

Jewelry Artisans Case Study

“Took Us From Worst to First with 1,000% return on investment.”

-Jamie Kresl, Owner of Jewelry Artisans

Jewelry Artisans, a virtually unknown retail company, joined together with Vayu Media, working towards higher search rankings and revenue growth.

The Results

- 1,000% return on investment.
- \$120,000 revenue created from foot traffic generated by website.
- Prior to their engagement with Vayu, Jewelry Artisans did not rank online for any competitive keywords. Now, they enjoy the benefits of being an undisputed leader with top No.1 Google rankings for 12 desired keywords that help drive business into the store.

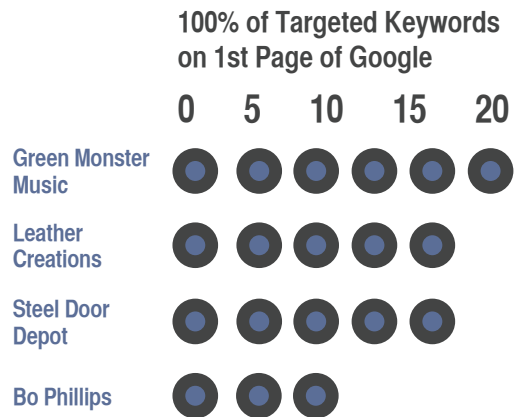
Here are a few of Jewelry Artisans’ No.1 Google rankings:

- Custom jewelry Atlanta
- Atlanta jewelry designers
- Atlanta bridal jewelry
- Jewelry design Atlanta

Conclusion

In a down economy, being a luxury business is tough, however, Jewelry Artisans’ results from SEO have made a strong impact on sales. For a small one-store location retailer, to be able to generate in excess of \$120,000/year high margin revenue is extremely valuable, especially when it comes from foot traffic generated online. After their engagement with Vayu Media, Jewelry Artisans are able to drive revenue and stand out in a competitive industry with their growing web presence.

More Retail Campaign Success Stories



“Vayu is probably one of the best companies I’ve ever worked with—Efficiency, professionalism and quality of work set them apart. And they fulfill their promise.”

- Jamie Kresl
Owner, Jewelry Artisans