

#6 Ranking on Page 1 of Google in 2 months

Objective

Increase search engine rankings for holy grail keywords/term “designer engagement rings” (as well as a host of others).

Approach

- Redesigned website from Flash to HTML with initial SEO implementation
- Increase the number of inbound links to Martin Flyer by contacting related websites, getting listed within directories and engaging in blogs
- All links included anchor text with the keyword designer engagement rings within them

Results

- Moved their holy grail keyword “designer engagement rings” from page 4 Google ranking to a page 1 Google ranking within 2 months.

About Martin Flyer

Martin Flyer, a 65 year old brand, is one of the most recognizable names in the jewelry industry today. They have been innovators in engagement ring and wedding band designs and remain on the cutting edge of the bridal jewelry market.

