

# Client Case Study: Blue Bone Jewelry



## BLUE BONE JEWELRY

Maria Jaeckel

Industry: Jewelry  
Location: Baltimore, MD

### Our Role

Blue Bone Jewelry seeks to inspire individuals to tap into their creative side. They offer various layering pieces, including necklaces, bracelets, earrings, rings, anklets, and keychains. The company aims to encourage customers to put together their own unique combinations. Blue Bone ships nationally and holds pop-up shops. In 2021, Blue Bone won Baltipreneurs from an extremely competitive pool of startups and small businesses.

Blue Bone Jewelry requested Loyola Consulting Group support in creating a maintainable Search Engine Optimization (SEO) strategy as well as adding product descriptions to BlueBone's website with the ability to sort items and create a bottom bar.

### Solution

LCG worked with Blue Bone to create product descriptions for website display, including necklaces, bracelets, earrings, and rings. These descriptions were carefully crafted to draw customers in with a short yet informative and compelling blurb about the specific item. The team performed research on other jewelry companies to compare descriptions with competitors and devise an attractive description. While developing product descriptions, the team identified common tags between products and maximized the number of tags possible, recording tags next to descriptions in an excel sheet.

### LCG Team Composition

Consultant - Bridget Harrington

Analysts - Sophia Pulskamp, Alec Rahman, Laura Hennawi, Esha Shinh

### Business Results



SEO optimization for increased search results rankings and organic traffic



617 compelling product descriptions created



Maximized online presence and enhanced website organization



**"LCG completed product descriptions for all of the jewelry items on my website. They completed great work for me and helped Blue Bone so much. I can't thank them enough!"**

Maria Jaeckel  
Blue Bone Jewelry, CEO and Founder