

Case Study Union Diamond

	<p style="text-align: center;">eBrandz Appraisal:</p> <p>"The partnership with eBrandz has been an incredible help in our overall business development. Our traffic has continued to increase and our sales have soared. I would absolutely not like my competition to find about eBrandz."</p> <p style="text-align: right;">- Scott Anderson, President & CEO (Union Diamond Corporation)</p>
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Client: Union Diamond is an online diamond jeweler dedicated to bringing the world's finest diamonds directly from the top cutting factories, thus ensuring its customers a vast selection of diamonds at incredible prices. Selected as one of Forbes magazine's "Best of the Web" in the luxury shopping category, Union Diamond boasts an inventory of 40,000 individual finely cut certified diamonds with prices ranging from \$300 to \$500,000, at times exceeding \$1 million. Headquartered in Atlanta, Georgia, Union Diamond is a privately-held company with an online showroom as well as a flagship store in the historic Vinings area of Atlanta.

Challenge: Union Diamond knew that there was an increase in online jewelry shopping. However, Union diamond wanted results for some very important keywords. Also the pages on Union Diamond were dynamic, which made it difficult for search engines to access those pages. Also there was not enough content on the jewelry products.

Solutions: One of the first things eBrandz did was create landing pages for major products on the website and made sure that these pages were in HTML. This ensured that search engines could access the website. Further eBrandz asked Union Diamond to have content on these product pages. Adding this content, helped with ranking of these product pages. According to Scott Anderson, founder of Union Diamond, "The team at eBrandz has been tremendously helpful. It's like having your own SEO department in house without all the hassles that go along with it."

Results: Within 2 – 3 months there was a clear indication that SEO was kicking into gear. The continual tweaking of the website consistently improved traffic rankings. According to Scott, "The partnership with eBrandz has been an incredible help in our overall business development. Our traffic has continued to increase and our sales have soared. I would absolutely not like my competition to find about eBrandz."



Search	Google
Atlanta diamonds	# 1
diamond fashion bow pendant	# 1
palladium engagement rings	# 1
Palladium rings	# 2
diamond Atlanta	# 3
diamonds Atlanta	# 4

diamond stud earrings	# 5
certified diamond stud earrings	# 7
certified loose diamonds	# 7
palladium jewelry	# 8
hot diamonds	# 9
trellis engagement ring	# 9
engagement rings atlanta	# 12
diamond stud	# 13
diamond rings	# 19
hot diamond jewelry	# 20
past present and future pendant	# 20



Search	MSN
anniversary rings	# 1
bezel set diamond bracelet	# 1
channel set diamond bracelet	# 1
diamond anniversary rings	# 1
diamond engagement rings	# 1
diamond fashion bow pendant	# 1
diamond fashion bracelets	# 1
diamond fashion earrings	# 1
diamond fashion pendants	# 1
diamond gold fashion earrings	# 1
diamond jewelry	# 1
diamond right hand rings	# 1
diamond solitaire engagement gold ring	# 1
diamond solitaire necklace	# 1
diamond solitaire necklaces	# 1
diamond wedding rings	# 1
eternity wedding rings	# 1
gold anniversary rings	# 1
heart diamond necklaces	# 1
ideal cut loose diamonds	# 1
Palladium rings	# 1
past present future diamond rings	# 1
platinum diamond rings	# 1
platinum diamond stud earring	# 1
round brilliant cut diamond	# 1
Round Brilliant Cut Diamonds	# 1
ruby wedding rings	# 1
three stone diamond earrings	# 1
three stone diamond gold engagement rings	# 1
brilliant cut diamonds	# 2
certified diamond jewelry	# 2
design your own engagement ring	# 2
design your own engagement rings	# 2
Design Your Own Ring	# 2
diamond anniversary bands	# 2
diamond eternity rings	# 2
diamond gold engagement rings	# 2

diamond gold rings	# 2
diamond stud earring sale	# 2
diamond stud earrings	# 2
diamond tennis bracelets	# 2
hot diamond jewelry	# 2
loose cut diamonds	# 2
Loose Diamond	# 2
right hand rings	# 2
anniversary bands	# 3
design own diamond ring	# 3
diamond Atlanta	# 3
diamond bracelets	# 3
diamond fashion pendant	# 3
diamond gold wedding ring	# 3
diamond solitaire engagement ring	# 3
engagement rings atlanta	# 3
Gold engagement ring	# 3
ideal cut diamonds	# 3
ladies diamond wedding bands	# 3
palladium engagement rings	# 3
platinum diamond engagement rings	# 3
platinum diamond necklace	# 3
sterling silver diamond rings	# 3
anniversary jewelry	# 4
certified loose diamonds	# 4
diamond rings	# 4
engagement ring design	# 4
matching wedding band sets	# 4
men platinum wedding bands	# 4
mens diamond wedding ring	# 4
past present future diamonds	# 4
triangle cut diamonds	# 4
diamond necklace	# 5
fashion earrings	# 5
gold engagement rings	# 5
solitaire engagement rings	# 5
sterling silver diamond earrings	# 5
diamond heart necklace	# 6
diamond necklaces	# 6
diamond solitaire engagement rings	# 6
engagement rings	# 6
men gold wedding bands	# 6
pear cut diamond	# 6
round cut diamonds	# 6
buy loose diamonds	# 7
certified diamond rings	# 7
cushion cut engagement rings	# 7
cut diamonds	# 7
diamond cross pendants	# 7
diamond necklace online	# 7
diamond solitaire engagement rings	# 7
diamond solitaire rings	# 7
diamond stud	# 7
gold diamond rings	# 7

heart cut loose diamonds	# 7
hot diamonds	# 7
ladies wedding bands	# 7
marquise cut diamond	# 7
men's diamond wedding ring	# 7
men?s diamond wedding ring	# 7
asscher cut engagement rings	# 8
build engagement rings	# 8
build your own engagement rings	# 8
certified diamond stud earrings	# 8
diamond Georgia	# 8
diamond ring jeweler	# 8
gold diamond necklaces	# 8
heart shaped loose diamonds	# 8
oval cut diamonds	# 8
affordable men wedding bands	# 9
loose diamonds for sale	# 9
matching wedding band	# 9
past present and future pendant	# 9
simple engagement rings	# 9
solitaire engagement ring settings	# 9

YAHOO!

Search	YAHOO
bezel set diamond bracelet	# 1
channel set diamond bracelet	# 1
cheap diamond stud earrings	# 1
diamond anniversary gold band	# 1
diamond earrings	# 1
diamond fashion bow pendant	# 1
diamond fashion pendant	# 1
diamond gold fashion earrings	# 1
heart diamond necklaces	# 1
ladies Engagement Ring	# 1
palladium engagement rings	# 1
three store engagement rings	# 1
ace diamond jeweler	# 2
diamond anniversary band rings	# 2
diamond fashion earrings	# 2
diamond fashion pendants	# 2
engagement rings atlanta	# 2
ideal cut loose diamonds	# 2
ladies diamond wedding bands	# 2
Palladium rings	# 2
past present and future pendant	# 2
platinum and gold wedding bands	# 2
shank engagement ring	# 2
diamond necklace gold	# 3
diamond solitaire necklaces	# 3
elegant engagement rings	# 3
gents wedding bands	# 3

women's diamond necklaces	# 3
certified diamond stud earrings	# 4
diamond solitaire engagement gold ring	# 4
diamond solitaire necklace	# 4
heart cut loose diamonds	# 4
heart shaped loose diamonds	# 4
three stone diamond earrings	# 4
triangle cut diamonds	# 4
affordable men wedding bands	# 5
asscher cut loose diamond	# 5
classic engagement rings	# 5
diamond anniversary band	# 5
diamond Atlanta	# 5
diamond fashion bracelets	# 5
diamond gold rings	# 5
ladies wedding bands	# 5
matching wedding band sets	# 5
Round Brilliant Cut Diamonds	# 5
cheap men wedding bands	# 6
design your own engagement ring	# 6
design your own engagement rings	# 6
diamond anniversary bands	# 6
diamond necklace	# 6
diamond solitaire white gold	# 6
palladium jewelry	# 6
pave set engagement rings	# 6
platinum diamond necklace	# 6
platinum diamond stud earring	# 6
affordable fashion earrings	# 7
cathedral engagement ring	# 7
diamond Georgia	# 7
diamond necklaces	# 7
diamond stud earrings	# 7
engagement diamond rings	# 7
engraved engagement rings	# 7
gold diamond necklaces	# 7
men gold wedding bands	# 7
past present future diamond rings	# 7
personalized anniversary rings	# 7
solitaire engagement ring settings	# 7
triangle diamond	# 7
white gold wedding band sets	# 7
Atlanta diamonds	# 8
cheap fashion earring	# 8
diamond solitaire rings	# 8
diamond stud	# 8
wholesale diamond stud earring	# 8
certified diamond rings	# 8
design own diamond ring	# 9
diamonds Atlanta	# 9