

Dear Larissa,

According to our research, 1800PetMeds.com is beyond page 1 of Google for a number of high-traffic keywords.

Keyword	SERP Features	Pos. ↕
gabapentin	    	67 → 66
tramadol	    	29 → 28
prednisone	     	0 → 97
amoxicillin	     	26 → 26
lisinopril	     	52 → 53
hydroxyzine	    	18 → 20
trazodone	    	47 → 47
meloxicam	    	31 → 31
famotidine	     	39 → 39
metronidazole	     	24 → 24

Since your website is built on DemandWare and you have a positive reputation online, gaining rankings that will generate traffic and sales is achievable.

Now, I understand this is the first time you're probably even hearing or seeing anything from me.

Rather than be "one of those guys" and hint that I can give you a "free audit"... I'd rather just give you some action items that you can pass on

to your team and see the results from. If you want to talk more, I'll share how we can make that happen in a few minutes.

And I also realize that it'd be a total pain to have you scan this document and send it to your team.

To grab the PDF version so you can email that to your team, visit: ShawnTheSEOGEEK.com/1800petmeds and you'll be able to download from there.

(No opt-in or anything either... just a big old button to download your report.)

Anyway, back to the action items...

First... Let's look at content overall.

There's an old saying in SEO that "Content is King".

This is mostly true, but it's missing the relevance factor.

Your customers have evolved online. They don't use search as "transactional" any more. They look to search results for answers.

The 1800PetMeds site lacks content overall, especially on the home page. Even a basic application of the Pareto Principle and creating 100-150 words of content for your top 20% of category pages would be profitable.

This allows Google's Natural Language Processing functionality to understand fully what your site is communicating, and that will get you more traffic and sales from Google.

Next is more strategic...

I'd recommend taking a look at the total scope of what conversations are happening in your industry and work to answer their questions. 1800petmeds.com has some presence for some very specific medical phrases, but is lacking in the general conversation.

Looking at one of your competitors for comparison:

Keyword	https://www...	allivet.com	Volume
amlodipine besylate	-	77	110,000
can dogs get coronavirus	-	90	74,000
cyanocobalamin	-	59	74,000
royal canin	-	45	74,000
can dogs get covid 19	-	95	49,500
flovent	-	52	49,500
bordetella vaccine	-	6	40,500
kenalog	-	29	40,500
loratadine 10 mg	-	49	40,500
allivet	-	1	33,100
bordetella	-	16	33,100
rabies vaccine	-	51	33,100

There are great conversations happening where we can build trust and authority with our customers.

By doing some unique strategies with retargeting, you could see your conversion rate increase by 30% of your current conversion rate.

As I mentioned, you can download this document and share with your team at shawntheseogeek.com/1800petmeds

From that same page, you'll see a quick contact form that can put you directly in touch with me if you have any questions or if you want to schedule a free consultation. A great topic of conversation that we could review is point number 2 of this document.

By getting clarity on the direction you should move, you can make better decisions about what's next for 1800PetMeds.com.

When we schedule a call, it wouldn't be longer than 45 minutes.

I'd be happy to share the exact strategy we used to get one client ranked at number 3 on Google for "Christmas Lights" (outranking Amazon, Walmart, AND Home Depot!)

I hope you found this information helpful. Looking forward to continuing the conversation.

Sincerely,

-Shawn "The SEO Geek" Swaim
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