



This is a premier jewelry company with an established storefront located in NYC.

## Prior to SEO

**Jewelry Company** came to us in July of 2014, with some online presence. They wanted to improve their national presence by increasing organic rankings and traffic to their website and increase their clientele. At the time they signed on for our SEO services they had just few keywords ranking on the first page of major search engines. A few months later the site was hit by a Google update due to some unnatural backlinks built by previous SEO vendor.

## Our Approach

- We identified how potential customers were searching through extensive **keyword research**.
- We designed & implemented an SEO campaign that included **on-page** and **off-page optimization** around their targeted keyword terms.
- When the website has hit by **Google update**, we did a thorough backlink analysis and created a prompt plan of action to remove / disavow bad backlinks built previously.
- We ensured that all name, address, and phone number information was correct, complete and consistent across key sites, including top tier directories such as **Google My Business** and **Bing Local**.
- We developed and distributed **SEO friendly content** on relevant websites.
- We **created** and **distributed videos** about the business.

## Keywords Ranking on First Page in Major Search Engines\*

