

THE **GRIT** GROUP



KENDRA
SCOTT

Achieving Organic Growth for a Top Jewelry Brand



3X

Increase in Non-Brand Impressions over the last 3 years

1.5X

Increase in Non-Brand Clicks over the last 3 years

43%

Increase in Organic Revenue over the last 3 years

From a Spare Bedroom to the Top of SERPs



Kendra Scott founded her jewelry business in her spare bedroom in 2002. Since then, the company has grown to be a billion dollar fashion brand.

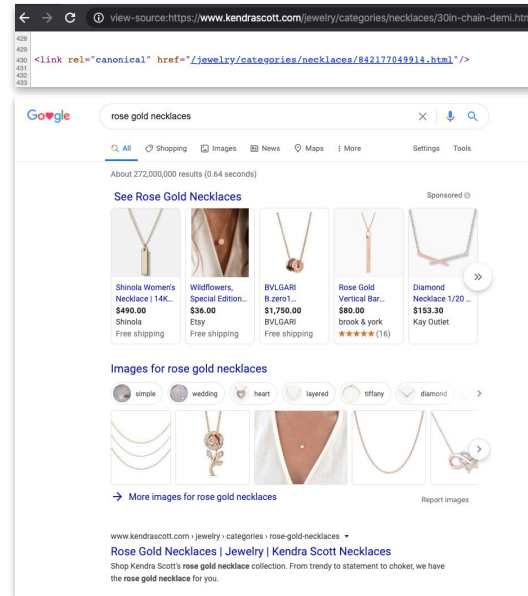
We began our relationship with Kendra Scott with an overall goal to drive eCommerce growth in the organic search (SEO) channel. While the brand had seen significant growth, and established itself in the digital space, they were eager to find ways to increase SEO revenue and not leave anything on the table. Needless to say, we love their grit! While SEO had been a priority up to that point, they knew there was more opportunity out there, and our partnership was tasked with how to capture it.

Fine Jewelry Meets Fine Strategy

From day one, we knew that growth was going to be dependent upon creating, and editing, significant amounts of content. For brand purposes, link building wasn't a perfect fit initially, so we focused our SEO strategy on content and technical SEO. Over the last two years, we've focused on four main strategic initiatives that we will dive into below:

Technical Optimizations

Large scale e-commerce can be daunting. Oftentimes retailers can create a maze for Google that confuses bots and hurts site performance (and user experience). We focused on improving URL structures, optimizing meta tags, adding schema markup, ensuring rel=canonical tags were appropriate and more. These efforts helped us ensure Kendra Scott has a solid foundation to build from, and that they are sending a clear signal to Google about what is important on their site. This is something that requires constant adjustments and auditing to ensure that KS is getting the most value out of each page on the site!



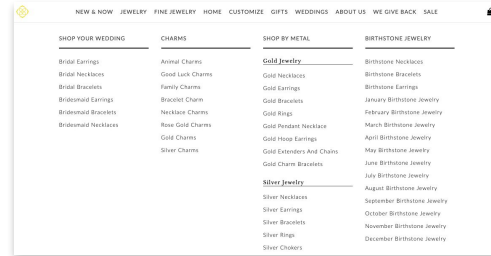
→ Rel Canonical Optimization

→ Google Shopping listings - not in Grit's Scope

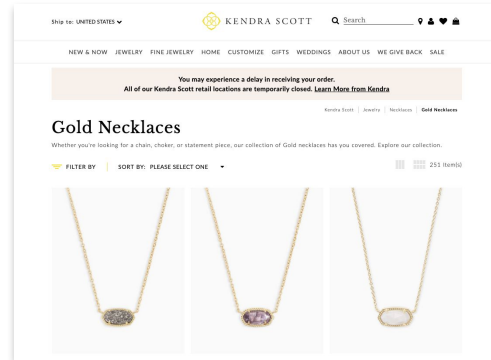
↓
Optimized meta title and description for #1 organic position for "Rose Gold Jewelry"

Category Pages

When people shop, they generally like to have options. Google knows this, and for that reason, category pages are generally what appear in SERPS (search engine results pages) for the majority of shopping related search queries. We knew from the beginning that category pages would be a big part of our SEO strategy for the KS team. Kendra Scott jewelry has many ways to be categorized, which was a big SEO benefit that we wanted to take advantage of. Since most people don't search for specific products, we knew we had an opportunity to drive sales by creating as many relevant category pages as possible, assuming that there was a substantial number of products to fill the page and enough search volume to warrant a page. Over the course of the next two years we created over 150 new category pages and added / optimized content to all existing category pages.



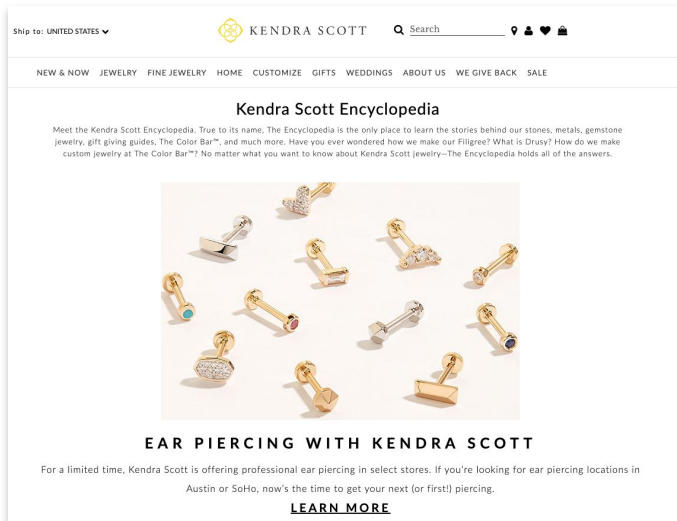
Category sitemap for improved internal linking



Category page example with optimized title and short description

Content Hubs

While we leveraged category pages to tackle as much transactional search volume as possible, we know not all search queries carry the same intent. In order to capture more top of funnel, or interest/awareness level, keywords, we worked closely with the KS team to carve out a couple content hubs on their site to go after this opportunity. Thanks to great support from the Kendra Scott marketing team, this strategy culminated in the creation of “The Encyclopedia” and “The Glossary”, both of which became wins for both the marketing team as well as the e-commerce team!



— Encyclopedia main page

Data-Rich Reporting

All efforts are wasted if we can't track it. We instituted weekly and monthly performance reporting, as well as quarterly keyword opportunity modeling based on competition. By leveraging SEM Rush, Google Analytics, and Google Search Console data we have been able to continually adjust priorities to ensure we are tackling the most attainable and strategic priorities each month.

MARCH										
	Necklace		Earrings		Rings		Bracelet		Total	
Revenue Opportunity	\$	1877,292	\$	355,200	\$	229,579	\$	1596,793	\$	3058,264
Ranking Opp	\$	1846,330	\$	352,500	\$	229,579	\$	1596,793	\$	3225,195
Not Ranking Opp	\$	30,962	\$	2,700	\$	--	\$	--	\$	32,669
Short Term Opp	\$	6,968	\$	4,400	\$	9,240	\$	798	\$	23,796
Long Term Opp	\$	178,274	\$	206,713	\$	119,639	\$	1195,953	\$	529,326
Current Est Revenue	\$	877,230	\$	215,858	\$	561,399	\$	116,816	\$	1,771,303

APRIL										
	Necklace		Earrings		Rings		Bracelet		Total	
Revenue Opportunity	\$	1,751,776	\$	385,900	\$	1,275,940	\$	1,832,313	\$	4,035,929
Ranking Opp	\$	1,751,776	\$	385,900	\$	452,485	\$	1,832,313	\$	3,712,474
Not Ranking Opp	\$	--	\$	--	\$	462,455	\$	--	\$	462,455
Short Term Opp	\$	126,200	\$	9,200	\$	9,287	\$	1,628	\$	246,315
Long Term Opp	\$	1,122,440	\$	246,400	\$	1,122,440	\$	1,830,485	\$	4,013,629
Current Est Revenue	\$	461,790	\$	246,820	\$	115,475	\$	146,400	\$	1,070,475

— Non-brand keyword Opportunity Model

MAY										
	Necklace		Earrings		Rings		Bracelet		Total	
Revenue Opportunity	\$	1,498,718	\$	492,587	\$	1,298,513	\$	1,871,248	\$	4,959,066
Ranking Opp	\$	1,281,881	\$	381,380	\$	1,112,527	\$	916,428	\$	3,772,216
Not Ranking Opp	\$	126,737	\$	9,207	\$	282,986	\$	6,140	\$	546,030
Short Term Opp	\$	111,894	\$	2,362	\$	4,884	\$	22,475	\$	141,415
Long Term Opp	\$	1,171,730	\$	356,225	\$	1,144,846	\$	779,183	\$	3,844,937
Current Est Revenue	\$	586,514	\$	246,386	\$	177,827	\$	212,181	\$	1,222,908

Results that Make a Statement

3X

Increase in Non-Brand Impressions over the last 3 years

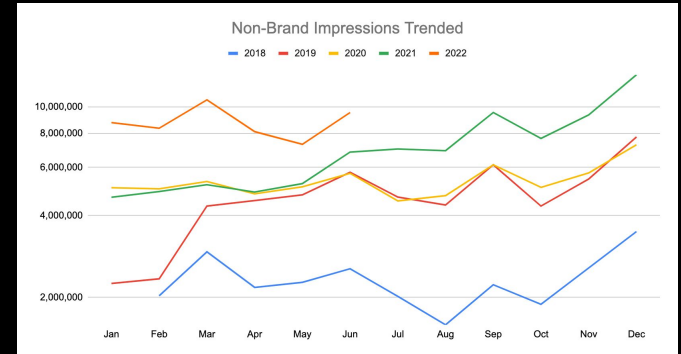
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Increase in Organic Revenue over the last 3 years

Through a combination of technical and content driven SEO strategies, we were thrilled to have partnered with Kendra Scott's team to improve rankings across the board, and to drive incremental rankings for additional non-brand keywords, equating 3x growth in non-brand impressions and consistent growth year over year. This increase in impressions led to more visibility and awareness for the Kendra Scott brand. Our large increase in impressions also led to a 1.5x increase in non-brand clicks which resulted in a large increase of new customers on site. During the course of our partnership, volatility in channel mix, in particular paid search and paid social advertising spend, has dampened the effect on incremental SEO revenue, however we have still driven a 43% increase in organic revenue over the course of our partnership.



Non-brand YoY impression growth



Grit Media is a valuable partner to our business. They have built and executed a strategy based on their strong understanding of the technical and non-technical components of SEO that has enabled us to experience significant improvements in our organic search results. They have easily adapted to the unique needs of our business and brand. No task is too small – they are eager to take on the nitty gritty activities necessary to drive performance

Megan Kohout

VP, E-Commerce & Customer Analytics

Kendra Scott

Growth Takes Grit

Ready to scale your business through digital marketing?
Learn how to tell your story through a partnership with Grit.

Contact alex@thegritgroup.io to start a conversation today!



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