

TWO JEWELERS,
ONE FORK IN THE ROAD

How Jeweler 1 **grew organic-search revenue 247% year over year**, while a comparable competitor, betting on the traditional backlink playbook, **managed 9%**.

Between April 15 and July 21, two independent jewelers competed for the same kind of customer in the same market, over the exact same weeks. Same seasonality. Same economy. Same Google.

One followed our AI Search & SEO strategy. The other doubled down on the traditional backlink playbook. Year over year, the first store grew its organic-search revenue **247%**. The second grew **9%**.

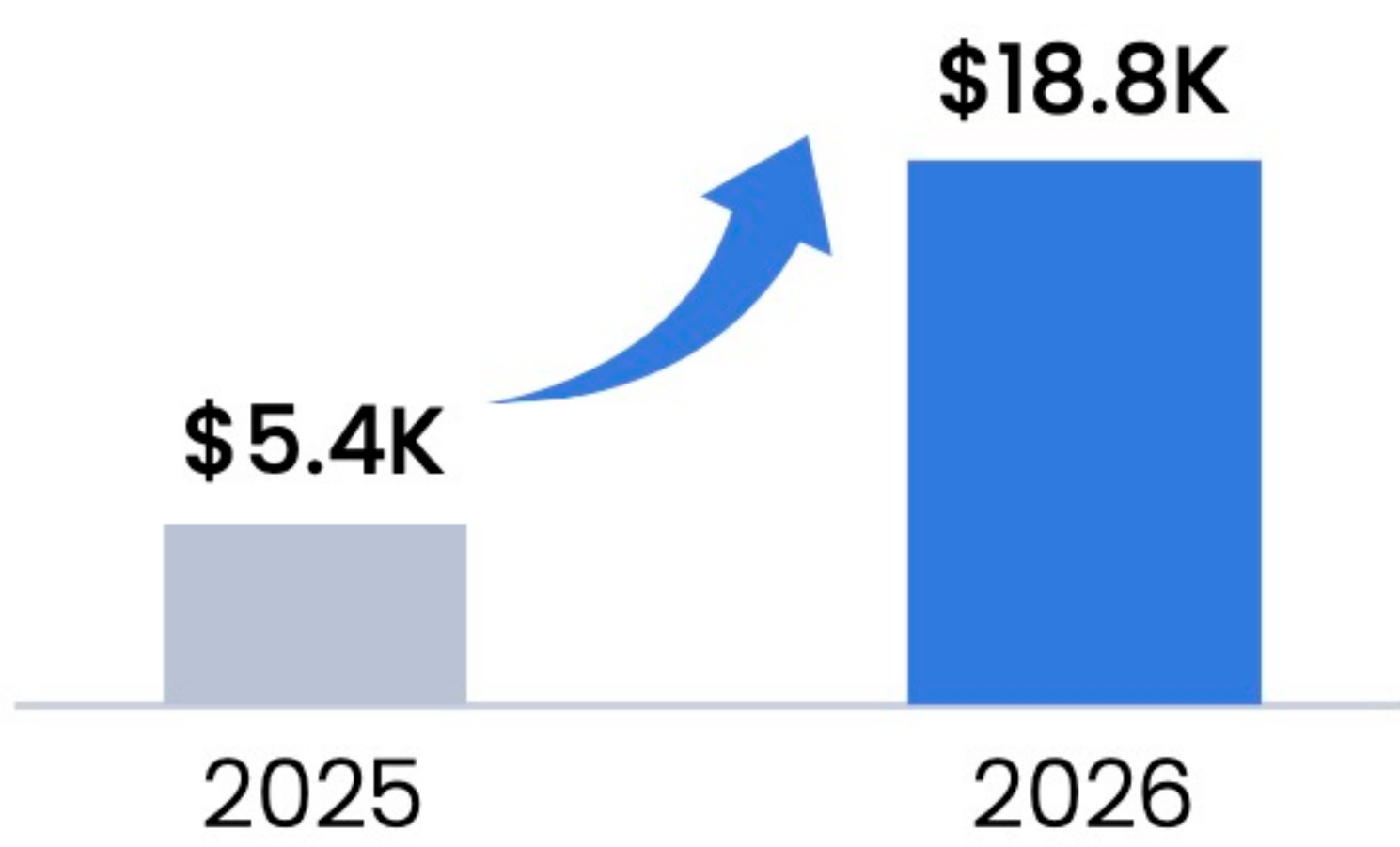
THE RESULTS

JEWELER 1

AI Search & SEO Strategy

Organic-search revenue grew

247%

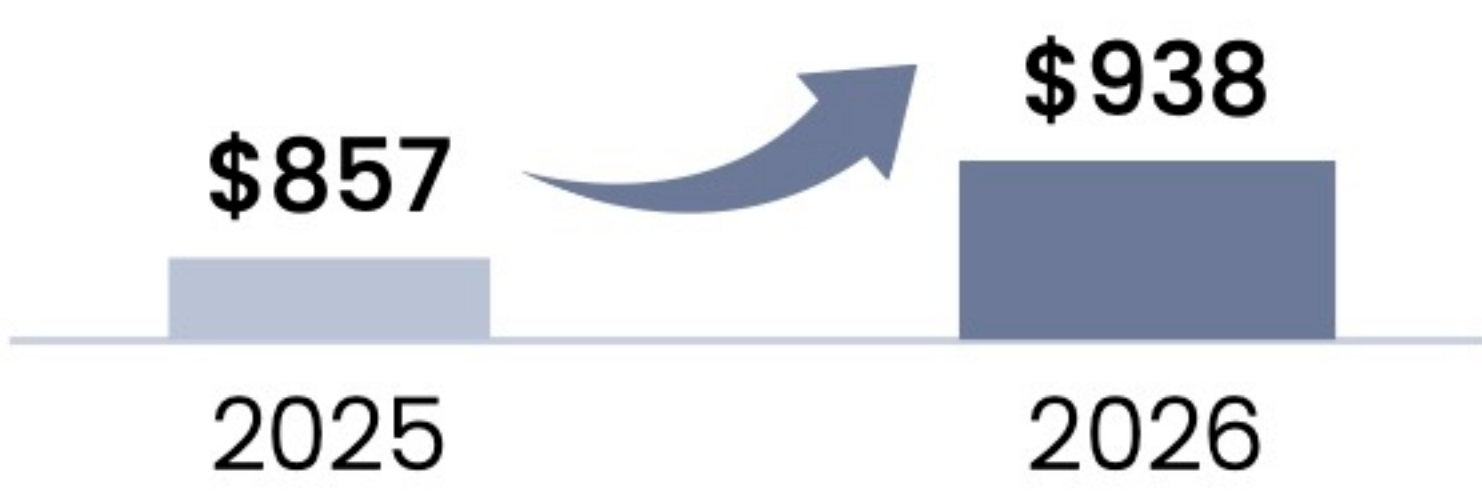


JEWELER 2

Traditional SEO & Backlink Strategy

Organic-search revenue grew

9%



On growth rate,
that's a gap of roughly

27x

Same industry.
Same market.
Same 3 months.

In current dollars,
Jeweler 1's organic-search
segment is now roughly

20x

larger.

BEING DISCOVERED IN MORE PLACES DRIVES MORE REVENUE

Over the same stretch, Jeweler 1 isn't only converting better, it's being discovered in far more places.



ORGANIC
SEARCH USERS

11,869 vs. 8,229

~1.4x more



ORGANIC
SHOPPING TRAFFIC

1,652 vs. 268

~6x more



ORGANIC
SOCIAL TRAFFIC

2,746 vs. 170

~16x more



AI REFERRAL REVENUE
(CHATGPT)

\$2.9K

in revenue from
AI referrals
in this window alone.



WHY THE GAP IS THIS WIDE

Backlinks and blue-link rankings still matter, but they're a shrinking share of how someone finds a jeweler in 2026. Buyers ask an AI assistant for a recommendation, browse shopping surfaces, and discover brands socially long before they type a classic search query.

- A strategy that optimizes only for the old surface fights harder every quarter for a pool that keeps getting smaller. That's what a 9% year looks like.
- A strategy built for where discovery is actually heading compounds across every surface at once. That's what 247% looks like.

The difference wasn't budget, luck, or a better quarter.
It was choosing where search is going over where it's been.



THE TAKEAWAY

If your organic growth has flattened into single digits while you keep "building authority," the plateau usually isn't proof the channel is tapped out, it's a signal you're optimizing for the wrong surface.

- Make your site easy for AI to find, quote, and recommend.
- Be visible across the entire organic footprint (search, social, and shopping).

One store grew 247%.

The other grew 9%.

The strategy you run is the variable you control.



METHODOLOGY: Revenue from Shopify marketing attribution (last-click), organic and AI-referred segments, April 15-July 21, 2026 vs. the same dates in 2025. Traffic from Google Analytics 4 organic user acquisition, April 1-July 22, 2026. The ~27x figure compares year-over-year growth rates (247% vs. 9%); the ~20x figure compares current-period segment revenue. Client names anonymized for publication.