



**Le Bonbon uses Incremys to sustainably increase its organic traffic.**

*le Bonbon*

## Key figures

**2650**

On the front page of Google for **2650 requests**

**200**

**publications** with Incremys

**2.5M**

**of unique visitors** per month

# Challenge



## Presentation

### Le Bonbon, the famous lifestyle magazine

- Launched in 2009, Le Bonbon is both present on paper via its free monthly, and online via a website frequented by more than **2.5 million unique visitors every month**.
- Known and recognized for its ability to sniff out trends, the site is an essential source for finding news, lifestyle advice and ideas for activities in every major city in France.

## Challenges

### Challenges before Incremys

- Almost no presence on non-branded queries
- Small internal team, struggling to produce and optimize content
- Lack of a “business-driven” methodology to target high-impact keywords
- Limited autonomy in SEO management due to the complexity of existing tools

## Objectives

### The challenges faced by a premium brand in the digital age.

- 01 Increase organic site traffic sustainably
- 02 Relying less on social media
- 03 Streamline the production of SEO content
- 04 Know exactly what readers are looking for in Google

# Le Bonbon testimonial



**Antoine Viger**

Digital Director

“Incremys enabled us to create content on high-search-volume topics we weren’t even aware of! We quickly climbed the Google rankings, which boosted our website’s organic traffic.”



**Antoine Viger**

Digital Director

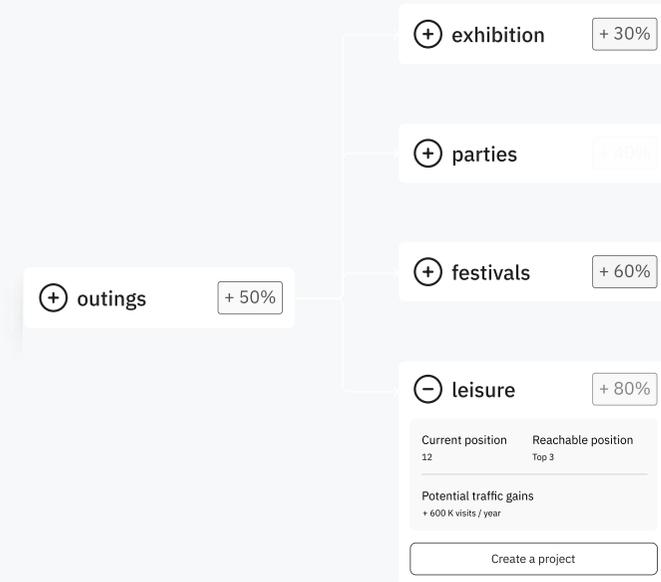
“Incremys enabled us to produce content targeting high-volume keywords we weren’t even aware of! We quickly climbed Google’s rankings, which boosted the organic traffic to our website. The results are truly motivating for our teams, as they better showcase the quality of their work.”

# Solution

## Step 01

# Sustainably Develop Organic Site Traffic

Until then, Le Bonbon connects almost exclusively on social media to acquire traffic on its site. A strategy that actually generated traffic on lebonbon.fr, but required constant efforts on the part of the editorial teams to push new content on these channels. Not to mention that while social media is effective in getting existing readers to click, it brings in relatively few new visitors. To be less dependent on social media in acquiring traffic, Le Bonbon therefore had to increase its organic traffic using SEO.



- ✓ Technical audit
- ✓ Sementic Audit
- ✓ User behavior

## Step 02

# Managing SEO like other SEO Content marketing channels

Le Bonbon first turned to technical SEO tools to manage its content campaigns. The results were indisputable: too complex, these tools did not make it possible to simply define a content strategy or to guide editors in their editorial efforts. The media needed a simple and adapted tool to plan, execute and evaluate its SEO content campaigns with the same rigor and predictability as for its social media strategy.

**Editorial planning**

Keywords	Volume	Assignment
<input checked="" type="checkbox"/> going out in paris	21 700	
<input type="checkbox"/> best bars	23 200	
<input type="checkbox"/> restaurant lyon	22 400	<input type="text" value="Marl"/> <ul style="list-style-type: none"> <li> Marine Dupont</li> <li> Jeanne Martin</li> <li> Simon Cordelier</li> </ul>

## Step 03

# Stop navigating content creation by sight

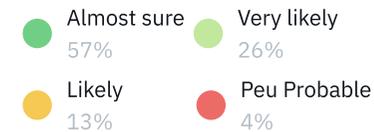
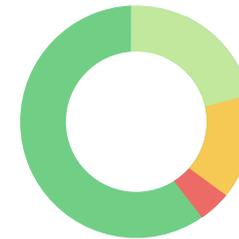
With Incremys, Le Bonbon can finally approach its content creation and SEO investments in a rational way. The team knows exactly what their readers are looking for in Google for each topic. Incremys' AI also allows the media to know how likely its domain is to arrive on the first page if it produces relevant content on a given query.

By taking into account this probability, as well as other strategic factors such as volume, Le Bonbon has all the keys in hand to build a data-driven editorial calendar. This is how the media discovered content niches that are almost unexploited by the competition but highly anticipated by the readership, with the result a very strong increase in organic traffic.

Total volume : 217 000

Nb keywords: 34

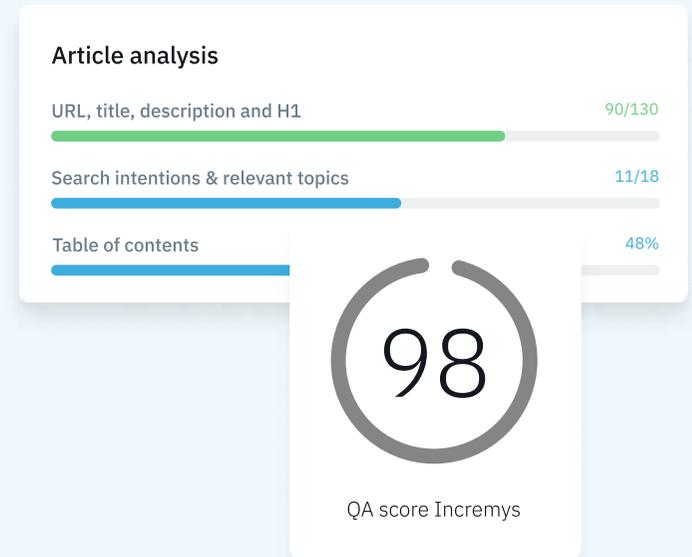
Probability distribution



## Step 04

# Create quality content that prospects find on Google

For each article, Incremys' intelligent editorial assistant provides Le Bonbon with an editorial framework by suggesting relevant topics to discuss. Once an article is published, the AI displays the SEO score of the article, calculated according to technical and semantic factors (keyword density, length of the article, etc.), and indicates to the team whether the editorial recommendations have been respected. Enough to be sure to produce content that matters and that you can find.



## Step 05

# Continuously planning, executing, and evaluating: the virtuous circle of SEO

Thanks to Incremys' intuitive dashboards, Le Bonbon easily measures the impact of its publications on its results. Since the beginning of 2018, the company has put 200 publications online with Incremys. Consequences: a position on the first page of Google for more than 2650 queries and considerable organic traffic. Incremys publications allowed Le Bonbon to enrich its readership, with 70% of new visitors for Incremys traffic.




### My reports

Keywords / URL	Editors	Rank
<b>Paris disco night</b> <a href="https://www.lebonbon.fr/paris-disco-night">https://www.lebonbon.fr/paris-disco-night</a>		🏆 Position 0
<b>original restaurant Lyon</b> <a href="https://www.lebonbon.fr/original-restaurant-Lyon">https://www.lebonbon.fr/original-restaurant-Lyon</a>		🏆 Top 3
<b>best bars Toulouse</b> <a href="https://www.lebonbon.fr/best-bars-toulouse">https://www.lebonbon.fr/best-bars-toulouse</a>		5

### Results

Le Bonbon can now plan, execute and measure the results of its SEO campaigns with the same rigor and predictability as for its social media strategy, which allows it to develop its organic traffic in the long term and improve its financial results.

# Results

## Results

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# Next-generation SEO starts here.

[incremys.com](https://incremys.com)

