



# Everything Raw

With the help of WSI, this raw food company expanded into new markets and generated 127 online sales in just 5 weeks!



## BACKGROUND

Everything Raw is located in Ottawa, Ontario, and is committed to providing its 4-legged customers with a balanced and completely species-appropriate diet. The company has a line of products to ensure that pets get the proper diet they deserve—plus, they also consider the age, breed, activity levels, and unique conditions a pet is experiencing.

Raw food is becoming increasingly popular as a healthier option to store-bought kibble. Everything Raw sells various items, such as; natural dog and cat food, treats, pet health products, and dog accessories. They provide a Pet Wellness Consultation with Pet Nutrition Specialists to ensure every customer has an optimal and tailored diet for their pet's needs. Everything Raw is committed to providing its customers with the best service for their furry loved ones.

Visit: [www.everythingraw.ca](http://www.everythingraw.ca)

## CHALLENGES

When Everything Raw got in touch with WSI, they planned on expanding their business into the Greater Toronto Area and Montreal. Here are some of the marketing challenges they were experienced:



### No POS Solution

With their new payment gateway setup (Moneris), WSI noticed that Everything Raw didn't have any point-of-sale solution. A big concern was being able to manage their inventory in real-time with future online sales.



### No Marketing Strategy that Aligned with Expansion Goals

With big hopes and dreams, Everything Raw needed WSI to help carry out a digital marketing strategy that would make their business goals a reality.



### Ecommerce Site Didn't Convert

Their existing Shopify Ecommerce store had little visibility, low conversion rates, and no clear brand messaging, resulting in low sales.



With quarterly reports from WSI for the SEO aspect of our website, we can now focus our energies on reaching more clients than ever before. We not only get great information for the SEO from WSI, but our new Website won the WMA AWARD in 2022 for the Consumer Goods Standard of Excellence. Additionally, WSI is helping us grow further as we continue to work on reaching even more clients, with the hope of having greater success in our business endeavours. Thank you, Mark. Looking forward to working with you on our upcoming projects and for all of the excellent work so far.

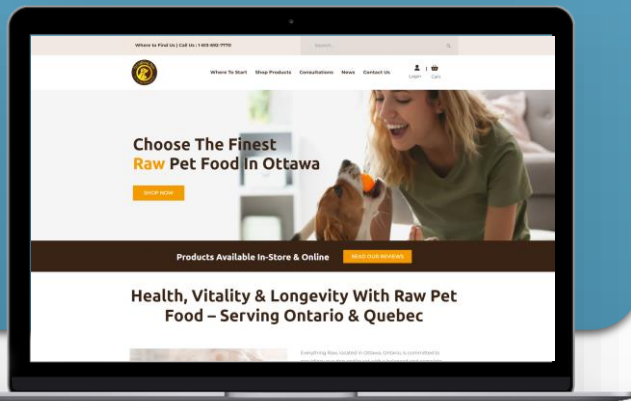
**Luc and Lynn Ménard**  
CEOs, Everything Raw

## SOLUTION

During the initial discovery process, WSI created a digital marketing blueprint, a marketing strategy, and a pre-launch SEO roadmap to help Everything Raw support its expansion plans into Greater Toronto and Montreal.

WSI also provided the following services:

1. A comprehensive **Competitive Analysis** to understand the current market landscape better and identify areas of opportunities for Everything Raw to expand its reach and search engine visibility.
2. An **On-Page and Off-Page SEO Audit** that detailed more technical SEO tasks to help improve heading optimization, keyword cannibalization, and backlink health.
3. A **newly designed and developed ecommerce website** to improve their inventory tracking and featured a more logical and user-friendly navigation system.
4. A **Google Ads campaign** to support their SEO efforts and help drive traffic to their website.



## RESULTS

WSI and Everything Raw's partnership brought many great results. Here are some of the highlights that were achieved, 30-days post-launch:



Their new website saw a 31% increase in traffic.



They achieved a page one search engine ranking for 14-18 of the keywords they have targeted.



Their highly searched, more competitive keywords all hit no.1 in Google.



Their SEO and PPC campaigns delivered 127 sales conversions in just 5 weeks.

## FUTURE PLANS

WSI and Everything Raw have teamed up to work on more projects in the future. Their expansion plans have already begun and will require additional location pages and full SEO and PPC strategies for each new location. WSI is excited to continue working with Everything Raw and support them on their future goals.

Is your organization in need of similar support and results?  
Get in touch with WSI today to consult with one our digital marketing experts.

<https://www.simplifytheinternet.com/contact-us/>