



7. SEO & Organic Growth Rafiki Pet Hospital

Keyword Research & Intent Mapping

Our SEO strategy began with comprehensive keyword research covering over 500 terms segmented by pet type: dogs, cats, grooming, vaccination, and general pet care. Using Ahrefs, SEMrush, and Google Keyword Planner, we collected search volume, CPC, keyword difficulty, and competitor overlap for each keyword.

Keywords were classified by search intent: informational, transactional, navigational, and local searches. We mapped each keyword to specific Meta posts, landing pages, and blog content for strategic alignment. Seasonal patterns were incorporated, ensuring content aligns with vaccination (Jan–Mar) and grooming (May–Aug) peaks.

Competitor gap analysis identified opportunities missed by 9 nearby vet clinics. Keywords relevant to expat residents were added, considering bilingual searches. This ensures a precise match to audience search behavior while maximizing organic visibility.

Category	Top Keywords	Search Volume	CPC (EGP)	Difficulty
Dogs	dog vaccination, puppy care, dog grooming	1200–3000	7–12	Medium
Cats	cat checkup, feline health, cat grooming	900–2500	6–10	Medium
Grooming	pet grooming New Cairo, dog haircut	700–1800	8–14	Low
Vaccination	pet vaccines, rabies vaccine dog	800–2000	9–15	Medium
General Pet Care	pet nutrition, pet clinic, vet near me	1000–2800	5–10	Medium

On-page SEO



All landing pages and Meta posts were optimized with carefully structured H1-H3 headings, keyword-rich meta titles, and descriptions. Alt-texts were added to every image, with internal linking connecting related pages. FAQ content and schema markup improved snippet appearance in SERPs.


Sample meta titles: “Rafiki Pet Hospital – Vaccinations & Grooming in New Cairo”. Sample meta description: “Book your pet’s checkup, vaccinations, and grooming online at Rafiki Pet Hospital. Trusted vet services for dogs and cats in New Cairo.”


Readability, keyword density, and semantic relevance were tested, ensuring content resonates with both users and search engines. Predicted improvements: CTR +2%, bounce rate –15%.


Page	H1-H3 Structure	Meta Title	Meta Description
Home	H1: Rafiki Pet Hospital H2: Services H3: Featured Posts	Rafiki Pet Hospital – New Cairo Vet Services	Book vaccination and grooming services for your pets in New Cairo.
Services	H1: Our Services H2: Vaccinations H3: Grooming	Rafiki Services – Vaccination & Grooming	Comprehensive care for your pets including vaccinations and grooming services.
Blog	H1: Pet Care Tips H2: Dog Care H3: Cat Care	Pet Care Blog – Rafiki Pet Hospital	Explore expert advice on pet health, nutrition, and grooming.
Contact	H1: Contact Us H2: Book Appointment	Contact Rafiki Pet Hospital – New Cairo	Get in touch with us to schedule your pet’s checkup or vaccination today.




Technical SEO

 We optimized page load times (desktop 1.8s, mobile 2.3s) through compressed images, lazy loading, and caching. Mobile responsiveness was tested on iOS and Android, ensuring consistent layout and usability.

 Structured data implemented using JSON-LD for VetClinic, Service, Review. Sitemap.xml and robots.txt submitted to Google Search Console. Canonical tags, 301 redirects, and broken link resolutions applied to ensure indexing efficiency.

 Crawl audits with Screaming Frog identified indexing gaps, corrected through redirects and internal linking. Multi-step forms, heatmaps, and funnel tracking were implemented to enhance UX and conversions.

 Tools: Google Lighthouse, PageSpeed Insights, GA4, and GTM used to track and validate improvements.



Backlink Strategy & Outreach



Targeted 30 authoritative local and regional pet blogs, associations, and directories. Content types included guest posts, infographics, guides, and press mentions. Each link carefully aligned with keyword strategy and DA improvement.

Anchor text distribution: branded 40%, exact match 25%, generic 20%, long-tail 15%. Toxic links monitored monthly. Monthly growth tracked for +110 quality backlinks within 12 months.

Target Site	DA	Content Type	Link Type	Expected Referrals
New Cairo Pet Blog	55	Guest Post	Follow	300
PetCare Association	60	Press Mention	Follow	250
Local Pet Directory	48	Listing	NoFollow	200

Backlinks support DA growth (19 → 35), monthly organic sessions (980 → 3,200), and top 3 local pack placement for New Cairo searches.

Metric	Baseline	12-mo Goal
Domain Authority	19	35
Monthly organic sessions	980	3,200
Blog posts / year	48	48
Keywords targeted	80	120
Backlinks target	+0	+110
Local pack goal	Top 10	Top 3

