

Case Study



In 2005, driven by a desire to find a conflict-free alternative to earth-mined diamonds, MiaDonna founder Anna-Mieke created a socially responsible bridal jewelry line named after her daughter Mia and mother Donna. Collaborating with scientists, she pioneered lab-grown diamonds, a breakthrough that not only disrupted the traditional diamond industry but also empowered thousands and offered consumers an ethical choice in fine jewelry.

- **Engagement:** In 2023, MiaDonna hired Clarity Digital to address a significant decline in organic traffic of their main website, MiaDonna.com, which resulted from issues caused by a Google's recent update and also ineffective strategies from a previous SEO provider.
- **SEO Audit:** Upon onboarding, Clarity Digital conducted a comprehensive SEO audit, identifying critical areas for improvement and uncovering valuable keyword opportunities.
- **SEO Roadmap:** This audit formed the basis of a detailed SEO roadmap, which was provided to MiaDonna's in-house marketing team for execution.
- **SEO Consulting:** Clarity Digital supported and consulted with MiaDonna to implement their SEO Roadmap.
- **Website Refresh:** In addition, Clarity Digital supported the client with a website refresh, further contributing to the recovery and growth of their organic traffic.

SEO Improvement

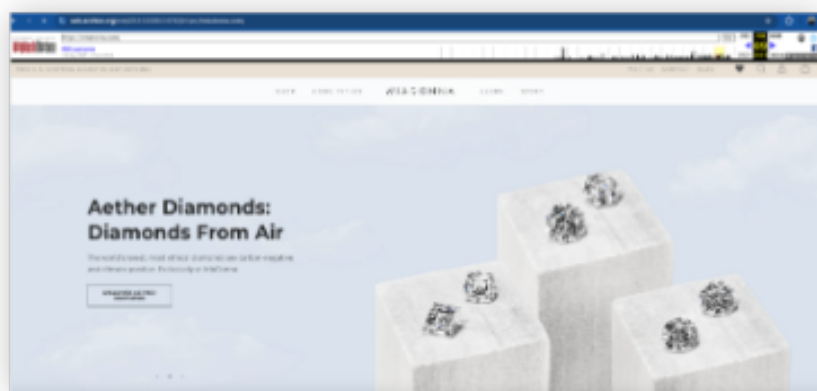
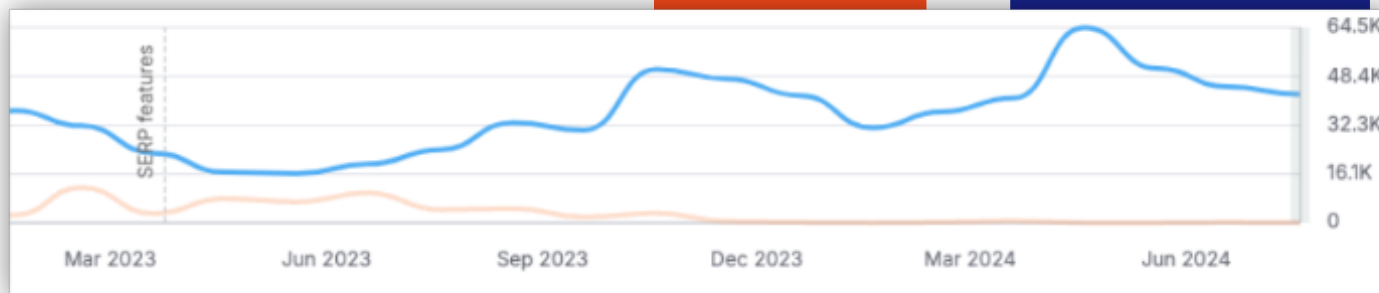
Improved Technical & On-page SEO by **300%** in 1 year after implementing our SEO strategy and launching a new website.

April 2023 - Organic traffic started with

16.1K

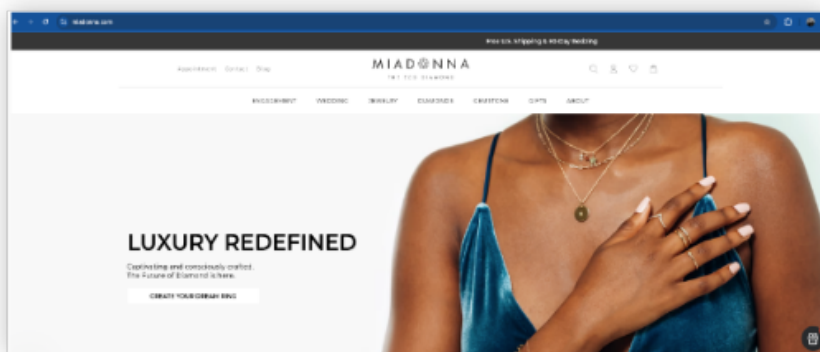
April 2024
Increased by 300%+

64.5K



Before Clarity Digital

The website needed a UI/UX refresh to resonate better with customers which was an SEO initiative.



After Clarity Digital

- New home page with keyword-rich H1 and sub copy.
- Strong call to action.
- Utilized Google ads and analytics data to make improvements to the website
- Recommended adding more pictures of products being worn vs. showing the products on display, for better connection with customers.



Our team is dedicated to ensuring your success.

Contact Us
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