



Brenton Way

# Client Case Study

**20-year Custom Engagement  
Rings Company turns into a  
nationwide success**

## **Website**

[brentonway.com](http://brentonway.com)

## **Contact**

[sales@brentonway.com](mailto:sales@brentonway.com)

(424) 208-2521



# Our Approach

## Brief Introduction

Every business is unique, so why settle for traditional marketing campaigns that prove no ROI? Brenton Way's core belief is that your uniqueness is followed with tailored solutions by a world-class marketing team. Expect agile growth across various verticals and a planned out long-term strategy to position you as a thought leader in your vertical.



# Marketing objectives and strategy

Expectations and outcomes

## Objectives

Our initial objective was to redesign the website to help customers through their browsing experience while running targeted Paid Ads campaigns across Google & Facebook Ads.

## Strategy

We focused on transforming the website design, creating monthly SEO-focused content, building out their email campaigns, and on strong performance Search ad campaigns.



## Company



## Website

[peternorman.com](http://peternorman.com)

## Company Focus

Peter Norman is a jewelry designer based in Brentwood, CA with exceptional custom pieces for engagements and more.



### Findings

The client had a stable list of regular clients that helped, but was not generating enough new business to expand the revenue and also its reach to a bigger audience.



### Findings

Their average ROI was around 8X due to the nature of the business, and it allowed us to take on more aggressive marketing campaigns.





# Our Market Strategies for Success

## **Broke through national SEO keywords for important engagement keywords**

Optimized the onsite SEO for targeted keywords related to engagement rings and garnered over 4,000 new keywords.

## **Improved the entire funnel optimization**

Created a targeted ads funnel for custom engagement rings from keywords, geo-location, landing page, email funnels, to handoff.

## **Redesigned website to focus on audiences needs**

Developed a new conversion changes doc from analysis through Hotjar & TruConversion to create a compelling design.





# Ranking for specific Engagement keywords

Creating engaging content resulted in over 4,000 ranked keywords, 5,000 new monthly traffic, and over 40% increase in CTR

Keyword	Ranking	Current position	Current URL
peter norman jewelers	40	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
star ruby rings	15	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
norman norman blog	12	5	<a href="https://peternorman.com/">https://peternorman.com/</a>
octagonal engagement ring	12	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
peruvian opal rings	9	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
east west oval ring	8	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut diamond with baguettes	7	5	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut with baguettes	7	6	<a href="https://peternorman.com/">https://peternorman.com/</a>
peruvian opal ring	6	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
star ruby ring	6	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
wide eternity band	6	8	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald diamond ring with baguettes	6	3	<a href="https://peternorman.com/">https://peternorman.com/</a>
normanblog	6	13	<a href="https://peternorman.com/">https://peternorman.com/</a>
peter norman jewelry	5	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut diamond with tapered baguettes	5	3	<a href="https://peternorman.com/">https://peternorman.com/</a>
east west emerald cut engagement ring	5	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut diamond ring with baguettes	5	7	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut with tapered baguettes	4	9	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald engagement rings with baguettes	4	2	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut diamond engagement rings with baguettes	3	8	<a href="https://peternorman.com/">https://peternorman.com/</a>
platinum jewelers	3	4	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut with trapezoid side stones	3	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut engagement ring with baguettes	3	9	<a href="https://peternorman.com/">https://peternorman.com/</a>
octagon diamond rings	3	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
wide eternity bands	3	13	<a href="https://peternorman.com/">https://peternorman.com/</a>
large morganite ring	2	10	<a href="https://peternorman.com/">https://peternorman.com/</a>
sideways emerald cut engagement ring	2	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
split shank radiant cut engagement rings	2	6	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut with tapered baguettes engagement rings	2	9	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut with tapered baguettes engagement ring	2	6	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald engagement ring with baguettes	2	4	<a href="https://peternorman.com/">https://peternorman.com/</a>
antique emerald-cut engagement rings	2	2	<a href="https://peternorman.com/">https://peternorman.com/</a>
large emerald cut engagement rings	2	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
two tone emerald cut engagement ring	2	1	<a href="https://peternorman.com/">https://peternorman.com/</a>
emerald cut ring with baguettes	2	8	<a href="https://peternorman.com/">https://peternorman.com/</a>



## ENGAGEMENT RINGS

Our diamonds are conflict free and GIA certified. We also offer lab-grown diamonds. All stones are sourced at wholesale prices for greater value to our clients.

[Custom Design Request](#)

[View All products](#)



## BUYING A DIAMOND

Choosing the right center stone for an engagement ring can be a daunting task to those who are unfamiliar with diamonds. Our team of GIA-certified gemologists guarantee to provide you with a fun and memorable jewelry buying experience through all steps of the process, from ring design to stone selection, or putting your personal touch on your piece.

Together with the longstanding relationships with our suppliers, our team of trustworthy experts can help you get a conflict free mined diamond or a certified lab grown diamond at wholesale pricing, without the uncertainty of making your purchase at a downtown warehouse or buying a stone sight unseen from the Internet.

At Peter Norman, our expertise and depth of knowledge regarding stones, jewelry styles, and wearability means that you will not only get a beautiful ring but also one made to stand the test of time.

[Browse Engagement Rings](#)



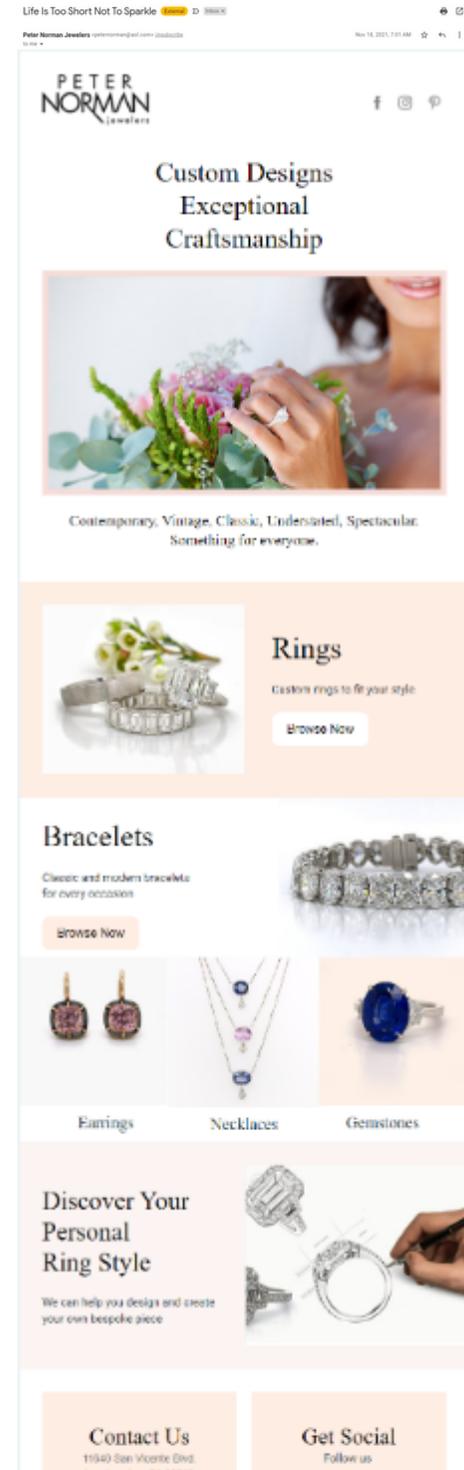
# Educating The Ideal Customer for Conversion

We generated an avg.  
\$40 CPL from the  
Google & Facebook ad  
campaigns through 2  
landing page variations



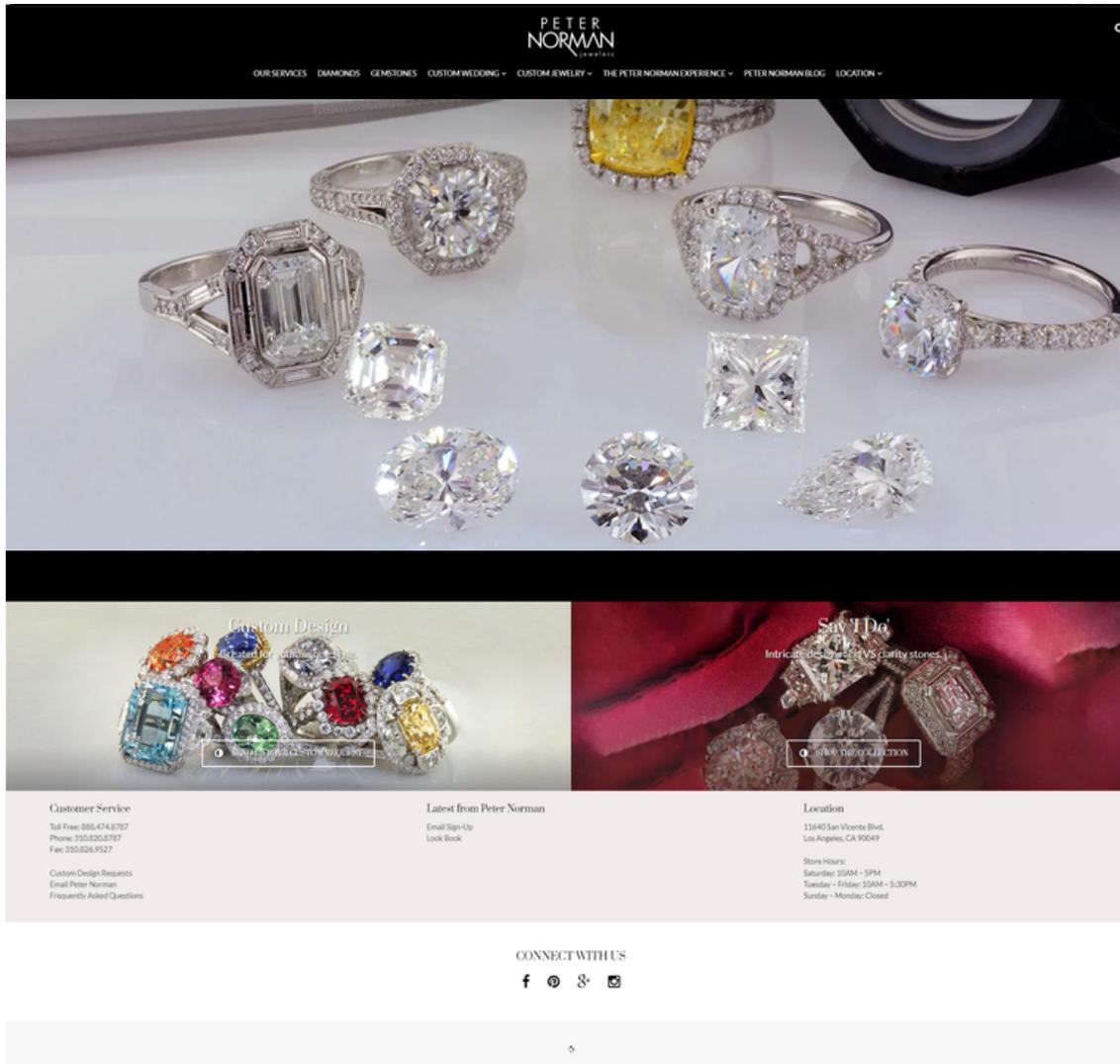
# Redesigned Emails to Focus on Full Categories

Our Email campaigns improved the booking rate by 40% from previous methods to convert leads into a successful booking.

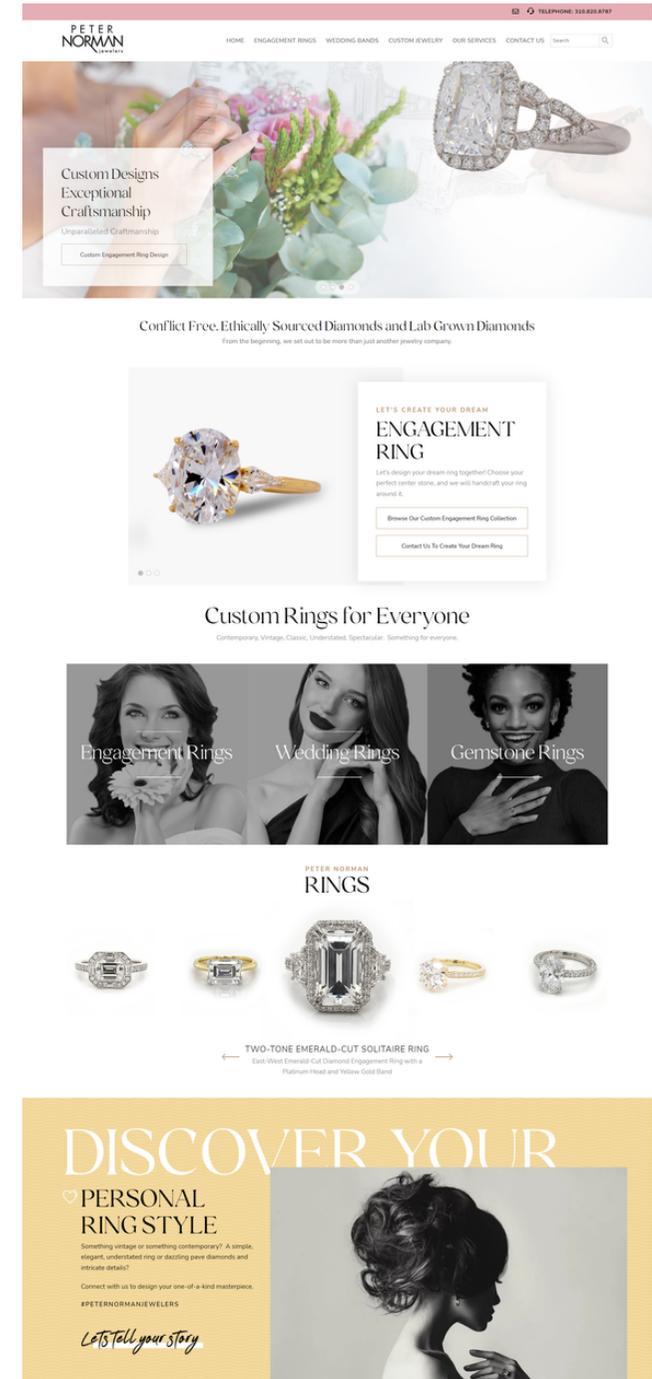


# Web Design

before



after



# Recap of our performance

## **\$40 avg. CPL for Engagement Rings**

Generated avg. \$40 CPL from Facebook Ads & Google Ads spend.

## **4,000+ new ranked keywords**

4,000 new keywords ranked with over 8,000 avg. increase in organic site traffic.

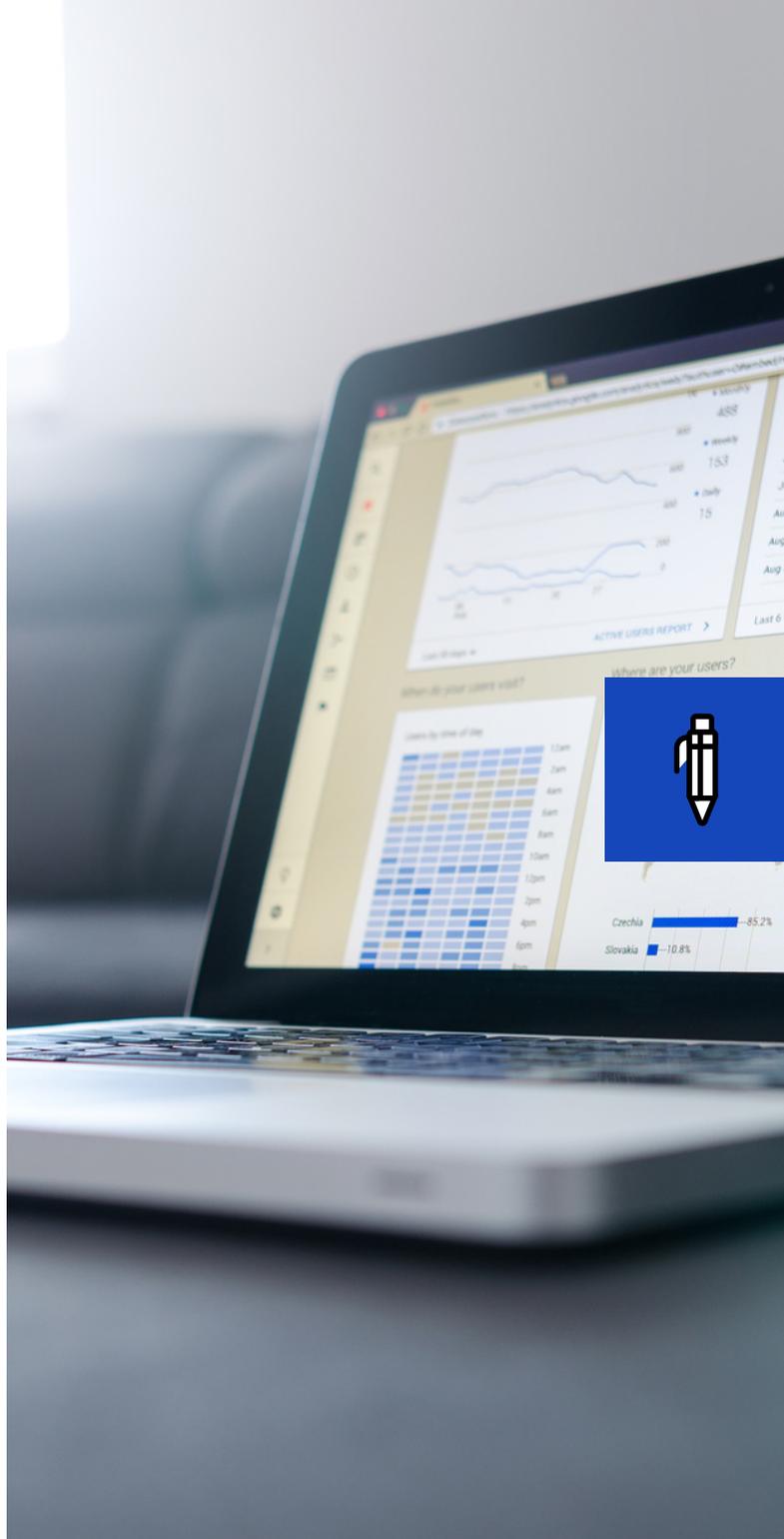
## **15X ROI from new marketing**

15X ROI from all new marketing channel campaigns.

## **40% increase in leads-to-consult**

We improved new consult bookings by 40% in 9 months.





# Interested? contact us

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