



## La Martiniquaise Bardinet & Incremys: A rock-solid SEO strategy for the cocktail leader

+ 50% of keywords ranked in Google's Top 3, in just 7 months.

## Key figures

94 M

**organic impressions** on Destination Cocktails in 2024, with 5.5M sessions and 9.7M page views.

70%

**Of organic traffic comes from Google.** Since January 2025, Destination Cocktails has become the #1 cocktail authority on Google in France.

+50%

**Keywords in Google's Top 3** in just 7 months. Starting point: 23% keywords ranked Top 3 → Today: 73%.

÷2

**Content production time cut in half** with Incremys' personalized AI from idea generation to publication.



# Challenge

## Presentation

### The cocktail leader in the digital age

Founded in 1934, **La Martiniquaise Bardinet** is a major independent player in the festive drinks sector, with a portfolio of iconic brands such as Saint James, Dillon, Old Nick, Label 5, Poliakov, and Cruz.

The group manages over **40 brands**, with **50 subsidiaries worldwide**, **20 distilleries**, and **7 winemaking centers**. It is a leading force in both the French and international markets.

With its website **Destination Cocktails**, the goal is to make cocktail culture accessible at home. The platform offers hundreds of cocktail recipes (with and without alcohol), tutorials, and expert tips, with a user-friendly approach that helps visitors choose and prepare drinks to suit their tastes.

## Challenges

### Challenges before Incremys

- Poor keyword alignment on certain site pages, resulting in irrelevant visibility.
- A small digital team, with a need to accelerate content production and leverage AI.
- Fierce competition: spirits brands heavily investing in SEO and digital marketing.
- The need to optimize SEA budgets by leveraging SEO performance.

## Objectives

### A more visible and influential brand online

- 01 Strengthen Destination Cocktails' digital presence** on high-value informational queries.
- 02 Adopt a data-driven approach** to guide SEO and SEA strategy.
- 03 Be present across every shopper touchpoint**, attract new consumers, and increase engagement.
- 04 Optimize existing content and accelerate the production of new**, high-quality content.

To meet these challenges, La Martiniquaise Bardinet chose Incremys, an innovative solution coupled with the support of experts to optimize its SEO strategy through intelligent tools and a performance-based approach.



# La Martiniquaise Bardinet testimonial



## H       Regnaud

Digital Manager

“Incremys goes beyond its competitors: more effective, more productive, more relevant in its recommendations, with an innovative new approach to SEO for us. We prioritize our strategy by expected ROI, we cut content creation time in half, and we optimize our SEA budgets based on our SEO positions.”



## H       Regnaud

Digital Manager

“The expert backgrounds of Incremys’ founders make all the difference in the quality of the platform. Their proactive support is equally remarkable. Thomas and Simon provide excellent guidance.”



# Solution

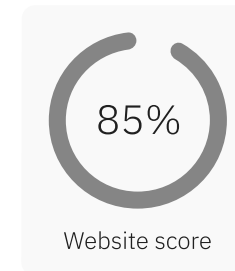
## Step 01

# SEO audit and action prioritization

Thanks to Incremys, the Destination Cocktails website benefits from a complete SEO audit, identifying key optimizations to boost search visibility:

- Continuous monitoring of technical health: comprehensive and detailed reports highlighting fixes to be made.
- Keyword adjustments per page to maximize search presence and improve Google's crawl and understanding.
- Technical recommendations: sitemap optimization, identification of 404 errors, redirect fixes, and site structure improvements.
- Dynamic back-office to filter, sort, and export priorities for collaboration with external partners.

### Last crawl scop



- ✓ Robots.txt
- ✓ Sitemap
- ✗ Attribut langues
- ✓ All pages are https
- ✗ Indexabilité

Problems and developments	No. of crawl errors 1	No. of crawl errors 2	Diff
<b>Technical problems</b>	<b>3234</b>	<b>2112</b>	<b>-1122</b>
Non-indexed pages	1786	516	-1270
Missing canonical tags	65	31	-34
Orphaned pages	112	14	-98
Missing internal links	17	14	+ 3%

### On a daily basis

“The recommendations and fixes provided are precise and greatly improve our visibility. Incremys is a true 360° solution.”

Hélène Regnaud, Group Digital Manager



## Step 02

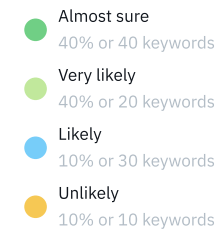
# A data-driven SEO strategy powered by AI

With Incremys' predictive AI, the marketing and digital teams build their SEO strategy on a **data-oriented approach**, aligning content with market trends and user intent.

They prioritize and plan based on keyword attractiveness and probability of ranking high:

- **Identify the most relevant keyword opportunities** based on search intent and expected ROI.
- **Optimize high-value existing content** to boost rankings.
- **Focus production efforts** with a clear, business-oriented roadmap.

### Probability of winning



My urls	Potentiel gains	Rank
<input checked="" type="checkbox"/> /recette/mojito	32 K visits / year	2
<input type="checkbox"/> /recette/basil-spritz	13 K visits / year	4
<input type="checkbox"/> /recette/blue-lagoon	9 K visits / year	9
<input type="checkbox"/> /recette/bella-luna	7 K visits / year	12

### On a daily basis

“Prioritization by ROI is essential. Incremys gives us a clear vision of the actions to take. The result: +50% keywords ranked in Google's Top 3 in just 7 months.”

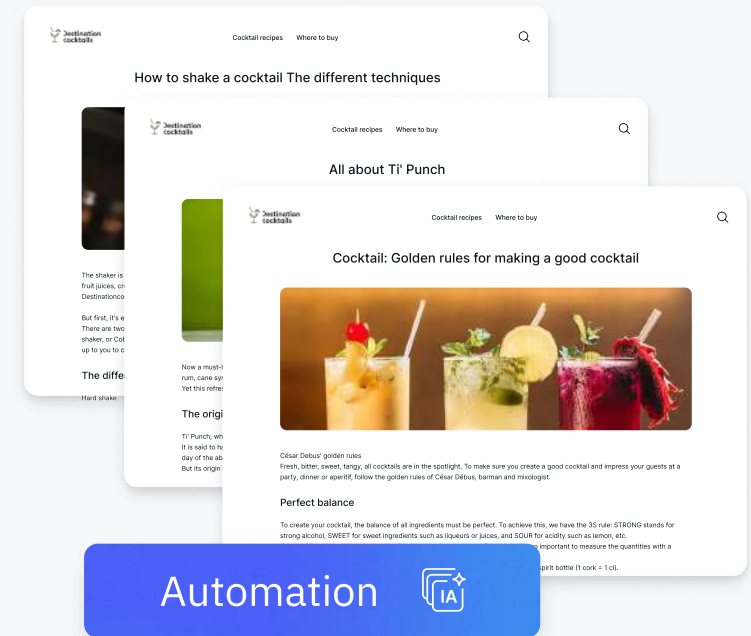
Hélène Regnaud, Group Digital Manager

## Step 03

# Content production boosted by personalized AI

To maximize efficiency, La Martiniquaise Bardinet centralized its content production with Incremys:

- **Collaborative editorial calendar** to coordinate teams and assign tasks (updates, new pages, corrections).
- **SEO editor** providing real-time writing recommendations and scoring for maximum compliance with Google.
- **Custom AI assistant** acts like a 24/7 copywriter: the team takes on the editor-in-chief role, optimizing editorial quality while regaining 50% of their time for other tasks.



## Results

“Over 100 pieces of content have been written or rewritten in 7 months. Everything is centralized: we’ve cut content creation time in half with Incremys’ personalized AI.”

Hélène Regnaud, Group Digital Manager

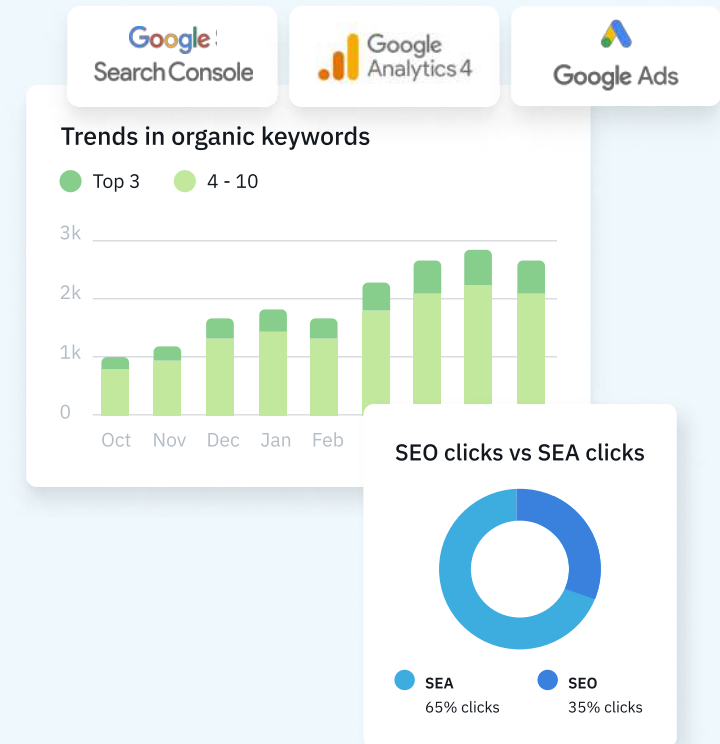


## Step 04

# Measurable results and economies of scale

By connecting directly with Google Search Console, Google Analytics, and Google Ads, Incremys' reporting module allows La Martiniquaise Bardinet to track significant results:

- **Centralized reporting:** ready-to-use dashboards without needing to consolidate data from multiple platforms.
- **Custom KPIs:** daily monitoring of keyword rankings and Google Top Keywords.
- **SEO/SEA synergy:** the team optimizes costs by prioritizing SEA investments according to SEO performance.



## Results

“The SEO/SEA module is highly effective. It helps us prioritize SEA investments based on SEO rankings and maximize revenue!”

Hélène Regnaud, Group Digital Manager

# Results



## Results

By combining human expertise with personalized AI, La Martiniquaise Bardinet has strengthened its leadership in festive beverages with a new SEO approach. The group is also paving the way for economies of scale by integrating SEO and SEA strategies.

Want to achieve similar results ?

Request a demo now and discover how Incremys can revolutionize your SEO!

94 M

**In 2024, the Destination Cocktails website** recorded strong organic visibility, with **5.5 million sessions and 9.7 million page views.**

70%

**Organic traffic from Google.** Destination Cocktails has become France's cocktail leader on Google since January 2025.

+50%

**Keywords positioned in Google's Top 3**, in only 7 months. From 23% of keywords positioned in the top 3 to 73% today.

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**Content writing time** thanks to Incremys custom AI, from finding ideas to publishing.



Next-generation SEO starts  
here.

incremys.com

