



SEO CASE STUDY

JEWELRY BRAND IN THE
USA – EXPLOSIVE ORGANIC
GROWTH (JAN–JUNE 2025)

CLIENT OVERVIEW

A high-end jewelry brand based in the United States specializing in custom diamond rings, engagement bands, gemstone pendants, and luxury gold collections. The client sells both online and through physical stores, primarily targeting U.S. consumers searching for quality and trust

PROJECT SCOPE

The client's goal was to grow their organic reach, improve ranking for competitive product-focused keywords, and increase eCommerce conversions from organic traffic. Their previous SEO efforts had little impact, and the website had low visibility in search results.



INITIAL CHALLENGES

- Very few clicks despite large product catalog
- Category and product pages not optimized for keywords
- No blog or supporting informational content
- Weak backlink profile
- Poor CTR despite some visibility
- Minimal structured data on product pages



STRATEGY & IMPLEMENTATION

KEYWORD & PAGE-LEVEL OPTIMIZATION

- Targeted transactional and intent-driven keywords like “custom diamond rings USA”, “engagement rings under \$2000”, “birthstone pendants for her”
- Optimized titles, meta descriptions, H1s, and schema for product + category pages
- Added long-tail keywords to product descriptions and collection pages

TECHNICAL SEO IMPROVEMENTS

- Improved mobile performance and load speed by optimizing product images and reducing JS bloat
- Implemented structured data for Product, BreadcrumbList, and Review schema
- Cleaned up index bloat via noindexing filters and thin tag pages

STRATEGY & IMPLEMENTATION



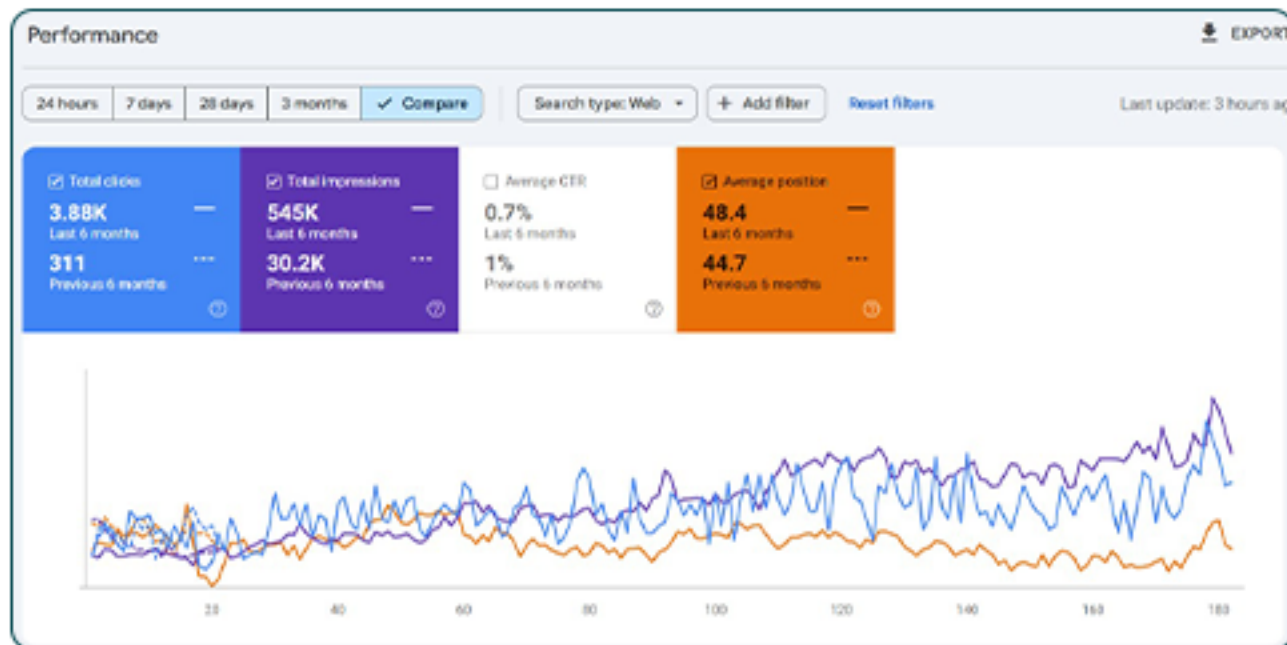
CONTENT STRATEGY

- Created a content hub around intent-based topics:
- “How to Choose the Right Engagement Ring”
- “Difference Between Lab Grown vs Natural Diamonds”
- “Top Jewelry Gift Ideas for Anniversaries”
- Used internal linking from blogs to category and product pages

LINK BUILDING & OUTREACH

- Secured backlinks from fashion and lifestyle blogs
- Collaborated with influencers for jewelry reviews (linked blogs)
- Listed brand on U.S.-based shopping directories and local listings

Google Search Console (GSC) Results (Last 6 Months vs Previous 6 Months)



| Metric | Befor | After | Change |
|-------------------|--------|---------|----------------|
| Total Clicks | 311 | 3,880 | +1,148% |
| Total Impressions | 30,200 | 545,000 | +1,704% |
| Average Position | 44.7 | 48.4 | Slight drop |
| CTR | 1.0% | 0.7% | Minor decrease |



CLIENT FEEDBACK

"We've seen our organic traffic multiply by more than 10x within six months. Our engagement ring and diamond collection pages are consistently driving sales, and customers now find us for a variety of product queries across the U.S."



CONCLUSION

This campaign proves that with a product-focused SEO strategy, even luxury niches like jewelry can achieve massive growth. By optimizing for search intent, building authority, and cleaning up technical SEO, we turned a quiet store into a thriving organic powerhouse.