

# A PROVEN AND INDUSTRY-LEADING STRATEGY

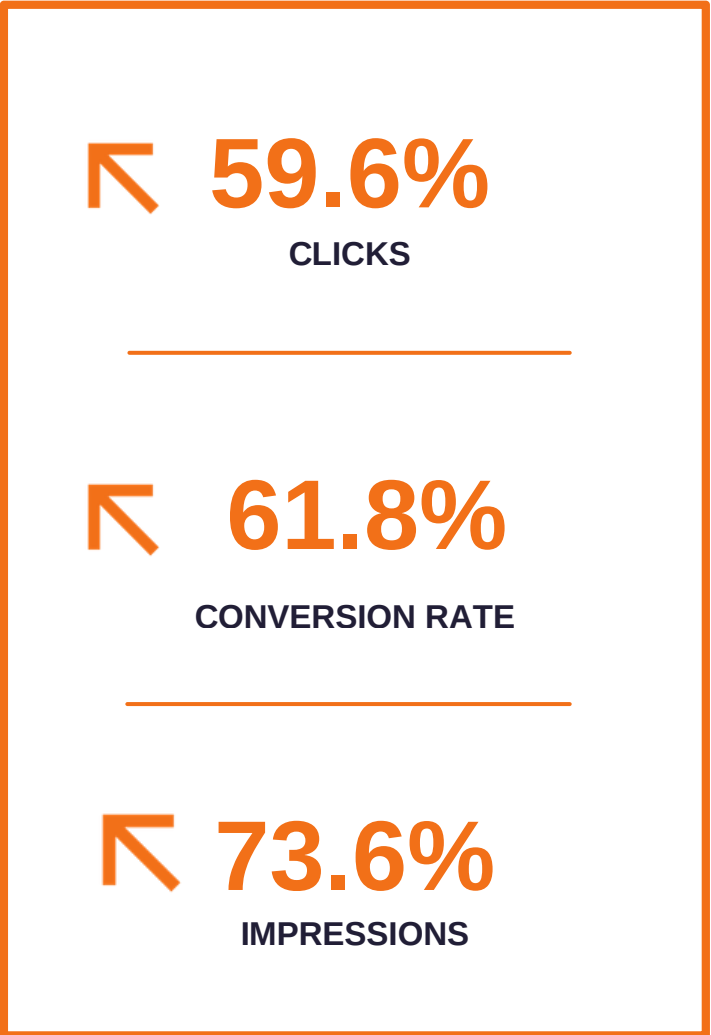


## THE CHALLENGE

HSNT faced challenges competing for visibility in highly competitive animal adoption and nonprofit-related search results. Their website lacked optimized content structure and keyword targeting, limiting their ability to attract organic traffic, drive donations, and increase adoption inquiries.

## OUR SOLUTION

We implemented a comprehensive SEO and AI-driven content strategy focused on improving keyword coverage, optimizing site structure, and enhancing content for both users and search engines. Combined with website improvements and engagement-focused optimization, this helped increase visibility, traffic, and online conversions.



BEFORE	
CLICKS	11.4K
IMPRESSIONS	295K
TRAFFIC	10.3K
AVERAGE PAGE POSITION	27.8
CONVERSION RATE	3.4%

AFTER	
CLICKS	18.2K
IMPRESSIONS	512K
TRAFFIC	16.1K
AVERAGE PAGE POSITION	14.9
CONVERSION RATE	5.5%