

CASE STUDY

ORGANIC SEARCH



CLIENT: Bead Relief

INDUSTRY: Accessories/Nonprofit Fundraising

Bead Relief began life as a small, locally based group in Los Angeles, working to generate support for area nonprofits that aid underserved children. The group helps local, national and international nonprofits of all kinds, raising awareness and donating funds through sales of their customized bead bracelets and other high-quality, nature-based items.

CHALLENGE

In just two years, Bead Relief expanded to involve partners that serve groups in need nationally and internationally, but traffic to the web site and consumer awareness lagged behind. National Positions stepped in to change the picture by bringing more awareness and engagement to the Bead Relief website, and by extension, to each of the client/partners.

Our experts recognized that low traffic to the website called for a significant increase in site visitors and greater consumer awareness of the trendy Bead Relief products, in order to build support for non-profit partners.

STRATEGY

A two-part strategy aimed to raise selected keyword rankings and improve consumer awareness. First, a blogger outreach campaign was developed, taking the group's message of help for worthy non-profits to targeted audiences. Blog posts were also the ideal vehicle to get across the appeal of these simple, natural products—natural stone bead bracelets together with the offer of an easy, direct way to contribute to causes that matter in the crowded world of non-profit outreach.

The second component was a Pinterest campaign to drive awareness from the consumer end through the most highly targeted social platform.

RESULTS

During a six-month campaign, the Bead Relief site experienced a steady rise in traffic each month. A year-over-year comparison for the period showed an astounding jump in organic traffic of 192%!

Seven out of ten keywords targeted in the blogger campaign rose significantly in rankings, with three moving into the top 5 keywords on page 1, and 7 of the 10 outpacing Google's baseline rank.

↑ 192%
Organic Traffic 6-mo. period

3 KEYWORDS
top 5 on page 1

↑ 91%
Overall Traffic 6-mo. period

