

Statistics Date Range: (April 2018 vs April 2019)

THE CHALLENGE

A well-established favourite in the local community, Lincroft Village Jewelers came to Shoreline to improve their overall internet presence, as well as to increase both organic rankings and traffic to their site. Based largely on in-person sales, their ultimate aim was to boost conversions both online and in-store. At the time that they approached Shoreline, Lincroft was proud to already have a few keywords ranking on the first page of major search engines; unfortunately, a Google update soon thereafter penalized the brand for a handful of unnatural backlinks installed by their prior SEO provider.

↑ 30%

GOAL CONVERSIONS



↑ 78%

ORGANIC SESSIONS



↑ 80%

OVERALL TRAFFIC



OUR SOLUTION

At Shoreline, we believe that trust and loyalty aren't built overnight, and we knew that Google's manual action against Lincroft would take time to repair. By identifying exactly which products and services potential customers sought, we designed and implemented an intricate SEO campaign of both on- and off-page content revolving exclusively around our extensive list of targeted keywords. A thorough backlink analysis allowed us to remove/disavow black hat tactics, after which we successfully submitted a reconsideration request to Google to restore online reputation. Within their first year with us, Lincroft ranked among the top 3 results for more than 200 keywords, and between 4th and 10th for over 1500 more. A far cry from their de facto ban, Lincroft saw an increase of over 1300% in search term relevance alone, proving both the value and the durability of transparent and honest SEO.

