



Fine Jewelry & Coins | Case Study

Data by Search Atlas: Organic Traffic

Note: This tool shows estimates and may not be the actual number.

December 2024 (Start of Campaign): In December 2024, Search Atlas detects **1 organic traffic** on Costa's Fine Jewelry & Coins website.



May 2025 (Current Month): In May 2025, Search Atlas detects **25 organic traffic** on Costa's Fine Jewelry & Coins website. This shows a **2400% increase** in organic traffic since the start of the campaign.



Data by Search Atlas: Organic Keywords

December 2024 (Start of Campaign): In December 2024, Search Atlas detects **18 organic keywords** on the Costa's Fine Jewelry & Coins website.



May 2025 (Current Month): In May 2025, **Search Atlas detects 46 organic keywords on Costa's Fine Jewelry & Coins website. This shows a 155.56% increase in organic keywords since the start of the campaign.**



Data by Google Analytics

User Acquisition (3-month comparison)

We've compared the last three months (February 2025–April 2025) of our campaign vs. the first three months (November 2024–January 2025) to check how we have improved the website's user acquisition metrics. **As seen, we had the following improvements:**

- **total users from organic search improved by 221.18%** in the last three months
- **new users from organic search improved by 211.7%** in the last three months
- **returning users from organic search improved by 184.62%** in the last three months

First user prim...Channel Group)	Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events
Total	2,057 vs. 1,642 ↑ 25.27%	2,005 vs. 1,643 ↑ 22.03%	348 vs. 204 ↑ 70.59%	1m 05s vs. 59s ↑ 11.13%	0.84 vs. 0.78 ↑ 7.82%	13,626 vs. 10,832 ↑ 25.79%
Direct						
Feb 1 - Apr 30, 2025	788 (38.31%)	757 (37.76%)	178 (51.15%)	1m 16s	1.01	6,159 (45.2%)
Nov 1, 2024 - Jan 31, 2025	747 (45.49%)	747 (45.47%)	128 (62.75%)	1m 20s	0.99	6,139 (56.67%)
% change	5.49%	1.34%	39.06%	-4.46%	1.96%	0.33%
Paid Search						
Feb 1 - Apr 30, 2025	684 (33.25%)	678 (33.82%)	57 (16.38%)	35s	0.54	3,223 (23.65%)
Nov 1, 2024 - Jan 31, 2025	614 (37.39%)	614 (37.37%)	16 (7.84%)	24s	0.40	2,497 (23.05%)
% change	11.4%	10.42%	256.25%	46.34%	36.34%	29.07%
Organic Search						
Feb 1 - Apr 30, 2025	546 (26.54%)	533 (26.58%)	111 (31.9%)	1m 28s	0.99	4,041 (29.66%)
Nov 1, 2024 - Jan 31, 2025	170 (10.35%)	171 (10.41%)	39 (19.12%)	1m 16s	1.09	1,409 (13.01%)
% change	221.18%	211.7%	184.62%	15.66%	-9.78%	186.8%

Traffic Acquisition (3-month comparison)

We've also compared the last three months (February 2025–April 2025) of our campaign vs. the first three months (November 2024–January 2025) to check how we have improved the website's traffic acquisition metrics. **As seen, we had the following improvements:**

- sessions from organic search improved by **150.75%** in the last three months
- engaged sessions from organic search improved by **153.22%** in the last three months
- event counts from organic search also improved by **134.11%** in the last three months

Session primary_Channel Group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events
Total	2,791 vs. 2,187 ↑ 27.62%	1,724 vs. 1,282 ↑ 34.48%	61.77% vs. 58.62% ↑ 5.38%	48s vs. 44s ↑ 8.61%	4.88 vs. 4.95 ↓ -1.43%	13,626 vs. 10,832 ↑ 25.79%	0.00 vs. 0.00
Direct							
Feb 1 - Apr 30, 2025	1,108 (39.7%)	702 (40.72%)	63.36%	48s	4.91	5,435 (39.89%)	0.00 (-)
Nov 1, 2024 - Jan 31, 2025	999 (45.68%)	665 (51.87%)	66.57%	50s	5.13	5,128 (47.34%)	0.00 (-)
% change	10.91%	5.56%	-4.82%	-4.2%	-4.44%	5.99%	0%
Organic Search							
Feb 1 - Apr 30, 2025	840 (30.1%)	590 (34.22%)	70.24%	1m 03s	5.26	4,420 (32.44%)	0.00 (-)
Nov 1, 2024 - Jan 31, 2025	335 (15.32%)	233 (18.17%)	69.55%	56s	5.64	1,888 (17.43%)	0.00 (-)
% change	150.75%	153.22%	0.99%	12.65%	-6.63%	134.11%	0%
Paid Search							
Feb 1 - Apr 30, 2025	802 (28.74%)	375 (21.75%)	46.76%	31s	4.09	3,281 (24.08%)	0.00 (-)
Nov 1, 2024 - Jan 31, 2025	637 (29.13%)	244 (19.03%)	38.3%	23s	3.94	2,508 (23.15%)	0.00 (-)
% change	25.9%	53.69%	22.07%	33.81%	3.91%	30.82%	0%

Data by Google Search Console

Clicks, Impressions, CTR, Average Position (3-month comparison)

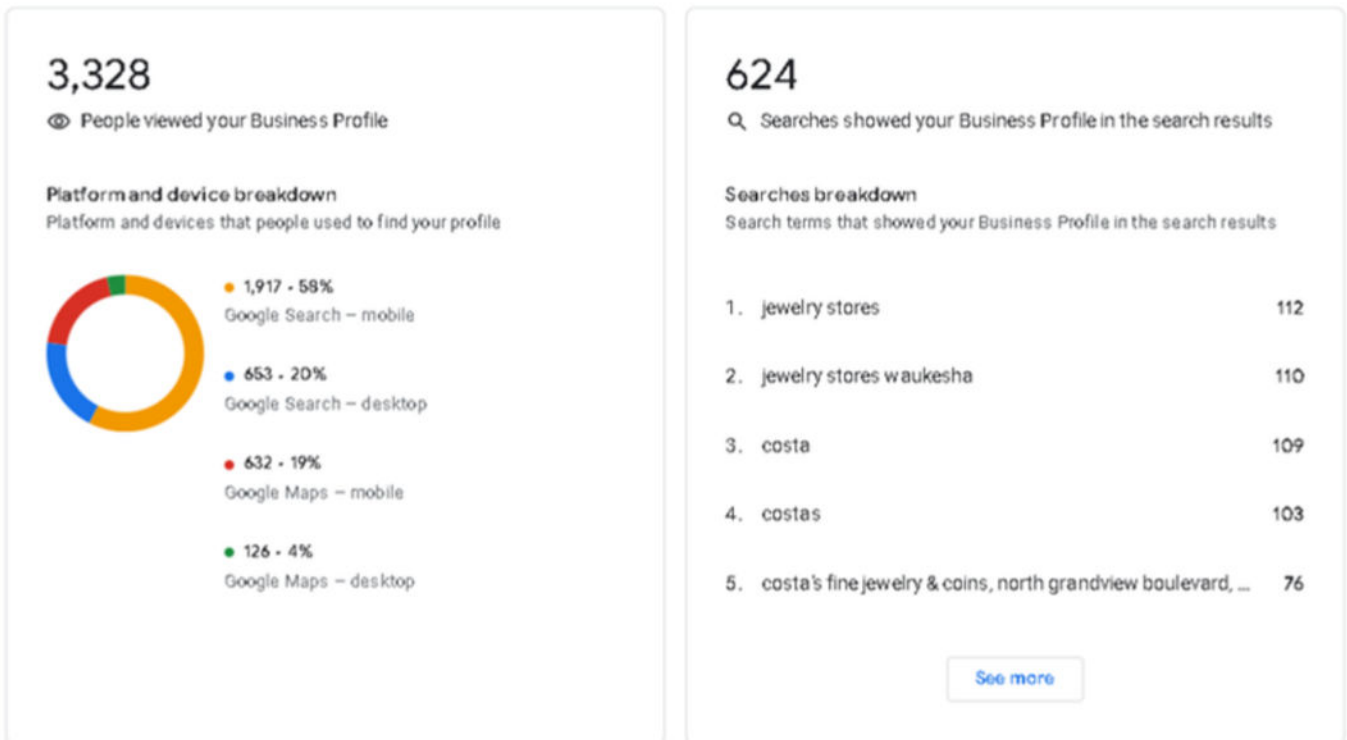
We've also compared the last three months (February 2025–April 2025) of our campaign vs. the first three months (November 2024–January 2025) to check how we have improved Google Search console metrics. Google Search Console measures the website's performance on search. **As seen, we saw the following improvements:**

- Total clicks improved by **156.10%** in the last three months.
- Total impressions improved by **295.52%** in the last three months.
- The average position also improved from **15.7** to **12.4** in the last three months.



Data by Google Business Profile

More people are also viewing your GBP, as Google Business Profile views totaled 3,328 views and searches totaled 624 searches in December 2024–April 2025.



Additionally, Google Business Profile interactions totaled 1,043 interactions and showed an increasing trend from December 2024 to April 2025.

1,043

Business Profile interactions ⓘ



There were 115 Google Business Profile calls from December 2024 to April 2025. The trend below also shows an increasing trend in calls made from the Google Business Profile.

115

Calls made from your Business Profile



Direction requests made through the Google Business Profile also show an increasing trend. From December 2023 to April 2025, the Google Business Profile had 423 total direction requests.

423

Direction requests made from your Business Profile



Website clicks also had an increasing trend, with 505 total clicks from December 2023 to April 2025.

505

Website clicks made from your Business Profile



Data by BrightLocal

Keyword Improvement: Organic Desktop Results

On the recent keyword tracking run on May 5, 2025, ten (10) keywords are ranking on organic desktop results. We also saw the following improvements:

1. **“Rare coin buyers near me” now ranks 6th in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
2. **“Buying gold and silver near me” now ranks 8th in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
3. **“Sell gold near me” now ranks 14th in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
4. **“Buy gold near me” now ranks 15th in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
5. **“Sell silver near me” now ranks 15th in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
6. **“Jewelers near me” now ranks 17th in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
7. **“Jewelry stores near me” now ranks 19th in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
8. **“Buy silver near me” now ranks 22nd in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
9. **“Jewelry repairs” now ranks 32nd in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.
10. **“Sell gold” now ranks 32nd in organic desktop results.** This keyword previously wasn’t ranking at the start of the campaign.