

*How Nvara Media helped to increase Sales Revenue by **1644%** in 20 months?*

Jewellery Industry - Case Study





Challenges

Company

Our Client is one of the **top 6 Jewellery** companies in India with over 90 years of existence in the industry. The group has **116** jewelry retail shops across South India and more than **2000** employees. The group has 5 business verticals and as of 2022 the turnover is **48,000cr** INR.

Context

Nvara was associated with **1** of the **5 business verticals** that exist in the Jewellery group and is concerned with **18 retail branches**, to help them in increasing their digital presence via **SEO, Blogging, Social Media Management, PPC, and GMBs**. The main objective was to organically attract more audiences to the website/online e-commerce store.

Challenges

1. Huge **competition among the brands** within the Jewellery group for the brand & non-brand keywords, SEO, and website ranking.
2. **Unstructured website** architecture.
3. **Less Organic traffic** on the website.
4. **Less Backlink** count in the existing website.
5. **Indexability issues**.



Challenges deep-dive

Challenge 1

Competition among Brand Keywords

The biggest challenge was to **rank the brand keywords** as other websites (among the verticals within the Jewellery group) were ranking for the same target keywords.

None of the non-brand keywords ranked in the top 100 results.

Challenge 2

Unstructured Website architecture

The website had many 301 HTTP status codes, 404 **error pages**, **indexability issues**, **sitemaps**, **bots**, and other **technical issues** which impacted the ranking and hampered any improvements.

Challenge 3

Zero or No SEO on the website

Along with the other challenges mentioned here, the website was not search engine optimized. **The pages had no** – SEO Content, Textual content, Meta titles, and description on the pages, standardized URLs, Internal, and Hyperlinks., which would result in higher ranking and search results.



Challenges deep-dive

Challenge 4

Very Less Backlink Count

The **total backlinks** to the website were **very low** in number.

The existing backlinks were mostly **spam** and had **low authority**.

Challenge 5

Indexability Issues

There was an indexability issue with the website. **No pages were crawled by Google.**

Also, the Homepage was not ranked for Brand keywords.

Challenge 6

Less Organic Traffic

None of the general keywords ranked among the top 100

positions.

The site generated very less traffic from some brand keywords and other sources like social media.



Solution

Since the **major objective was to drive more organic traffic** to the website - the main focus was on SEO.

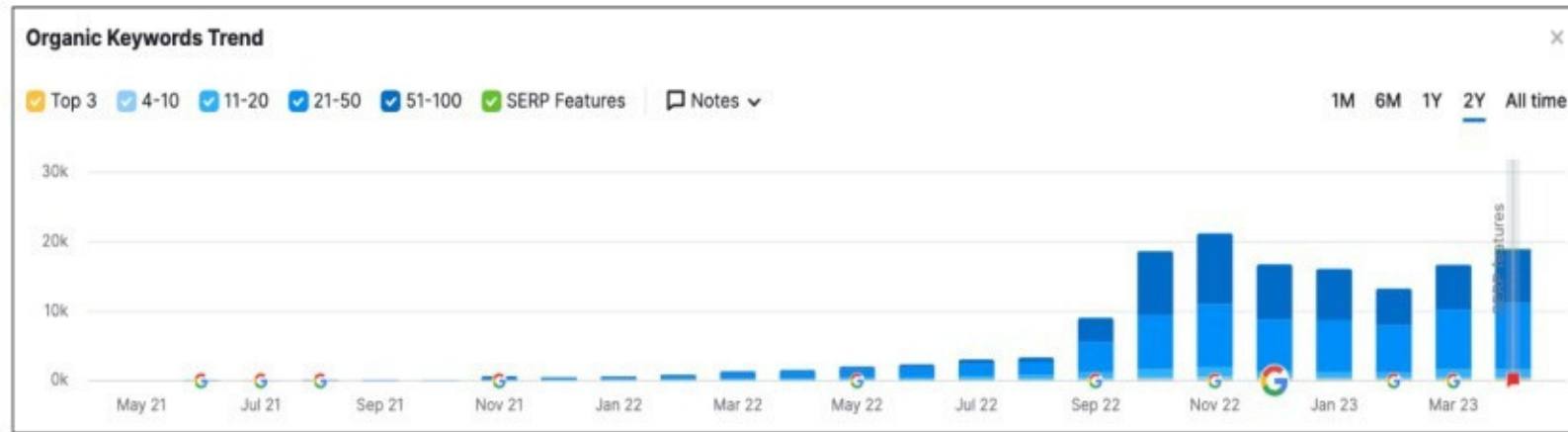
- We **ranked brand keywords** among the **top 3 positions** since they were getting the most traffic.
- We ranked the website for **high search volume branded and non-branded keywords** to improve the organic traffic to the website.
- We did a **toxic audit** and removed/resolved all the issues with website structure, spam backlinks, duplicate titles, and other technical errors (301, 404 pages) using the Google Search Console tool and reports.
- We **disabled the 'no-index' tag** which had discouraged search engines from indexing the website.



Solution & Results

Organic Keywords

Monthly Organic Keyword Ranking



August 2021	
August 2021	
Top 3	0
4-10	3
11-20	25
21-50	50
51-100	43
Total	121

Left side shows the **baseline report** and
Right side shows the **improvements**.

There is **15636% increase** in the number
of keywords ranking.

April 2023	
April 2023	
Top 3	183
4-10	321
11-20	1,212
21-50	9,508
51-100	7,677
SERP Features	140
Total	19,041

15636% ↑ in Organic
Keyword Ranking

Website Traffic

Total Organic Traffic

There is a total organic traffic of
3,58,937 visitors till April 2023.



Total of **3,58,937**
Organic visitors!



Solution & Results

Traffic

Monthly Organic Traffic

Baseline VS Present(April 2023)

There is **755% increase** in organic traffic when compared to the month of April 2023.

August 2021									
Keyword	Acquisition		Behaviour				Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
Organic Traffic	3,196 % of Total: 4.57% (69,858)	2,363 % of Total: 3.47% (68,197)	4,274 % of Total: 4.04% (105,818)	48.60% Avg for View: 71.38% (-31.92%)	3.45 Avg for View: 2.16 (59.23%)	00:02:45 Avg for View: 00:01:11 (132.98%)	0.14% Avg for View: 0.08% (85.69%)	6 % of Total: 7.90% (80)	₹131,157.00 % of Total: 7.52% (₹1,742,951.00)

April 2023									
Keyword	Acquisition		Behaviour				Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration	E-commerce Conversion Rate	Transactions	Revenue
Organic Traffic	27,329 % of Total: 3.18% (859,385)	15,626 % of Total: 1.93% (808,094)	35,631 % of Total: 2.84% (1,252,685)	49.38% Avg for View: 75.18% (-34.32%)	4.16 Avg for View: 1.91 (117.61%)	00:03:26 Avg for View: 00:01:04 (223.44%)	0.15% Avg for View: 0.02% (800.73%)	55 % of Total: 19.93% (276)	₹2,288,204.37 % of Total: 19.37% (₹11,815,924.68)

755% ↑ in Organic traffic!

Backlinks

Baseline VS Present(April 2023)



On August 2021, we had a total of **102 backlinks** coming from **20 domains**.

This also consisted of spam backlinks.

By the end of April 2023, we have nearly **6.5 lakhs backlinks** from **1218 referring domains**.

From 102 backlinks to **0.65million** Backlinks from 1218 referring Domains!



Solution & Results

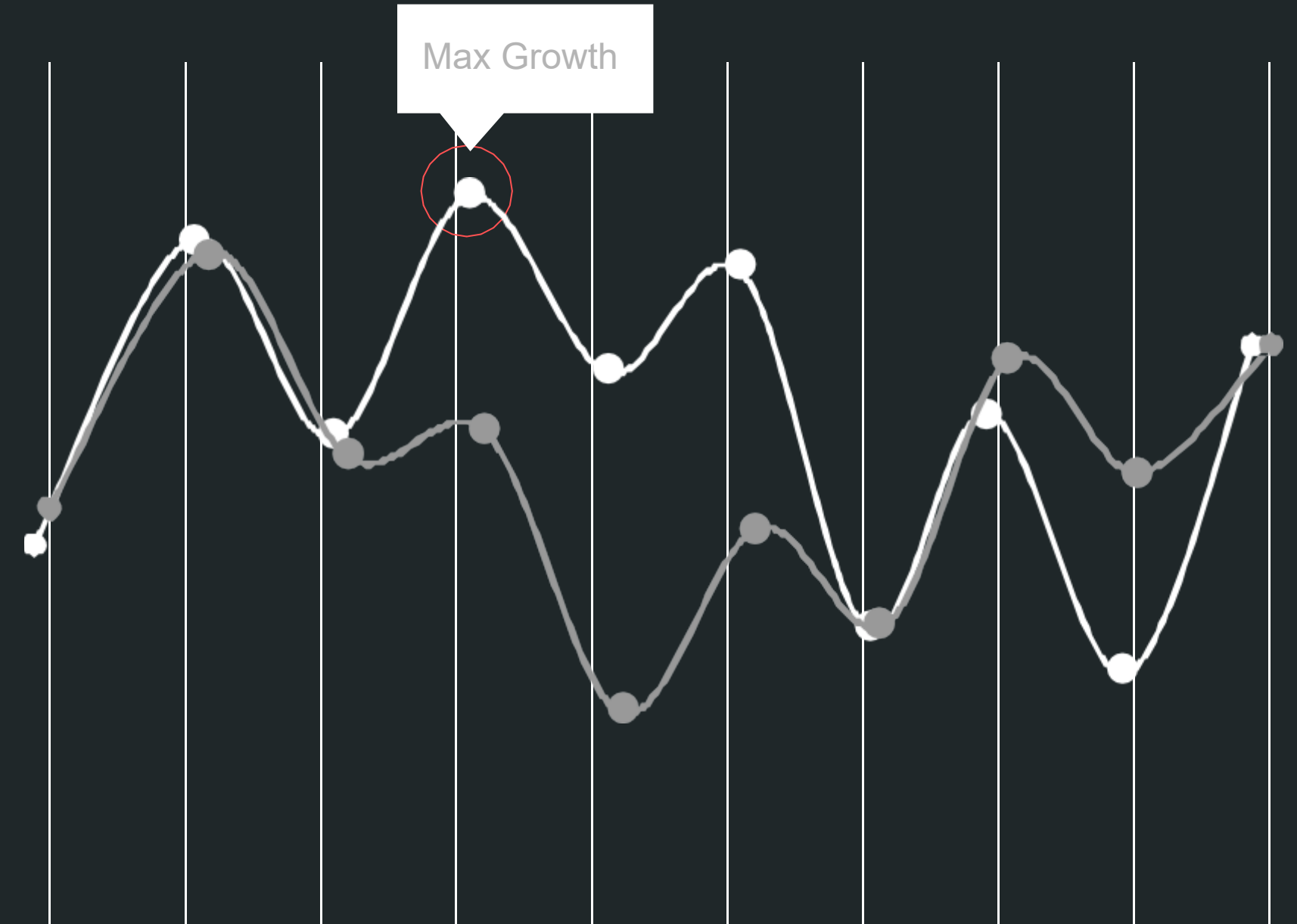
There is a total sale of **INR 14,90,69,705** over a period of 20 months

Total Sales Revenue of **149.6 million INR** in 20 months

August 2021 - April 2023			
Revenue & Conversion Rate		Transactions	
Revenue	E-commerce Conversion Rate	Transactions	Avg. Order Value
₹149,069,705.00	0.05%	4,789	₹31,127.52



Sales Transactions  by **1444%** from
14,69,443INR (August 2021) to 2,26,88,204INR (April
2023)





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