



**Martina McHowat, Brand  
Experience Lead**

"Thanks to the work of the tmwi team, our 2019 organic SEO traffic rose by **150%**, leading to over **6.9m** organic sessions and surpassing our target of **500,000** monthly views in September.

"Truly incredible numbers, time and again they prove me right for choosing them! "



## **FMCG Sector Case Study**

We transform businesses  
through data-led marketing



# What We Delivered



Organic Search



Content Marketing

## Challenges

Purina Petcare UK&I is a leading pet care brand in the UK, owned by Nestlé, with 16 brands within its portfolio and a masterbrand website.

After initial assessments of the existing setup of its various websites, tmwi were presented with the challenge of consolidating all 16 brands into one domain.

This strategy would help drive organic search traffic growth year-on-year and increase organic share of search against key competitors.

In addition, Purina wanted to double organic search and grow share of voice by talking to pet owners throughout the lifetime of owning a pet.

Their goals included surpassing a target of 500,000 monthly views of content.



## Brands We Work With



# Feedback

**Martina McHowat, Brand Experience Lead added,** "We have experienced significant growth in our organic and voice search thanks to the work of the team at tmwi.

"The work they have carried out, from technical SEO to site structure and content creation

has instigated this growth and the results speak for themselves. We're very much looking forward to building on this success in 2020."

"Congratulations to the tmwi team on the amazing and well-deserved results for all the hard work and dedication between you and Purina UK."

## Planning

tmwi implemented two key plans for Purina, a full migration of 16 portfolio brands into purina.co.uk and a fluid content plan to meet specified traffic targets.

Through data analysis, content auditing, audience insights and keyword analysis, tmwi knew there was a vast opportunity to reach consumers searching for dog and cat related advice and support.

This content plan would help the brand provide genuine value to consumers and connect with pet-owners throughout the lifetime of a pet.

Using search data to understand what questions people had about all life stages of pet ownership; from getting a new pet to health issues, training, understanding their behaviours and dealing with ageing.

Additional optimisations around featured snippets and FAQs, including activity around voice search were scheduled. This content aimed to ask questions in long-form and covered the topic in detail to pick up natural back-links.

Full content plans were outlined for 2018, 2019 and 2020, covering hundreds of optimised articles.

## Activity

tmwi outlined an innovative portfolio search engine strategy to consolidate all Purina brands into one domain [www.purina.co.uk](http://www.purina.co.uk).

The highly successful migration involved key Purina and broader Nestlé stakeholder buy in.

Through data analysis and insight, tmwi knew there was a huge opportunity to reach consumers searching for pet care related advice and support.

# 600k

**Monthly views of content achieved December 2019**

The extensive work and expertise of the tmwi SEO and content teams, enabled the goal of reaching 600,000 views to be achieved in December 2019.

Content auditing and categorisation was also vital to ensure optimal rankings in search engines, which continues as an on-going activity.

## 2019 Results

**103%**

**Increase in top 3 rankings**

**174%**

**Increase in organic search YoY - Sept 19**

**1076%**

**Increase in featured snippets**

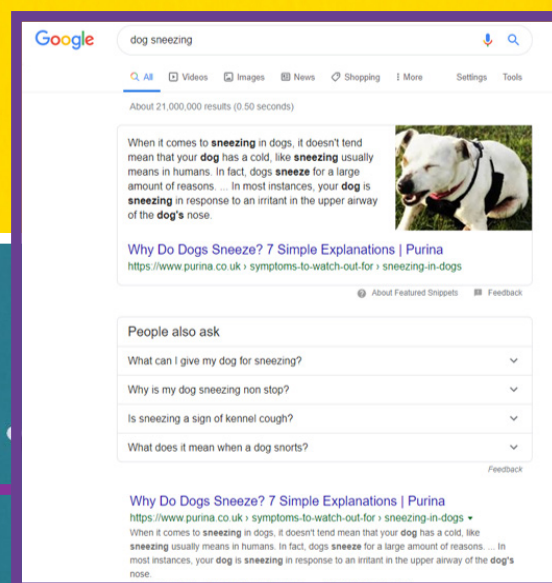
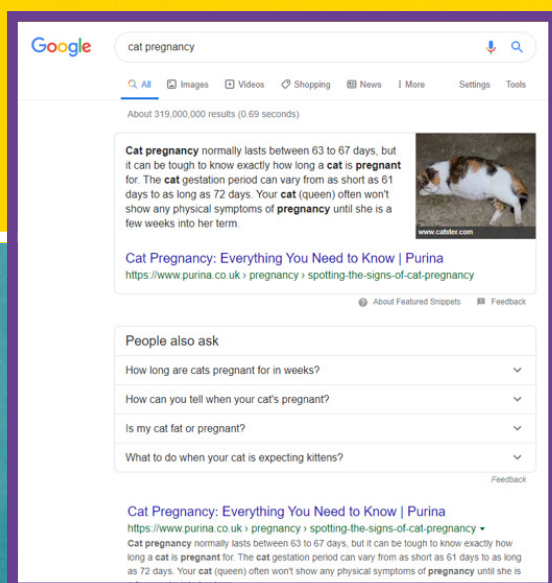
**55%**

**Increase in organic visits equivalent to £443,600 in PPC**

**123%**

**Increase in brand share of search**





## Featured Snippets

## Content



### Your Puppy's First Day Home

Getting a new puppy is incredibly exciting for all the family, but it can be quite scary for your new pup. Find out how to deal with your puppy's first day home with Purina.

[LEARN MORE →](#)



### Common Puppy Problems for New Owners

A new puppy can be life-changing and at first, it may not always feel like it's in the best way. We've asked dog owners what were their biggest puppy problems during the first few months so you can know what to expect.

[LEARN MORE →](#)



### Preparing for a New Puppy? Here is what to Expect

New puppies are exciting, but there's lots of things you need to do to prepare! Get ready for the excitement (and hard work) of puppy ownership with our guide.

[LEARN MORE →](#)



### First Puppy Bath - The Survival Guide

Are you getting ready to bathe your puppy for the first time? Here is everything you need to know.

[LEARN MORE →](#)



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2019



2018

