



A SEO Case Study of G Diamonds



Wafi Media Marketing Solution has a storied history of success with search engine optimization campaigns. Over the years, we have evolved and incorporated new and exciting services. Today, we strongly advocate an integrated strategy for internet marketing, and our case studies demonstrate our services' level of success.

Our most recent successes include multiple services for a single client; these services are skillfully integrated so that the internet marketing campaign can be a success.

We wish that we could talk about all of our successes. The internet marketing case studies below are for clients with a combination of SEO services . Experienced strategists integrate these strategies, leading to success in all campaign areas.



INTRODUCTION



Greenlab is the largest cultivator of diamonds in the world. We are 3rd generation of diamantaires with a proud heritage of over 50 years. In the last half-century, Greenlab has championed the use of technology and innovation in stretching the frontiers of the diamond industry. Our constant desire to create better products that challenge industry standards fuels our new-age ambitions for the business. We are bridging the gap between the diamond industry and a CO2 emission-free world by cultivating the finest grade of clean diamonds.

We started managing their Search Engine Optimization, especially for Organic

Search, since Feb – 2023

Website: <https://www.greenlab.diamonds/>

THE CHALLENGE

Entrepreneur wanted to increase their online traffic. With a massive number of articles that were not indexed, SEO was the best tactic to accomplish this goal. Entrepreneur needed an SEO strategy and action plan to technically implement it.

When Entrepreneur examined their online content, only 5% of their website had any search engine optimization implemented. Optimizing Entrepreneur's main content and the million-plus article archive for search would be a monumental task. Wafi Media Marketing Solution discovered the challenge of the site's platform, Vignette Story Server, an outdated CMS that was unoptimizable as all pages were created dynamically on the fly.

We devised a plan and developed a strategy for Entrepreneur to optimize the main content including all current and past article archives programmatically, at the database level. In doing this, We illustrated a level of unmatched expertise regarding methodology and strategy that other SEO Companies lacked in their technical capabilities.



CAMPAIGN OBJECTIVE

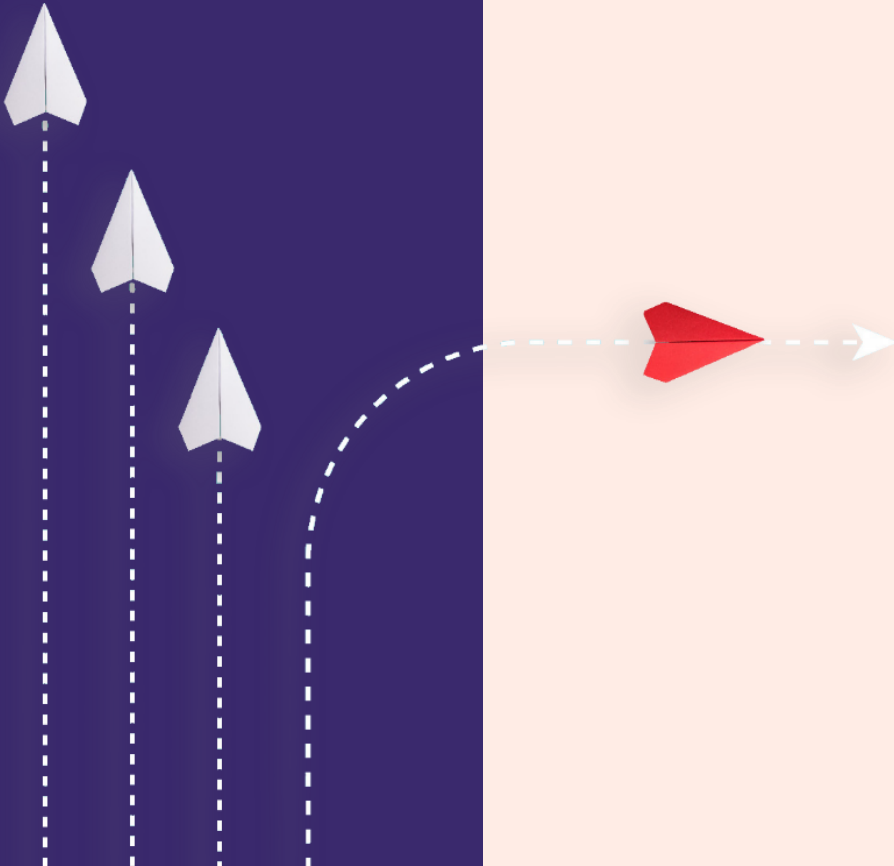


The SEO campaign's goal was to increase site traffic and generate traffic to drive more leads, as well as to improve rankings for the primary keywords of category and product pages.

After the client's approval, we focused on optimizing and promoting the primary keywords and categories like green lab diamond, greenlab, greenlab diamonds Surat, green lab surat, green lab made diamond, lab grown diamond manufacturers in India, CVD diamond manufacturers in India etc

THE STRATEGY

Wafi Media Marketing Solution proposed a Four-stage plan to Entrepreneur. Stage 1. consisted of optimizing all the main web pages. Stage 2. consisted of optimizing all the articles. Stage 3. consisted of integrating SEO into the business processes at Entrepreneur. Finally, Stage 4. Google Analytics 4 setup with a conversion tracking to Presenting this material in a stage-gate scenario provided Entrepreneur with a clearer road map, complete with milestones to their paramount goal: a consistent flow of new, optimized online content that would continue to bolster the strong position Entrepreneur's pre-existing online assets already had accomplished.



THE RESULT

Wafi Media Marketing Solution managed the Google Website Traffic and since Feb 2023, there has been a **35.44% increase in Organic Traffic.**

Increased keyword positions on Google 12 keywords are coming on First page of Google search engine within 3 months.

- Improved page views & sessions
- Gave a unique user-experience
- Performed On-site Maintenance
- Target on demographics based visitor
- Increased interest based leads



IMPROVED RANKINGS

We worked on few keywords, built authority and ultimately influenced their search result ranking in 3-4 months.

Now, 12 keywords are coming on First page of Google search, 21 keywords are coming on First page of Google search.

