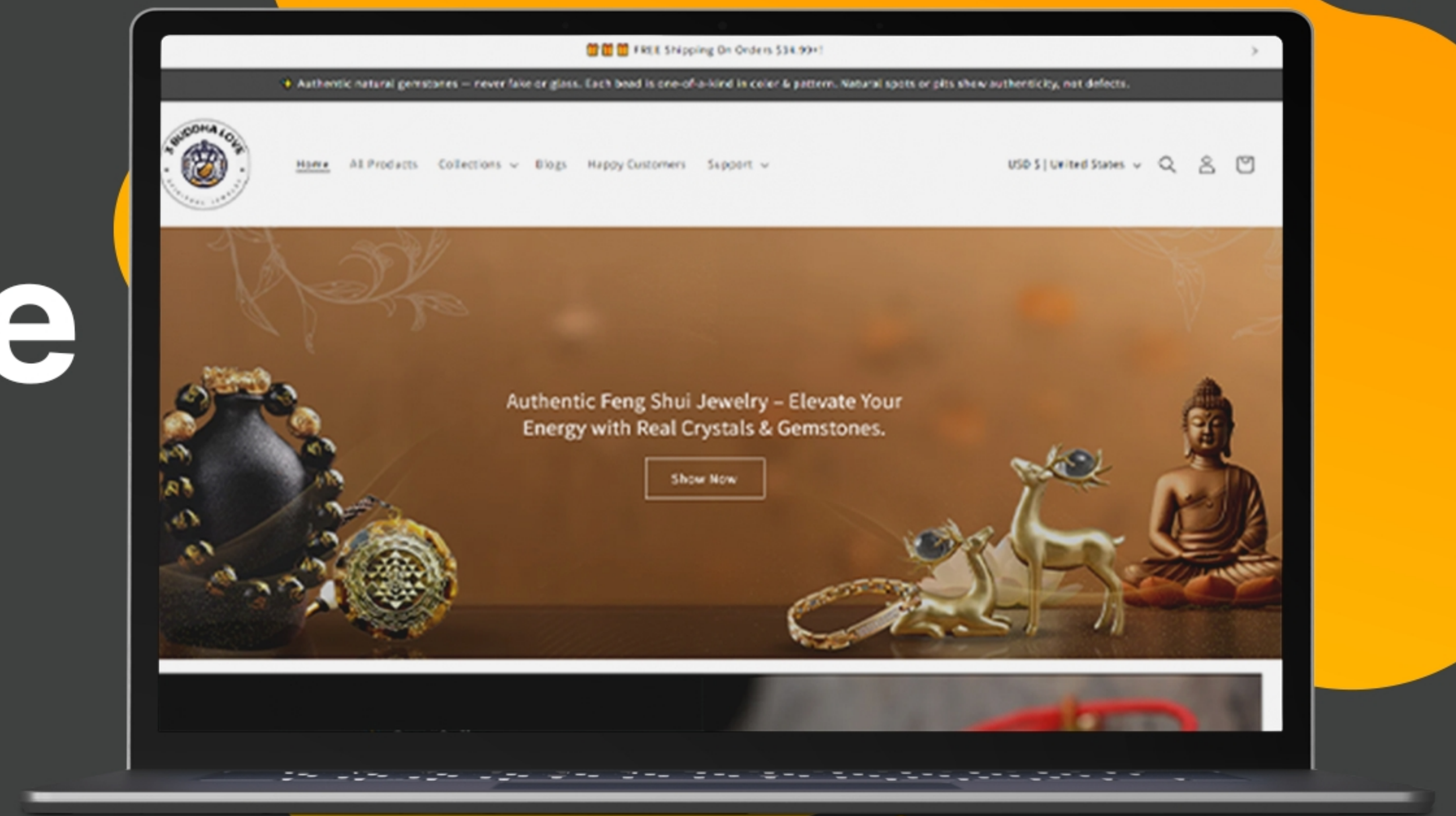


ThreeBuddhaLove

Digital Marketing Case Study



ABOUT THE APP

ThreeBuddhaLove is a premier provider of handcrafted spiritual jewelry, focusing on pieces such as mala beads, incense, and spiritual accessories, designed to promote mindfulness, peace, and well-being.

Established in 2018, Three Buddha Love was founded with a deep passion for crafting jewelry that goes beyond mere aesthetics. ThreeBuddhaLove is committed to using only genuine, high-quality materials in every piece, designed to not only enhance personal style but also to provide spiritual enrichment and balance. With a focus on authenticity, Three Buddha Love offers products that support meditation, personal development, and spiritual practices. While rooted in ancient traditions, the brand embraces modern e-commerce to reach a global audience.

CHALLENGES:

- SEO Ranking Issues: Challenges related to user engagement, page speed, and overall performance on Search Engine Results Pages (SERP).

- **Poor Organic Sales:** The brand struggled to generate organic sales, relying primarily on paid advertising for its revenue.
- **Ranking Issues:** Struggled with search engine rankings, leading to limited organic visibility and user engagement.



Course of Action:

- **Homepage Makeover:** DCI gave the homepage a complete redesign to create a visually stunning and easy-to-navigate experience, optimized for both desktop and mobile. Now, it's even easier for users to find what they're looking for and engage with our brand.
- **Smart Keyword Strategy:** DCI dug deep into keyword research to identify exactly what our audience is searching for. This helped us connect better with users and improve our visibility on search engines, so users can find us when they need us most.
- **Boosting Visibility with Meta & Schema:** DCI fine-tuned our meta titles and descriptions to make sure our pages stand out in search results, while schema markup makes your browsing experience smoother and faster.
- **SEO-Friendly Product Updates:** DCI revamped product titles and descriptions to make them more relevant, clearer, and easier to find. Now, every product detail is optimized for both search engines and your needs, making your shopping experience even better.



Results Achieved

- **Increased Sales Growth :**
 - Our efforts have paid off, with a big jump in sales from **\$3,368** in 2024 to **\$6,242** in just 8 months of 2025.
 - That's an incredible **85.6%** increase in revenue!
- **Conversion Rate Boost :**
 - Our conversion rate grew from **2.3%** in 2024 to **3.81%** in 2025.
 - A solid **1.51%** increase, which means DCI is meeting our client's needs even better.
- **Higher Visibility:**

With our focused SEO efforts, we've seen better rankings on search engines, making it easier for you to find us when you need spiritual jewelry and accessories.