

CASE STUDY

Clean Origin Sparkles with 25% Surge in Organic eCommerce Revenue

25%

Increase in organic eCommerce revenue

19%

Increase in eCommerce conversion

26%

Increase in eCommerce transactions

About Clean Origin

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.

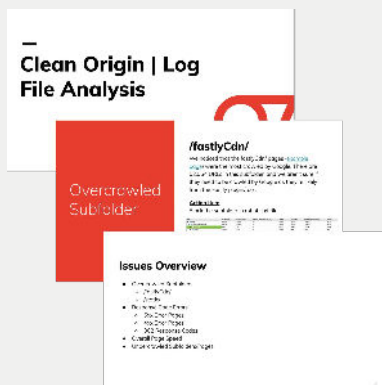
The Problem

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.

The 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

In a remarkable 30-day period, Clean Origin witnessed astounding results from the technical SEO enhancements implemented. There was a significant 25% increase in organic eCommerce revenue, reflecting a stronger online market presence and sales performance. Their eCommerce conversion rate rose by 19%, and eCommerce transactions increased by 26%.

