



How did Incremys help the e-merchant Jardindeco increase its turnover tenfold thanks to its unique 360° SEO methodology.

JARDINDECO
générateur d'envies

Key figures

+ 600

content produced with Incremys since 2019 (250 pieces of content produced per year on average)

x3,5

Average monthly SEO traffic between 2019 and 2021 (13k vs 47k)

x4

The number of keywords on the first page Between June 2019 and June 2021 (500 vs 2000 keywords)

Challenge



Presentation

Jardindeco, a digital pure player.

Jardindeco is a pure e-commerce player specializing in garden and home design, founded in 2007.

The brand operates in France and across Europe, with an average of 100,000 monthly visitors.

Challenges

Challenges before Incremys

- Eco garden Is a pure e-commerce player, specialist in garden and home design, created in 2007
- Present in France and Europe
- 100K visitors per month on average

Objectives

- 01 **Improving the visibility of Jardindeco** In Google results to generate traffic to the site and increase the company's turnover.
- 02 **Boost content creation** by focusing on quality content that generates conversions.

Jardindeco testimonial



Charlène Montheil

SEO Manager

"The Incremys solution is incredibly comprehensive! Far beyond content, the tool offers a structured methodology that truly works and allows us to view our website as a whole system. By addressing technical and semantic aspects, strategic angles, and content production, it makes it easy to identify issues and clearly determine how to move forward. Working with them was an obvious choice!"

→ [Demande de démo](#)



Charlène Montheil

SEO Manager

"In the summer of 2019, we worked with an SEO agency, and it clearly didn't go well. There was no tool, no methodology, no tangible results... The Jardindeco website was in a disastrous state! Then Incremys came in and helped us turn things around!"

Solution

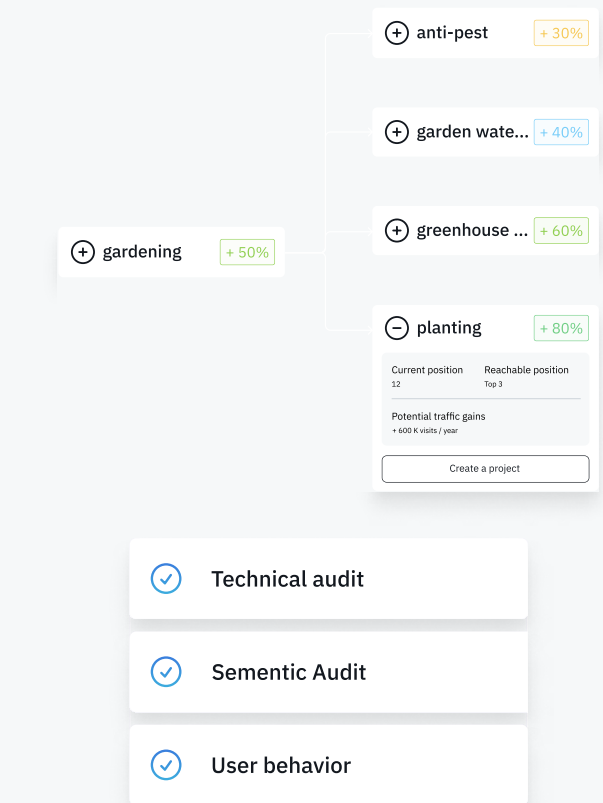
Step 01

Optimizing technical health by prioritizing through business value

The site mapping and technical audit functionalities allowed the team to effortlessly prioritize the issues of the various pages, by promoting corrections with the greatest expected business impact.

Incremys thus offers Jardindeco the possibility of identifying technical problems to be corrected (internal networking problems, errors present in the implementation of the HTML code) that the company had not paid attention to until then. The solution makes the elements essential to the overall performance of the site.

Optimizations were thus able to be carried out on each page with a high business challenge, to start again on a healthy basis to ensure the best Google positions. The business and income-oriented approach is, of course, the only valid method for an e-merchant!



Results

“Thanks to this in-depth work, the Jardindeco.com site and its tree structure were redesigned to ensure the correct prioritization of content and the quality of the site (tags, code, meta description, meta description, orphan pages...). Google, very sensitive to these elements that greatly improve the user experience, then positions the site in the TOP positions.

Thanks to the Incremys platform, Jardindeco was able to obtain a clear vision of the performance of its entire site in order to highlight the main problems to be solved”.

Charlène Montheil - SEO Manager

Step 02

An SEO strategy based on data and an end-to-end methodology to win

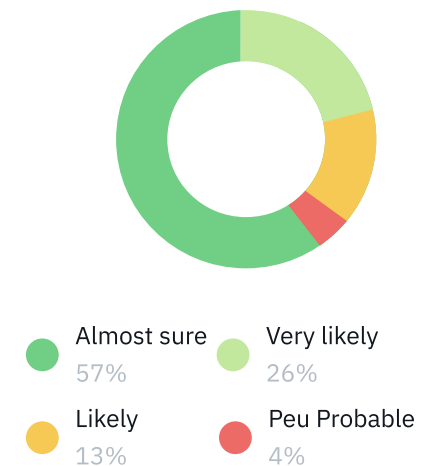
Les Algorithm Incremys Saas, coupled with functionalities Market research and the search for relevant keywords, allowed Jardindeco to structure the work to implement a winning methodology. The team was thus able to identify the most priority keywords on which to position itself and now makes all its decisions using data by providing the necessary evidence to convince people of the strategy to adopt.

Gain market share thanks to a probability system, empowering teams, accelerating on high-potential content capable of bringing Jardindeco to the top of Google's organic results: this is where the value of Incremys lies. The team finally focuses on what countries off in order to drive a successful strategy.

Total volume : 217 000

Nb keywords: 34

Probability distribution



Daily benefits

“Before, we produced content with no return on investment, in particular because of technical problems on our site. With the Incremys methodology and prioritization through data, we have formal evidence that informs our decisions and allows us to focus on what brings REAL value. The whole team saves time and autonomy!”

Charlène Montheil - SEO Manager

Step 03

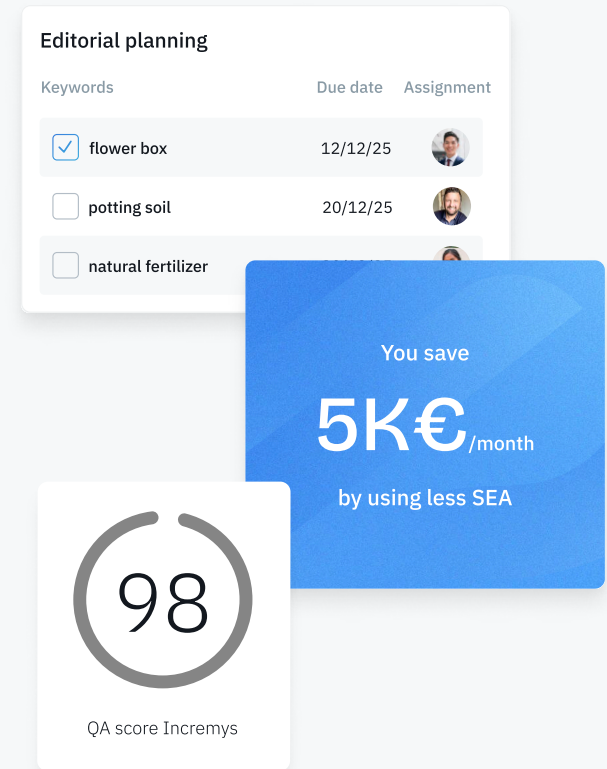
Accelerate on high quality content and produce in quantity!

All the SEO campaign management functionalities offered by the platform support Jardindeco teams on a daily basis, in the rapid creation of optimized content.

The features of Management of shared projects and centralized editorial planning allow the entire team to move forward together on the production of content while certifying high quality content.

Internal editors are managed directly via the tool, thanks to The Direct Assignment of Items from the editorial planning, which increases everyone's efficiency. The features of brief management make it possible to supervise the production of content, to maximize its relevance, and the Editor module supports editors in creating content that is 100% optimized for search engines and the search intentions of visitors.

Incremys thus gives Jardindeco the ability to produce much more relevant content more quickly, while obtaining an overall vision of the progress and management of the SEO strategy.



Daily benefits

“We divided by 2 or 3 the time spent looking for information to the right and to the left. Incremys is a sure time-saver since it centralizes all of our data and allows us to work as a team in a fluid and logical way!”

Charlène Montheil - SEO Manager

Results

- 600 contents produced through the Incremys platform since 2019
- Over 5K€/month of SEA saved thanks to the production of SEO content

Step 04

Proving SEO Profitability in the Blink of an Eye

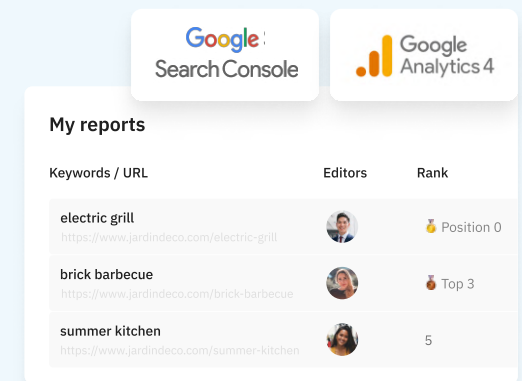
The management of the strategy and its implementation are facilitated by the quantity of data and the quality of the visualizations offered via the platform. The intuitiveness of the tool and the clarity of the information presented provide a real decision support to the whole team.

Performance reports can be created tailor-made to obtain the desired level of information: performance report by projects, by types of URLs worked, by type of content produced... They centralize all the information, visually restore the results and considerably reduce the time spent by the teams to ensure a data-driven.




The visualizations offered by the platform represent a major time saver in the implementation of reports. Very intuitive, they allow you to understand and analyze the results at a glance.

Reliable evidence of return on investment is also presented for measure the business profitability of shares put in place.

To help Jardindeco manage its SEO strategy in a data-driven approach, all Performance reports are centralized in the Incremys platform.



The screenshot displays the 'My reports' section of the Incremys platform. It features two tabs at the top: 'Google Search Console' and 'Google Analytics 4'. Below the tabs is a table with three columns: 'Keywords / URL', 'Editors', and 'Rank'. The table lists three items: 'electric grill', 'brick barbecue', and 'summer kitchen', each with a corresponding URL, editor profile picture, and rank.

Keywords / URL	Editors	Rank
electric grill https://www.jardindeco.com/electric-grill		🏆 Position 0
brick barbecue https://www.jardindeco.com/brick-barbecue		🏆 Top 3
summer kitchen https://www.jardindeco.com/summer-kitchen		5

Daily benefits

“The Incremys tool is very competitive in addition to being hyper-intuitive. It is a huge source of data that helps us make the right choices every day, while providing factual evidence. In addition to the platform, the team is very present: whenever we need them, they are very responsive, attentive and ready to advise us.”

Charlène Montheil - SEO Manager

Results

Results

Over €5,000 in SEA spending is saved every month thanks to the SEO strategy implemented by Jardindeco!

+600

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Next-generation SEO starts here

incremys.com

