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# SEO & PPC Case Study: Online Jewelry Boutique Success

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Mar 2020 - Ongoing



Client: **Online Jewelry Company**, Canada

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"Yekutiel and his staff were fantastic. They made the perfect ring (custom design) and made the experience



# Project Overview




## Client Information

 **Online Jewelry Company**

 Founder


 Canada

 1-10 Employees



## Project Summary

 **SEO&PPC**services

 Addressing domain change issues

 Improving web presence

 In-depth reporting & analysis



## Project Timeline

 **Start:**Mar 2020

 **Status:**Ongoing

 Regular weekly updates

 Weekly Skype calls



## Key Objectives

 Improves**social media** presence

 Fix**domain** change issues

 Increase**online** visibility

 Generate more customer inquiries

# The Challenge



## Domain Change Issues

Technical **SEO problems** after changing domain, affecting search rankings and traffic



## Limited Online Visibility

Need to attract **target audience** through effective online marketing strategies



## Social Media Presence

First project focused on improving **social media engagement** and brand awareness



## Business Growth

Need to increase **customer inquiries** and brand recognition in competitive market



*Strategic approach to overcome digital marketing challenges*

# The Approach



## Comprehensive SEO Campaign

Addressing **domain change issues** and optimizing website for better search visibility



## In-depth Reporting & Analysis

Regular **performance tracking** and actionable insights for continuous improvement



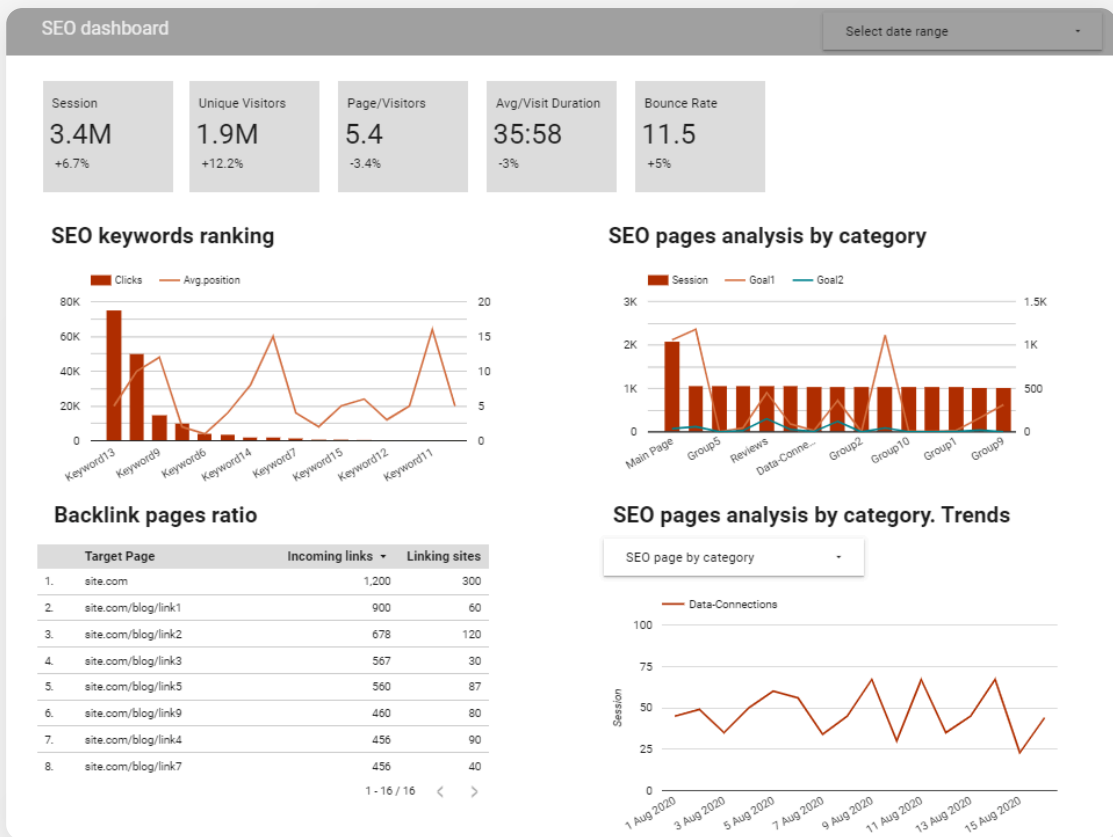
## Effective Communication

**Weekly Skype calls** and regular email updates to keep client informed



## Responsive Team

**Open to client requests** and feedback, ensuring collaborative partnership



SEO performance dashboard with key metrics and insights

# Results & Impact



## Increased Social Media Engagement

High levels of interaction and following

↑ +65%



## Boosted Page Views

Significant increase in website traffic

↑ +78%



## Enhanced Recognition

Improved brand visibility and awareness

↑ +52%



## More Customer Inquiries

Increased calls and business opportunities

↑ +83%

## Success Metrics of Effective Marketplace Expansion

Revenue Per \$ of Expense, ROI, Payback Period



Revenue Per \$  
of Expense



Return on  
Investment



Payback Period



Write your text  
here.



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### Comments

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*Key performance indicators showing measurable business growth*

# Client Feedback

5.0



Overall Rating

Quality

5.0

Schedule

4.5

Cost

5.0

Would Refer

5.0

”

"They know how to handle their clients well. Incrementors Web Solutions effectively boosted the client's web presence."



**Founder**  
Online Jewelry Company

”

"The team was **responsive and easy to work with**. The client greatly appreciated their patience and remote support."



**Verified Review**  
Incrementors Web Solutions

# Key Takeaways



## Comprehensive Approach

Addressing both **technical SEO** and **marketing needs** for holistic digital presence improvement



## Effective Communication

**Regular updates** and **responsive team** ensuring transparency and client satisfaction



## Data-Driven Strategy

**In-depth reporting** and **analysis** for continuous improvement and measurable results



## Client-Centered Service

**Patience** and **remote support** leading to high satisfaction and successful outcomes



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