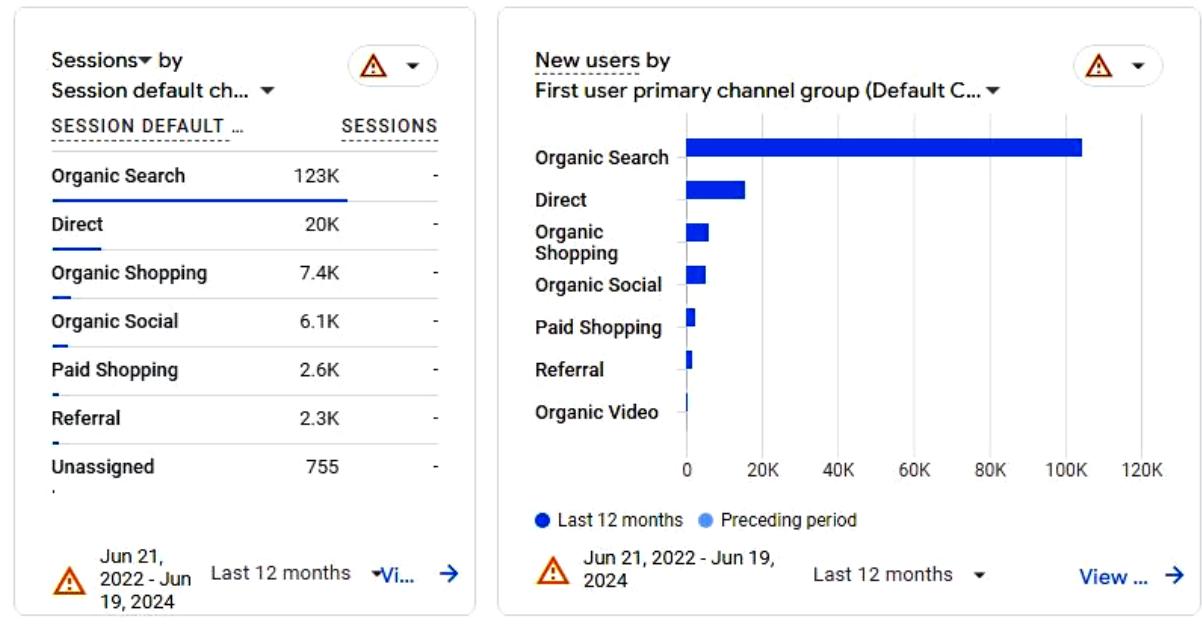


CASE STUDY

One of my HAPPY CLIENT: MIKE NEKTA, New York

Note: Interesting Part of this SEO project is that the New Users, Engagements; Revenue, is all through Organic Traffic but not through any Paid Google Ads or Social Media Campaigns.



Nekta New York is a prestigious jewelry brand offering an exquisite collection of rings, earrings, bracelets, necklaces, pendants, pink diamond jewelry, gemstones, and gifts. Renowned for their craftsmanship and unique designs, Nekta New York caters to discerning customers looking for high-quality, luxurious jewelry pieces.

- **Website:** <https://www.nektanewyork.com/>
- **Target Country:** USA
- **Duration:** July 2023 - Present
- **Keywords:** 100

Objectives

We aimed to achieve the following key objectives for Nekta New York:

1. **Increase Organic Traffic:** Our goal was to double the organic traffic by optimizing targeted keywords and enhancing content.
2. **Improve Search Engine Rankings:** We aimed to enhance search engine rankings for 100 high-priority keywords, ensuring higher visibility.
3. **Boost Online Sales:** By improving organic visibility and user experience, we sought to convert increased traffic into sales.

4. **Enhance Brand Awareness:** Establishing Nekta New York as a leading luxury jewelry brand in the USA market through improved SEO and content strategies.

Strategy and Implementation

To achieve our goals, we devised and implemented a robust SEO strategy focused on the following areas:

1. Competitor Website Analysis

- **Identifying Competitors:** Identified key competitors in the luxury jewelry sector.
- **Analyzing Keywords:** Conducted thorough keyword research to identify primary keywords targeted by competitors.
- **Assessing Content Strategy:** Analyzed competitors' content to understand successful strategies and find new opportunities.

2. Keyword Research

Conducted thorough keyword research tailored to Nekta New York's luxury jewelry offerings, focusing on high-volume, low-competition keywords relevant to their product categories.

3. On-Page SEO

- Enhanced Meta tags, headers, and content to align with targeted keywords and user search intent.
- Optimized product descriptions and category pages to improve relevance and visibility.

4. Technical SEO

- Improved site speed and mobile responsiveness to enhance user experience.
- Conducted a comprehensive technical audit to identify and fix crawl errors, broken links, and duplicate content issues.

5. Content Strategy

- Developed a robust content calendar for regular blog posts, product guides, and educational articles.
- Created high-quality, informative, and visually appealing content to establish the brand as an authority in the luxury jewelry market.

6. Link Building

Focused on acquiring high-quality backlinks from authoritative websites within the jewelry and lifestyle niches through guest blogging and partnerships.

7. Local SEO

- Optimized Google My Business and other local listings.
- Ensured accurate and consistent business information across directories.
- Encouraged positive customer reviews to improve local search rankings.

8. Regular Monitoring

Utilized Google Analytics, Google Search Console, Ahrefs, and SEMrush to monitor and analyze key metrics for ongoing optimization.

Challenges

1. **High Competition:** Competing with established luxury jewelry brands.
2. **SEO Complexity:** Managing intricate SEO tactics in a specialized niche.
3. **Brand Visibility:** Establishing visibility in a crowded market.
4. **Local and Global Reach:** Balancing local SEO with broader strategies for a global audience.
5. **Conversion Optimization:** Enhancing user experience and optimizing product pages to convert traffic into sales.

Execution

- **On-Page Optimization:** Enhanced Meta tags, headers, and content.
- **Competitor and Keyword Analysis:** Conducted thorough analysis and keyword research.
- **Link Building and Off-Page SEO:** Acquired high-quality backlinks.
- **Local SEO Optimization:** Managed Google My Business profiles and encouraged positive reviews.
- **Monitoring and Analytics:** Regularly monitored key metrics using essential tools.
- **Continuous Optimization:** Adapted strategies based on ongoing analysis.

RESULTS

1. Increase in Organic Traffic

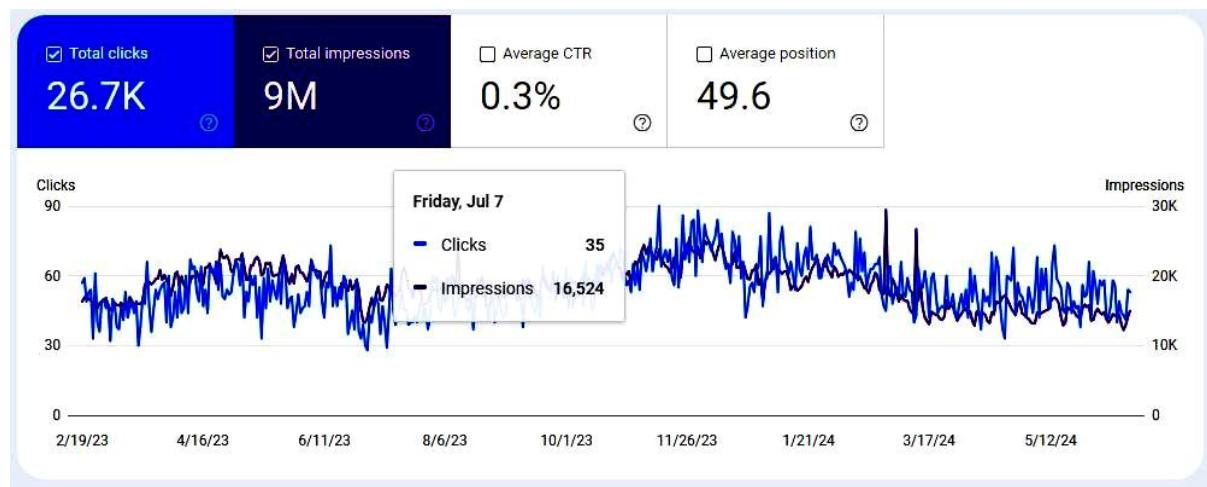
- **Achievement:** 100% increase in organic traffic over six months.
- **Insight:** Targeted keyword optimization and content enhancement drove more potential customers to the site.

Audience Growth: Performance on Search Results by different ways

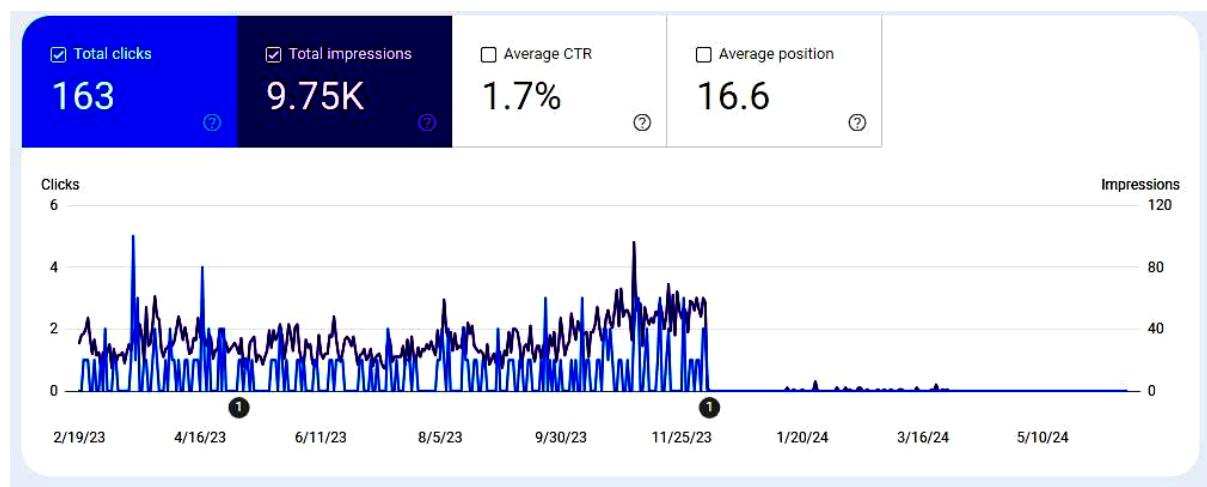
PERFORMANCE ON SEARCH RESULTS THROUGH WEB



PERFORMANCE ON SEARCH RESULTS THROUGH IMAGE



PERFORMANCE ON SEARCH RESULTS THROUGH VIDEOS



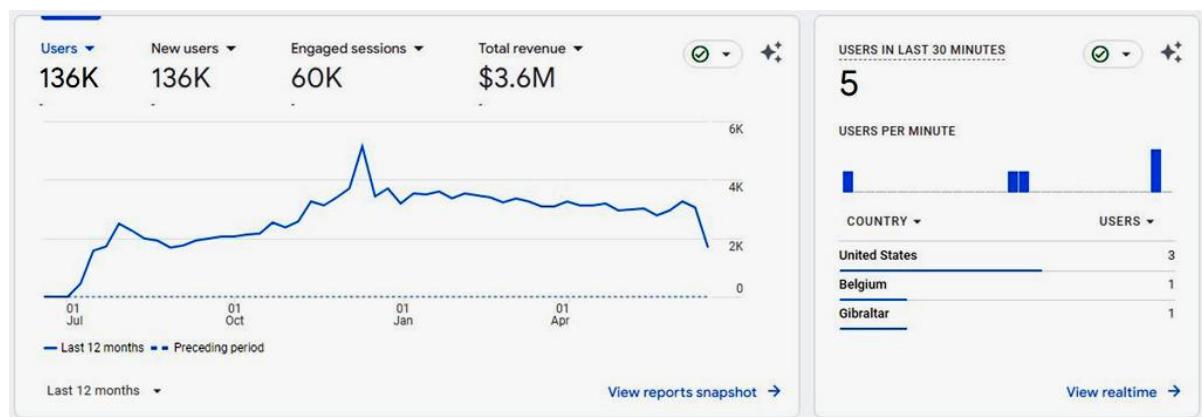
2. Improvement in Keyword Rankings

- Achievement:** Significant improvement in rankings for 100 high-priority keywords.
- Insight:** On-page SEO and content strategies aligned well with search engine algorithms and user intent.

3. Boost in Online Sales

- Achievement:** Notable increase in online sales, converting traffic into customers.
- Insight:** Enhanced user experience and optimized product pages contributed to higher conversion rates.

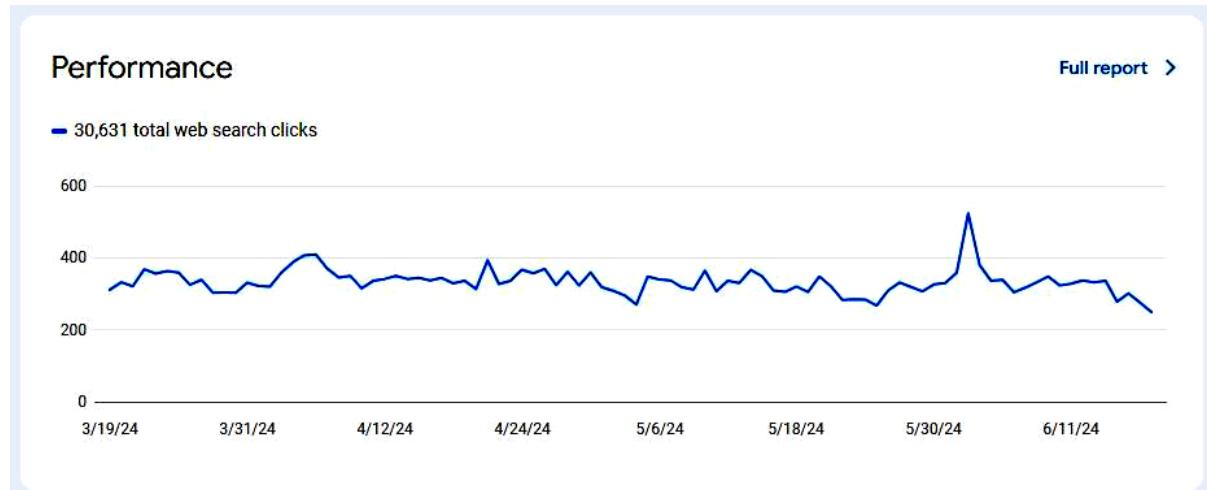
INCREASE IN USERS AND REVENUE IN MILLIONS WITH 5 USERS PER MINUTE



4. Enhanced Brand Awareness

- Achievement:** Increased visibility and recognition in the luxury jewelry market.
- Insight:** Consistent content creation and effective link-building strategies bolstered brand authority.

Performance: Total Web Search Clicks



Conclusion

Our tailored SEO strategy for Nekta New York successfully met the set objectives, significantly improving organic traffic, search engine rankings, online sales, and brand awareness. By focusing on comprehensive SEO practices and continuous optimization, we established Nekta New York as a leading luxury jewelry brand in the competitive USA market. This case study demonstrates the impact of strategic SEO efforts on driving business growth and achieving measurable results.