About The Project

Good Dog in a Box launched their website and business with the development of an online dog training course for families with kids and dogs. The 200+ videos produced for several versions of the online course incorporated Vyond animation and live action video that was especially designed for children ages 5 to 13.

The courses were designed and built in Teachable, with the sales of the courses taking place on the company's WordPress website utilizing WooCommerce, with a variety of plugins including Memberships, Subscriptions, Affiliate WP, and MailChimp. The URL Dr assisted in the editing of the content, shot and edited all the video, created the animation, and designed the Teachable courses and sales pages. The company also created this customer's website, online marketing, and affiliate partner program.

Objectives

✓ Create a series of online courses to educate the public on dog bite prevention & reward based dog training
✓ Develop engaging content for children ages 5-13 and their parents
✓ Build out an LMS in Teachable but have course sales on company website

Services Utilized

✓ Vyond animation
✓ Content/curriculum writing
✓ Video editing
✓ WooCommerce / WordPress
✓ Teachable LMS Platform
✓ Instructional design
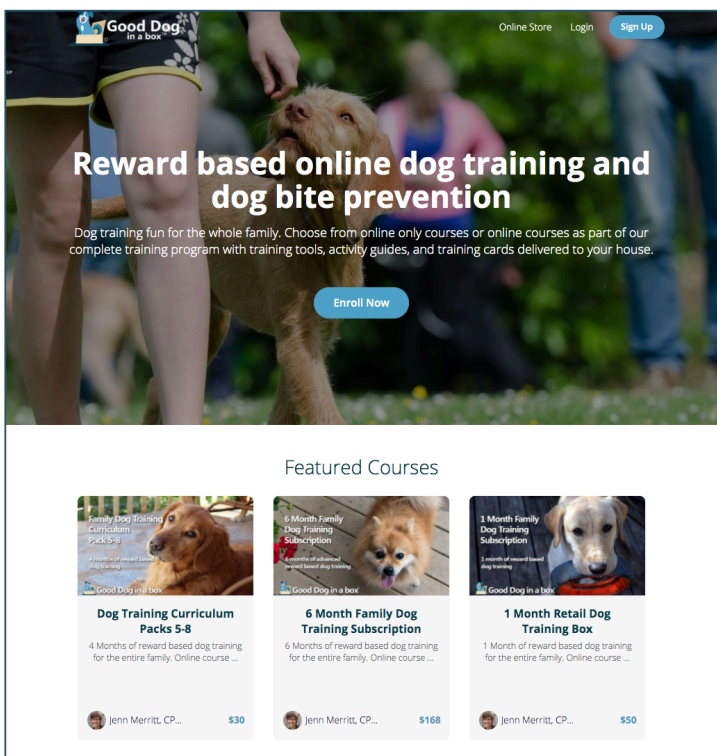
"The recognition and traffic we've received since the site launched has been nothing less than incredible. I just about fainted when our information was shared by Suzanne Clothier and Ian Dunbar's site. We'd be nothing without the website. It has put us on the map."

Jenn Merritt, CPDT-KA, BS
Cofounder and Head of Curriculum – Good Dog in a Box

Results

The initial launch added 20,000 names to the company's email list and included a 2,964% increase in user sessions and a 4,226% increase in users. The Teachable courses have received rave reviews from clients. Additional courses have been designed since the initial launch utilizing Teachable's bundle features. The company has also introduced a new subscription model that sells their video content as an annual and monthly subscription to members.

KimMerritt@TheURLdr.com   814-243-3023 direct