

THE **GRIT** GROUP

WATCHBOX

Achieving Organic Growth for a Top Luxury Watch Brand



32%

Increase in Non-Brand Impressions YoY

30%

Increase in Organic Lead Forms

17%

Improvement in Rankings on
Core Transactional Keyword Buckets

Improving Rankings Time After Time



With offices in global locations like Hong Kong and Switzerland, WatchBox is the world's leading platform for buying, selling, and trading pre-owned luxury watches. As seasoned collectors and enthusiasts turn to online shopping to meet their needs, the company continues to innovate and meet customers where they are—offering an unrivaled selection, guaranteed authenticity, and superior in-house watchmaking services.

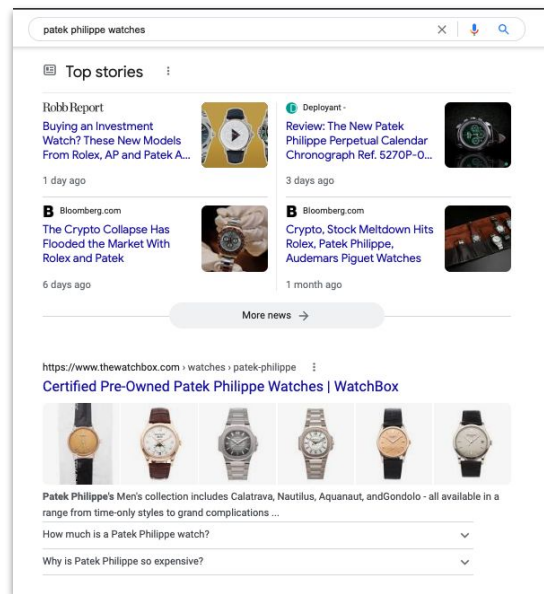
We began our relationship with Watchbox with a goal to drive organic growth and higher visibility in core transactional SERPs where users were searching for specific watch brands, like Rolex or Patek Philippe. Organic traffic had seen a decline over the last year, so the team was eager to find ways to turn this trend around. By closely partnering with their marketing and content teams, we were able to make scalable SEO efforts a priority, capturing opportunity on some of the industry's most competitive search terms.

A Strategy to Watch Out For

From day one, we knew that growth was going to be dependent on making improvements and progress with content, technical, and off-page efforts. Over the last year and a half, we've focused on four main strategic initiatives that we will dive into below:

Technical Optimizations

Grit partnered with the development team at WatchBox to improve core web vitals, implement schema, and bring new UX experiences to life on priority product and listing pages. These efforts helped us ensure Watchbox has a solid foundation to build from, a strong user experience once users landed on high priority pages, and that they are sending a clear signal to Google about what is important on their site. This is something that requires constant adjustments and auditing to ensure that WatchBox is getting the most value out of each page on the site.



Optimized meta title and description for first page ranking for "Patek Philippe"

Added FAQ content and schema to drive additional engagement from the SERP

PLP Pages

A significant portion of the opportunity for WatchBox was driving increased visibility for users searching for specific watch brands (like Rolex, Patek Philippe, etc). On many of these SERPs, product listing pages or shopping focused pages were appearing for the majority of transactional search queries. We knew from the beginning that optimizing these pages and improving the user experience with additional information was going to be a big part of our SEO strategy. We optimized existing copy, added bottom copy, and incorporated frequently asked questions and pricing tables to drive additional value for the user. Over the course of the next two years, we optimized 189 existing PLP pages and created over 40 new category pages.

49%

Increase in Organic Traffic YoY
for Transactional PLP pages

Audemars Piguet Watches

Audemars Piguet ranks among the exalted "grandes maisons" of Swiss high horology alongside Patek Philippe and Vacheron Constantin. The road to that reputation spans over 160 years of mastery in complications, artisanal finish, and production of iconic models. More than the home of the legendary Royal Oak, Royal Oak Offshore, and Jaisset et Piguet's grand complications, Audemars Piguet is the largest Swiss watchmaking brand still owned and guided by members of the original founding families.



ROYAL OAK



ROYAL OAK OFFSHORE



JULES AUDEMARS



MILLENNARY



CODE 11.59

HIDE FILTERS 151 Results



SORT

— PLP example with optimized H1 and short description

Audemars Piguet Pricing Guide

Model	Audemars Piguet Code 11.59	Audemars Piguet Edward Piguet	Audemars
Average Price (USD)	\$ 47,412	\$ 74,995	\$ 28,98C
Popular Reference Numbers	15210BC.OO.A321CR.01 15210CR.OO.A002CR.01 26394OR.OO.D321CR.01	25958PT.OO.D002CR.01	26003OI 25685SI 26558TI
Features	Contemporary, Round Case, Dress, Complicated	Dress, Elegant, Rectangular Case, Alligator Strap, Yellow Gold, Silver, Complicated, Moon Phase, Date	Refined,

— Added pricing table to provide valuable information and linking opportunities

Collections

Shop by Category

WOMEN'S	PILOT	DRESS
MEN'S	RACING	MILITARY
VINTAGE	SAILING	SPORT
DIVE	SKELETON	

Featured Collections

INTRICATE DIALS COMPLEX COMPLICATIONS	COLORFUL DIALS EMBRACING INDEPENDENTS	THE HOLY TRINITY STAFF PICKS
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— Category sitemap for improved internal linking

Editorial Content

Not all search queries are created equally—which is why we needed to expand beyond traditional transactional category pages to capture search volume. In order to capture more top of funnel educational/informational searches, we worked closely with the WatchBox team to both optimize and scale net new SEO optimized editorial content. We focused our efforts on creating content that helped to facilitate our transactional goals by driving topical authority, and also drove additional awareness getting new users on the site. We created 42 net new articles and optimized 30 articles.

101%

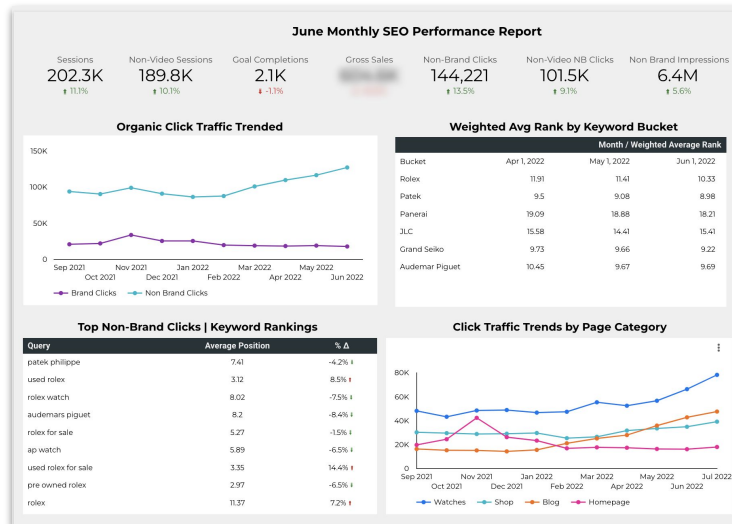
Increase in Organic Traffic YoY
For Blog & Editorial Content



— New SEO driven blog content

Data-Rich Reporting

Keeping close watch is key—innovative strategy and compelling creative mean nothing if you can't track how they're performing. We instituted weekly and monthly performance reporting, as well as keyword opportunity modeling based on competition to identify largest areas of growth. We integrated with WatchBox's tableau infrastructure to track leads and revenue driven through organic, and then also aggregated data from a variety of SEO based tools like SEM Rush, Google Analytics, and Google Search Console. We have used reporting to track effectiveness of our efforts, making strategic pivots if needed and tracking progress against client goals and priorities.



— Aggregated keyword reporting by buckets

— Traffic trends by page type

Main Category	Sub Category	Sum of Clicks Opp	Sum of Conversion Opp	Sum of Est Revenue	Sum of Revenue Opp	Sum of Margin Opp	Average of KD
Watch Brand	Rolex	315,418.2	430	\$			73
	Omega	68,536.1	93	\$			74
	Seiko	62,794	86	\$			73
	Patek Philippe	42,931	58	\$			71
	Audemars Piguet	41,948	57	\$			74
	TAG Heuer	36,373	50	\$			76
	Cartier	34,595	47	\$			77
	Richard Mille	34,001	46	\$			72
	Citizen	26,687	36	\$			76
	Bulova	26,206	36	\$			75
	Movado	24,015	33	\$			82
	Breitling	23,474	32	\$			73
	Tudor	19,486	27	\$			70
	Hamilton	19,480	27	\$			76
	Tissot	19,457	27	\$			78

— Non-brand keyword Opportunity Model

Results That You Could Set Your Watch To

32%

Increase in Non-Brand Impressions YoY

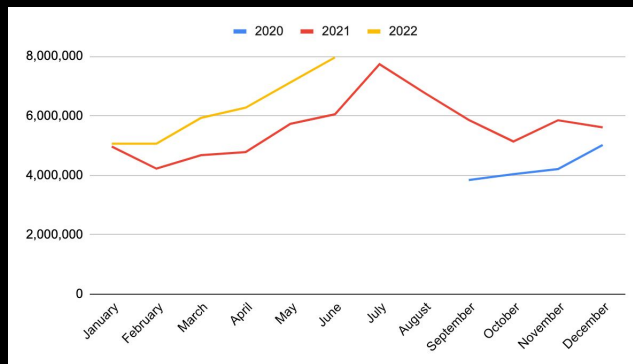
30%

Increase in Organic Lead Forms

17%

Improvement in Rankings on Core Transactional Keywords

Through a combination of technical, content and off page SEO strategies, we were thrilled to have partnered with WatchBox's team to improve organic performance, particularly seeing a significant improvement in non-brand visibility across transactional and informational queries. This was primarily driven both by our net new content and ranking improvements on core transactional keyword buckets. This led to a 30% increase in organic lead forms YoY. During the course of our partnership, volatility in channel mix, removal of pages from the site, and a drop in brand have dampened overall SEO traffic, but we have still demonstrated YoY growth in many areas despite these impacts.



Non-Brand Impression Growth

Growth Takes Grit

Ready to scale your business through digital marketing?
Learn how to tell your story through a partnership with Grit.

Contact alex@thegritgroup.io to start a conversation today!



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