



**How First Stop shifted into second gear in SEO thanks to the Incremys platform and its Content Factory**

## Key figures

70%

of the keywords worked on are in 1st page including 40% in the top 3 Google, after 12 months

+ de 700

of keywords on the first page of Google, for a volume of 250K monthly searches

+ de 117%

Of organic traffic between 2020 and 2021

# Challenge



## Presentation

**1st European network specializing in tires and routine automotive maintenance**

First Stop is a subsidiary of the Bridgestone Manufacturing Group. Since its creation in 1994 in the United Kingdom, the brand has enjoyed a great dynamic with nearly 2,000 points of sale located in 23 countries, including 310 centers in France.

## Challenges

### Challenges before Incremys

« With a small digital team and a SEO strategy yet to be defined, the lack of in-house writers, and—most importantly—financial resources smaller than the giants of the industry, the challenges were many.

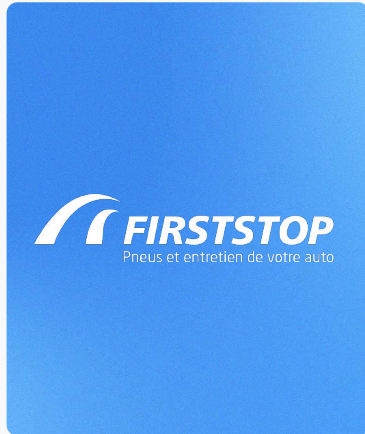
By choosing Incremys, First Stop aimed to focus its efforts where the return on investment would be highest, deploying a **long-term strategy through content** aligned with users' needs on car maintenance issues. »

## Objectifs

### The challenges of a premium brand in the digital era.

- 01** **Generate traffic to maintenance — repair services** and exist in a market dominated by brands such as Norauto or Feu Vert while limiting investments thanks to a **long-term strategy powered by SEO**.

# First Stop testimonial



## Sandrine Ferrand

Digital Marketing and Customer Experience Manager

“Our SEA campaign attempts yielded very moderate results. When it came to writing articles, we tended to create content on topics that weren’t necessarily aligned with SEO requirements. We needed to focus our efforts in the right areas to identify the themes and articles where we should appear in search results to gain market share from the competition.”



## Sandrine Ferrand

Digital Marketing and Customer Experience Manager

“With Incremys, we can quickly understand why and how to implement a strategy that works and create the right briefs—without needing to be an SEO expert.”

# Solution

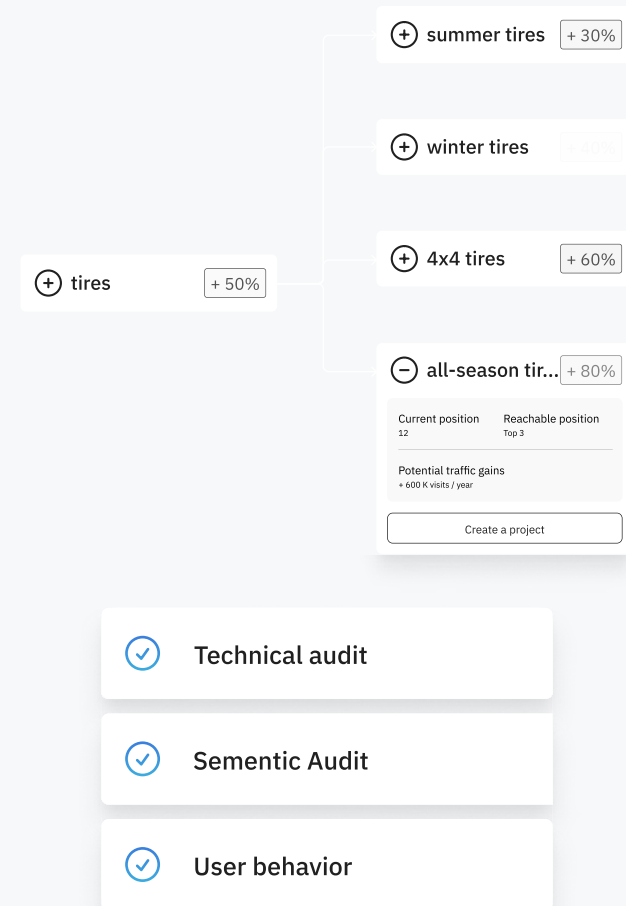
## Step 01

# Optimizing the technical health of the site

At the start of the project, the First Stop domain suffers from several technical problems that needed to be corrected in order to ensure a fundamental favorable basis for the conduct of a traffic acquisition strategy.

Using the platform, the Incremys teams recommended a set of corrections to be made and ensured the correct implementation of these elements.

This technical SEO skill, which was poorly mastered internally by First Stop Teams, had a decisive impact on the future. **All errors were fixed quickly**, so as not to hinder progress to the next steps.



## Step 02

# Focus on keywords with high added value to gain market share

To increase productivity and obtain results capable of challenging the competition, First Stop first had to extract and understand Internet users' requests on the search engine.

The objective is to demonstrate expertise through informative and practical content. The Incremys Platform allows in a few clicks **This Extraction of Organic Research on All Themes** suitable for car maintenance.

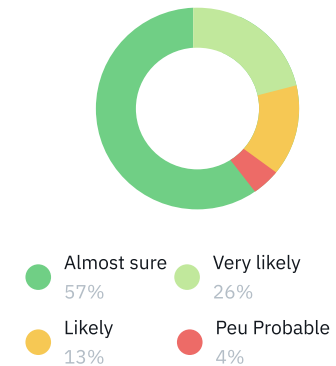
Once the keyword list is established, **Incremys statistical algorithms** Take over in order to ensure the First Stop teams in the risk level of the chosen strategy. For each keyword, first stop is in a position **To assess your chances of reaching the highest search results If content is produced on the keyword.**

With the help of the Incremys teams and platform features like **competitive analysis, market analysis, prediction and research of high value-added keywords**, First Stop was able to establish an editorial strategy based on data rather than intuition.

Total volume : 217 000

Nb keywords: 34

Probability distribution



### Daily benefits

The data driven strategy makes it possible to obtain a reliable decision support, which is based on evidence. The First Stop team therefore asks fewer questions and invests its time and resources in high impact content, with much more certainty than before.

### Results

“The results speak for themselves and I can only recommend Incremys. The R.O.I is there and the investment is worth it. For medium-sized businesses, it is always complicated to have experts in each field, especially in SEO. At First Stop, we no longer waste our time with articles that don't bring in traffic. We focus on content with the best chance of reaching the first page of Google.”

Sandrine Ferrand - Digital Marketing and Customer Experience Manager




## Step 03

# Shift into second gear and produce content at scale

Once effective content has been identified thanks to the **Incremys Proprietary Technology**, there is still the hard mission of producing them in sufficient quantities to gain market shares and make a place in the face of the competition.

First Stop is based on the **Content Factory Incremys**, composed of certified editors, accessible directly from the SaaS platform. A first batch of 70 items is thus ordered and assigned directly from the tool to the Content Factory.

Content Factory Editors Benefit From **Structured briefs Created** by the First Stop Teams and use the **Editor** module to certify articles that are 100% optimized for SEO. First Stop Teams can easily follow the progress of production thanks to the **Shared editorial planning** And Benefit from **Proofreading Features and Comments** to streamline their collaboration with the Factory.

Editorial planning		
Keywords	Due date	Assignment
<input checked="" type="checkbox"/> tire	12/12/25	
<input type="checkbox"/> car repair	20/12/25	
<input type="checkbox"/> car oil change	20/12/25	

**+117%**

of traffic in one year content  
literally boosts First Stop's  
organic traffic

98

QA score Incremys

### Daily benefits

“Incremys allows us to produce quality content, very quickly: we put the effort where we need to win, we start from the demand of Internet users. The writing principles are then defined with the editors of the Content Factory and the quality of the articles is undeniable given the performances observed!”

Sandrine Ferrand - Digital Marketing and Customer Experience Manager

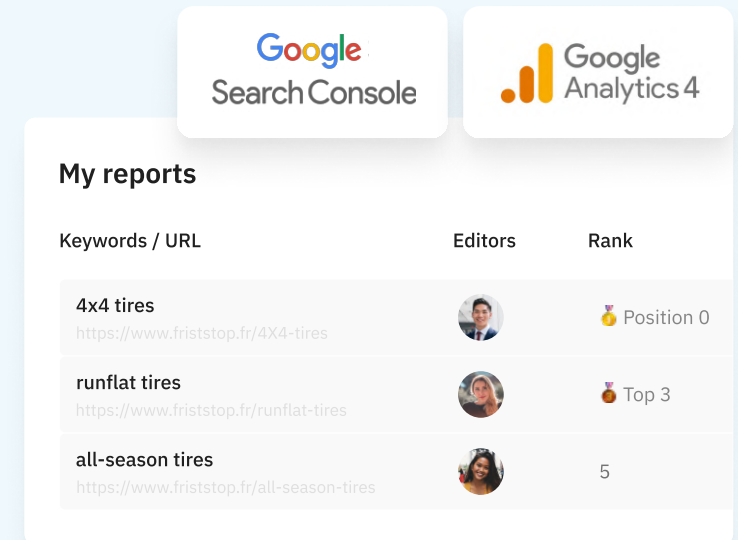
## Step 04

# Simplifying access to SEO and driving a data-driven strategy

The ease of use of the Incremys platform makes it easier for First Stop teams to access SEO. Without expert skills, First Stop can thus manage its strategy on a daily basis using data, with the support of the Incremys teams and the Content Factory.

Performance reports, designed directly in the platform, allow the team to easily visualize the impact of the work done and the evolution of First Stop positions in search engines.

They also make it possible to monitor the performance of the Content Factory editors (SEO scoring of articles, productivity, etc.). Very visual, they are accessible to everyone, even the uninitiated.



# Results

## Results

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here.**

incremys.com

