

Naturalforme & Incremys: A powerful SEO strategy to dominate the natural well-being market

76% more sessions on pages optimized with Incremys between 2024 and 2025

 Naturalforme
Source de bien-être

Key figures

+1

1 full-time equivalent saved, thanks to the use of Incremys and its personalized AI

+50%

Of keywords positioned in the top 3 Google between 2022 and 2025

+76%

Sessions on pages worked with Incremys between 2024 and 2025

Challenge



Presentation

Naturalforme, expertise in natural well-being

For over 20 years, Naturalforme has been a leading online retailer of dietary supplements, cosmetics, and natural & organic products for health and well-being.

Voted Best E-commerce Website for the 7th consecutive year, Naturalforme offers a carefully curated selection of nearly 200 natural and organic brands, meeting the expectations of customers who care about their health and environmental impact.

Challenges

Challenges before Incremys

- **Small team** : thousands of articles and product pages to create and improve, while meeting SEO requirements.
- **No structured SEO methodology** : difficulty prioritizing and targeting the right keywords to create new content and optimize existing pages.
- **An intuition-driven SEO approach** : lack of data and measurable insights to evaluate the impact of actions taken.

Objectives

Maximize organic traffic and scale content production.

- 01 Boost online sales** by aligning SEO with transactional and commercial search intent.
- 02 Industrialize SEO-compliant content** creation without losing the brand's DNA.
- 03 Increase visibility through blog content** and strengthen brand engagement.

A strategic partnership with Incremys since 2022.

To tackle these challenges, Naturalforme chose Incremys, the all-in-one SEO platform, supported by the expertise of Incremys consultants.

Naturalforme testimonial

**Emelyne Megret**

E-commerce manager

“Incremys allows us to create content at scale. The pace is intense between the blog and the online store, but their SEO experts support us all the way.”

**Fanny Magréault**

Product Manager

“Thanks to Incremys, we solved our biggest pain point: lack of time and human resources to analyze competition, identify keyword opportunities, and produce large-scale content.”

Solution

Step 01

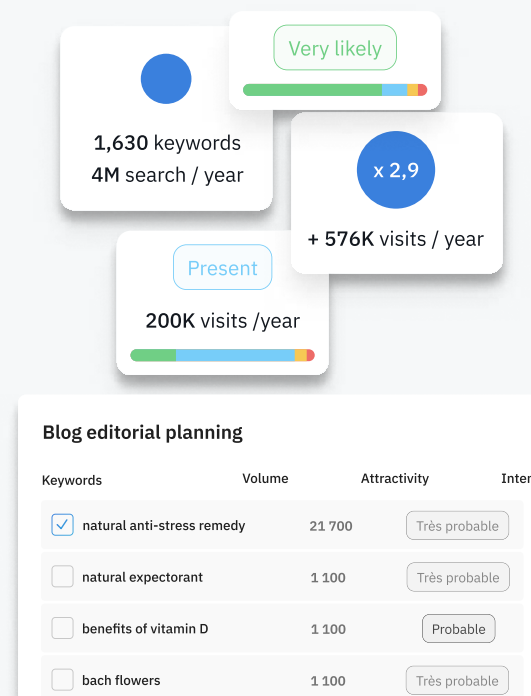
A data-driven SEO strategy

With **Incremys' predictive AI**, Naturalforme adopted a data-driven SEO approach, **aligning its content with market dynamics, trends, and user search intent.**

The team **can now precisely pilot its strategy by analyzing keyword attractiveness** and the probability of achieving top search rankings:

- **Identify strategic opportunities:** select high-potential keywords based on intent, competition, and ROI.
- **Optimize existing content :** receive targeted recommendations to boost visibility and performance.
- **Smart resource allocation :** focus efforts on the most impactful actions, following a results-oriented roadmap.

Naturalforme continuously adjusts its SEO strategy and **captures the most profitable search intents in its market.**



The benefits

“Thanks to the tool and the team’s support, we have all the keys to select the right keywords and secure strong positions. The solution makes trend research easier and helps us choose the best keywords based on their probability of success.”

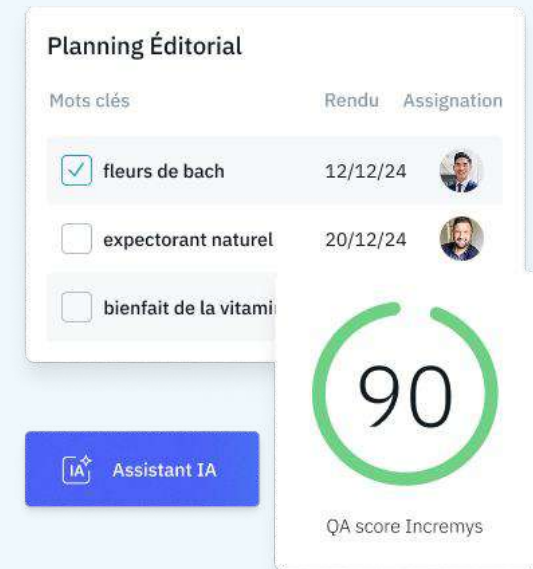
Fanny Magréault, Product Manager

Step 02

Centralized SEO content production

The Incremys suite streamlined Naturalforme’s content production process, allowing the team **to plan, track, and centralize SEO content** according to strategic priorities.

- **Collaborative editorial calendar** to track progress of content in production.
- **AI-powered SEO editor** with real-time recommendations to reach SEO excellence and maximize Content Score.
- **Custom AI assistant** ensuring compliance with guidelines and brand consistency.



The benefits

“Custom AI draws inspiration from our existing content to maintain brand consistency. It’s a huge help for us: the AI handles production while our team can focus on compliance with current regulations.”

Fanny Magréault, Product Manager

The benefits

“Custom AI saves us a tremendous amount of time when reworking existing content: it also adds trending keywords that were missing from our older articles.”

Emelyne Megret, E-Commerce Manager

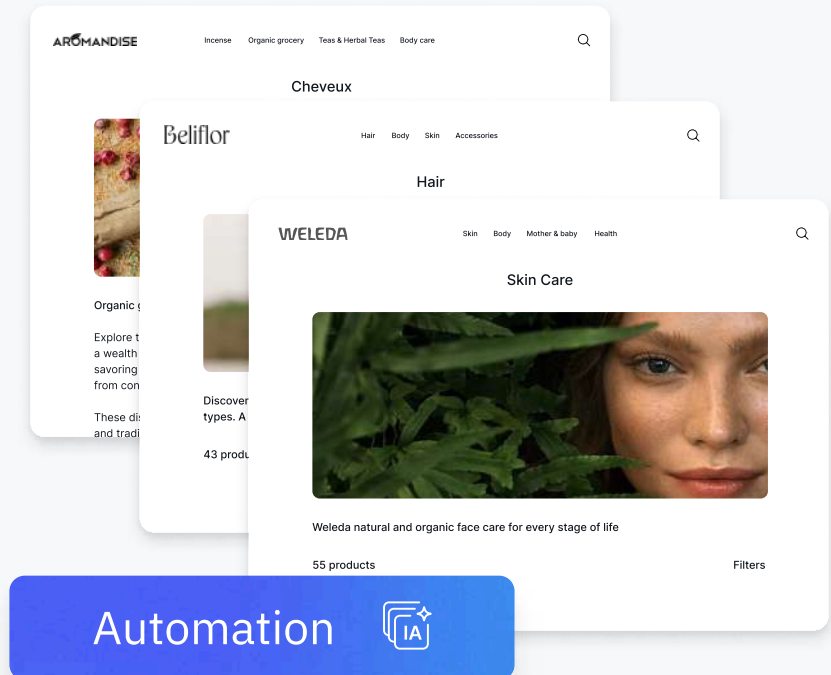
Step 03

Personalized AI, an SEO accelerator

To move towards next-gen SEO, Naturalforme also adopted Incremys' automation module to produce professional-quality content at scale:

- Automation accelerates and industrializes large-scale content production: nearly 200 brand pages can be created by AI in just a few minutes.
- Personalized AI with its advanced tone of voice feature allows the company to structure and control its editorial line while ensuring the quality of the content produced.

By integrating this approach, the teams have transformed their way of producing content, maximizing efficiency, relevance, and business impact.



Results

“With 5,000 products and 250 categories to cover, the workload was massive. Incremys allowed us to meet the challenge in record time.”

Emelyne Megret, E-Commerce Manager

Results

“For a small team, Incremys is like having an extra full-time SEO expert who handles analysis before, during, and after content production.”

Fanny Magréault, Product Manager

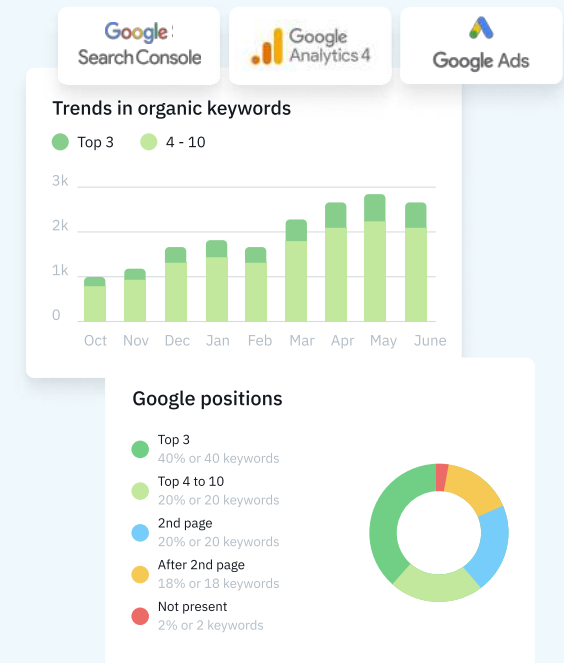
Step 04

Concrete and measurable SEO results

With Incremys' **custom reports** and its direct integration with major analytics tools, the teams benefit from **a unified view of their SEO performance** and can measure the impact of their actions. This centralization of data provides a panoramic vision and real-time monitoring, enabling them to quickly adjust their strategy to maximize business results.

- **Detailed keyword monitoring:** track daily changes in rankings for strategic keywords.
- **In-depth traffic analysis:** measure SEO performance through organic traffic growth.
- **Profitability tracking:** evaluate revenues generated by SEO, correlate them with optimization efforts, and identify opportunities for maximizing ROI.

By integrating these insights into their strategy, the teams benefit **from a precise dashboard** that helps them effectively prioritize actions and optimize their online presence with **agility**.



Results

“With Incremys, we track article rankings in real time and measure gains in visibility—it’s a great tool to quantify SEO impact.”

Emelyne Megret, E-Commerce Manager

Results

Results

Growth boosted by Incremys!

With its data-driven approach and AI-powered automation, **Naturalforme has transformed SEO into a high-performance acquisition channel.**

Ready to revolutionize your SEO strategy?
Request a demo now!

+1

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**Next-generation SEO
starts here.**

incremys.com

