CASE STUDY

Man Made Lab Diamonds is an online Lab Created Diamond ecommerce business. The goal with this client was to increase overall search traffic for several keywords that pertain to the man made lab diamond industry. We also analyzed all of the main competitor sites for backlinks, United States keyword rankings, increased global keyword rankings, and traffic. In addition this site had no Google Page Rank at all.

We started this project in June,2012 with the following statistics.

- **This site had 4 keywords in the Top 45 for Google (United States)**

In August,2012 we significantly raised their ranking results for a large variety of keywords. We targeted 25 keywords after carefully analyzing them. We obtained the following results:

- **Ranked 9 different keywords on Google(US) first page{Top 10} (1,1,1,2,3,4,5,6,8)**

- **Ranked 7 different keywords on Google (Australia) first page{Top 10} (1,1,1,4,4,5,6)**

- **Ranked 5 different keywords on Google (Canada) first page (Top 10) (1,1,2,6,8)**

- **Ranked 6 different keywords on Google (UK) first page (Top 10) (1,1,5,6,8,10)**

- **Ranked 4 different keywords on Google (US) second page (11-20)**

- **Ranked 2 different keywords on Google (Australia) second page (11-20)**

- **Ranked 4 different keywords on Google (Canada) second page (11-20)**

- **Ranked 2 different keywords on Google (UK) second page (11-20)**

- **This site experienced a 23% increase in organic traffic**
- **This site also obtained Google Page Rank 1 during this period**