

How did Incremys help the TERA^{CT} group to make Gamm Vert and Jardiland the leaders in their market thanks to the attractive power of SEO?

More than 500 pieces of content developed each year across these two areas

TERA^{CT}

Key Figures

Gamm vert 
N°1 DE LA JARDINERIE

+50%

Growth in a year and a half over
tens of millions of sessions per
month

Jardiland
CULTIVEZ VOTRE BIEN-ÊTRE

56%

Keywords worked with
Incremys are now in Google's
top 10 (including 36% in Top 3)

Jardiland
CULTIVEZ VOTRE BIEN-ÊTRE

+50%

Growth in 2 years over tens of
millions of sessions per month

Gamm vert 
N°1 DE LA JARDINERIE

80%

Keywords worked with Incremys
are now in Google's **top**
10 (including 60% in Top 3)

Challenge



Presentation

Gamm vert and Jardiland are investing heavily in their SEO strategies.

Gamm vert and Jardiland are subsidiaries of TERACT, the leading agricultural cooperative group in France.

Gamm vert is a physical and online garden retail brand, founded in 1977, specializing in gardening, pet care, and local products, with a network of over 900 stores.

Jardiland is a retail company focused on the garden, pets, and lifestyle sectors, with a network of more than 150 stores

Challenges

Challenges before Incremys

- With a small internal SEO team and the need to value the breadth of Gamm Vert and Jardiland product offerings, the team decided to use Incremys to quickly obtain results and position brands at the top of Google's results.

Objectives

- 01 Acquire qualified natural traffic and optimize SEO through the various levers to enhance and give maximum visibility to product offers.
- 02 Optimize drive-to-store mechanisms: provide information and advice to the user via the digital channel to facilitate the purchase decision and increase the number of store visits.
- 03 Editorialize e-commerce, provide relevant and quality content to the reader to meet their research intentions and increase sales.

Strike fast, win hard: accelerate on the right content thanks to a prioritized SEO strategy to focus on what country off.

Teract testimonial

**TERACT****Jeanne Bourbon**

SEO Project Manager

"With Incremys, managing SEO campaigns with editors becomes much more fluid. The tool is simple to understand, accessible to everyone, realtime scoring ensures the quality of the article and the validation steps are much more effective! "

**TERACT****Léa Savonitti**

SEO Project Manager

"Incremys allows us to consult all optimizations centrally with automatic prioritization of elements according to our business challenges. The time savings are unimaginable when you manage a site with a high volume of pages to process!"

Solution

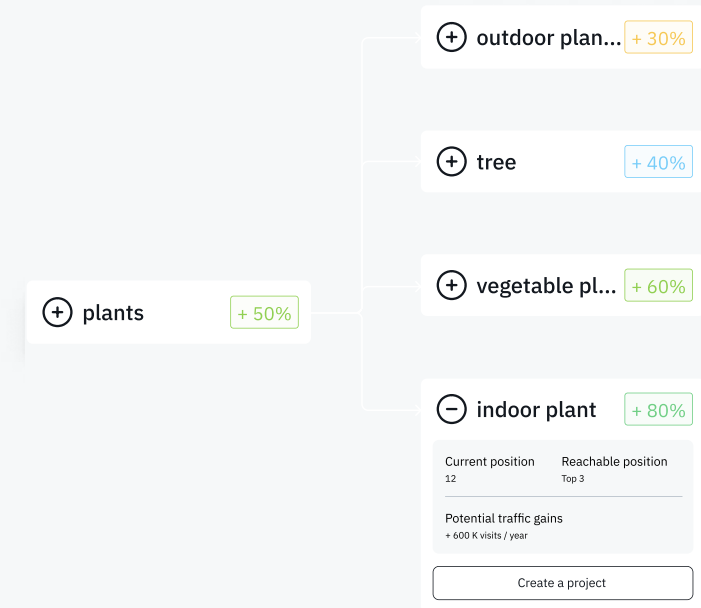
Step 01

Optimize Technical Health and Identify the Pages with the Highest Potential

Thanks to the Incremys platform, the Invivo Retail teams were able to obtain a 360° vision of initial SEO performance.

The multi-domain management offered by Incremys makes it easy to move from one domain to another and to contribute as a team in a coherent way, without cannibalizing yourself.

The “page mapping” features and the “contribution” module integrated within Incremys facilitated the visualization of all pages in Google results and the identification of the main contributing pages: the magazine articles and catalog pages that work best with Internet users and, conversely, the pages that require optimizations.



On a daily basis

- This 360° view of performances makes it possible to identify the semantic opportunities to seize to maximize traffic gain, but also the technical corrections to be made to ensure the technical base of the site (duplicate pages, optimization of the internal network, etc.).
- In addition, these semantic opportunities and technical corrections displayed in the tool are automatically prioritized by value in order to maximize the impact of the actions carried out by the teams.

Step 02

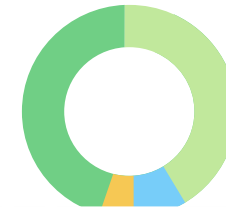
Designing a Data-Driven Strategy

The competitive analysis feature, coupled with Incremys' predictive intelligence and keyword research functionality, allowed teams to effectively target priority pages to create or rework, to increase their market shares in search engine results.

By considering the chances of moving to the top Google position, the team can very easily determine the right strategy to adopt, while being sure to maximize its return on investment.

Probability of winning

- Almost sure
45% or 40 keywords
- Très probable
40% or 20 keywords
- Probable
10% or 30 keywords
- Peu probable
5% or 5 keywords



Map of keyword gains & positions

Explore each other's positions, market gains and losses, and track your performance against that of your competitors.

| Keywords | jardiland.com | botanic.com |
|----------------------------------|---------------|-------------|
| garden greenhouse | 4 → 1 | 1 → 3 |
| planter | ● → 4 | 1 → 1 |
| children's outdoor play equip... | ● → 3 | 2 → 4 |

The objective

- Facilitate decision making to establish the SEO strategy by prioritizing business value and the expected return on investment
- Capturing the audience by going by Top position Google to increase market shares
- Capitalize on clear data, visual, accessible and understood by the whole team.

Results

Since 2018, Gamm Vert has positioned 80% of keywords worked with Incremys in the top 10 of Google results, including 60% of these keywords in the Top 3.

Step 03

SEO Campaign Management, on a large scale

To produce high-quality content in quantity, Gamm Vert and Jardiland rely on the SEO campaign production and management functionalities powered by Incremys.

Thanks to the shared editorial schedule, managers and editors can monitor the progress of current content creations.

The briefs creation module gives managers the opportunity to clarify expectations from writers. The semantic richness offered by this feature makes it possible to establish guidelines (marketing speech, expected number of words) and relevant topics to be integrated into the content to improve quality during writing.

The functionalities for assigning content to editors, for informing deadlines and the status of production progress are major points for optimizing everyone's efficiency and guaranteeing the proper transmission of information.

The competition observatory also allows managers to identify key elements to position themselves, such as the length of content to be produced, for example.

Editorial planning

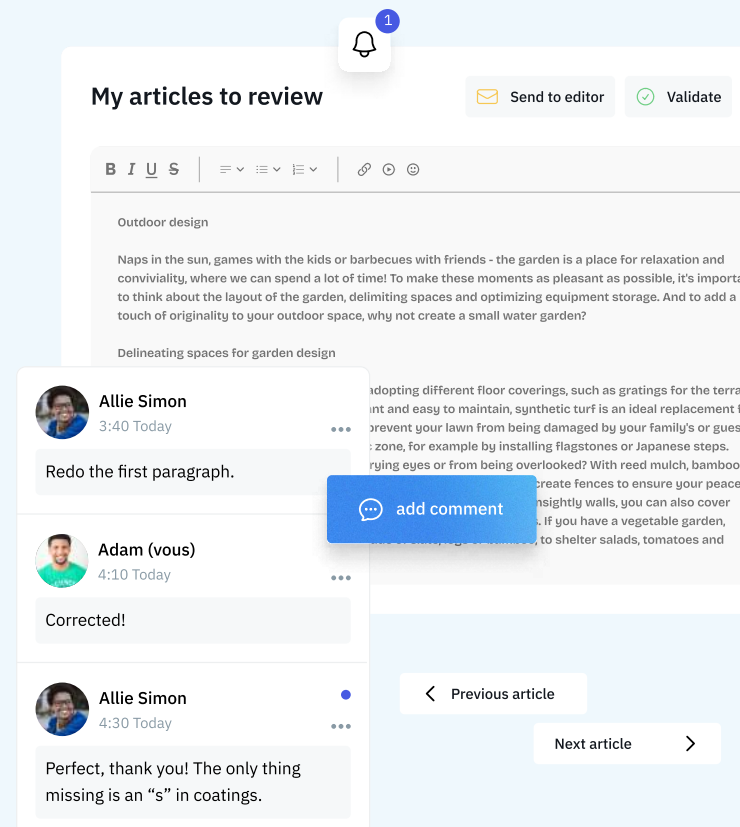
| Keywords | Due date | Assignment |
|--|----------|--|
| <input checked="" type="checkbox"/> dog food | 12/12/25 |  |
| <input type="checkbox"/> dog bed | 20/12/25 |  |
| <input type="checkbox"/> dog house | 30/12/25 |  |

Step 04

100% SEO-Optimized Content

Thanks to the Editor module, which allows you to write content that is 100% optimized for SEO, Gamm Vert and Jardiland editors are fully autonomous and save valuable time. The visualizations of their SEO scores in real time and the optimizations recommended during writing allow them to produce the best possible content, without necessarily mastering the expertise of SEO writing.

The proofreading functionalities, accessible directly via the platform, simplify collaboration between managers and editors by promoting transparent and centralized communication within the team. In fact, they speed up content validation times and facilitate the rapid uploading of new product content.



Results

Incremys SaaS allows Invivo Retail teams to produce quantity of high-quality SEO-optimized content throughout the year. On average more than 500 pieces of content per year. Over 1500 contents since 2018!

Léa Savonitti - SEO Project Manager

Step 05

Centralize access to results and celebrate successes

To enable the Invivo Retail group to manage Gamm Vert and Jardiland's SEO strategies using data and carry out their actions successfully, all Performance reports are directly centralized on the Incremys platform.

Connected among others to Google Analytics and Search Console, they are enriched with the visualizations and indicators that Incremys offers (positioning vs the competition, SEA equivalent, etc.).

Benefiting from a global view to consult all the gains in positions and their evolution in a visual way brings major added value to the Gamm Vert and Jardiland teams: they see at a glance the extent of their actions and the fruits of their work. The functionality for creating tailor-made reports makes it possible to create and generate very detailed post-campaign reports in order to observe the evolution of the positions of each of the sites.

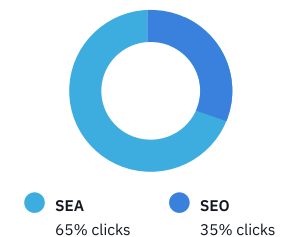

Search Console

 Google
Analytics 4

Trends in organic keywords



SEO clicks vs SEA clicks



Results

Results

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**Next-generation SEO starts
here.**

incremys.com

