



Healthy solutions for a healthy site

The healthy solution for Jeff’s dog turned out to be Dinovite. Jeff’s decision to get his paw’s wet in eCommerce by becoming a reseller of the product and hiring Solid Cactus for Internet marketing management was more than a healthy solution, it was a profitable one!

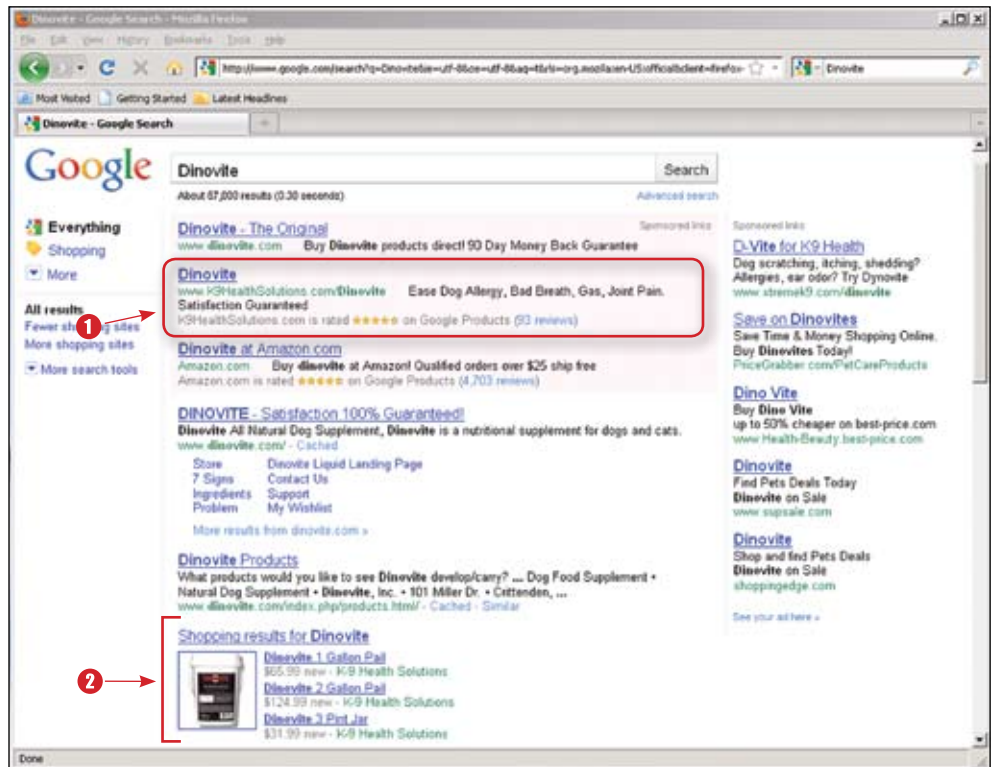
“It was a real easy way to get started, to get our company name out there.”

—Jeff Button, [K-9 Health Solutions](#)



Joanna and Jeff Button’s online store [K-9 Health Solutions](#) has grown from a one product store to one of the top listed results for the key term “dinovite” in just three years under Solid Cactus management.

When Jeff Button’s dog Rakker began suffering from severe digestive issues, the solution was Dinovite, a canine health supplement. When Button saw there were openings to become resellers of the product he decided to start K-9 Health



[K-9 Health Solutions](#) has kept their sponsored ad in an average third position **1** in Google search result rankings thanks to their PPC specialist, all while competing against other suppliers and wholesalers for top position. CSE management **2** brings twice the exposure with organic shopping listings also seen high on the results page.

Solutions three years ago. Button had heard of Dinovite from a coworker, but getting the word out about his online business wouldn’t be as easy as word of mouth marketing.

K-9 Health Solutions signed on with Solid Cactus for pay per click services (PPC) that year, which helped get K-9 Health Solutions in the consumer’s eye.

“It was a real easy way to get started, to get our company name out there,” said Button.

When it comes to impressions and clicks, Button said his PPC specialist has

done a great job to ensure that ads are being seen and clicked by the interested browsers. He said Solid Cactus pays great attention to the finer details, making sure money isn’t wasted. He has seen very profitable results from PPC with a positive return on ad spend (ROAS) and high exposure of new products.

Today [K-9 Health Solutions](#) ranks third on average for the key term “Dinovite,” a difficult feat when competing against both the supplier Dinovite.com and other wholesalers. Contributing to this high ranking is the practice of predicting the

Continued on page 2

many, various misspellings of "Dinovite" to help grow traffic.

When [K-9 Health Solutions](#) started their PPC with Solid Cactus they had just 30 conversions a month and one product; a Dinovite nutritional supplement offered in a variety of sizes for dogs of different appetites. By the end of their first year with Solid Cactus, K-9 Health Solutions had 400 conversions a month and over a 1,000% ROAS.

After implementing successful PPC campaigns, Button decided to begin search engine optimization management (SEO) from Solid Cactus. The blog, called "Ask Rakker," has a high level of engagement evident through a substantial number of comments and page views.

"We are starting to see customers click through and into our blog and it's having a positive effect for us," said Button.

Solid Cactus works to create relationships with other blogs, writing posts about one another to help grow the reputation and traffic for "Ask Rakker." The blog is also established as a informative canine resource with posts on dog ailments, day to day care, products, etc. Button said it adds a personal touch because it gives the opportunity to do more than just say "here's my product, come buy it." Where a website can only list and sell products, the blog provides the opportunity to interact with customers at another level and they benefit from it.

"People are looking for something they can relate to, a little customer service. I think that means something to people," said Button.

Button said his SEO specialist quickly gets back to him on any issue, and "always does an excellent job." He's pleased with the content of the blog posts and how relevant they are to the products and customers. Posts cover topics such as dog gifts, dental care, grooming products and treats while providing general dog advice.

[K-9 Health Solutions](#) then added on comparison shopping engines services (CSE) from Solid Cactus and each month has increased revenue from the year before. The last step was to begin an email marketing account to complete the Internet marketing plan at Solid Cactus.


"It seems to have a real impact with the customers, I think from just standing as a

reminder. Sometimes just throwing your name back out there as a, hey we're here," Button explained.

He said this little reminder can be all that's needed to bring back a customer who hasn't been back in years. K-9 Health Solutions saw a return customer who hadn't shopped in over a year come back for another purchase because of the efforts of the Solid Cactus Internet marketing team.

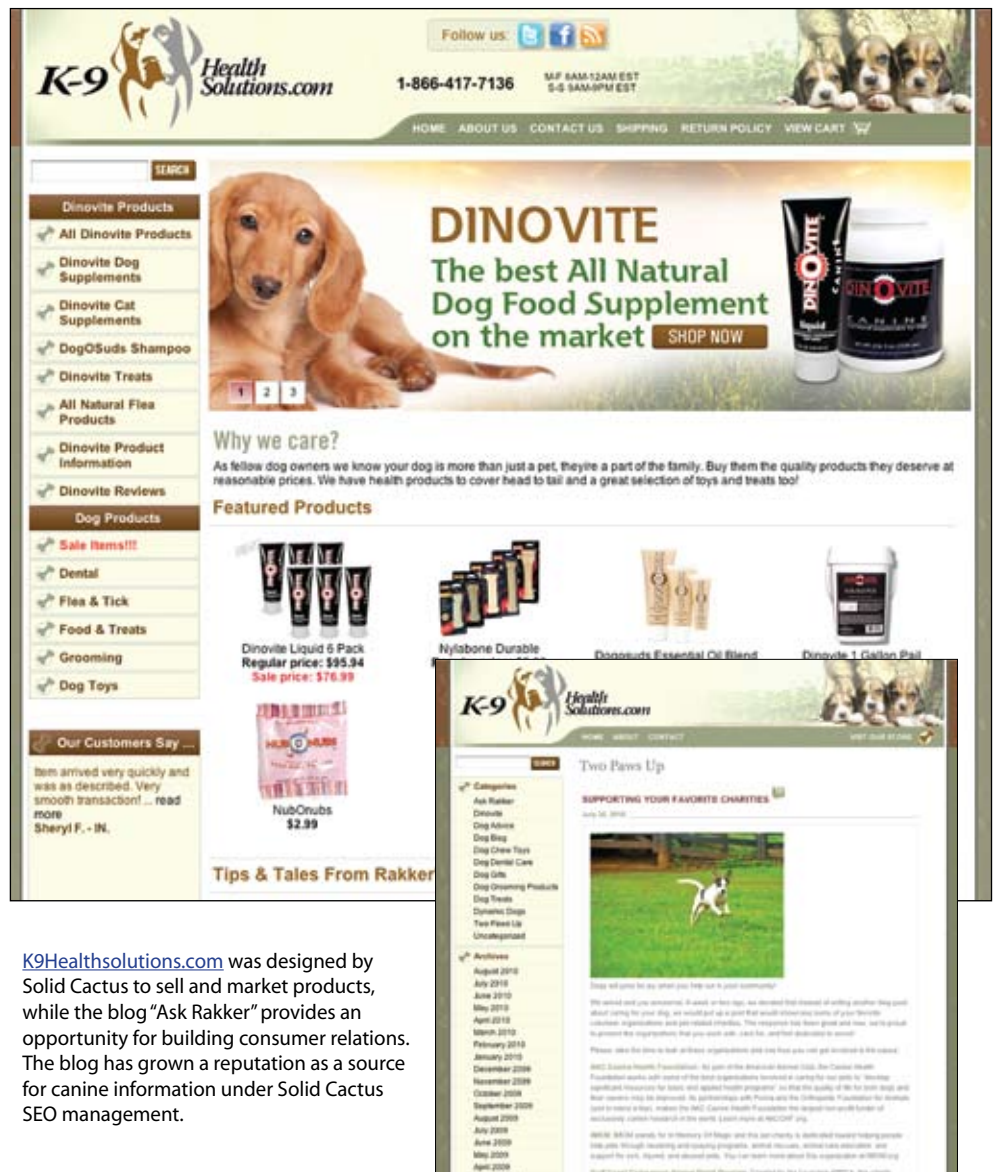
About K-9 Health Solutions

[K-9 Health Solutions](#) is owned and run by Jeff and Joanna Button. Button was first introduced to Dinovite by a coworker when his canine, Rakker began suffering from severe digestive issues. In March 2007, he became a Dinovite wholesaler,

selling one product, the Dinovite food supplement which replenishes nutrient deficiencies in canines. K-9 HealthSolutions continues to offer healthy and fur-friendly products, now offering even more products for dogs and cats. 

About Solid Cactus eCommerce Marketing

You know your audience. We help you find them. Opening your doors for business alone won't bring you shoppers. Marketing is the lifeblood of your eCommerce website, and when it comes to [eCommerce marketing](#) there are many channels to help you attract the right visitors to your online store. [Pay-Per-Click](#), [Search Engine Optimization](#), [Social Media Optimization](#), [Affiliate Marketing](#), [Comparison Shopping Engines](#), and [Email Marketing](#) are all effective online marketing solutions to target your key audience. eCommerce marketing is much more than just getting traffic to your eCommerce store; it's also about generating repeat business, building customer relationships, and raising brand awareness.



[K9Healthsolutions.com](#) was designed by Solid Cactus to sell and market products, while the blog "Ask Rakker" provides an opportunity for building consumer relations. The blog has grown a reputation as a source for canine information under Solid Cactus SEO management.