

# NATURAL RANKS



SILVER TREE

L A N C A S T E R

Search Engine Optimisation

# CASE STUDY

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**Client Name:** Silver Tree Jewellery

**Industry:** Jewellery Retailer

**Service:** Search Engine Optimisation

# WHY THEY CAME TO NATURAL RANKS

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Silver Tree Jewellery has been an established jewellers for over 20 years with a boutique store in Lancaster. They approached us as their website was only contributing to a small proportion of their total sales and felt it could be generating a lot more for them.

They had a strong online presence for local searches e.g Jewellers Lancaster, but they wanted to appear for national high volume searches for designer brands but understood their Google search presence was non-existent.

# WHAT NATURAL RANKS DID FOR SILVER TREE

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We created a 12 month SEO plan, which took a slower approach in the first few months, this gave us chance to show small improvements and build trust. After this stage they increased their investment and we targeted more competitive terms and brands they wanted to promote.

Initially we solely targeted the brand ChloBo. Once we gained good rankings we also started to incorporate Vivienne Westwood later on in the year.

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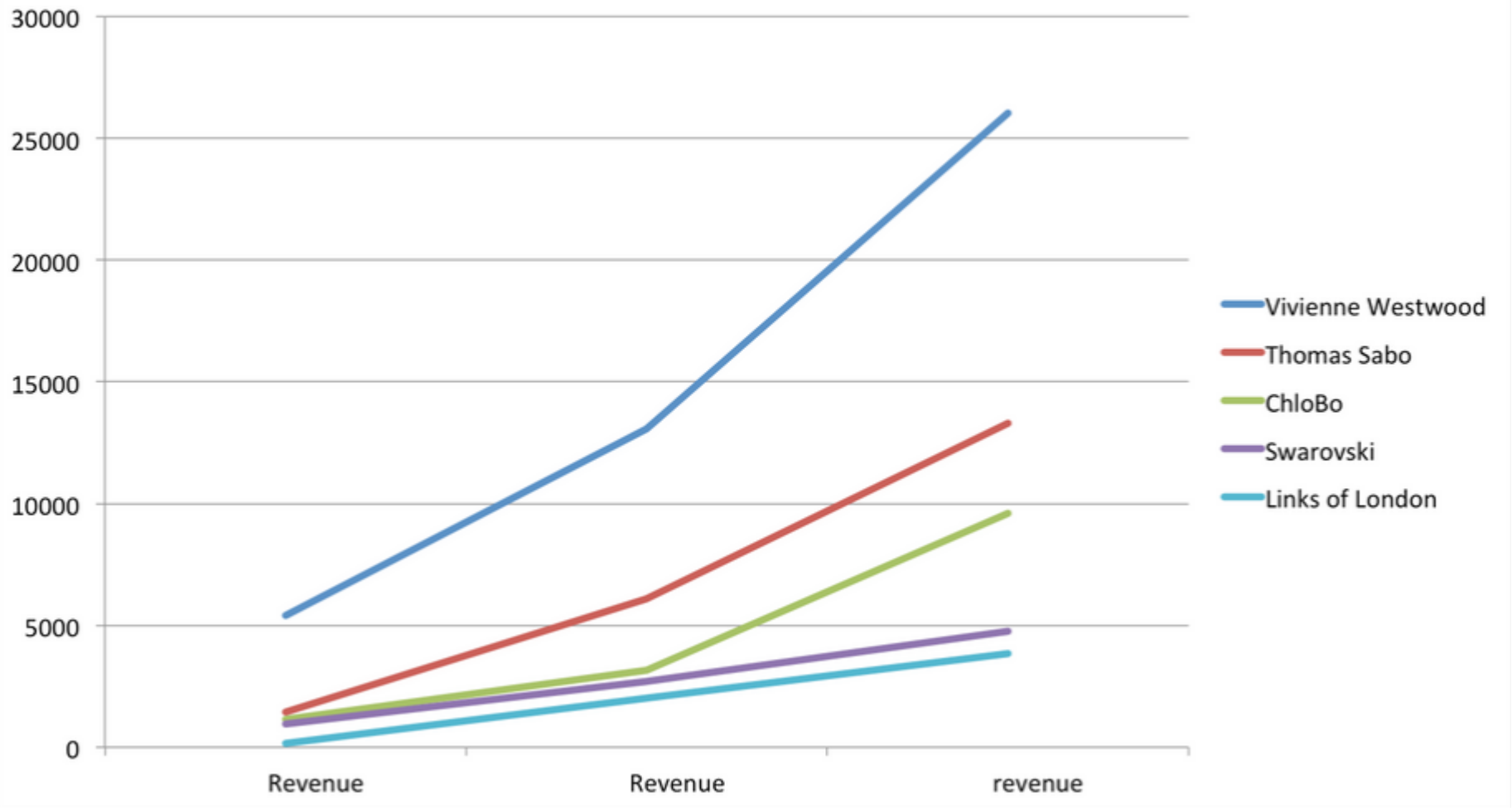
We then focussed heavily on Vivienne Westwood, after round 12 months we had achieved 1st page positions for competitive phrases such as 'Vivienne Westwood Jewellery' 'Vivienne Westwood bracelets'

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Our next focus was the brand Thomas Sabo, with a view to maintaining VW rankings. Towards the end of year 2 we gained 1st page rankings for searches "Thomas Sabo" (nationally) and "Thomas Sabo Jewellery" (locally) whilst moving most other keywords onto the 2nd page. We also improved VW rankings even further.

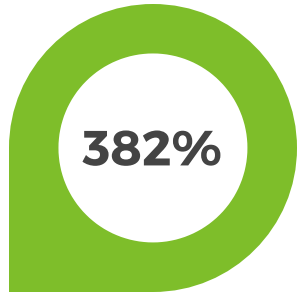
# RESULTS

Brand Revenue Increases

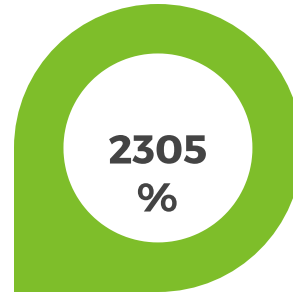


# SEO REVENUE INCREASES

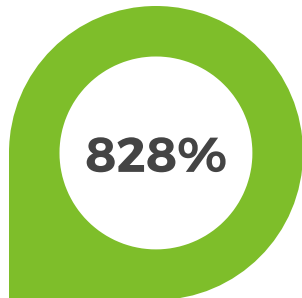
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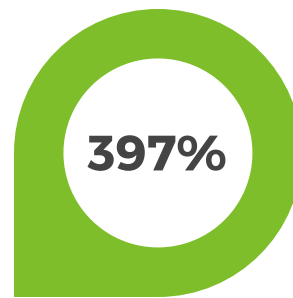
Vivienne  
Westwood



Links of  
London



Thomas  
Sabo



Swarovski



Chlobo

# RETURN ON INVESTMENT

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Year 1 Investment: £7,200

Year 1 Sales: £17,443

Year 2 Investment: £12,000

Year 2 Sales: £36,983

Year 3 Investment: £18,160

Year 3 Sales: £76,589





**naturalranks**