

# **BlogPaws**

August 2022

# Who we are

## Five women working to make the world a better place for our pets.

Our team has built blogs and businesses from the ground up, both in the pet industry and outside of it. We not only study the latest trends, updates, and guidelines, but we teach them to other industry professionals.

With a combined 43+ years in the pet industry and digital marketing, we understand how to engage with pet parents, appease algorithms, and help pet parents find solutions through your content.

● Women-Owned Business

● Pet Industry Experts

● Content Creators

● Digital Marketing Pros

● SEO Experts

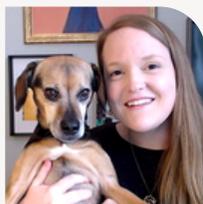


# Meet the Team



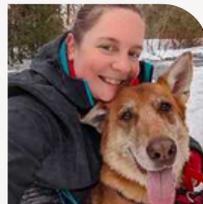
**Chloe DiVita**

CEO & CFO



**Jessica Shipman**

CMO & COO



**Britt Kasjczak**

Dir. of SEO & Content



**Christy Castillo**

Dir. of Brand & Creative



**Emily Hall**

Dir. of Marketing & Community



# We help pet brands

## reach pet parents with SEO focused content

Our proprietary approach to content creation is focused on research first.

- The right SEO.
- The right resources.
- The right strategy for your overall site.

**"68% of online experiences begin with a search engine."**  
via BrightEdge

Our process blends what Google needs and what your audience wants for maximum SEO value.

**"SEO drives 1000%+ more traffic than organic social media."**  
via BrightEdge

Reach is meaningless if you are reaching all the wrong people. We help you find your people.

Content creation begins before a single word is written or video frame is recorded. Our team supports the whole content process.

### Phase 1



Ideation



Proprietary Research Process



Brief



Approve!

### Phase 2



Expertly Written Content



Proprietary Editing Process



Content Creation



Publish!

We offer both packages focused on either Phase 1 or Phase 2, and a full service content creation packages that includes both!

# SEO Case Study:



Our proprietary SEO focused content creation process is how we help pet businesses succeed. It's also how we run our own business! We understand the components of SEO research that appeal to both Google and the pet parent audience you're seeking to reach.

**45**

**Posts created over 3 months**

**135+**

**Keywords targeted**

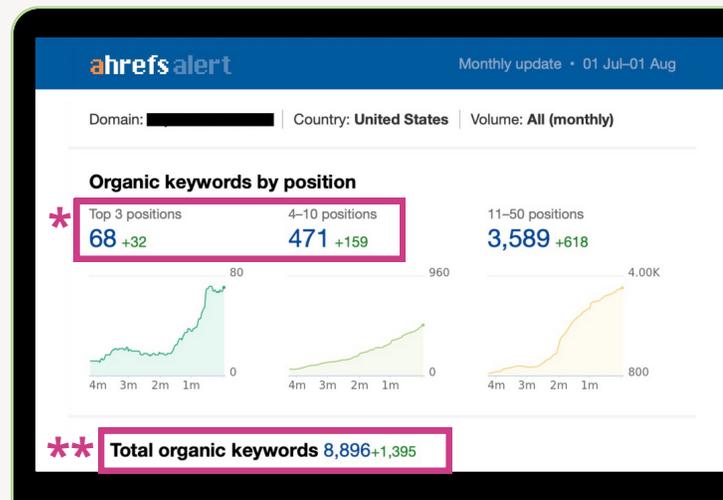
**35%**

**Ranking growth to page 1\***

**15%**

**Organic keyword growth \*\***

*A 3-month case study for a pet industry website where we used our content creation process to grow SEO rankings and organic growth.*



## Goals & Tactics

### Goals

1. Balance search volume and ranking difficulty to identify 1 main keyword phrase and 2-3 supporting keyword phrases.
2. Create a cluster of interlinking content supportive of a main topic.

### Tactics:

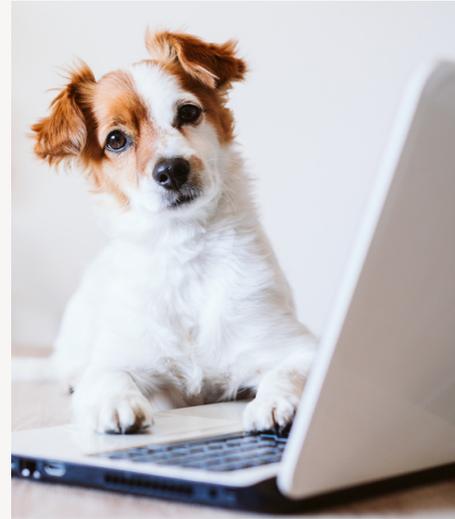
1. Proprietary keyword research process to identify keyword and phrase targets.
2. Proprietary design and development of long-form content.
3. Adhere to Google E-A-T's guidelines.

# Content Creation Beyond SEO



We maximize your marketing efforts through content ideation, creation, optimization and distribution so you can get back to what you know best - running your business. Ask us how SEO plays a role in your social media content!

- Access 43+ years of pet industry and digital marketing expertise
- You don't need a big content team when you have BlogPaws
- Knowledge and love for pet brands means fast onboarding and low learning curve



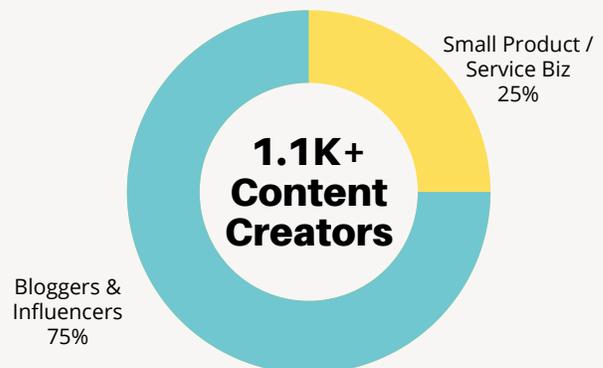
## Our services expand beyond SEO! Ask about our add-on services:

- Branding
- Lead magnets
- Infographics
- Landing pages
- Live video shows
- Produced videos
- Short videos (Reels)
- Email newsletter design
- Social content creation (Facebook, Instagram, Twitter and Pinterest)
- E-books

## Looking to feature your product in front of pet professionals?

Ask us about sponsorship opportunities through our **BlogPaws Community**:

- Contests / Giveaways
- Product Reviews
- Virtual event sponsors



# Your Time is Valuable.

**Spend it doing what you do best and leave your SEO and content to us.**

Content is a crucial. It builds trust and creates a way for new customers to find you.

According to Copify, "businesses that blog receive 67% more leads a month than companies that don't."

That doesn't happen overnight.

You need SEO focused content that speaks to your audience and builds trust for your brand.

Don't spend hours trying to research keywords and teach yourself how to use them effectively.



***Spend 1 hour with us to ideate and plan, then we'll do the research and as much of the work as you like.***

**Book a call now!**