

## Internet Marketing Case Study: Absolutely Pawsitively Obedient

### CLIENT CORPORATE SUMMARY

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Absolutely Pawsitively Obedient is a veteran-owned dog training company based in Jacksonville, NC with boarding options, private sessions, 14-day and 20-day programs and more.

After their Cohlab internet marketing website redesign went live, they had the most profitable quarter they've ever had.



### CHALLENGES SUMMARY

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Absolutely Pawsitively Obedient is the first business owned by veteran Austin Franklin. He previously had his site designed by The Lovely Co., but was dissatisfied with the results of their design and content. He came to us wanting to beef up his internet marketing presence and boost his brand both locally and nationally.

Austin is great at getting photos and videos of his training in action, which helps in this visual medium. At nearly 1,500 miles, it wasn't very convenient for us to meet in person, so everything was handled digitally.

<https://apok9training.com/>

### SOLUTIONS SUMMARY

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Much of the information on the original website was wrong, so getting correct data to start was key.

The most important part for Austin was ensuring his content was correct, easy-to-read, focused and included landing pages for important markets.

Austin was already great at taking photos and videos of his work for social media, so getting those visuals properly displayed on the site was a priority. Our designer worked hard to find the perfect WordPress plugin to showcase his gallery and get video working in his header.

Reviews are more and more important as ranking factors in Google searches, and provide reassurance to potential clients that Austin is the best at what he does. We created our own review management service, which we were able to beautifully implement on his WordPress website.

## RESULTS SUMMARY

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*“What an outstanding team to work with!! Heather is the absolute BEST!! I own a dog training company that stays pretty busy and Heather and her team never fail to deliver. I have called on weekends when my site was having issues and the Cohlab team worked their magic and took care of it immediately. Heather truly values your time and makes professional and sound judgement calls for my company. I work with Heather not only managing our website and everything it comes with but she also gives guidance on things we haven't experienced as young business owners yet. Highly highly recommend them for anyone serious about their business. My company just had our most profitable 3 months we have had since we started working with Cohlab.”*

- Austin Franklin, Owner, Absolutely Pawsitively Obedient

## COHLAB

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Cohlab Digital Marketing was created to respond to the needs of small-to-medium sized businesses. The Cohlab team is able to create responsive websites which reflect the client's personality and how their customers really use the site. Cohlab also helps market companies online, utilizing their Google partnership and years of experience with online reviews, search engine marketing and optimization, content creation and more.

The Cohlab team is constantly innovating in website design and digital marketing techniques, leading to future-focused developments and partnerships like [Trustdyx](#), [Image Seach Tool](#), [Cohlab.Reviews](#) and more.

<https://cohlab.com/>