



**How did Incremys allow Giphar to make SEO a strategic business channel capable of challenging the giants of the health sector on the web?**

## Key figures

**+227%**

of organic sessions between 2020 and 2021

**+1K**

keywords positioned in the Top 3 Google in 24 months

**+ de 50K€**

per month equivalent in paid media SEA saved



# Challenge



## Presentation

**Giphar, a group of French dispensary pharmacists created in 1968**

1300 pharmacies across France.

Two domains following a drive-to-store strategy:

- An expert health content site serving patients: [pharmaciengiphar.com](http://pharmaciengiphar.com)
- A private label brand site: [laboratoire-giphar.fr](http://laboratoire-giphar.fr)

## Challenges

Challenges before Incremys

- With a **Legislation that does not allow patients to be solicited commercially**, the challenge is to attract Internet users/patients by offering them **Articles on health topics that interest them and answer their questions.**
- Giphar attaches great importance to **Quality of content**, written by **Health Experts and Reviewed by Pharmacists**. This content engages the reputation of the group and should enable Giphar to position itself as an expert on health issues strategic to the organization.
- Numerous **General Media** Are present on these topics in the search engine and at **Primarily Difficult to Compete**. In addition, **Other groups of pharmacists** (direct competitors) also have websites and **are present on the web.**
- One **SEO strategy** Which was to be built, in particular with a need To optimize the time allocated To the definition of it.
- Finally, a need to **optimize the allocated budget** on this lever. The main challenge is to choose the right keywords to position yourself on in order to Maximize the return on investment of the SEO strategy.

## Objectives

O1

Highlighting expertise Giphar pharmacists on health issues, and the services offered in pharmacies.

O2

Increase Brand Awareness and Visibility by Giphar to, in fine, encourage the use of Store Locator and generate Pharmacy traffic.



# Giphar testimonial



## Mélanie Dieu

Content Manager

“When we started, we were doing painstaking work trying to identify topics that might interest us. We implemented actions without really knowing their impact, and the ROI was very low. With Incremys, we can immediately identify priority topics and their SEO potential, keeping only those that can rank and measure the results of the content produced.”



## Mélanie Dieu

Content Manager

“The Incremys tool is really well-designed and covers the entire SEO spectrum—from data-driven strategy to the industrial-scale production of high-quality content, all the way to tailored management. On top of that, the Incremys team is incredibly personable and very supportive!”



# Solution

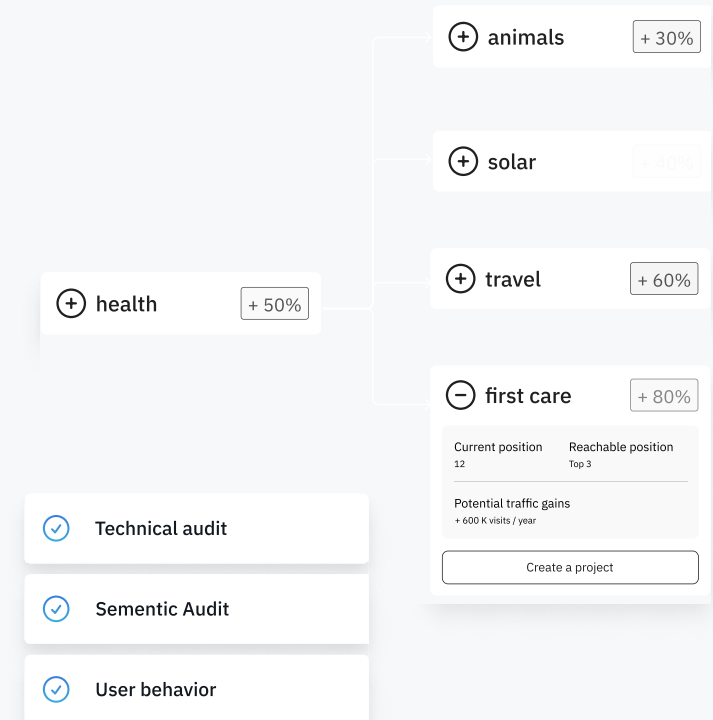
## Step 01

# Optimize the technical health of the site and support the redesign

Thanks to the Incremysis platform, Giphar was able to obtain a **360° vision of the performance of its site**. The features of “**page mapping**” and “**technical priorities**” allowed the team to consult a prioritized view by the impact of the main errors to be resolved in order to easily gain positions in the search engine.

**The Incremysis “contribution” module** analyzing the initial performance of all the pages of the Pharmaciengiphar.com site in Google results, made it possible to rationalize the content initially present on the site and ultimately the understanding of the site by the Google algorithm. Some pages have been retained because they contribute to GIPHAR's SEO performance on the 1st page or 2nd page of the results. Others were streamlined because they had no SEO weight and, above all, no strategic marketing interest.

On a daily basis, this **360° view of site performance** makes it possible to identify the semantic opportunities to be seized as well as the technical corrections that may occur in the daily management of the domain (corrections of tags, titles, meta descriptions, etc.). These semantic opportunities and technical corrections are always automatically prioritized by Incremysis in order to maximize the impact of the traffic generated by the actions taken.



## Results

Thanks to the mapping of the pages in terms of the potential traffic generated, Giphar was able to rework a clear and relevant site tree structure to maximize its impact and significantly improve the user experience offered to its visitors.



## Step 02

# Implement a strategy Data-driven

After streamlining the content, ensure the good technical health of the site, the functionality Competitive analysis, coupled with Incremys statistical algorithms, made it possible to identify priority topics to be produced or reworked, in order to get ahead of the competition and gain market shares in organic results.

### The objective

- Prioritize and prioritize content creation based on SEO potential, optimize working time thanks to a simple view of relevant keywords to work with compared to the competition and accelerate on high potential content
- Capturing the audience and bringing Giphar in top Google position
- Demonstrate the expected impact internally on the visits generated on the site and convince of the relevance of this acquisition channel

### Daily benefits

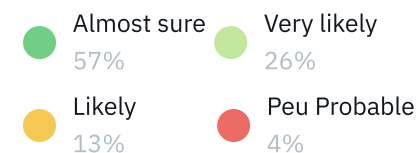
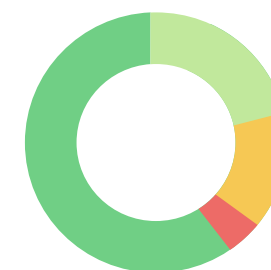
“It's possible to pass in front of health giants on the web! Thanks to the predictive functionalities of Incremys, we managed to position ourselves in the top positions on topics that are very important to us and the Giphar site now has good authority: it is a virtuous circle to work with Incremys.”

Mélanie Dieu - Content Manager

Total volume : 217 000

Nb keywords: 34

Probability distribution



## Step 03

# Industrialize content production

To produce Quantity of quality content, Giphar relive on the Content Factory Incremys, composed of certified editors.

Directly accessible from the platform in one click, the Content Factory is awarded a hundred pieces of content to be produced each year in order to explode Giphar's organic traffic.

These items are delivered directly within the platform then Reviewed and approved by the Giphar Editorial Board (composed of pharmacists and professionals in the sector) before publication on the site.



James Karl

Expert

SEO

Blogging

Storytelling

# +100

articles published this year,  
most of them positioned at the  
top of Google results

## Results

- Over 100 pieces of content are published every year with an exceptional level of content quality since built by data and validated by professionals. In particular, Giphar has a large number of “optimized snippets” at the top of Google's results.
- This production capacity allows the GIPHAR teams to refocus on what is essential: offering content that performs, generates traffic on the site and testifies to the group's expertise on health topics related to the profession of pharmacist.

## Daily benefits

“Incremys is intuitive and easy to use, even for uninitiated people like Giphar pharmacists. A real time-saver throughout the production chain!”

Mélanie Dieu - Content Manager



## Step 04



# Centralize access to results and prove SEO profitability

To enable the Giphar team to manage its SEO strategy through data and carry out its action plan, all the **Performance reports** Are directly **Integrated** In Incremys.

**Custom-created based on metrics** Relevant to monitor, the time saved daily by the Giphar team is not measurable but the teams agree that it is very significant.

The management of the strategy and its implementation is very largely optimized: **The reports are detailed** by project, by types of urls worked on, by type of content published... to ensure detailed monitoring of this data.

### My reports

Keywords / URL	Editors	Rank
anti-age care <a href="https://www.giphar.fr/anti-age-care">https://www.giphar.fr/anti-age-care</a>		🏆 Position 0
complex oils <a href="https://www.giphar.fr/complex-oils">https://www.giphar.fr/complex-oils</a>		🏆 Top 3
electrosimulation <a href="https://www.giphar.fr/electrosimulation">https://www.giphar.fr/electrosimulation</a>		

You save  
**+50K€** /month  
by using less SEA

### Results

The SEO strategy operated by Giphar allows to save more than €50,000 per month of paid media SEA

# Results



## Résultats

The SEO strategy operated by Giphar allows  
To save more than €50,000/month of paid  
Media SEA

**+227%** of organic sessions between 2020 and 2021

**+1k** keywords positioned in the Top 3 Google in  
24 months

**+50K€** per month equivalent in paid media SEA  
saved

**Next-generation SEO  
starts here.**

incremys.com

