
SEO CASE STUDY

JAY'S WATCH STORE



About Jay's Watch Store

Jay's Watch Store is a leading destination for **luxury and pre-owned watches** in India. The store specializes in high-end brands like Rolex, Omega, Cartier, Panerai, and Breitling, offering collectors and watch enthusiasts a trusted marketplace.

The brand wanted to improve its **online visibility, organic traffic, and search engine ranking** to capture a larger share of the digital audience looking for luxury watches online.



THE SEO CHALLENGE

- When Jay's Watch Store approached us, the website was relatively new in the search ecosystem with:
 - **Low Domain Authority (DA/PA: 2/17)**
 - **Minimal organic traffic**
 - **Limited backlinks and brand presence**
 - **Low search impressions**
- The primary challenge was to establish **trust, authority, and visibility** in a highly competitive luxury watch niche.

OUR SEO STRATEGY

To boost organic growth, we implemented a 360° SEO strategy focusing on:

- **Keyword Research & Content Optimization**

- Targeted transactional and informational keywords such as *pre-owned Rolex watches*, *luxury watches in Mumbai*, *second-hand Omega watches*, etc.
- Optimized on-page content with EEAT principles (Expertise, Experience, Authoritativeness, Trustworthiness).

- **Technical SEO Enhancements**

- Improved site speed, crawlability, and indexation.
- Structured data implementation (Organization Schema, FAQ Schema) for better SERP visibility.

- **Backlink Building & Authority Growth**

- Acquired high-quality do-follow backlinks from watch blogs, directories, and niche publications.
- Increased backlinks from **56 to 110** within four months.

- **Content Marketing & Blogging**

- Created SEO-friendly blogs around *luxury watches*, *brand comparisons*, *buying guides*, and *store promotions*.
- Optimized meta titles, descriptions, and headings for better CTR.

- **Continuous Monitoring & Optimization**

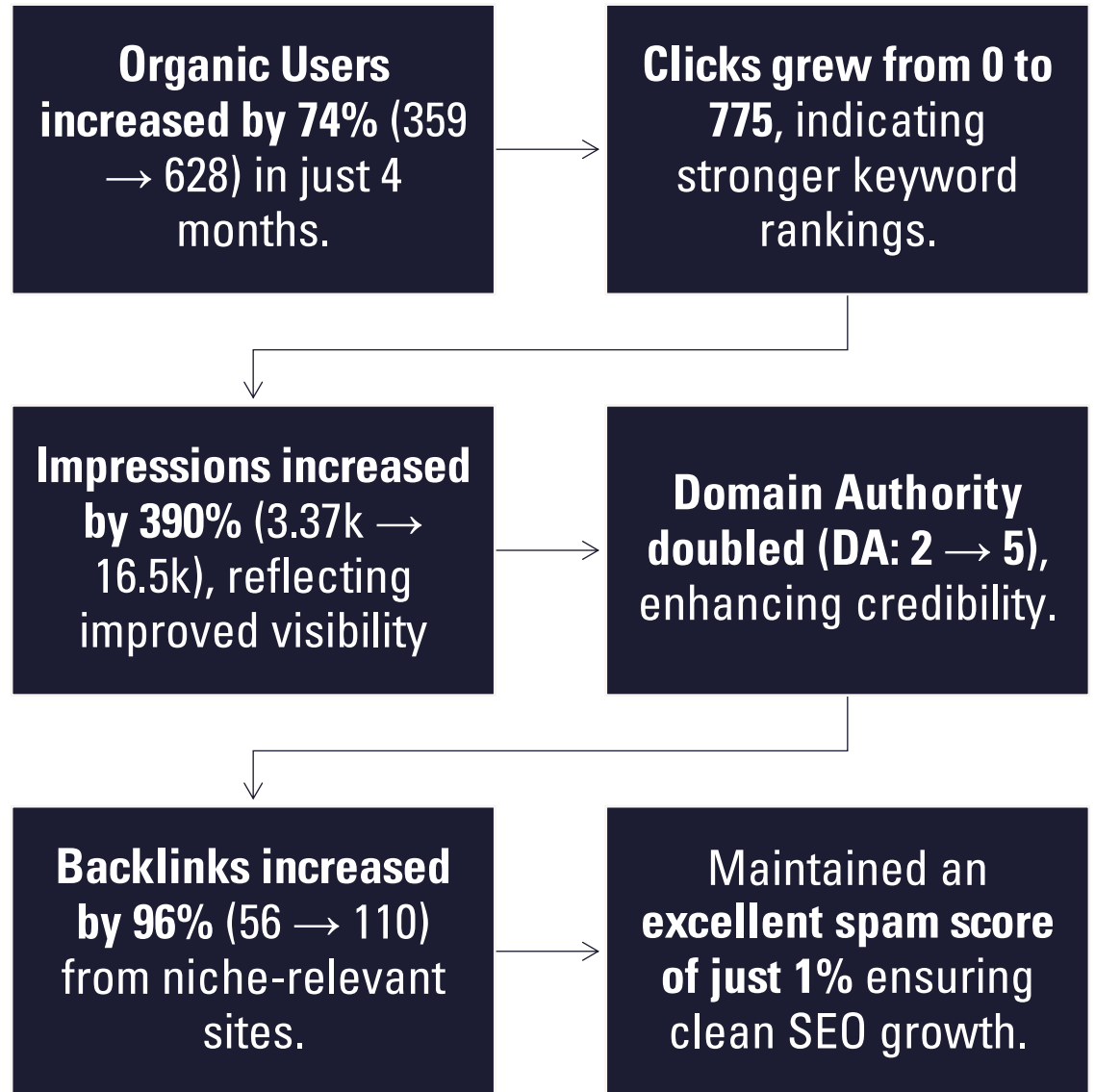
- Used Google Search Console & Analytics to refine keyword targeting and track performance.
 - Reduced spam score to maintain healthy domain authority.
-

SEO GROWTH PERFORMANCE

Organic Growth Over 4
Months

Metric	Apr 2025	May 2025	Jun 2025	Jul 2025
Organic Users	359	373	466	628
Sessions	840	847	921	1,169
Engaged Sessions	618	598	607	841
Clicks	NA	402	540	775
Impressions	NA	3,370	10,455	16,519
DA/PA	2/17	2/17	4/17	4/17
Backlinks	56	69	94	110
Spam Score	1%	1%	1%	1%

KEY ACHIEVEMENTS



NEXT STEPS FOR CONTINUED GROWTH

To further scale rankings and conversions, we plan to:

- Expand **local SEO targeting** for cities like Mumbai, Bangalore, and Ahmedabad.
- Build more **authority backlinks** from luxury watch and fashion magazines.
- Create **YouTube SEO Strategy** for watch reviews & store branding.
- Enhance **conversion-focused landing pages** for top luxury brands.





THANK
YOU