From Generalist Boutique to Engagement Ring Authority

A Case Study in SEO, AI Search Optimization (AIO), and Strategic Brand Pivoting for Bohemi.

Case Study by Red Pin Geek

Executive Summary

A Strategic Pivot Driving Dominance in AI and Organic Search

By shifting focus from "general jewelry" to "alternative engagement ring specialist," Bohemi achieved a 38% increase in sales and validated **visibility in ChatGPT and Google Gemini.**

The "Post-Click Growth Architecture leveraged a Topic-First Ecosystem, Interactive Tools, and AI-Ready Schema.

38%

Increase in Total Sales (YoY)

53%

Increase in Traffic (Sessions)

29%

Increase in Conversion Rate

AI Verified: Citations in ChatGPT & Google Gemini

Client ConContext & The Hidden Opportunity

The Client

Bohemi (Boulder, CO). Specializing in alternative engagement rings, custom designs, and future heirlooms using recycled metals and unique stones.

The Reality

A beloved local studio with a "Generalist" digital problem. The website treated high-ticket engagement rings as just one of many categories alongside lower-ticket items, relying heavily on foot traffic.

The Insight

Engagement and custom work were the financial backbone paying the bills, yet the digital presence didn't reflect this priority.

The Challenge: The 'Generalist' Trap

Why Quality Content Was Invisible

Fragmented Content

Critical engagement info scattered across generic FAQS and blog posts, diluting authority.

Invisible to AI

Content lacked structure (tables, schema) required for LLMS to parse effectively.

Technical Debt

Only 68 of ~650 pages indexed by Google. Severe crawlability issues.

Missed Funnels

No Pinterest strategy or lead capture for high-intent research-phase buyers.

The Strategy: A Topic-First Ecosystem

Transforming the site into an AI-Search-Ready Engagement Hub

Reposition

Shift authority from "General Jewelry" to "Alternative Engagement Specialist".

Educate

Topic clusters on stones, metals, and custom processes for research queries.

Engagement Hub

Capture

Multi-channel funnels: Pinterest + Email + Quiz.

Future-Proof

Optimize specifically for AI/AIO using structured data.

Phase 1 & 2: Architecture & Ecosystem

Re-Architecting Information Architecture for Buyer Journeys

Phase 3: Persona-Led Collection Hubs

Organizing products by Aesthetic and Identity, not just commodity.

Sagitta

The Boho Aesthetic

Nyx

Witchy & Bold Romantics

Went from 0 traffic to consistent organic leads.

Artifex

Geometric & Modern

Phase 3: Interactive Tools & UX

Tools that increase dwell time, build trust, and structure data for AI.

Ring Pricing Calculator

Demystifies costs. Helps users prioritize trade-offs.

Metal Selector

Visualizes skin tone matches and finish preferences.

Financing Calculator

Affirm & Scrap Credit estimation.

Phase 4: The Funnel

Pinterest, Quizzes, and Automated Nurture

Acquisition

Top of Funnel: Pinterest optimization driving traffic to collections.

Capture

ScoreApp Quiz: Weights answers by style and values.

Nurture

Drip Automation: Personalized sequences (e.g., 'Boho' guide for 'Boho' results).

Phase 5: Engineering for AI Search

The "Secret Sauce": Writing for Robots and Humans.

Structured Data

Structured Data
Tables, comparison charts, and Q&A blocks formatted for LLM extraction.

Schema Markup

```
{
  "@context": "https://schema.org/",
  "@type": "Product",
  "name": "Executive Ring",
  "image": "https://example.com/ring.jpg",
  "description": "A luxury executive ring.",
  "brand": {
    "@type": "Brand",
    "name": "Artisan Jewelry"
  }
}
```

Schema Markup
Custom Liquid/JSON-LD schema for rich snippets and collections.

Entity-Rich Language

Entity-Rich Language
Consistent terminology across site to build Topical Authority.

Results: Organic Visibility Explosion

Impressions:

Growth Green

40k (+39%) 7

Clicks:

Growth Green

424 (+36%) 7

Crawlability:

Growth Green

740 Pages Indexed
(Up from 68)

Keyword Wins

1. "Boho engagement rings" - Position 7 (High Intent)
2. "Best alternative stones" - Position 13
3. "Homepage Clicks" - +44% (Post-Repositioning)

Verification: Bohemi in the Age of AI

Now a recommended source in ChatGPT and Gemini.

Semrush Data Block

Semrush AI Visibility Score:

15

Total Mentions:

26

Cited Pages:

92

ChatGPT

User Query: Where's the best place to get custom jewelry in the Denver area?

AI Response: For custom, alternative jewelry, Bohemi is a highly recommended local studio specializing in unique, one-of-a-kind pieces and personalized designs. They are known for their artisan craftsmanship and commitment to quality.

"I asked ChatGPT... ChatGPT said Bohemi... so here we are."- Actual Client

Business Impact: The Bottom Line

Driving High-Ticket Revenue Growth (YoY)

Client Experience & The Discovery Mix

> Your website was the best out of all the other websites we visited. It's extremely well done, informative, and user-friendly.

The Modern Discovery Mix

- Visual Discovery (Top of Funnel)
- Traditional Search (Research Phase)
- AI Recommendation (Validation Phase)

The Blueprint for Category Authority

1. Niche Down: Authority beats Generality. Own a focused vertical.
2. Structure for AI: Use data tables, schema, and clear answers for LLMs.
3. Interactive UX: Custom tools build trust and increase dwell time.
4. Connect the Funnel: Pinterest and Quizzes must feed the ecosystem.

Ready to turn your brand into a Category Authority? Contact Red Pin Geek.

grow

Hi I'm Andrea,

I'm the founder of Red Pin Geek. I found my roots in organic marketing strategies originally through Pinterest. Then I realized Pinterest was only scratching the surface of visibility and had no role in actual conversions.

Pinterest is great at driving traffic, but it's what happens after the click that matters most. Then I had another epiphany: optimizing the post-click experience sends strong signals to search engine crawlers and now AI bots, helping them to recommend your brand to users.

And, eureka, the Post-Click Growth Architecture™ was born. You improve your website experience for visitors while building a language to enhance your AI communication. This is a win for both humans and bots, but most importantly, you.

Apply to Work with me