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# How a Cat Breeder Filled Their Waitlist in Just 2 Weeks with SEO

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## Improvements After Three Months

Increase in traffic to  
the Kittens Page  
500%

Increase in organic  
search links  
178%

Increase in Google  
search impressions  
342%



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## How We Helped a Local Cat Breeder Fill Their Waitlist in Just 2 Weeks

By boosting visibility, optimizing high-intent pages, and applying SEO Strategy, we helped Sunova Siberians fill their waitlist faster than ever.



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# THE CHALLENGE

Despite an excellent reputation, Sunova Siberians wasn't showing up in search.

- ✘ Poor rankings
- ✘ Minimal traffic
- ✘ Empty waitlist

They needed a strategy to drive visibility and qualified leads—fast.

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# The Strategy


- ✓ Full SEO audit + keyword research
- ✓ Rebuilt homepage with 1,500+ words of optimized content
- ✓ Created supporting pages to boost topic authority
- ✓ Enhanced local SEO & Google Business Profile
- ✓ Set up conversion tracking for waitlist signups

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# THE RESULTS

 +178% organic clicks

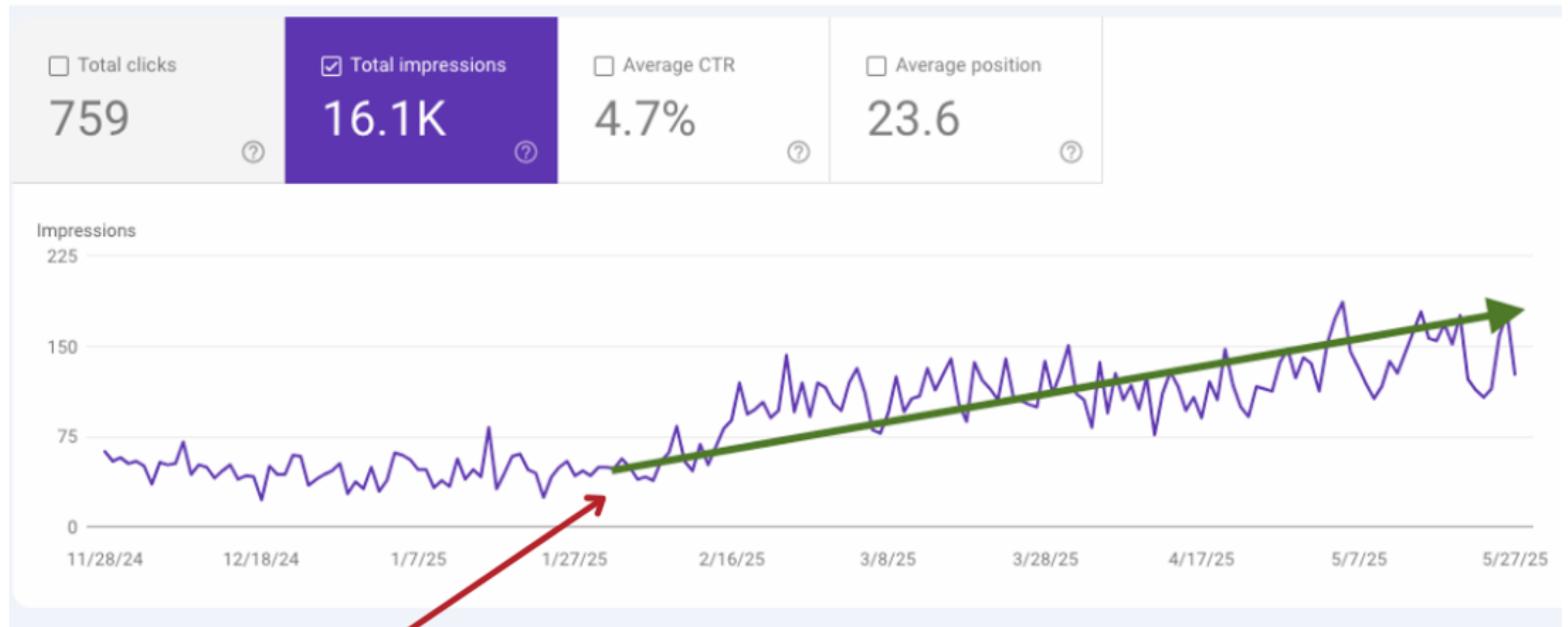
 +342% search impressions

 +500% traffic to kittens page

 Waitlist filled in 2 weeks

“We now have a full waitlist extending into winter... thanks to the visibility boost!”

— Brooke B., Sunova Siberians



**+342% increase in Google search impressions**

\*.domain.com/\* sunovasiberians.com ANALYZE ADD TO PROJECT

Keywords Competitors Pages Subdomains Ranking changes Traffic distribution by country

KEYWORD (140)	POSITION ^	SEARCH VOL.
<input type="checkbox"/> + sibano siberian cats	3 ▲ 90	10
<input type="checkbox"/> + siberian cat seattle	4 ▲ 3	170
<input type="checkbox"/> + siberian forest cat seattle	4 ▲ 2	170
<input type="checkbox"/> + siberian cats seattle	4 ▲ 4	170
<input type="checkbox"/> + siberian cats for sale seattle	5	30
<input type="checkbox"/> + siberian kittens for sale seattle	5	30
<input type="checkbox"/> + siberian cat breeders seattle	6	30
<input type="checkbox"/> + siberian kittens seattle	6 NEW	170

**Started to rank on very competitive keywords**

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# Need a Pet Business SEO Turnaround Like This?

This isn't just visibility—it's consistent, qualified leads.

Whether you're launching or scaling, we'll help you stand out in local search.