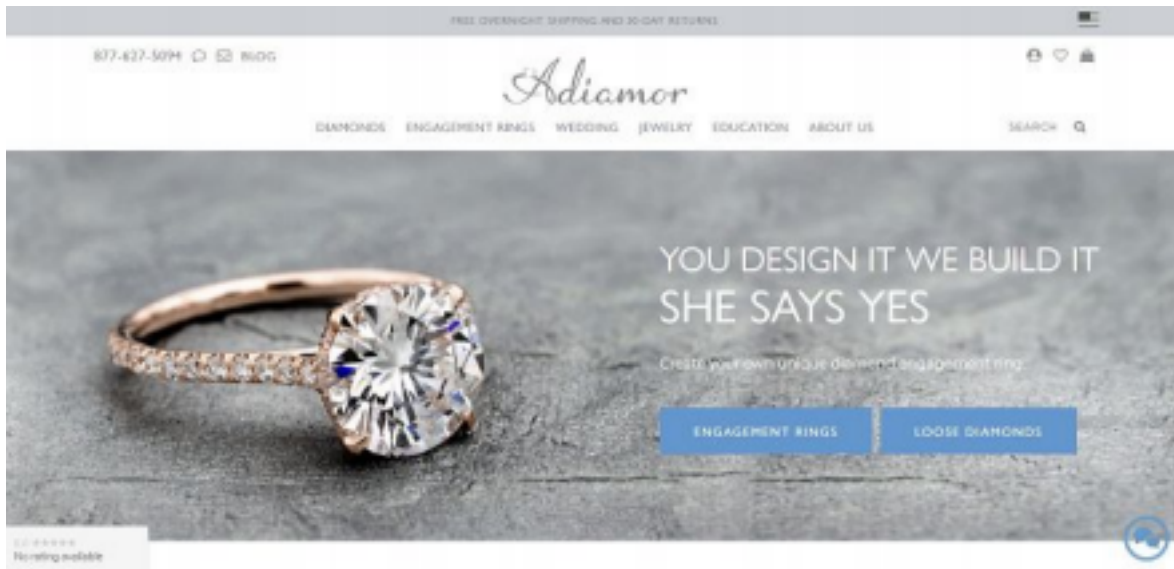


# SEO Case Study – Adiamor



## Increased ROI to 19.2X (i.e. 1920% ROI) For SEO Campaign in 4 Years! (2015 to 2019)

Adiamor.com is an Ecommerce Website for Adiamor Jewelry to sell fine diamond fashion jewelry, engagement rings and custom designed wedding jewelry. Selling the Gold & Diamond Rings & Jewelry is the main business of this Los Angeles based US company.

### The Challenge:

Adiamor.com had just changed their website to a newer platform and design, but there was no SEO work done. Neither on-page SEO, nor the off-page SEO was carried out for the website ever. The website traffic was almost negligible as media advertisement was carried out by their in-house staff. The bounce rate for organic traffic was more than 62% which had been a major concern. The website keywords were nowhere in the top 10 pages of Google. While the sales through their local LA Shop were good, there was almost no sale through the website.

Adiamor approached us for their SEO campaign in 2015 with focus on optimizing the website traffic and sales through organic keyword rankings.

### Findings:

In our initial findings, we discovered that Adiamor.com was actually never worked for the on-page SEO and only some paid media advertisement work was carried out like Press Releases or Paid Advertising.

- No optimized Page Titles.
- No Meta Descriptions for the pages.
- No H1, H2, H3, etc. Headings.
- No Keyword Research for specific pages.
- Very less backlinks.
- Wrong anchor text in backlinks.
- No inner page backlinks.
- No focus over the Link Building and off-page SEO.
- Too high Bounce Rate at 62.7%

### **Solutions:**

A full SEO campaign with focus on content marketing, link building and social media was planned for the 12 Months as Adiamor wanted a stable SEO campaign.

- Keyword Research and assigning keywords to every page.
- Optimized Page Titles with page specific keywords.
- Optimized Meta Descriptions with page specific keywords.
- Full Off-Page SEO campaign with content marketing, link building and social media.
- Optimized content for the product pages.
- Optimized Images and Alt Tags for Images.
- Full on-page SEO.
- Local SEO for their LA Shop and relevant keywords.

### **Some Important Facts:**

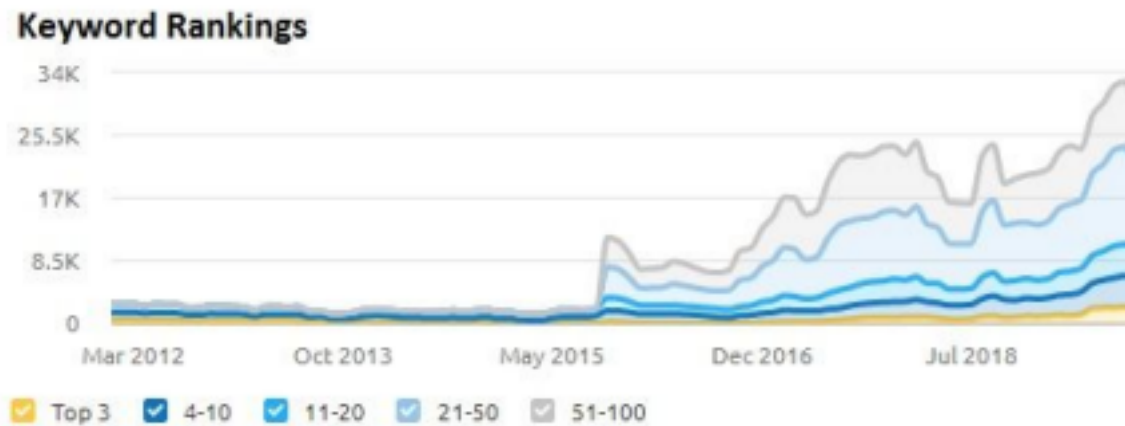
- Initial SEO Campaign was approved with \$1,000/- per month.
- Initial SEO Campaign was approved for 12 Months only.
- The budget for SEO Campaign was extended to \$2,000/- per month after 1<sup>st</sup> year.
- The budget for SEO Campaign was extended to \$2,800/- per month after 2<sup>nd</sup> year.
- The budget for SEO Campaign was extended to \$4,000/- per month after 3<sup>rd</sup> year.
- The ROI for the organic sales for the first few months had been on the negative side due to the reason that SEO is a slow procedure and takes time

to get organic rankings in the top pages. But the local SEO helped in increasing the sales from their LA Shop.

- The ROI for the first year was approx. 6% from the website sales.
- The ROI for the second year was 11.1% from the website sales.
- The ROI for the third year was 15.9% from the website sales.
- The ROI for the fourth year was 19.2% from the website sales.
- The Bounce Rate at the end of the SEO Campaign was 34.1%
- The number of direct calls to the sales team increased significantly in 3<sup>rd</sup> and 4<sup>th</sup> years.

### Results:

- The volume of organic traffic increased from 2,200+ to 100,000+ in 4 Years.
- The number of keywords in organic results increased from 100+ to 32,000+ in 4 Years.
- The sales from organic traffic increased significantly through website orders with 19.2X ROI.



### Client Testimonial:

"Webrex Studio Team was great to work with. We did not understand much about SEO until Sanjay & his team at Webrex Studio started delivering the results. After seeing how they tied everything together and brought a total package that not only helped in getting the top page rankings for the website, but also helped a lot in website sales; we kept on renewing our contract year after year. If you need SEO, then Webrex Studio is the one to go for!"

**-Jacquelin Parker, Marketing Head, Adiamor**