



HATTON GARDEN JEWELLERS

# Create your ring with award-winning jewellers

Together with our expert team of gemmologists, designers and goldsmiths, create a custom ring that's totally *you*.

SHOP ENGAGEMENT RINGS

## CASE STUDY

PROJECT OF  
JOYDIP KIRTUNIA

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[www.seoguyjoy.com](http://www.seoguyjoy.com)

## **Role**

SEO Consultant and Organic Traffic Growth Experts

## **Project goal**

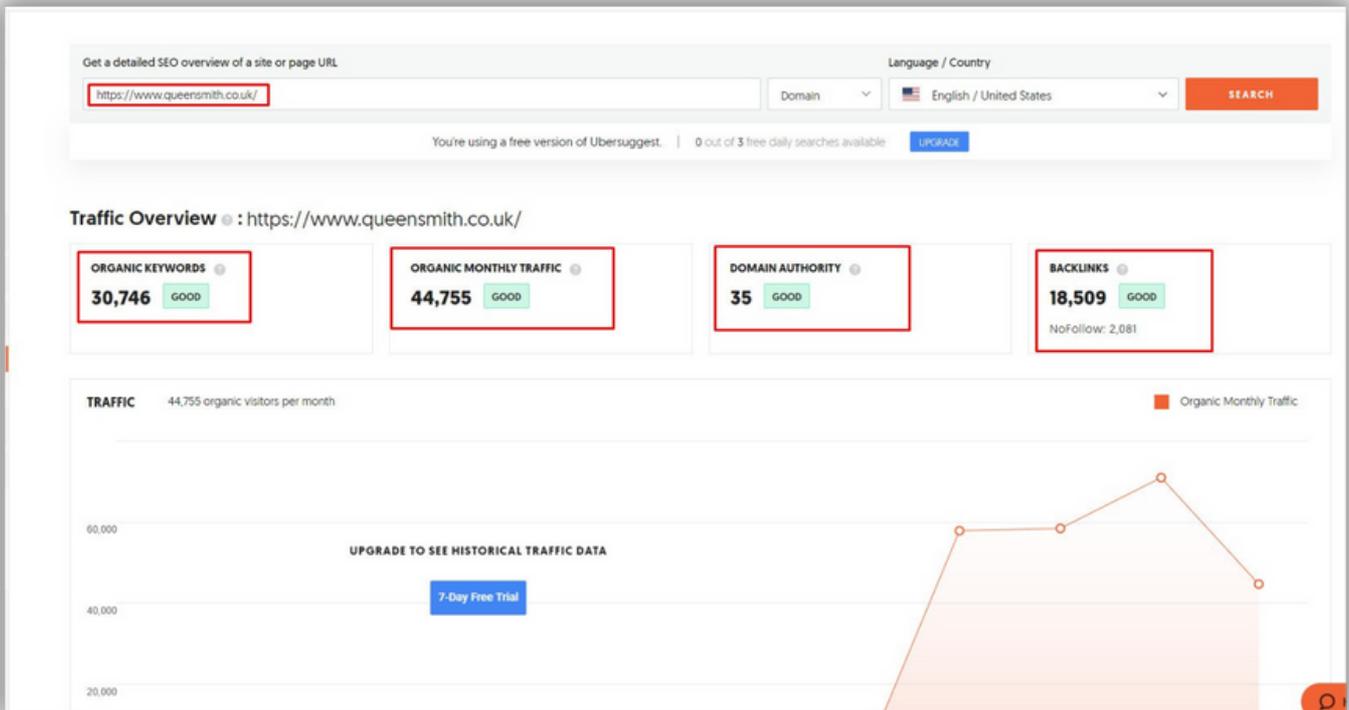
Queensmith is an award-winning Hatton Garden jeweler. Their team of gemologists and master goldsmiths specialize in crafting bespoke wedding rings, engagement rings, and fine jewelry.

Based in the competitive engagement ring hot spot in London, Hatton Garden Jewelers, Queensmith was hit severely by the pandemic when their stores were forced to close.

COVID-19 impacted their ability to fulfill orders and they had to quickly adapt to consulting online, something they had never done before. Queensmith doubled down on SEO activity to recoup any losses as the UK went into lockdown.

### **Goal For This Project:**

- Increase organic traffic
- Recover avg. monthly leads back to ~87 per month
- Achieve first-page rankings for 'Lab Grown Diamond' terms



[HTTPS://WWW.QUEENSMITH.CO.UK/](https://www.queensmith.co.uk/)

## SOLUTION

**IDENTIFY AND RANK FOR A VARIETY OF COMMERCIALY FOCUSED PRODUCT SEARCH QUERIES SO THAT QUEENSMITH WAS NOT HEAVILY RELIANT ON SEARCH TERMS THAT HAD SEEN REDUCED DEMAND DUE TO COVID. TO ACHIEVE THIS, I EXPANDED THE SITE ARCHITECTURE TO INCLUDE NEW LANDING PAGES TARGETED TO MORE SPECIFIC PRODUCT QUERIES**

**BECOME VISIBLE TO CONSUMERS SEARCHING FOR QUEENSMITH-RELATED PRODUCTS OUTSIDE OF THE HYPER-LOCAL HATTON GARDEN AREA BY NURTURING ITS GOOGLE MY BUSINESS PAGE AND IMPLEMENTING CHANGES TO ON-PAGE OPTIMISATION AND LINK BUILDING**

**BECOME THE INDUSTRY THOUGHT LEADER ON THE LAB-GROWN DIAMOND PRODUCT BY CREATING INFORMATIVE CONTENT THAT EDUCATES THE READER ON THE BENEFITS OF PURCHASING A LAB GROWN DIAMOND**