

Little Chief & Co. is helping pet owners and growing their business with Google Analytics.



"Google's tools made it possible for our small team to grow smart, stay organized, and keep the focus on pet wellness."

Mike McKenna,
Co-Founder

The Challenge

Little Chief & Co., a Niagara, Ontario pet store, had a dream: to become the go-to for premium, holistic pet wellness across Canada. But to realize that dream, they needed to better understand their customers in order to reach more pet owners with their carefully curated pet care products.

Solution & Partner

Little Chief & Co. turned to Google tools. With Google Analytics, they were able to identify the specific wellness concerns that pet owners were engaging with most on their website and updated their site navigation to reflect those interests, better personalizing their offerings to meet the needs of their customers. They also used the insights from Analytics to inform their social media strategy, and used Gemini to draft content focused on those top wellness concerns, helping boost web traffic even further.

Impact

After leveraging these optimizations, Little Chief & Co. saw their web traffic grow by 25%. Today, they're setting the standard for holistic pet wellness, making a difference for pet owners across Canada.

