



<https://belolash.com/>




BELO Lash is a professional eyelash extensions brand for lash technicians and beauty therapists, founded by two expert lash artists.

Dedicated to bringing 'new' to the lash industry, BELO are hot on every lash trend and provide their customers and client base with premium, modern eyelash extensions.

Goals

- ✔ Drive more traffic to the website
- ✔ Increase visitor time on the website
- ✔ Increase revenue

Success stats

-  23,650% increase in organic traffic, going from 8 people to 1,900 in <18 months.
-  Average session duration increased to 4 mins. 2x than the industry average of 2 mins
-  35,000 new users and 0.9% market share in 17 months.

Challenges

Before Belo Lash decided to explore SEO, they had no prior experience or knowledge of it and had only seen a few videos on social media detailing how beneficial investing in SEO could be.

Previously, they relied solely on social media channels such as Instagram to drive sales. This meant that despite driving a decent amount of sales, they didn't receive any organic traffic to their website at all.

Moreover, their website needed more attention, and it was evident that they were missing out on so much potential revenue as a consequence.

Working with Viaduct Generation

"When we signed up to work with Viaduct, we appreciated their honesty in comparison to other companies. No unrealistic promises were made and they prefer to let the results do the talking.

We now see Viaduct as an addition to our team and they go above and beyond to help our company grow."

Beth Pilling and Loren Bayley, Founders