CLEAN ORIGIN | **97thFloor**

| **25%** Increase in organic eComm Revenue | **19%** Increase in eComm conversion rate | **26%** Increase in Ecomm transactions. |

Clean Origin Sparkles with 25% Surge in Organic eCommerce Revenue

About the Client

Clean Origin is a third generation diamond jewelry company that specializes in lab grown diamonds that are ethically sourced. Its designs use only ethically created and conflict-free lab grown diamonds, which reduces water and energy use, land and mineral disturbance, and carbon emissions. Its mission is to keep diamond history on the right track.

Problem

Clean Origin is a unique eCommerce company in that each product page is completely unique to match the uniqueness of each of their diamonds. Thus, pages were created and deprecated on a frequent basis—making it extremely difficult to build page equity and avoid crawlability issues. We needed to build a process to more effectively manage the incoming and outgoing pages, as well as Google's understanding of the website.

Strategy

Audits uncovered indexation irregularities that typically signal a crawling issue. We ran a series of log file analyses to improve Google's ability to recognize fixes and reward the site accordingly. This ultimately revealed a series of additional technical challenges that once resolved, allowed the site to be crawled more frequently and more accurately.

Results

The speed of results were astounding as Clean Origin saw significant increases in traffic, conversion rates, and revenue—all within a 30-day period.
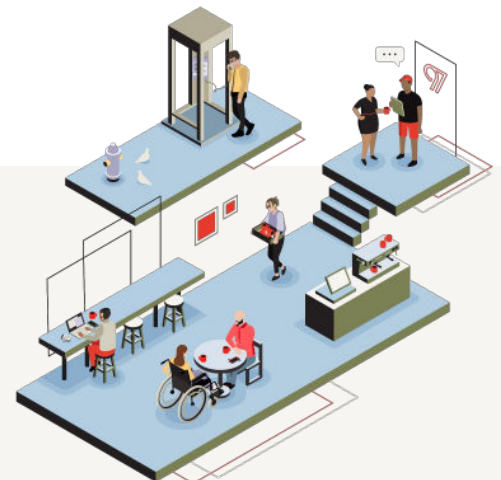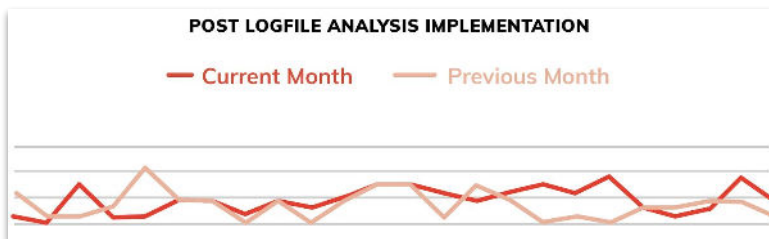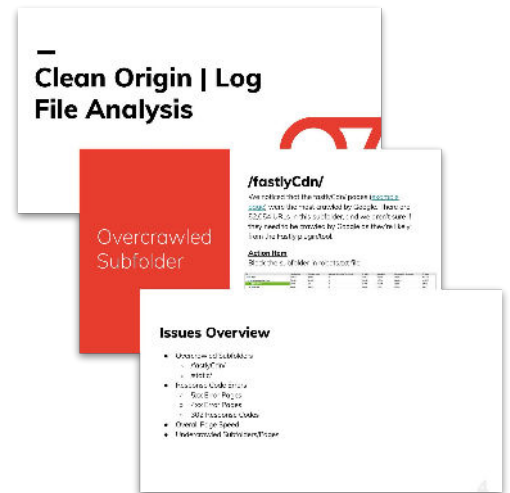
Learn how 97th Floor can help you achieve unprecedented growth.

Contact Us
up@97thFloor.com | 801-794-5371