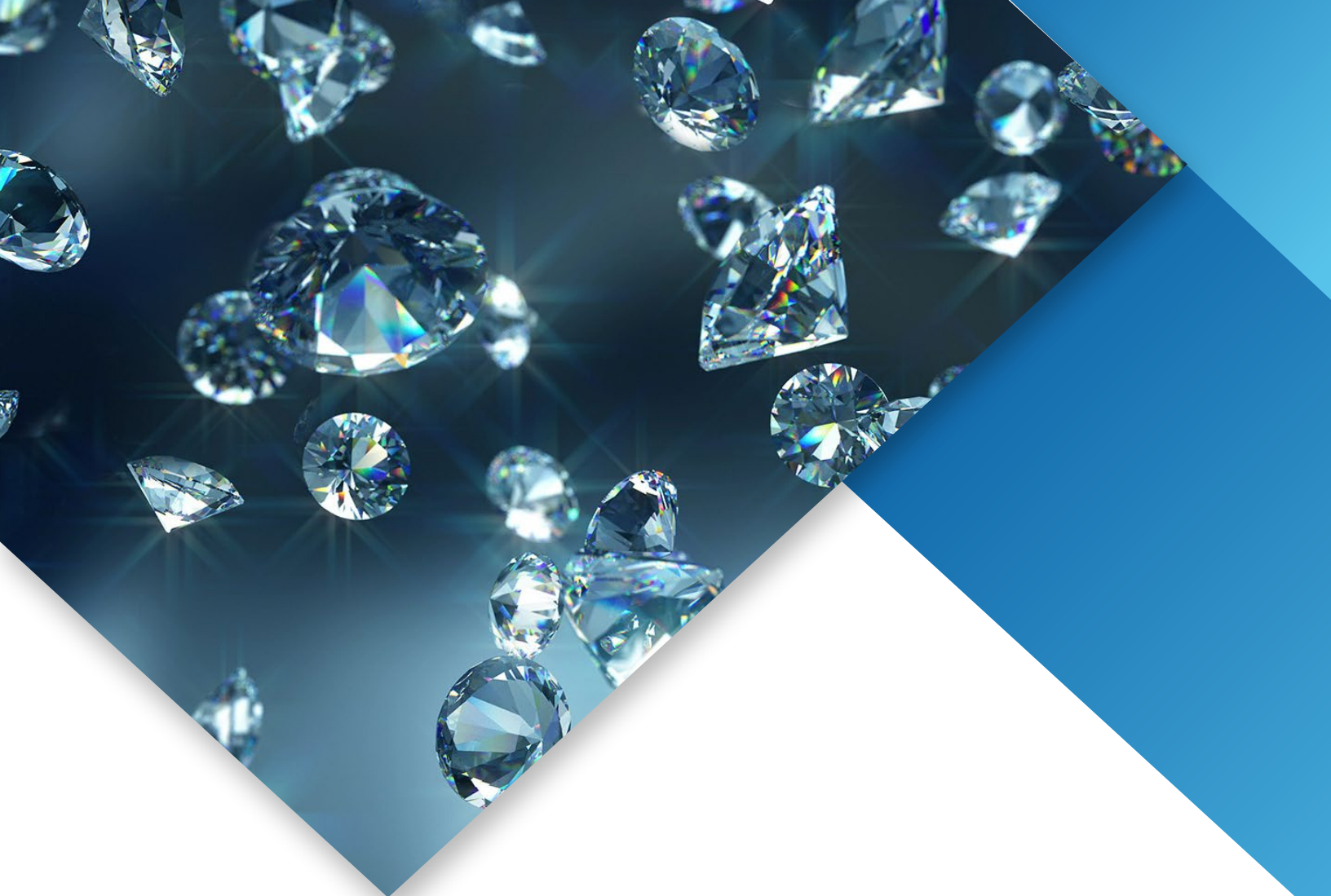




**FOR
BRIAN GAVIN'S BE
IT THEIR NEW
WEBSITE OR ANY
OTHER PROJECT,
BRAINVIRE IS THE
MOST TRUSTED
PARTNER**



ABOUT BRIAN GAVIN

Being from South Africa, one of the world's leading centers for "ideal cut" diamonds, Brian Gavin is an expert when it comes to making Hearts and Arrows diamonds. Founded in 2009, the company is a premier brand in selling signature hearts and arrows diamonds. Due to extensive research conducted in the field of cut and light performance, Gavin is regarded by most as an expert and is well known and respected in the industry.

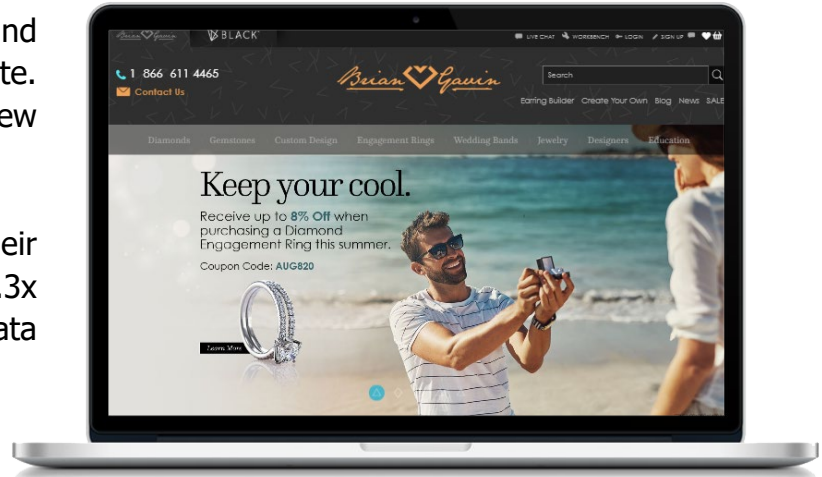
With headquarters in Houston, Texas, Brian Gavin specializes in precision-cut diamonds and custom jewelry creations for an elite clientele. The brand specializes in a highly personalized experience and no one offers better quality or value.



MIGRATION OF THE WEBSITE WITHOUT AFFECTING THE CURRENT STATE WAS THE BIGGEST CHALLENGE

The client was facing challenges like speed and performance issues with their existing website. They approached Brainvire to build them a new and improved version of their current site.

The client wanted to shift their website from their existing Magento instance to the Magento 2.3x Community version website and migrate data from the existing website.



Brainvire's web development experts created an upgraded website for the client and shifted their data without any issues. The new Magento website has smoother performance without glitches and faster speed.

BRAINVIRE TEAM EXCELS IN MAKING THE DIGITAL TRANSFORMATION THE SMOOTHEST

The client also asked for Brainvire's guidance in improving their digital marketing. Our digital marketing pros took heed of the client's requirements and devised a digital marketing plan.

Although the client's website was attracting huge organic traffic, most of it was not relevant. Due to this, the client was losing out on converting genuine customers.

Brainvire's digital marketing experts closely analyzed the client's brand image and message. They created buyer personas that would be the best fit for the client's products and services.



By segmenting, targeting, and positioning their marketing efforts in front of the right consumers, the client witnessed a significant increase in authentic traffic.



PUBLISHING THE QUALITY BLOGS TO ENSURE TARGETING THE RIGHT AUDIENCE

The client has been working with Brainvire for a while. In addition, they also recommend Brainvire's experts and solutions to their clients as well.

Brainvire has worked with many of Brain and Gavin's clients for digital marketing purposes.

We have helped them improve their content marketing by posting quality blogs, and guest posting on authority websites to increase their online visibility. This has led to a hike in their brand awareness and in targeting the right audience.



QUALITY LINK BUILDING ACTIVITIES TO IMPROVE THE WEBSITE RANKINGS

Brainvire's team optimized the websites and its content with a curated SEO approach that would target the brand on the appropriate keywords. The team resolved on-page issues and improved the functioning and speed of the website.



With the help of link building activities, Brainvire improved the online presence and eliminated any toxic backlinks.





72.39% INCREASE IN REVENUE WAS ONE OF THE BIGGEST ACHIEVEMENTS

Our marketers successfully fulfilled the client's requirements by establishing a firm online presence, and the SEO initiative for the website also increased traffic multifold.

