



Maison Berger Paris & Incremys: The SEO Revolution to Dominate the Home Fragrance Market

20% of revenue generated by SEO on the France site: The 2nd largest acquisition and sales channel.

Key figures

80%

Keywords on Google's **first page**, with 50% ranking in the **top 3**.

20%

Sales generated by SEO on the France site

÷5

Writing time divided by 5 thanks to Incremys custom AI

+70%

of keywords at the top of the Google search results.

Challenge



Presentation

Maison Berger Paris, a century-old house dedicated to the art of living

For over 125 years, Maison Berger Paris has embodied French excellence in the world of home fragrances. With its iconic Berger lamp and a range of elegant olfactory creations, the brand invites customers to transform every home into a harmonious haven. Present in more than 70 countries, Maison Berger Paris stands out for its ability to innovate while cultivating exceptional artisanal know-how.

Challenges

Challenges before Incremyns

- Almost no presence on non-branded search queries
- Small internal team, difficulty producing and optimizing content
- No “business” methodology to target high-impact keywords
- Lack of autonomy in managing SEO, complexity of existing tools

Objectives

The challenges of a premium brand in the digital age

- 01 Strengthen online visibility and awareness** on non-branded keywords to attract a premium clientele looking for exclusive and inspiring scented products.
- 02 Support e-commerce growth** and multiply traffic.
- 03 Create high-quality SEO editorial content** at scale with a small team, while preserving brand DNA.

A strategic partnership with Incremyns, since 2020

To meet these challenges, Maison Berger Paris has chosen the Incremyns platform, an integrated and turnkey solution to manage its SEO strategy proactively and effectively.

Maison Berger Paris testimonial

**David Sérandour**

Digital Director

"Thanks to Incremys, SEO has become our 2nd channel for acquisition and number of orders. In 2024, the France site generated double-digit growth: SEO represents around 20% of our turnover."

**Nancy Hardy**

Digital manager

"We divided content writing time by 5 with personalized AI, while maintaining high-quality writing."

**Nancy Hardy**

Digital manager

"Incremys is our competitive advantage: we get fast, tangible results and can easily outperform competitors."

Solution

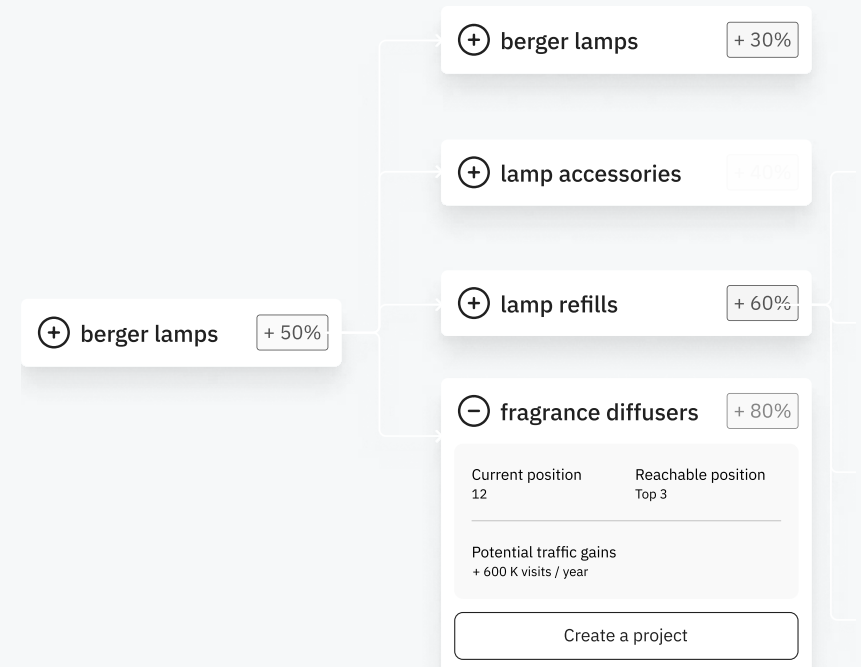
Step 01

Diagnose and prioritize SEO actions

From the start, Maison Berger Paris used Incremys to audit the site and map priority pages such as categories and flagship **product listings**: fragrance journal, catalytic lamps, scented bouquets, car diffusers, etc.

By smartly prioritizing technical fixes and semantic opportunities, the team focused efforts where impact would be greatest.

Today, the technical foundation is solid: the team continuously monitors site health and implements necessary updates to support SEO actions.



Key factor :

“What really convinced me was the autonomy to manage every SEO aspect: strategy, keywords, content, monitoring site health. It’s a highly operational tool paired with proactive consulting support.”

David Sérandour, Digital Director

Step 02

A fact-based SEO strategy

With AI-driven keyword recommendations, Maison Berger Paris adjusted its SEO strategy to target audiences based on ROI. The team focuses on high-probability keywords to multiply site performance.

Market analyses offered by the tool help identify niche segments and high-value keywords, aligning editorial content with user search intent to gain rankings.

My urls	Potential gain	Rank
<input checked="" type="checkbox"/> /car diffuser	32 K visits / year	8
<input type="checkbox"/> /electric diffuser	13 K visits / year	37
<input type="checkbox"/> /fragrant bouquet	9 K visits / year	78
<input type="checkbox"/> /blog/scented detergent	7 K visits / year	15

123 new opportunities identified

Keywords	Volume	Intention
<input checked="" type="checkbox"/> fragrant bouquet refill	450 000	<input type="button" value="T"/> <input type="button" value="C"/>
<input type="checkbox"/> scented candle set	246 000	<input type="button" value="T"/> <input type="button" value="C"/>
<input type="checkbox"/> anti-scent candle	201 000	<input type="button" value="T"/> <input type="button" value="C"/>

Daily benefit :

“With Incremys, we identify winning probabilities transparently. What I value most is the strong business orientation of the solution: it makes all the difference!”

Nancy Hardy - Digital Manager




Step 03

Centralized content production

To ensure fast and consistent SEO-optimized content production, the team adopted a collaborative editorial calendar to coordinate creation between internal teams and Incremys' content factory writers, including:

- **Brief module:** writers capture brand essence while optimizing performance.
- **SEO editor:** real-time recommendations and optimization scores ensure compliance with briefs and SEO excellence.
- **Article tracking:** quick overview of drafts, reviews, ready-to-publish content, and SEO scores.
- **Review module:** easy proofreading with comments for improvements before publishing.

Editorial planning

Keywords	Due date	Assignment
<input checked="" type="checkbox"/> catalise lamp	12/12/25	
<input type="checkbox"/> scented bouquet accessory	20/12/25	
<input type="checkbox"/> anti-scent candle	30/12/25	



Several articles to reread

You have 3 articles awaiting proofreading.

Daily benefits

“With the collaborative editorial calendar, we upload briefs directly, track publications, and review content easily... It’s centralized and nothing gets lost. The tool is really well designed!”

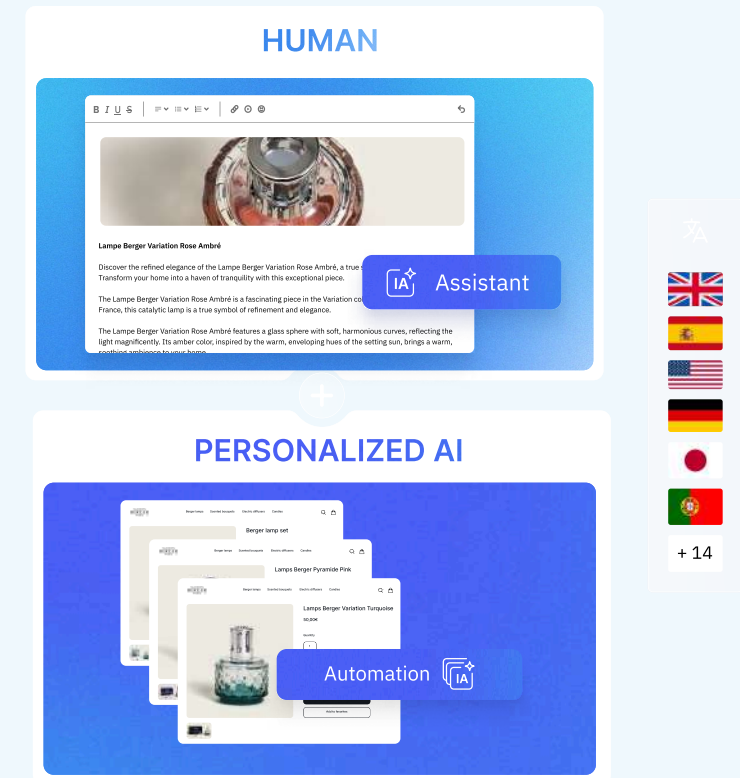
Nancy Hardy - Digital Manager

Step 04

Next-gen SEO with personalized AI

Using Incremys' **personalized AI** and automation module, Maison Berger Paris dramatically increased content production capacity. They delegate large-scale writing tasks to AI, feeding it brand examples to ensure consistency and alignment with brand image.

This revolution saves huge amounts of time. By combining human creativity for strategic content and AI for massive product listings, Maison Berger Paris unlocked fast internationalization potential.



Results

“We divided content writing time by 5 with personalized AI, while maintaining high-quality writing.”

Nancy Hardy - Digital Manager

Daily Benefits

“Incremys' custom AI is becoming the core of the reactor and is transforming the way we approach SEO. We intend to rely on her to work on international content for our distributors!”

David Sérandour - Digital Director

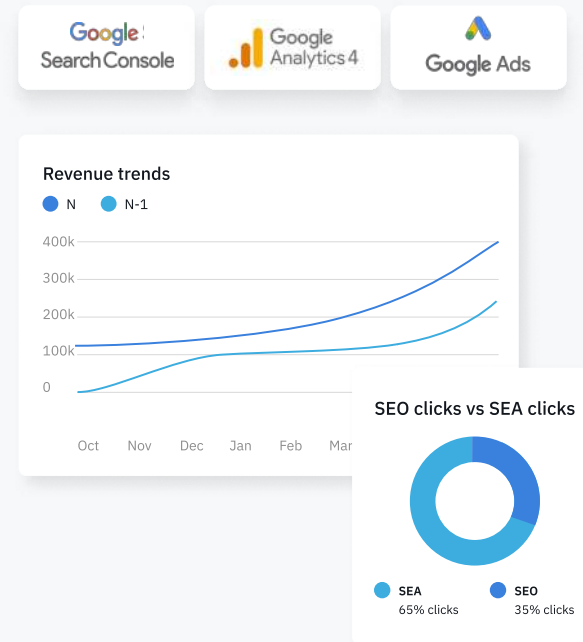
Step 05

Proven results – The power of Maison Berger Paris SEO

Thanks to Incremys’ **custom reporting** and integration with **analytics tools**, the team now **centralizes performance tracking** in one place:

- SEO position trends for strategic keywords and best Google rankings
- Evolution of organic traffic and SEA equivalent over time
- SEO-driven revenue growth

With the SEO/SEA module, teams can manage both levers more effectively, seeking **complementarity for optimal budget allocation**.



Daily benefits

“Integration with Google Analytics, Search Console, and Adwords centralizes everything and makes analysis much easier. We export figures directly for management—it’s done. Clear insights make reports understandable for everyone.”

Nancy Hardy - Digital Manager

Results

Results

Thanks to **Incremys' innovative human + AI approach**, Maison Berger Paris not only strengthened its leadership in the home fragrance market but also paved the way for rapid international and **multi-platform content production** (brand website, distributors, etc.).

Imagine what Incremys competitive advantage could mean for your own business. Request your exclusive demo now

80% Keywords on **Google's first page** — with **50%** ranking **in the top 3**.

20% Sales generated by **SEO on the France site**

÷5 Writing time divided by **5** thanks to Incremys custom AI

+70% of keywords at the top of the Google results. At launch in 2020, less than 10% of keywords ranked on the first page of Google. By 2025, 80% are on the first page, with 50% in the top 3 results.

**Next-generation SEO
starts here.**

incremys.com

