



Intrepid Digital

Blue Nile Case Study

At a Glance

Blue Nile is a leading online diamond and jewelry retailer founded in 1999, offering ethically-sourced, GIA-graded diamonds for over 2 million customers and counting.

Blue Nile

International

99% Accuracy Rate of Priority URLs in Key Markets Ranking in the Right Country

Australia

↑ 73% Tracked Keywords Ranking in the Top Positions

↑ 12.5% Lift in Revenue

↑ 10% Increase in QVs

Canada

↑ 85% Tracked Keywords Ranking in the Top Positions

↑ 50% Lift in Page 1 Rankings

United Kingdom

↑ 443% Tracked Keywords Ranking in the Top 1 Position

↑ 247% Lift in Rankings for Top 3 Positions

↑ 25% Increase in QVs

Challenge

Blue Nile approached Intrepid Digital in 2020 for help improving organic traffic in their key P1 markets (AU, CA and UK). The client had struggled in the previous 18 months with multiple ranking issues, including international cross-ranking in search results.

Strategy


We initially focused on configuration and setup of XML sitemap and hreflang implementation to help Google understand the different country folders and where pages should be ranking, as well as setting up baselines for keyword tracking and dashboarding, audits, keyword research and content gap assessments.

After that, we focused on manual XML sitemap implementations to reverse international declines. We also investigated international cross-ranking issues, and determined the configuration was mostly correct—hinting at a potential glitch or misreading of sites by Google. We proceeded with deactivating and implementing alternate solutions for the Geo-IP redirects, and put into place a staggered approach including country codes in meta titles.

We also made changes to old sitemap structure and response codes; analysis of competitive landscape to identify content gaps and opportunities; server log analysis; and upgrading category page templates.



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