



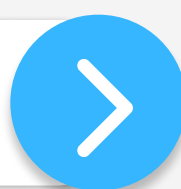
**ROI MINDS**

# GROWS ORGANIC TRAFFIC BY 40X+ ROAS

**INDIAN JEWELRY BRAND**

**Service: SEO**

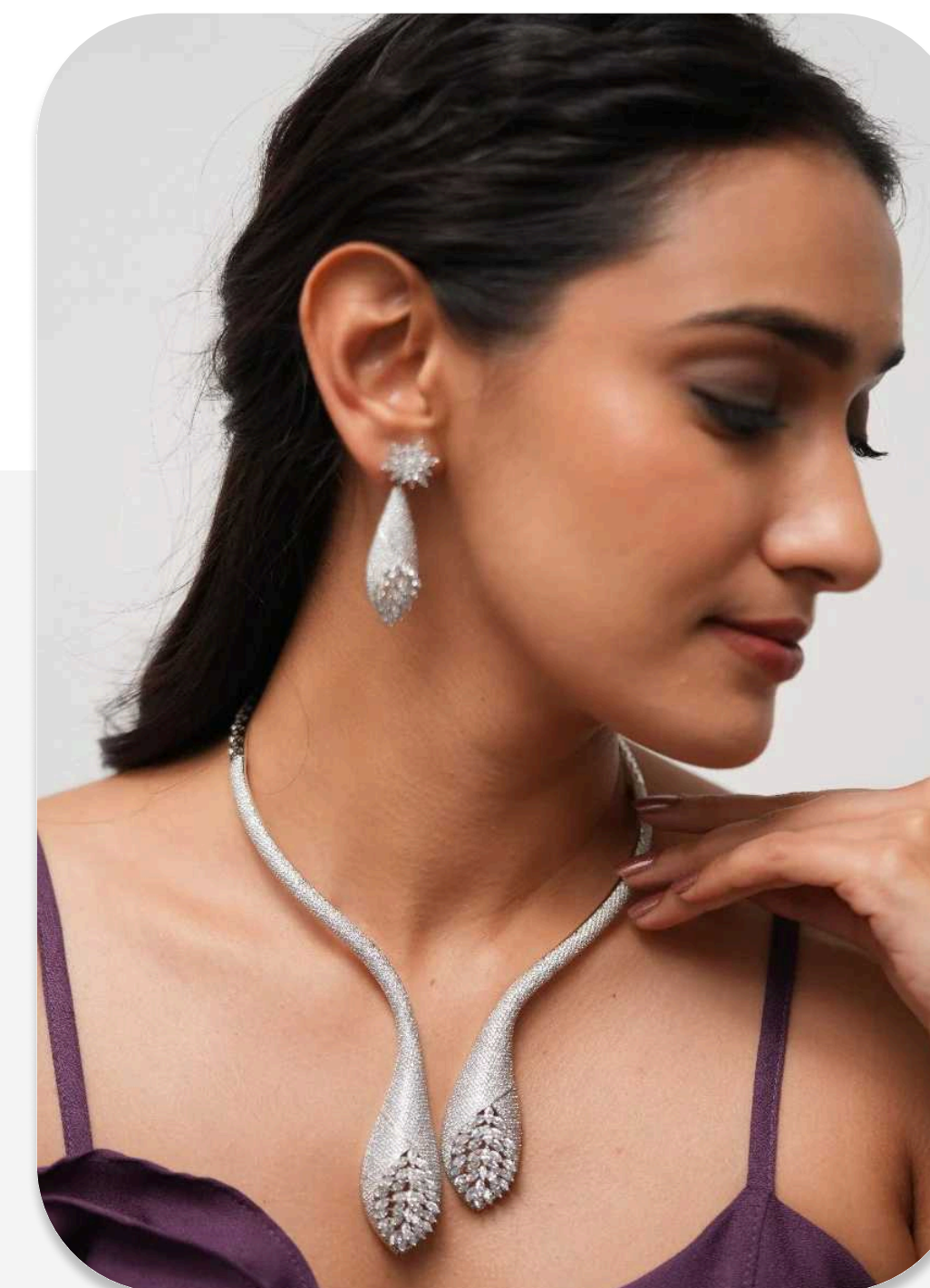
[WWW.ATTRANGI.IN](http://WWW.ATTRANGI.IN)



**AFTER WE STARTED**



[WWW.ATTRANGI.IN](http://WWW.ATTRANGI.IN)

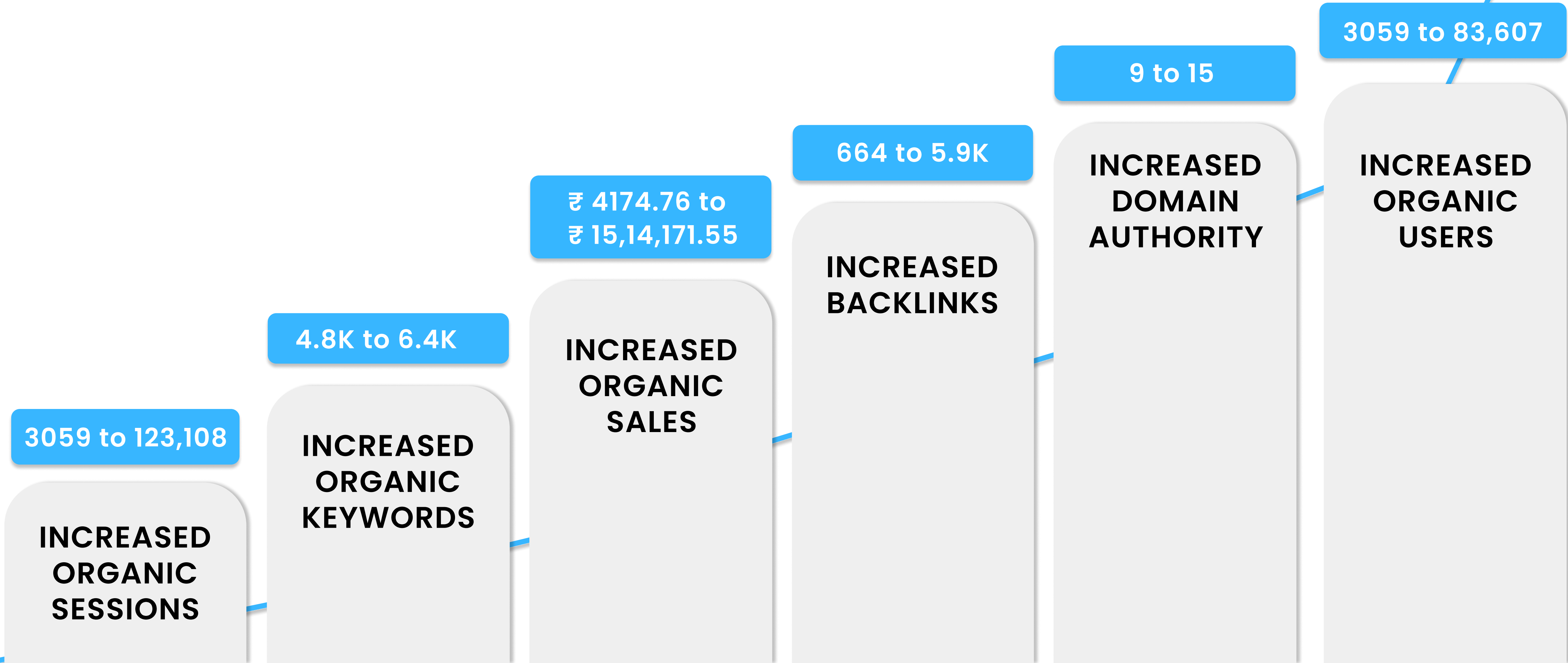


# KEY HIGHLIGHT

August 2023 - December 2024

Time Duration

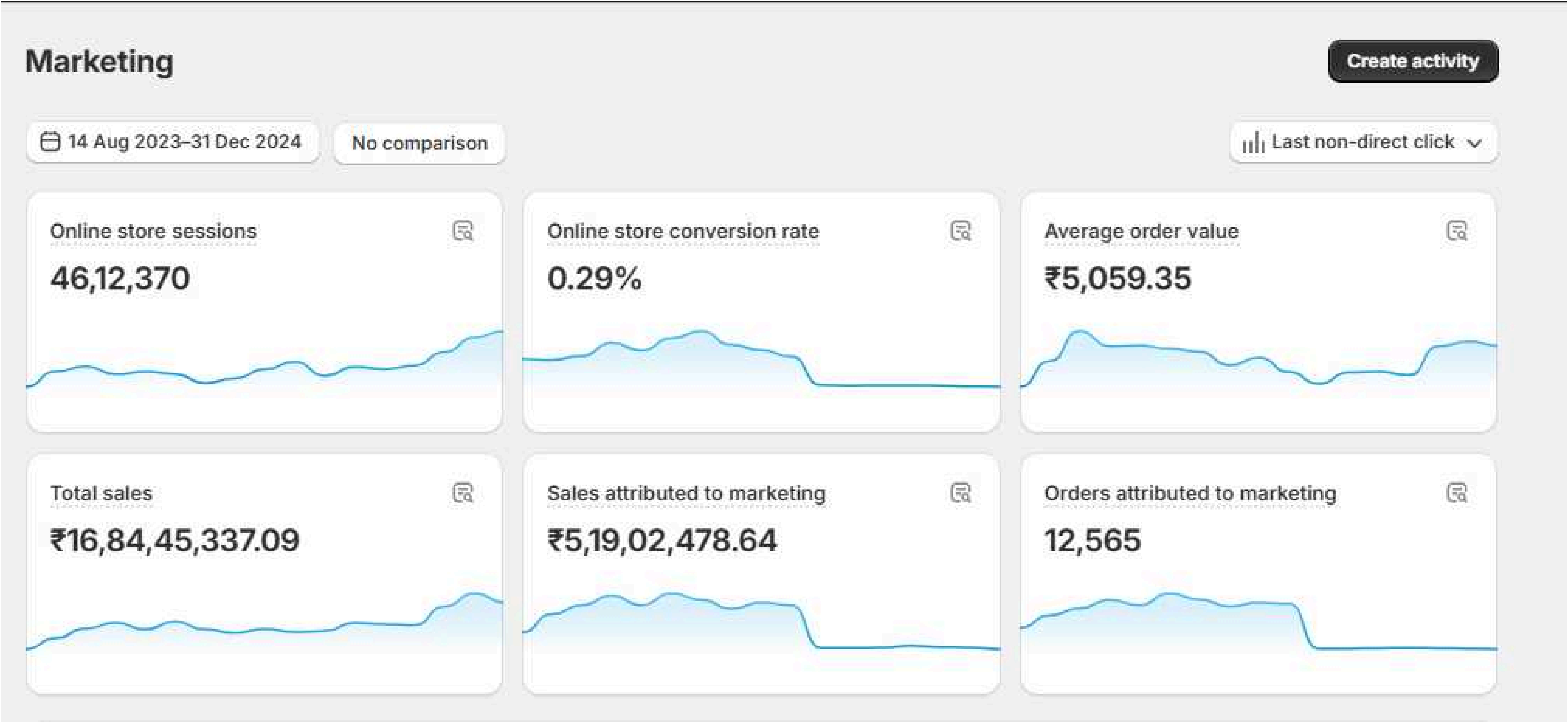
Store Niche  
Jewelry Store



# KEY HIGHLIGHT

Time Duration  
August 2023 - December 2024

Store Niche  
Jewelry Store



# KEY HIGHLIGHT

Time Duration

August 2023 - December 2024

Store Niche

Jewelry Store

Channel	Type	Sales	Sessions	Orders	Conversion rate	Cost	ROAS	CPA	CTR	AOV	New customers	Returning customers
Direct	direct	₹1,02,63,850.65	4,67,313	1,617	0.35%	—	—	—	—	₹6,347.46	908	703
Facebook	paid	₹91,68,781.34	8,05,825	2,700	0.34%	—	—	—	—	₹3,395.84	1,770	927
Instagram	paid	₹91,42,134.32	8,47,751	2,705	0.32%	—	—	—	—	₹3,379.72	1,945	760
Instagram	unknown	₹91,11,862.51	9,71,903	1,912	0.2%	—	—	—	—	₹4,765.62	1,212	700
Google	paid	₹90,08,326.95	7,29,208	2,259	0.31%	—	—	—	—	₹3,987.75	1,637	622
Google Search	organic	₹50,14,171.55	1,20,736	710	0.59%	—	—	—	—	₹7,062.21	480	228
Unattributed	unknown	₹25,76,476.93	82,872	546	0.66%	—	—	—	—	₹4,718.82	346	200
Omnisend	paid	₹12,43,715.44	12,524	255	2.04%	—	—	—	—	₹4,877.32	117	138
Facebook	unknown	₹12,42,601.31	3,38,198	306	0.09%	—	—	—	—	₹4,060.79	220	86
Razorpay	organic	₹12,38,991.31	199	249	125.13%	—	—	—	—	₹4,975.87	165	84
Bik	unknown	₹9,78,534.83	10,064	218	2.17%	—	—	—	—	₹4,488.69	101	117
Instagram	organic	₹9,49,000.48	38,830	212	0.55%	—	—	—	—	₹4,476.42	156	56



## ABOUT THE BUSINESS

This is an Indian jewelry store that showcases a fusion of India's rich cultural heritage and contemporary elegance. The brand is based on a deep-seated love for jewelry, a passion for fashion, and a creative eye for design. This brand pours these passions into unique and impressive creations.

The jewelry collection is a captivating blend of delicate aesthetics and bold yet dramatic styles that suits every individual's personality and tastes. Each jewelry piece created and designed by this brand is 100% handcrafted.

They use the finest stones, high-level skills, and expertise of their craftsmen to weave together a stunning masterpiece. Recognizing the growing demand for stylish jewelry for destination weddings and other special occasions, this brand offers a careful selection of various beautiful pieces at affordable prices.





## **BUSINESS OBJECTIVES**

It is a leading Indian jewelry brand aiming to redefine the contemporary style of the people by blending traditional art with modern choices. Their core business objectives include expanding the market share through innovative marketing strategies and expanding online and offline presence, building brand loyalty, and exceptional customer service.

Additionally, they want to build strong customer loyalty by delivering high-quality, unique designs and exceptional service. Moreover, it prioritizes sustainable growth, developing a strong brand identity, and promoting ethical and sustainable practices. They want their brand to be synonymous with quality, craftsmanship, and Indian heritage while maintaining its contemporary appeal.



## CHALLENGES

### Poor Mobile Optimization

A specific part of their target audience shops on mobile devices, but the website was not mobile-friendly, which led to an increase in high bounce rates and poor user experience. It negatively impacted their SEO rankings and conversion rates.

### Low Online Visibility For Target Audience

Despite having an attractive website and offering high-quality jewelry, this brand struggled with low online visibility. The lack of awareness among their target audience meant that potential customers weren't finding their brand while searching for jewelry options.

### Highly Competitive Industry

This client originally found themselves between the vast competition, with numerous local and international brands fighting for similar keywords. In this case, the brand found it difficult to stand out and reach to the right audience, especially when it came to ranking on search engines.

### Product Descriptions And Content Quality

The product descriptions on the brands' websites were very basic and dull and not optimized for search engines, leading to low organic search traffic. Additionally, the content did not reflect the original craftsmanship of their products.

### Ineffective Link Building Strategy

The brands' previous SEO efforts lacked an effective link-building strategy. It resulted in their domain authority being weak and leading to low rankings for relevant keywords. Without quality backlinks from the necessary websites, it was difficult for them to gain authenticity.

# SOLUTIONS | OUR WORKING STRATEGY

## Keyword Strategy

As an SEO partner, we helped them with a targeted keyword strategy that identified low-competition, long-tail keywords that matched their niche. We implemented a content strategy that focused on the unique selling points of their jewelry products. Additionally, by considering the need for local SEO and targeting region-specific searches, we boosted the clients' brand visibility and generated traffic without directly challenging the industry leaders.

## On-Page & Off-Page SEO

Our team performed a detailed SEO audit of the brand's website and figured out that this site needs both on-page and off-page optimization to increase its effectiveness. We helped them improve their local SEO by implementing Google My Business, adding local keywords, and building backlinks from trustworthy sources in the jewelry industry. It led to a gradual increase in the online presence of their business, helping them attract relevant customers, which led to an increase in the rankings.



## **Mobile-First Experience**

We solved the problem of poor mobile optimization by redesigning the website. Our team ensured that the brands' websites had faster loading speeds, responsive design, and streamlined navigation to improve the overall experience of their users. By making changes to their website and resolving a major issue, we could not help but notice a decrease in the bounce rates and an improvement in the rankings, leading to more organic traffic and improved customer engagement on mobile devices.

## **Content Creation & Enhancement**

After analyzing their website, our experts understood that high-quality, optimized content is essential for SEO success. We worked on the product descriptions to make them more engaging and rich in keywords relevant to their brand while ensuring they conveyed what the brand is all about. Additionally, blogs, customer testimonials, and detailed product guides were added to the clients' websites. It, in return, improved the SEO performance and increased conversions.

## **Strategic Link Building**

To handle the problem of ineffective link-building, ROI Minds used a comprehensive link-building strategy, focusing on getting quality backlinks from well-known jewelry, fashion, and lifestyle websites. We used guest posting, influencer partnerships, and other techniques to help build niche authority for the client. It improved their website's SEO rankings and developed authenticity, driving higher-quality traffic to their website.

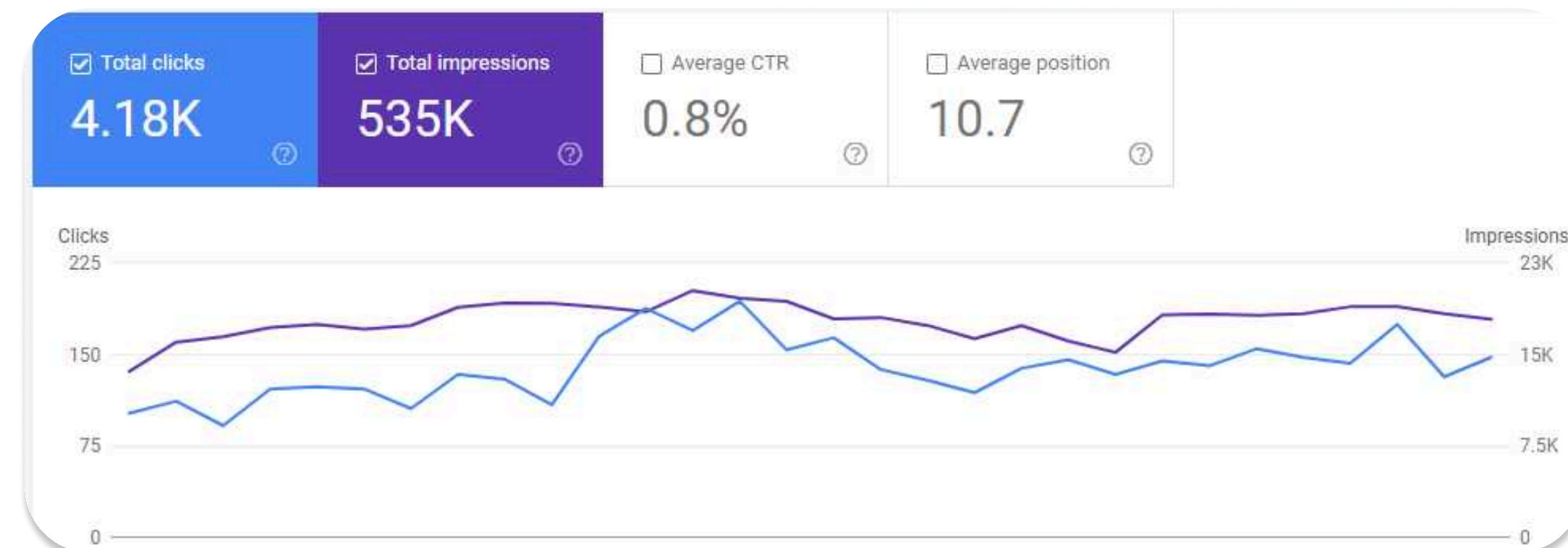


## RESULTS Google Search Console

Our targeted SEO strategies have driven the best results for our client's Indian Jewelry Brand. In just 1 year and 3 months, we saw impressive results highlighting the effectiveness of our marketing efforts.

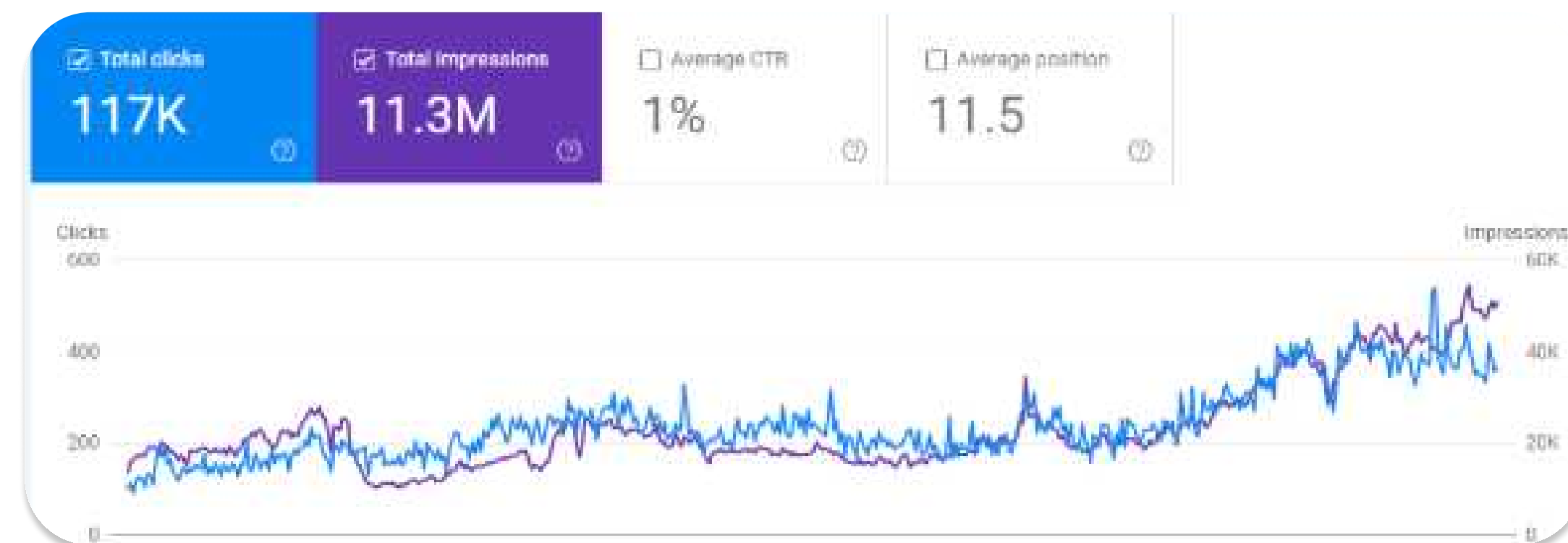
### BEFORE

At the beginning of the project, we saw some incredible numbers that helped us understand the business a little better. We analyzed the site, and this is what we got. The brand had 4.18K clicks and 535K total impressions.



### AFTER

Here is what we got a year after we implemented our strategies for the brand. There was an increase in the clicks to 117K clicks and 11.3 M impressions, showcasing the expertise of our SEO team.





# RESULTS Google Analytics

In just 1 year and 3 months, we saw impressive results highlighting the effectiveness of our marketing efforts.

## BEFORE

Before we started working on the project, the numbers we noted for the brand and performance had 1860 organic users and 3059 organic sessions.

User acquisition: First user primary channel group (Default Channel Group)								
Custom Jun 1 - Jun 30, 2023								
Search...								
Rows per page: 10 Go to: 1 1-10 of 12								
First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events	Usi All e
Total	167,859 100% of total	146,705 100% of total	28,148 100% of total	48s Avg 0%	0.80 Avg 0%	2,213,045 100% of total	910.00 100% of total	
1 Organic Social	59,780	48,501	12,794	59s	0.90	952,946	309.00	
2 Direct	50,836	46,199	5,853	28s	0.57	425,227	192.00	
3 Paid Social	38,716	34,611	6,804	31s	0.91	482,227	263.00	
4 Unassigned	6,698	6,486	1,160	1m 57s	0.92	152,722	79.00	
5 Paid Search	6,265	6,055	633	1m 23s	0.80	83,751	21.00	
6 Display	2,235	2,245	59	43s	0.60	14,274	0.00	
7 Organic Search	1,860	1,687	435	2m 41s	1.11	54,438	27.00	
8 Email	390	337	134	2m 12s	1.10	10,582	4.00	

Session primary...Channel Group)								
Custom Jun 1 - Jun 30, 2023								
Search...								
Rows per page: 250 1-14 of 14								
Session primary...Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events	
Total	211,348 100% of total	129,623 100% of total	61.28% Avg 0%	37s Avg 0%	10.47 Avg 0%	2,213,045 100% of total	910.00 100% of total	
1 Organic Social	74,741	49,187	65.81%	44s	12.59	940,691	280.00	
2 Paid Social	56,367	38,132	67.65%	25s	9.61	541,484	303.00	
3 Direct	54,398	35,480	65.24%	20s	6.62	360,360	149.00	
4 Unassigned	10,556	7,098	67.24%	1m 37s	18.19	192,035	108.00	
5 Paid Search	5,934	4,006	67.51%	1m 10s	10.90	54,651	14.00	
6 Organic Search	3,059	2,243	73.32%	1m 46s	19.31	99,063	27.00	
7 Display	2,380	1,272	53.45%	41s	6.13	14,395	0.00	
8 Paid Shopping	1,306	792	60.64%	29s	7.21	9,429	3.00	
9 Email	988	661	66.89%	1m 21s	17.16	16,967	15.00	
10 Organic Shopping	426	330	77.46%	1m 19s	15.32	6,526	5.00	





# RESULTS Google Analytics

## AFTER

After implementing the best SEO strategies, we helped them increase organic users to 83,607 and organic sessions to 123,108, with an organic engagement rate of 69.65%.

User acquisition: First user primary channel group (Default Channel Group)								
Custom Aug 14, 2023 - Dec 31, 2024								
Plot rows	Search...	Rows per page: 10		Go to: 1		1-10 of 15		
	First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events	Key events All events
	Total	2,480,164 100% of total	2,391,087 100% of total	464,972 100% of total	1m 23s Avg 0%	0.92 Avg 0%	54,469,386 100% of total	26,915.0 100% of total
1	Organic Social	805,805	771,213	140,136	1m 21s	0.94	17,390,248	5,798.0
2	Paid Social	795,953	777,507	178,235	54s	0.94	15,311,387	9,599.0
3	Cross-network	386,134	388,117	58,879	1m 13s	0.86	7,085,025	2,955.0
4	Direct	326,070	272,005	57,545	2m 11s	0.98	9,164,269	5,436.0
5	Organic Search	83,607	83,707	13,544	2m 23s	0.97	2,203,404	1,002.0
6	Paid Search	46,431	46,496	10,856	3m 33s	1.19	1,936,127	1,310.0

Traffic acquisition: Session primary channel group (Default Channel Group)								
Custom Aug 14, 2023 - Dec 31, 2024								
Plot rows	Search...	Rows per page: 250		Go to: 1-15 of 15				
	Session primary (Channel Group)	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events
	Total	3,841,640 100% of total	2,272,832 100% of total	59.16% Avg 0%	53s Avg 0%	14.18 Avg 0%	54,469,386 100% of total	26,915.00 100% of total
1	Paid Social	1,411,841	753,184	53.35%	29s	10.77	15,203,458	9,499.00
2	Organic Social	1,157,126	790,182	68.29%	1m 00s	16.01	18,524,393	6,547.00
3	Cross-network	569,071	341,351	59.98%	49s	12.79	7,278,522	3,028.00
4	Direct	358,818	229,255	63.89%	1m 17s	17.28	6,201,817	3,705.00
5	Organic Search	123,108	85,742	69.65%	1m 50s	19.65	2,419,214	1,226.00
6	Paid Search	90,946	67,570	74.3%	2m 20s	26.88	2,444,944	1,640.00
7	Unassigned	82,412	23,649	28.7%	1m 11s	15.61	1,286,258	803.00
8	Email	14,238	9,819	68.95%	1m 47s	19.64	279,583	250.00
9	Paid Shopping	12,066	6,841	56.7%	37s	10.66	128,592	50.00





## RESULTS SEMRush

In just 1 year and 3 months, we saw impressive results highlighting the effectiveness of our marketing efforts.

### BEFORE

Before we started on the project, our team noted that the brand had a total of 644 backlinks. We worked on devising a plan that could help the client improve their performance graph.



### AFTER

Our team created a detailed plan for improving the scores, and after a year, the results we achieved are below. The brand saw an increase in its authority score, which is 15, with organic search traffic at 64.8K and 5.9K backlinks.



# CONCLUSION

As we come to the end of the case study, we feel grateful to be chosen as a partner to work with such a brand. This work made us understand the challenges of building a successful luxury jewelry brand like this in today's competitive market, especially in this niche.

Implementing a strategic and effective SEO marketing plan helped them improve their search engine rankings, attract organic traffic, and improve their website's overall performance and user experience. The case study demonstrates the importance of SEO in the digital landscape for each and every type of business, in this case, the jewelry business, and achieving significant growth in a short period.

Collaborate with ROI Minds and experience the power of data-driven SEO strategies today!

