. Kate knew she needed to be online, but felt she could not do this without help.

The Solution

Improving Online Visibility

Working with beloved pets, trust plays a major role in Kate's business, and having a professional and reliable website that meets visitors' needs immediately is crucial. Kate's ThriveHive representative explained how SEO would help grow her business, and Kate was excited to get started. ThriveHive's SEO team adjusted the structure and content of Kate's website so that search engines could more easily identify and retrieve it for relevant searches. This would make her site more visible on search engines and maps, and more discoverable to people searching for her services, whether on desktops or mobile devices.

The Results

Increased Website Traffic, New Clients

Thanks to ThriveHive's SEO services, Kate's website traffic increased dramatically. "Now we're going full blast and I'm as busy as I want to be." Her business ranks among the top local Google search results in Chicago, significantly increasing exposure to her target audience. Peace of Mind Dog Training and Pet Care counts on at least one new call or email every week.

The ThriveHive Experience

A Reliable Partner

Kate is adamant about attributing the growth of her business to her ThriveHive representative. "I've kept the same contract with him for four years and plan on upgrading as my business continues to grow."

Kate enjoys the established trust with her representative, which started as a helpful business contact and turned into a personal friendship over the last four years. "He makes me feel like family. I have total confidence in him covering my back, meeting with me on a regular basis, and keeping me informed on how I can improve my site."

"ThriveHive is the best thing that's happened to me since getting certified as a dog trainer, and [my representative] is a major contributing factor to my success."

"I have the relief of knowing a professional is taking care of my marketing and my business with great attention, enthusiasm, and follow-through. My business is thriving!"

— Kate Lewis, Owner

**first
page**

of Google for local
searches

1-2

new calls or emails
per week