How Grow Atom helped Blush & Bar grow organic traffic by 38% in 7 months

Our Google organic... represents a [year-to-date] lift of 38%. Seeing a nice Google organic lift has been tremendous.

Daniel Wesley
Owner, Blush & Bar
The client

Blush & Bar

Blush & Bar is a direct-to-consumer eCommerce jewelry brand that offers a high-luxury feel without the sticker price. They sell demi-fine pieces in sizes most brands ignore.

The challenge

Declining traffic in a highly competitive industry

When Daniel Wesley took over operations at Blush & Bar in late 2019, he had a unique idea rooted in his 17 years of digital marketing experience.

Most eCommerce stores depend only on paid ads. But Daniel envisioned something different—a brand consumers themselves sought out.

“Let’s build the content that our consumers are searching for,” he says. “If you can rent an audience, why don’t you really try to own one?”

But achieving that vision wouldn’t be easy. When Daniel came on board, Blush & Bar’s traffic was declining. And the freelance writers he was working with weren’t getting results.

“Let’s build the content that our consumers are searching for,” he says. “If you can rent an audience, why don’t you really try to own one?”

As 2020 began, Blush & Bar saw year-over-year traffic decrease by 33% in January, 37% in February, and 47% in March.

“We were not trending in the right direction,” Daniel says.
The solution

A CO-PILOT FOR RESULTS-ORIENTED GROWTH

Daniel knew he needed to take the next step. A marketing colleague referred him to Grow Atom, and they came on board in late March.

Daniel says he resonated with the team’s focus on outcomes.

“Nothing works unless it’s really results-oriented. There was a lot of great chemistry.”

Combining Daniel’s experience and vision with the Grow Atom team’s strategy and execution, they worked to build an informative blog focused on Blush & Bar’s ideal customers.

In a fast-changing industry reeling from the COVID-19 pandemic, Daniel appreciates this co-piloting, the “ability to go back and forth, to work together, knowing there really is no one-size-fits-all.”

Most agencies are very mechanical, he says, “just trying to check a box.” But Grow Atom “is genuinely trying to help us find solutions.”

The results

38% YEAR-OVER-YEAR TRAFFIC GROWTH IN SEVEN MONTHS

Within a month after working with Grow Atom, the traffic trend reversed—from a 47% year-over-year decrease in March to a 19% increase in April.

“April is really when we started to trend up, and from there, it was just a really nice incline, nice and steady.”

Seven months in, Blush & Bar’s year-to-date monthly traffic has increased by 38%. During that time, the site earned over 330 new backlinks and now ranks on Google’s first page for twice as many keywords as before, including buyer-focused terms like “affordable jewelry” and “plus size rings”.
Ranking for a keyword like that “fits right into our brand and where we’ve positioned ourselves,” Daniel says.

“I’m ecstatic we’ve created an asset that Google feels that should be in the top 10.”

Daniel’s original vision for the Blush & Bar brand is coming to life. “Where would our revenue be without that traffic?” he says. “It’s a great place to be.”