

Case Study 02: Pawfect Care

Industry: Pet care and veterinary services

Location: Dubai, United Arab Emirates

Company size: 10 to 15 staff across clinic and grooming

Engagement type: Website design, development, local SEO, conversion optimization, analytics

Project duration: Four weeks from kickoff to launch

Launch date: March 2025

Overview

Pawfect Care is a neighborhood veterinary clinic and pet grooming center serving families across Jumeirah and Al Safa in Dubai. The team wanted a website that looked trustworthy, loaded quickly on phones, and made it effortless for owners to call, WhatsApp, or request an appointment. The previous site was dated, text heavy, and not optimized for search or mobile, which limited discovery and inquiries.

Goals

- Improve first impression and credibility for new visitors
- Make calling, WhatsApp, and appointment requests simple on mobile
- Increase local search visibility for core services
- Set up clear analytics and lead tracking

Challenges

- Legacy template with slow load times and poor mobile layout
- No clear service hierarchy or pricing cues
- No online request form and no tracking of calls or WhatsApp taps
- Weak local SEO and inconsistent NAP details across directories

Solution

Weblish rebuilt the site around trust, clarity, and quick action.

Structure and UX

- Single scroll homepage with hero, services, pricing cues, reviews, and clinic photos

- Clear primary actions at the top of every page Call, WhatsApp, Request appointment
- Service pages for veterinary care, vaccinations, grooming, and emergency care

Brand and content

- Calm clinic photography and soft color palette to match the practice interior
- Tight copy that answers what they do, where they are, and how to book in the first screen
- Review highlights and credentials for reassurance

Performance and SEO

- Lightweight build with image compression and caching
- On page SEO for phrases like veterinary clinic in Jumeirah and pet grooming Dubai
- Consistent business name address and phone across Google Business Profile and key directories

Tracking and measurement

- Google Analytics events for call taps, WhatsApp taps, and form submissions
- Weekly report that shows traffic sources and leads

Deliverables

- New responsive website with four service pages and a blog starter
- Appointment request form with email notifications
- Click to call and WhatsApp deep links
- Local SEO setup titles, meta descriptions, alt text, schema, and directory updates
- GA4 dashboard and a one page owner guide

Results after 60 days

- Monthly organic sessions grew from 420 to 690 which is a 64 percent increase
- Site inquiries via form rose from 18 to 28 per month which is a 56 percent increase
- Phone calls from click to call rose from 25 to 41 per month which is a 64 percent increase
- WhatsApp taps averaged 52 per month from a baseline of zero
- Mobile Lighthouse performance improved from 54 to 92
- First contentful paint improved from 3.1 seconds to 1.4 seconds
- The site ranked on page one in Dubai for veterinary clinic Jumeirah and pet grooming Al Safa

Client feedback

“Simple steps, fast launch, and the site feels like our clinic. Calls and WhatsApp messages started within the first week.”

Tech stack

- Modern static build with serverless form handling
- GA4 for analytics and event tracking
- Google Business Profile optimization and local directory cleanup
- Image optimization and CDN caching through the host

Team and timeline

- Week 1 discovery and content mapping
- Week 2 design and copy
- Week 3 build and SEO
- Week 4 testing launch and owner training

Key takeaways

Focused actions win. By prioritizing trust signals, clear booking paths, and local search, Pawfect Care turned a brochure site into a dependable channel for calls, messages, and appointments.