

SEO Success Story

eCommerce SEO and the Jewelry Industry: Improved Targeting and Boosting Rankings

One of the most common questions we hear, as a respected eCommerce digital marketing agency, is “are your strategies effective for our industry?”

This question is particularly relevant to those that serve niche industries that are influenced heavily by trends, such as those in fashion or jewelry.

The short answer is, yes, our eCommerce SEO strategies are effective in those industries.

But, perhaps, a case study will illustrate that point better than our testimony.

The Position

One of our current clients is a family-owned company that, for four generations, has been guided by family values and pioneered trends in the jewelry industry.

Their online shop offers an exclusive catalog of exquisite jewelry, handcrafted with pride in the United States by artisans with many years of experience.

Their collections, many of which are themed or curated according to color, cut, or aesthetic appeal, are entire sui generis and have no equals, even in the fine jewelry industry.



Of course, as appealing as that sounds, this client is, like so many of its peers in the industry, up against such heavy hitters as Jared, Kendra Scott, and Nordstrom.

There are, quite literally, millions to billions of results for search terms like “jewelry” and “fine jewelry” with downright astronomical difficulty scores.

Differentiating a client like this would take some thinking outside of the box.

The Goal

The goal here for this client is fairly straightforward, which for both us and the client, is good news: growth online. Specifically, organic growth.

Like many of our SEO clients, the primary goal for this client, at the outset was (and has remained) to drive more qualified leads to their website with the goal of converting them into customers.

Some clients have unique requirements, based on location or niche, but with this particular client, we had a little more flexibility.

Our main challenge was defining a target market (with which we had help from the client) and then settling on a keyword strategy that stood a chance, in this competitive industry, of generating measurable results.

The Keyword Strategy

For this jewelry client, as is the case for most companies in the jewelry industry, most keywords are simply off the table. They are either unattainable objectively or unattainable in the short term.



Regardless of the uniqueness of the company's position – and this client has one since it sells products that are completely unique – there are too many competitors vying for similar (or the same) keywords.

This makes it economically untenable to go after most of them. Short tail keywords like “jewelry” and “necklace,” even “necklaces for sale,” are far too competitive.

Rather, our SEO experts had to roll up their sleeves and get into the trenches with these industry-specific keywords, finding a cohort of keywords that had substantial search volume, but with difficulty scores that we could hope to reach within a reasonable timeframe.

What this came down to was dialing in on customer intent as well as on specificity.

For instance, this client sells a substantial number of items with baguette cut stones. Consequently, we went after a number of keywords containing this seed keyword and others that were similar.

We had to strike a balance between specificity and the trade-off that comes with it – highly specific, long-tail keywords are associated with easily identifiable search intent, but search volumes tend to be low.

Ultimately, we keyed in on a set of these keywords that were specific, associated with intent to purchase (commercial or transactional search intents), relevant to their products and categories, and most importantly, well-balanced in terms of volume and difficulty.

The Process

With a solid keyword strategy in place, the next thing we needed to do as a collective team was actually to start implementing the optimizations that would start driving growth.

Our technical team began sweeping the website looking for crawler errors, potential issues with URLs, duplicate content, and other technical SEO issues. These we removed and created a log to supplement our ongoing scans.

We also created an organized list of target URLs and optimized on-page factors such as H1 tags and metadata. We also added these pages to a content schedule and prioritized optimized, refreshed copy for them.

The same content schedule also contained prioritizations for blogs and offsite guest posts. We crafted a series of onsite blogs focusing on industry-relevant topics, trends, and keywords, which increased the website's overall impressions, specifically its impressions for the target keywords of the campaign.

Simultaneously, our content writers also produced a series of offsite guest posts which our technical team then published across a variety of third-party websites, sowing backlinks in each one. These increased the referral traffic to and domain authority of the client's website. The process is ongoing.

Together, these efforts address the needs of the client's website with respect to all four pillars of SEO.

That's the process; what have the results been?

The Results

As we have covered in a previous case study on the importance of quality content in SEO, there are numerous metrics you can use to assess the impact of content on an SEO campaign and on the efficacy of eCommerce SEO services in general.

With this campaign, however, we have different, but equally exciting metrics to share to gloss the success of our efforts.

One is total sessions. As you can see in the image below, total sessions for the website were averaging slightly less than 50,000 each month before we started implementing our optimizations.

However, as you can also see from the chart, total sessions sharply increased – nearly tripling – since our SEO services got underway. The red arrow in the image above indicates where our SEO work began, at which point you can see a mild dip followed by an impressive, and incontestable, increase.

Another set of metrics you can use to directly assess the impact of eCommerce SEO services are keyword movements, directly. In the image below you can see the target keywords and the movement generated.

While we can't share the keywords themselves – that would be giving away the recipe for the secret sauce, after all – you can clearly see the immensely positive trends. These five keywords have all shifted up the SERPs by 3 positions or more, all of them on the first and second pages of Google.

The picture above is helpful but doesn't capture the immensity of the effect we've had on the upward trajectory of our client's domain, overall. For that, you need to consult a graph showing the average ranking position for the client's total

target keyword cohort, which you can see in the image below.

As you can see, starting in September 2022 (which is when the campaign officially began) there is a sharp, upward trend among all of the keywords. Average rankings started out at just about thirty – which would put them near the top of page three. As of January 2023, the average ranking for all tracked keywords was below 20 – which means they appear on page two.

If that doesn't paint the picture of success, we don't have data that does.

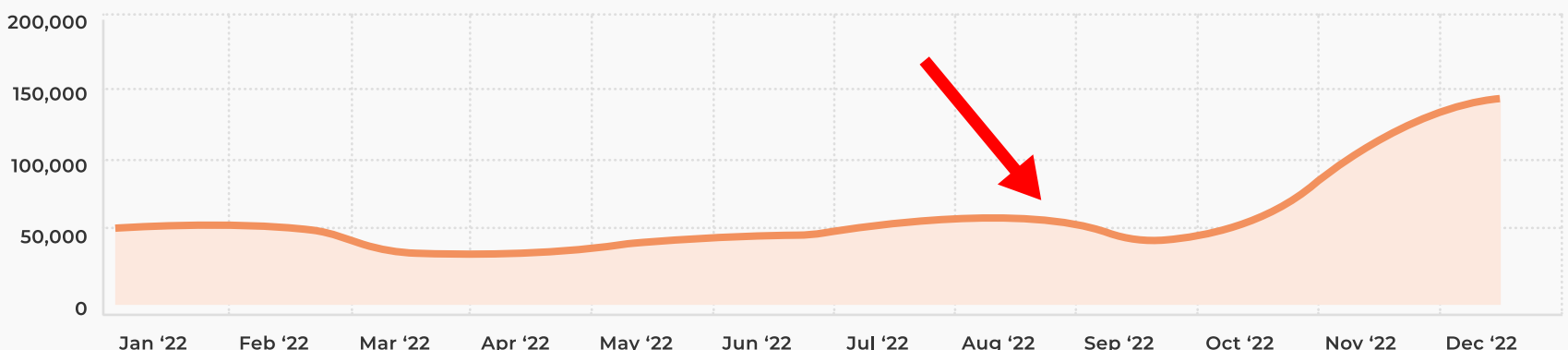
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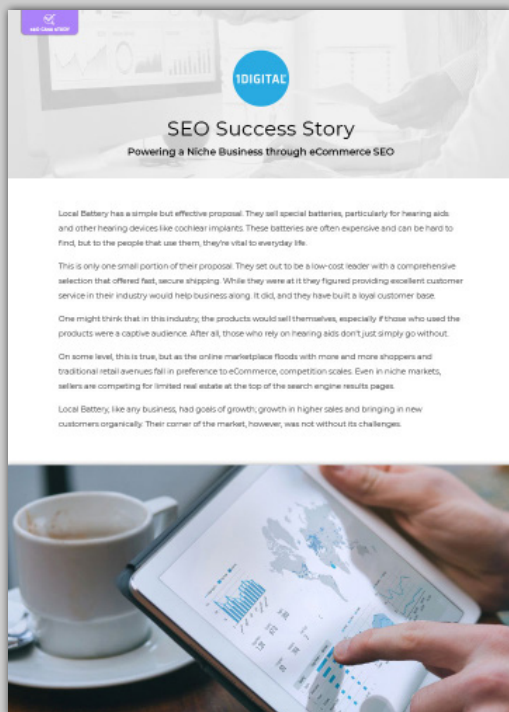
TOTAL SESSIONS TREND (LAST 12 MONTHS)



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SEO Success Story
Powering a Niche Business through eCommerce SEO

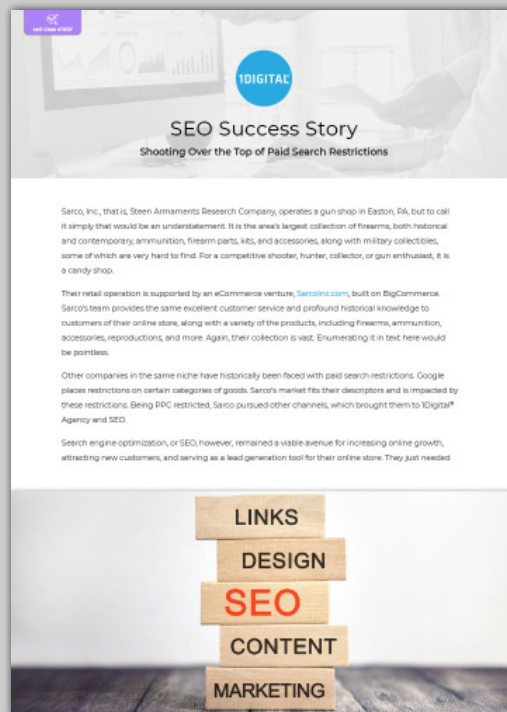
Local Battery has a simple but effective proposal. They sell special batteries, particularly for hearing aids and other hearing devices like cochlear implants. These batteries are often expensive and can be hard to find, but to the people that use them, they're vital to everyday life.

This is only one small portion of their proposal. They set out to be a low-cost leader with a comprehensive selection that offered fast, secure shipping. While they were at it they figured providing excellent customer service in their industry would help business along. It did, and they have built a loyal customer base.

One might think that in this industry, the products would sell themselves, especially if those who used the products were a captive audience. After all, those who rely on hearing aids don't just simply go without.

On some level, this is true, but as the online marketplace floods with more and more shoppers and traditional retail avenues fall in preference to eCommerce, competition scales. Even in niche markets, sellers are competing for limited real estate at the top of the search engine results pages.

Local Battery, like any business, had goals of growth, growth in higher sales and bringing in new customers organically. Their corner of the market, however, was not without its challenges.



SEO Success Story
Shooting Over the Top of Paid Search Restrictions

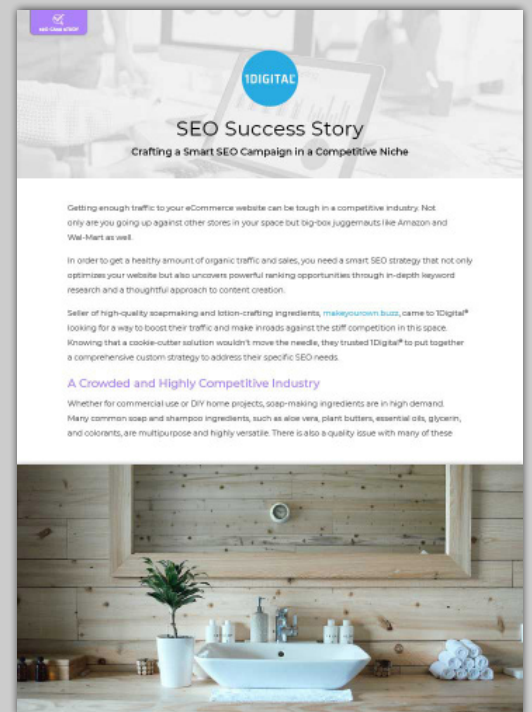
Sarco, Inc., that is, Steen Armaments Research Company, operates a gun shop in Easton, PA, but to call it simply that would be an understatement. It is the area's largest collection of firearms, both historical and contemporary, ammunition, firearm parts, kits, and accessories, along with military collectibles, some of which are very hard to find. For a competitive shooter, hunter, collector, or gun enthusiast, it is a candy shop.

Their retail operation is supported by an eCommerce venture, Sarcosho.com, built on BigCommerce. Sarco's team provides the same excellent customer service and profound historical knowledge to customers of their online store, along with a variety of the products, including firearms, ammunition, accessories, reproductions, and more. Again, their collection is vast. Enumerating it in text, here would be pointless.

Other companies in the same niche have historically been faced with paid search restrictions. Google places restrictions on certain categories of goods Sarco's market fits their descriptors and is impacted by these restrictions. Being PPC restricted, Sarco pursued other channels, which brought them to 1Digital® Agency and SEO.

Search engine optimization, or SEO, however, remained a viable avenue for increasing online growth, attracting new customers, and serving as a lead generation tool for their online store. They just needed

LINKS
DESIGN
SEO
CONTENT
MARKETING



SEO Success Story
Crafting a Smart SEO Campaign in a Competitive Niche

Getting enough traffic to your eCommerce website can be tough in a competitive industry. Not only are you going up against other stores in your space but big-box juggernauts like Amazon and Wal-Mart as well.

In order to get a healthy amount of organic traffic and sales, you need a smart SEO strategy that not only optimizes your website but also uncovers powerful ranking opportunities through in-depth keyword research and a thoughtful approach to content creation.

Seller of high-quality soapmaking and lotion-crafting ingredients, makeyourown.buzz, came to 1Digital® looking for a way to boost their traffic and make inroads against the stiff competition in this space. Knowing that a cookie-cutter solution wouldn't move the needle, they trusted 1Digital® to put together a comprehensive custom strategy to address their specific SEO needs.

A Crowded and Highly Competitive Industry

Whether for commercial use or DIY home projects, soap-making ingredients are in high demand. Many common soap and shampoo ingredients, such as olive, plant butters, essential oils, glycerin, and colorants, are multipurpose and highly versatile. There is also a quality issue with many of these

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SEO for eCommerce is a hard-fought battle. Everybody in your industry is competing for just 10 spots on Google's first page. In order to be one of those people, you need to be smarter, quicker, and work harder than everybody else. 1Digital is the marketing partner that can help you get there. We employ intelligent SEO strategies that grow organic ranking, traffic and conversion. We have highly skilled eCommerce SEO experts that focus on eCommerce merchants and we're widely recognized as one of the best eCommerce SEO companies online.

SEO Experts. 1Digital employs a talented team of eCommerce experts that focus on e-Commerce only. We've been working on eCommerce SEO since our inception and we've slowly grown into one of the top eCommerce digital agencies in the country. Our eCommerce search engine optimization skills have propelled us to the top of the talent pool and we've been helping our clients win more business with more sales and leads since early 2012. Our founder and CEO, Dan Kogan has been involved with eCommerce SEO since the late 1990s and he's carved out our path to being the best in the eCommerce space ever since. If you've been looking for a top company that handles eCommerce SEO, you've found it.

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