

CASE STUDY: ENERGY MUSE: 900% SEO ROI IN ONE YEAR

By **John E Lincoln**



EnergyMuse.com is a fast-growing e-retailer that sells inspirational crystal energy jewelry nationally. They became Ignite’s client on June 2014 to enhance their organic traffic and sales.

Goal

Increase organic traffic and sales through the website.

Results

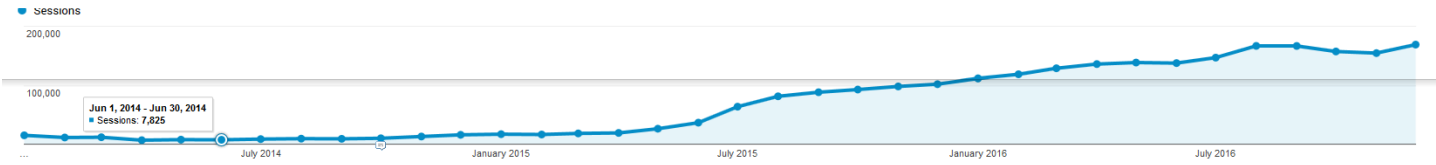
The data below depicts the organic traffic levels showing record highs each and every month Ignite has been on the account. We can clearly see that traffic was stagnant prior to Ignite and then an explosion of traffic when the Ignite Visibility methodology took effect.

20x More Traffic from Organic referrals than on Mid-2014

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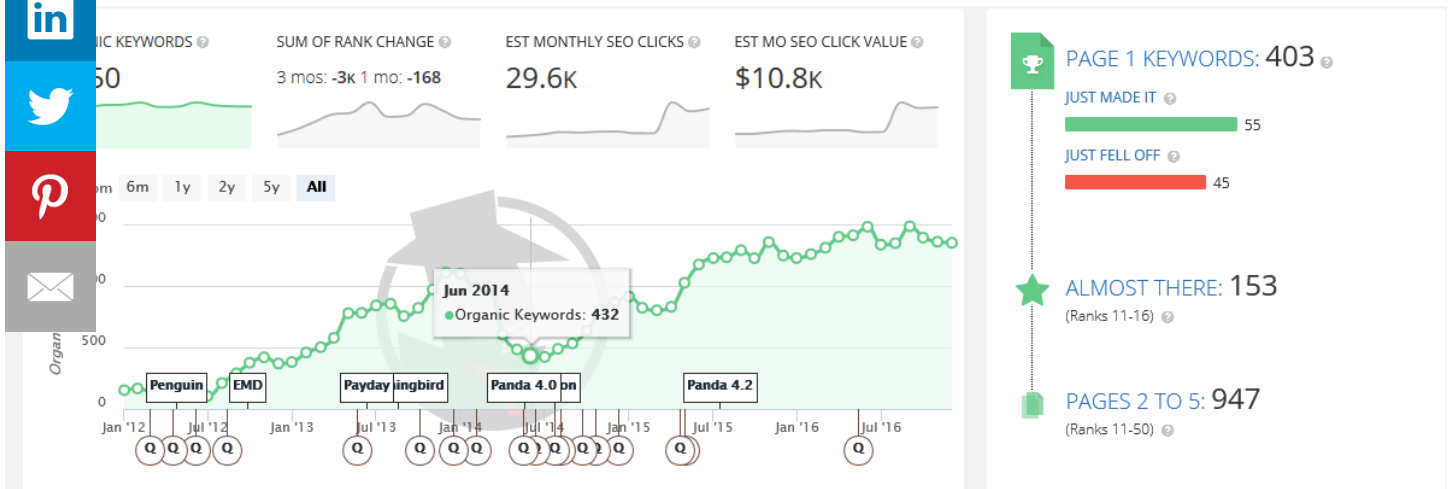


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If we compare the first two years since Energy Muse engaged with Ignite it's possible to see that with our advanced SEO techniques we've been promoting great business growth resulting in a **60% Increase in Organic Revenue year-over-year.**

Now, we have steadily grown Energy Muse's keyword rankings over time through implementation of advanced SEO techniques.



The following chart is a sample of some of the top 15 keyword rankings achieved with this campaign. We've gained the top position for many high-traffic search terms in their space:

Keyword	Google Rank 11/21/2016	Search Volume (Exact Match – USA)
healing stones	1	8,100
crystals for sale	1	6,600
stones and crystals	1	1,600
buy crystals	1	1,300
energy stones	1	880

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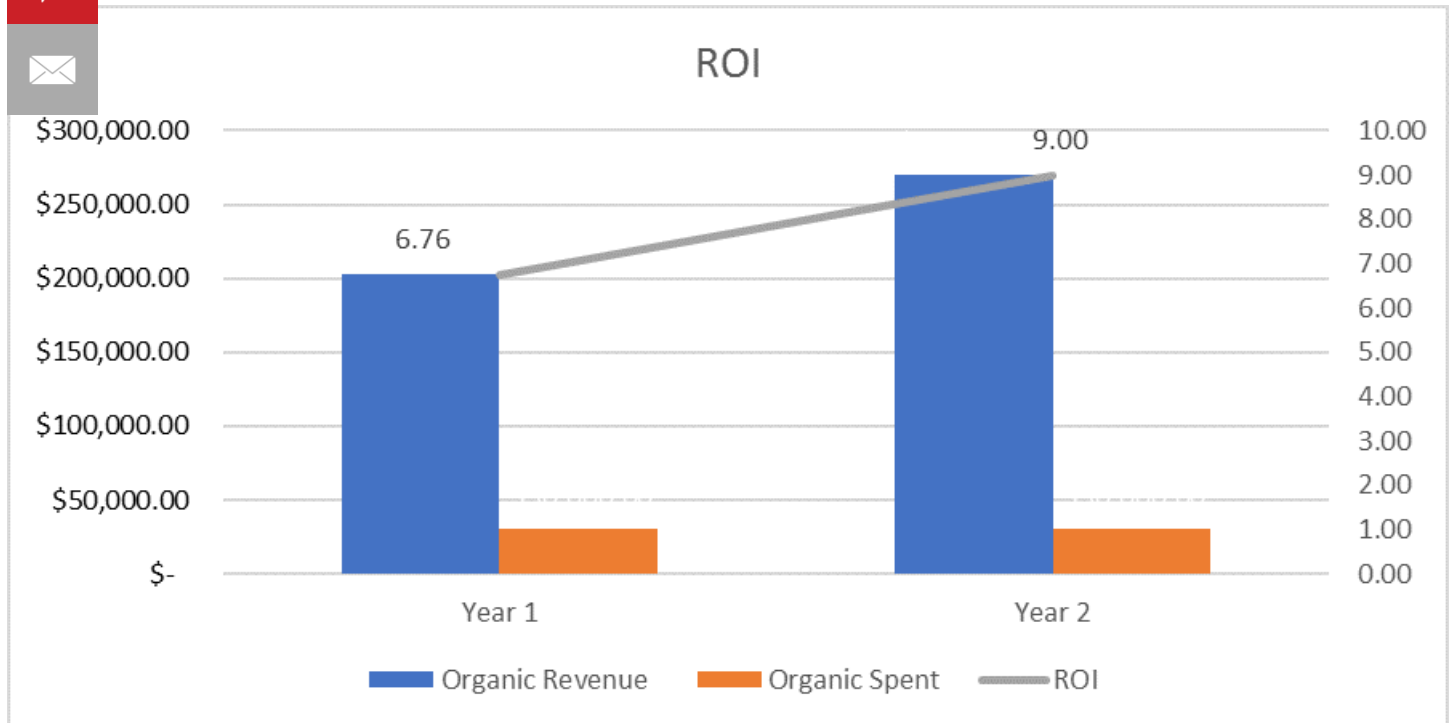


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stones for anxiety	1	720
meditation stones	1	590
power crystals	1	480
buy crystals online	1	390
necklace	1	390
g stones	1	390



the graph bellow represents Energy Muse Return Over Investment (ROI) for their SEO investments ignite. As we can see, they've experienced positive ROI that has been growing year-over-year.



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Nootropics Depot: Over 300% Organic Traffic Growth in Less than

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