



Allegro Musique & Incremys: Next-gen SEO to multiply digital impact with a data-driven strategy

30% time saved thanks to personalized AI, equivalent to 45 hours per month!

Key figures

+20%

Traffic growth in 2 years

x10

Increase in traffic for the strategic keyword “piano lessons”

+14k€/mois

per month saved in SEA paid media equivalent

x5

Keywords ranked in Google's Top 3 between 2023 and 2025

Challenge



Presentation

Allegro Musique: democratizing music learning in a highly competitive digital space

For over 20 years, Allegro Musique has been democratizing music education at home, making it accessible to everyone. With its national network of qualified teachers, the company reaches a diverse audience: curious children, passionate adults, and experienced musicians alike.

Challenges

Challenges before Incremys

- Growing competition and difficulty ranking on Google.
- Lack of internal resources and expertise to produce and optimize content.
- No clear methodology to prioritize SEO strategy by ROI.

Objectives

In a highly competitive market, Allegro Musique identified three key priorities:

- 01 Increase organic visibility** on strategic keywords (piano, guitar, singing lessons, etc.).
- 02 Convert visitors into qualified leads more effectively**, with content aligned to transactional search intent.
- 03 Capitalize on geolocated search intent**, aligned with its local teaching model and audience maturity.

To achieve this, Allegro Musique chose Incremys, the end-to-end SEO platform designed to maximize content impact through a data-driven approach.

Allegro Musique testimonial



Hélène Rabéchault

CEO

“Incremys solves the very operational issues we face in SEO and saves us a huge amount of time. It’s also an innovative tool that allowed us from the start to ride the AI wave, as artificial intelligence was already fully integrated into the platform. It keeps us at the cutting edge.”

Solution

Step 01

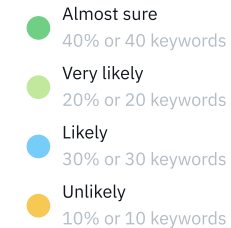
Identify high-ROI opportunities

With Incremys, Allegro Musique benefits from detailed analysis of its SEO performance and market, building a **clear and balanced strategy** aligned with business goals.

Predictive AI revolutionizes keyword selection by prioritizing opportunities based on expected ROI. The team instantly identifies market segments and themes with the fastest payoff:

- **Transactional keywords** (including geolocated queries) to target users ready to purchase.
- **Informational keywords** to drive traffic to the blog and attract new prospects.

Probability of winning



123 new opportunities identified

Keywords	Volume	Intention
<input checked="" type="checkbox"/> guitar lessons Lille	450 000	<input type="button" value="T"/> <input type="button" value="C"/>
<input type="checkbox"/> piano lessons Paris	246 000	<input type="button" value="T"/> <input type="button" value="C"/>
<input type="checkbox"/> violin lessons Lyon	201 000	<input type="button" value="T"/> <input type="button" value="C"/>

Daily benefits

“Before, it was very manual: defining strategy took a huge amount of time. Incremys replaced a multitude of tools where we used to get lost. Now we see the business value of every topic we invest in and the time saved is unquestionable.”

Hélène Rabéchault, CEO




Step 02

Plan and Create Content That Focuses on User Intent

The Incremyns Suite allows teams to plan and orchestrate content production in a clear and centralized manner, according to identified strategic priorities. The team thus focuses its efforts on content that brings more traffic, conversions, and revenue.

The editorial calendar acts as a shared roadmap, allowing the team to track progress and set production deadlines.

Editorial planning

Keywords	Due date	Assignment
<input checked="" type="checkbox"/> guitar lessons Lille	12/12/25	
<input type="checkbox"/> piano lessons Paris	20/12/25	
<input type="checkbox"/> violin lessons Lyon	30/12/25	

Daily benefits

“Incremyns is our centralized work tool: we search for and prioritize high-value keywords, we build our schedule according to these priorities, we write, we generate content using AI, we correct and we publish. He is our co-pilot from A to Z!”

Hélène Rabéchault, CEO

Accelerate production: technology empowering writers

The SEO editor gives writers real-time content scores, guiding them to SEO excellence. This gamified experience provides clear guidelines, ensuring fully optimized content and fast ROI.

- **Custom AI with tone of voice control** allows Allegro Musique to tailor its editorial style: enthusiastic for music lessons, more neutral for technical topics like guitar tuners.
- **AI assistant** boosts creativity by suggesting new content angles, expanding semantic fields, and enriching existing pages with relevant, structured content.

By delegating time-consuming, low-value tasks to AI, the team can focus on more strategic missions.

Writing

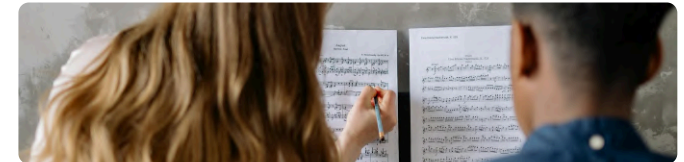
Tags: Strategic keyword

Url, Title, description and H1 90/130

Search intentions & relevant topics 12/18

Table of contents 70%

B I U S      



Why take home piano lessons with Allegro Musique?

The confidence that comes from having a private piano teacher close to you has many advantages. In fact, you'll always notice faster progress when you have the opportunity to take lessons with a private teacher who will tailor his or her piano lessons to your level. We select our teachers on the basis of precise references, covering both their musical education and their teaching skills.

Since 2004, Allegro Musique has been helping thousands of students realize their musical dreams.

A national network of over 15,000 teachers throughout France
Our pedagogical team selects for you the very best piano teachers in Paris. At Allegro Musique, our piano teachers inspire students by passing on their love of music.

 IA Assistant

Résultats

“Thanks to personalized AI, we save about 30% of our time for other tasks! For a small team, time is precious—our operational efficiency has skyrocketed.”

Hélène Rabéchault, CEO

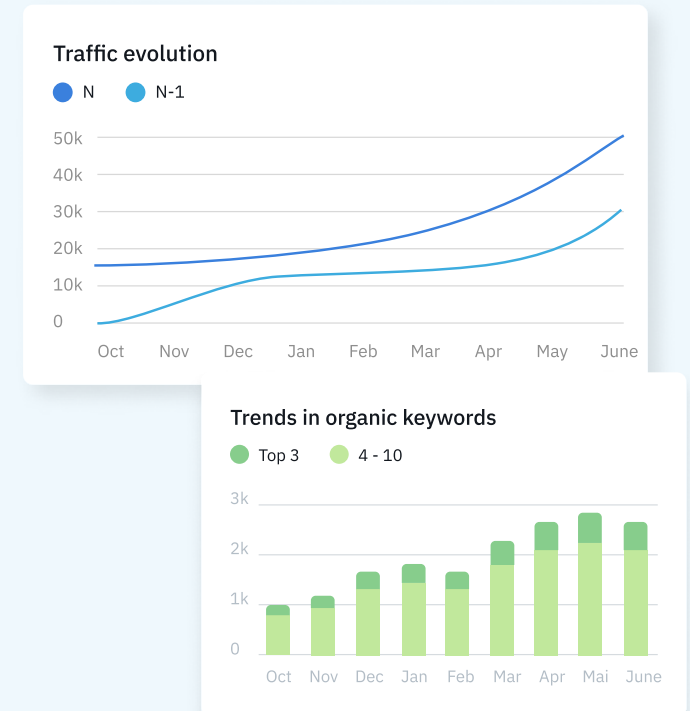
Step 04

Measuring performance, results-based management

Allegro Musique manages monthly reporting and keeps close watch on key metrics. On-demand dashboards allow the team to precisely track performance, measure content impact, and calculate ROI through integrations with analytics tools.

Key metrics include:

- Evolution of rankings for high-volume strategic keywords.
- Impact of optimizations on organic traffic and conversions.
- Performance of top content.
- Keyword positions versus competitors.



Daily benefits

“With Incremys, we clearly see the benefits of our strategy and instantly know where to invest to strengthen SEO.”

Hélène Rabéchault, CEO

Results

Results

Allegro Musique has seen a direct impact on SEO KPIs, building a sustainable competitive advantage:

By adopting Incremys, Allegro Musique has transformed its SEO strategy, reaching unprecedented levels of visibility and performance.

With this next-gen, data-driven SEO approach, the company has not only strengthened its market position, but also redefined content creation—combining human expertise with personalized AI.

+20% Traffic in 2 years

x10 The increase in traffic for the strategic keyword “piano lessons”

x4 The number of keywords in Google's Top 10 in 2 years

x5 The number of keywords in Google's Top 3 Between 2023 and 2025

Next-generation SEO starts
here.

incremys.com

