



myformality
hub juridique et financier

&



INCREMYS

**How did Incremys help
MyFormality make a mark in the
highly competitive Legaltech
world?**



+ 358%
organic visits

between 2020 and 2021

x 10
**the number of
keywords**

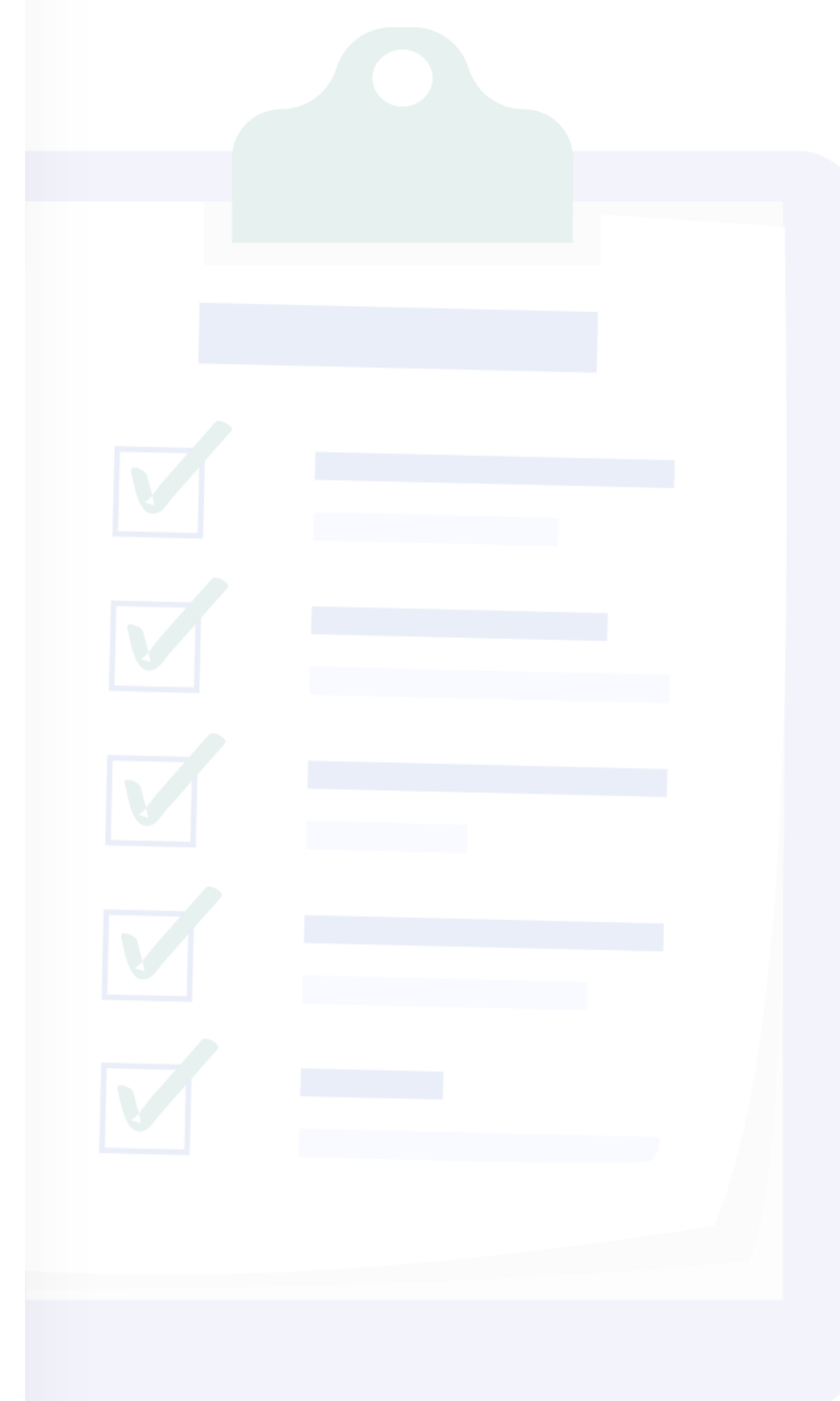
present on 1st page of
Google in 2021 vs 2020

100%
**SEA equivalent
savings**

on the average yearly
budget

MyFormality – 100% digital online hub for legal and financial advice for entrepreneurs

This start-up company, based in Lyon, was founded in 2019 by legal experts. MyFormality aims to enable small and medium-sized businesses have quick and easy access to legal and financial services. How is it done? Via a single hub which can be reached through an online platform made up of over 300 legal experts capable of answering any query in 24 hours.



Issues and targets?

*A newcomer on the Legaltech market, MyFormality must attract **qualified traffic** onto its platform. This means implementing a highly tactical SEO strategy.*

The targets:

- ▶ *Increase traffic on the website to demonstrate expertise and offer our services*
- ▶ *Situate ourselves as the mandatory one-stop for business management*
- ▶ *Speed up the commercial development of key business accounts*

What were the challenges?

We have a small team and limited funding so it's difficult to implement a full SEO strategy. IncremYS has helped us become more efficient and **gain in visibility on Google**, despite a well-established competition in the Legaltech business world.



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« We have achieved good SEO ranking given our funding and the overall competition. Despite our 'newcomer' position on the market and limited investment funding, IncremYS has helped us focus our data-driven strategy and penetrate the market with keywords previously unidentified. It's all about results with IncremYS: focus only on keywords that have a positive impact and forget the rest. »

Virginie Boissimon-Smolders, CEO - MyFormality



Le SaaS Incremys

Une usine de production... à portée de clic !

Well-needed full-out centralised SEO

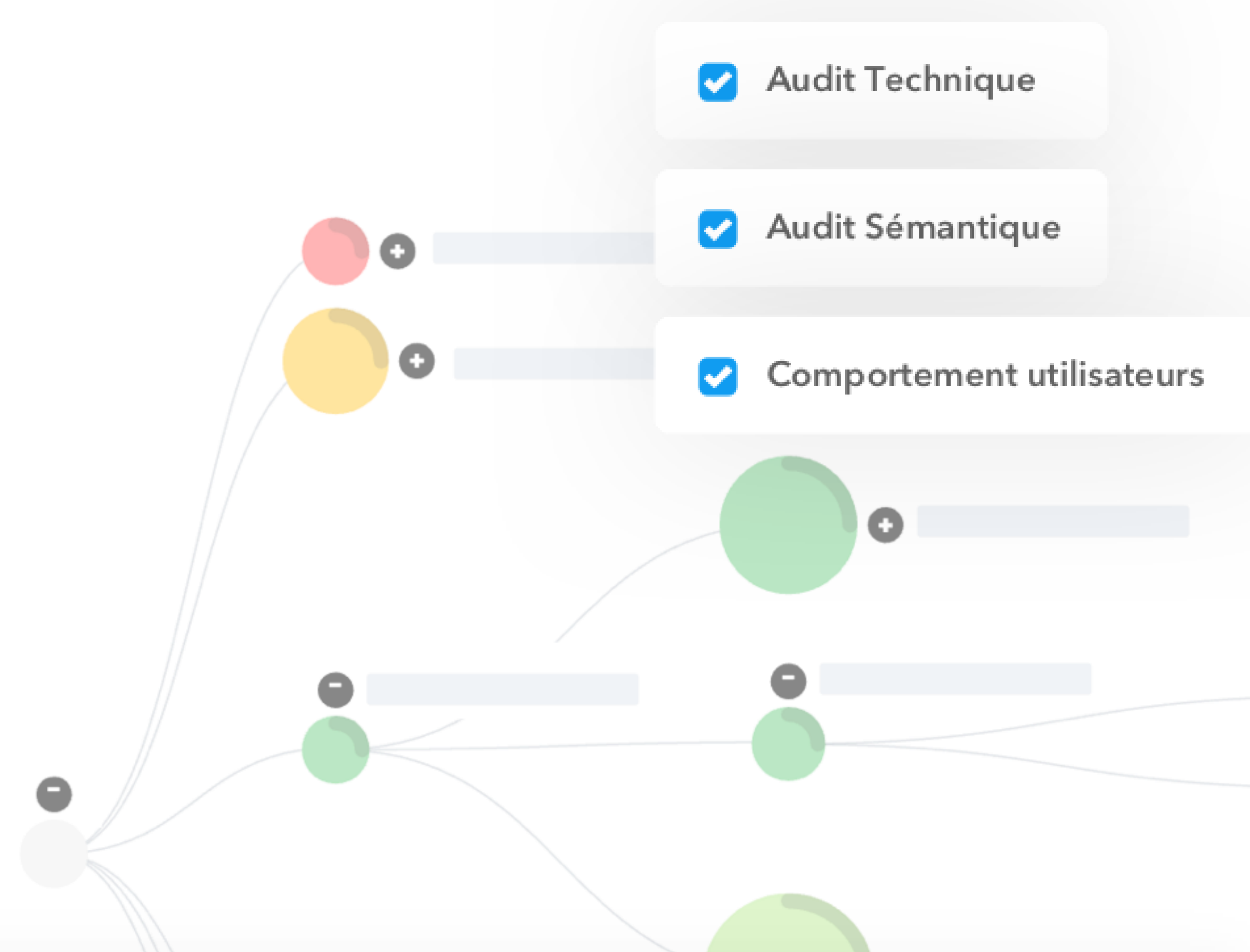
STRATEGY DEFINITION

The **semantic audit** function prioritises the **technical** and **semantical** actions needed on the site to secure a sturdy base on which to build our traffic acquisition strategy. The teams at MyFormality use this tool daily, with a weekly follow-up to make the necessary corrections.

The **statistical algorithms** provided by Incremys indicate the likelihood of reaching 1st page on Google for our domain myformality.com for each keyword on a daily basis. The teams manage the risk level of our strategy based on those indicators.



Anyone can be efficient with SEO with Incremys because it's really intuitive and easy-to-use. Unlike other softwares, it's fully comprehensive and allows our team to collaborate within one single place. This way we can easily implement an effective data-driven SEO strategy from start to finish.



STRATEGY IMPLEMENTATION

Once the strategy has been agreed upon, and the work has been passed on to the copywriters, the **Incremys semantical algorithms** support the content creation by providing a whole range of topics to be addressed in the articles in order to maximise the relevance of those publications.

Finally, the **performance reports** provide daily feedback of the results achieved and help maintain a coherence in the strategy that is being implemented.

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« Thanks to Incremys you don't need to be an expert at SEO to be able to rank on Google. You just need to follow the step-by-step instructions provided by the software and consider your chance of success to create your strategy. All that is left to do is to get to writing and check the results. »

Mehdi Mansouri, digital marketing project Director – MyFormality

Support in the decision-making process with Incremys: The best way to quickly and strongly break into the market

It can be time-consuming to create a relevant SEO strategy. Incremys allows the whole team to move faster by staying focussed on implementing the most effective actions that provide the highest traffic acquisition potential.

The **keyword search module** enables the **extraction of semantic cocoons** in only one click about the strategic topics useful to MyFormality.

The statistical algorithms provided by Incremys will then indicate the most relevant keywords that can rank the highest on Google. These algorithms, found only in Incremys, are key to making the right choices and assessing the risk level of our chosen strategy.

Rechercher des sujets pertinents

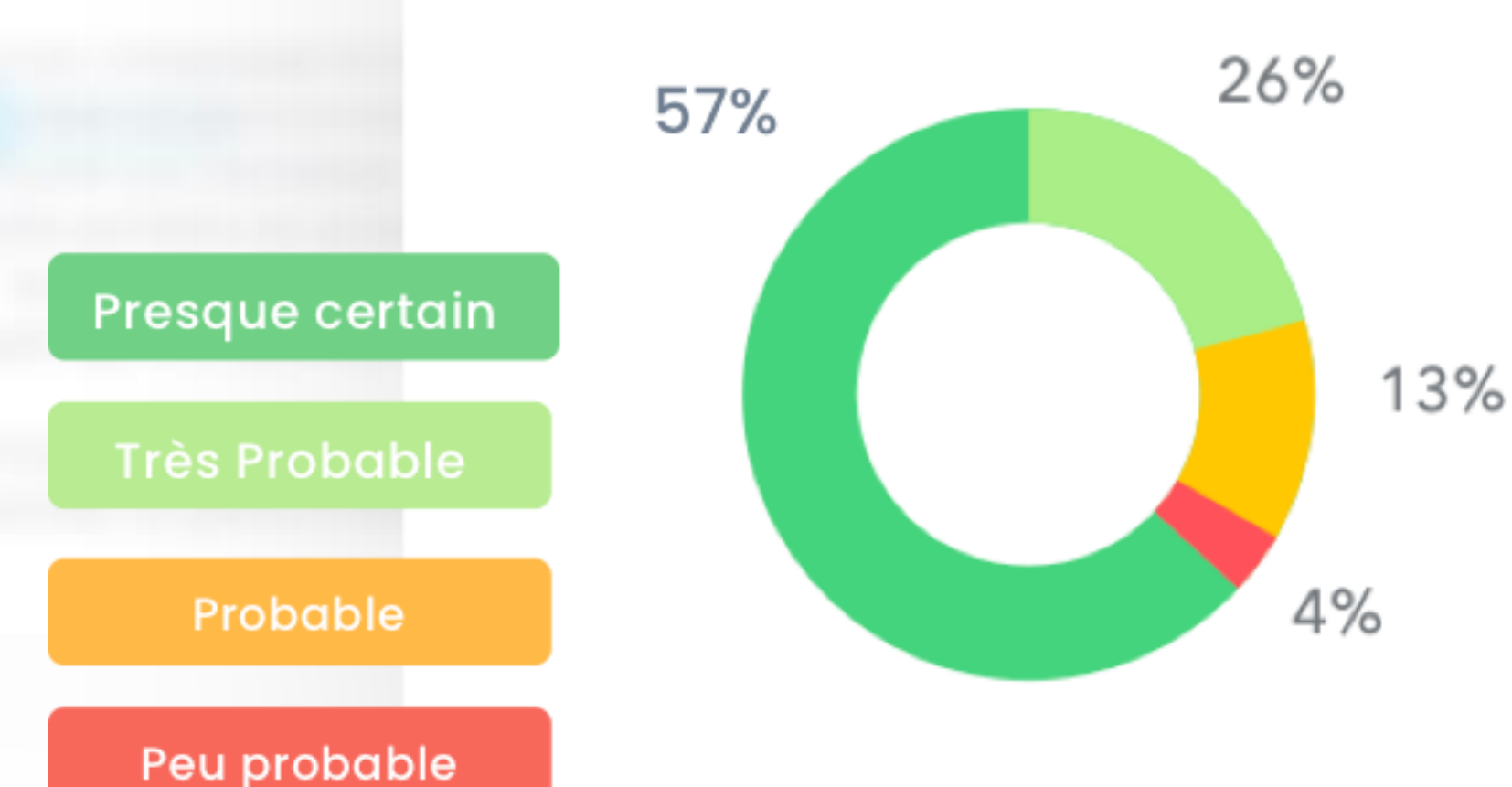
×	Juridique	Mot clé	Rechercher
✓	Juridiction TPE		
+	PME finance	Google Trends	
+	Placement entreprise	Google Trends	
+	Prud'homme		

Enregistrer ces sujets

Volume total : 217,000

Nb mots clés : 34

Répartition des probabilités



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« We use Incremys every day, we just couldn't do without! It's the tool we use to manage: the decision-making process, content production to support our strategy, optimisation of the technical health of our website, volume guidance and follow-up, keyword acquisition and ranking. In short, it's our right-hand man! »

Virginie Boissimon-Smolders, CEO - MyFormality

Producing 100% SEO-friendly content, without the help of SEO-specialised writers

The writers at MyFormality, all experts in the legal sector, write their own content **straight into the Incremys platform** while the strategic team keeps an eye on the production process via the shared editorial planner.

The integrated writing module 'Editor' provides real-time updates of the quality score of the article while the writer is typing it. Relevant topics to be addressed, SEO indicators, competition monitoring... All this means the writers at MyFormality, originating from the legal world, can have complete independence in the creation of their articles without having to be trained on SEO techniques. Even better: Their skills keep on improving the more they write.

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« How profitable is it to publish the right content? Incremys saves us a sizable amount of money every month that would have otherwise been spent on SEA. All year-round, it's 100% savings on our yearly budget. »

Virginie Boissimon-Smolders, CEO - MyFormality



Recommandations INCREMYS

- TITLE SCORE

Au top ! 🙌
- META DESCRIPTION SCORE

Peut faire encore mieux... 😬
- H1 SCORE

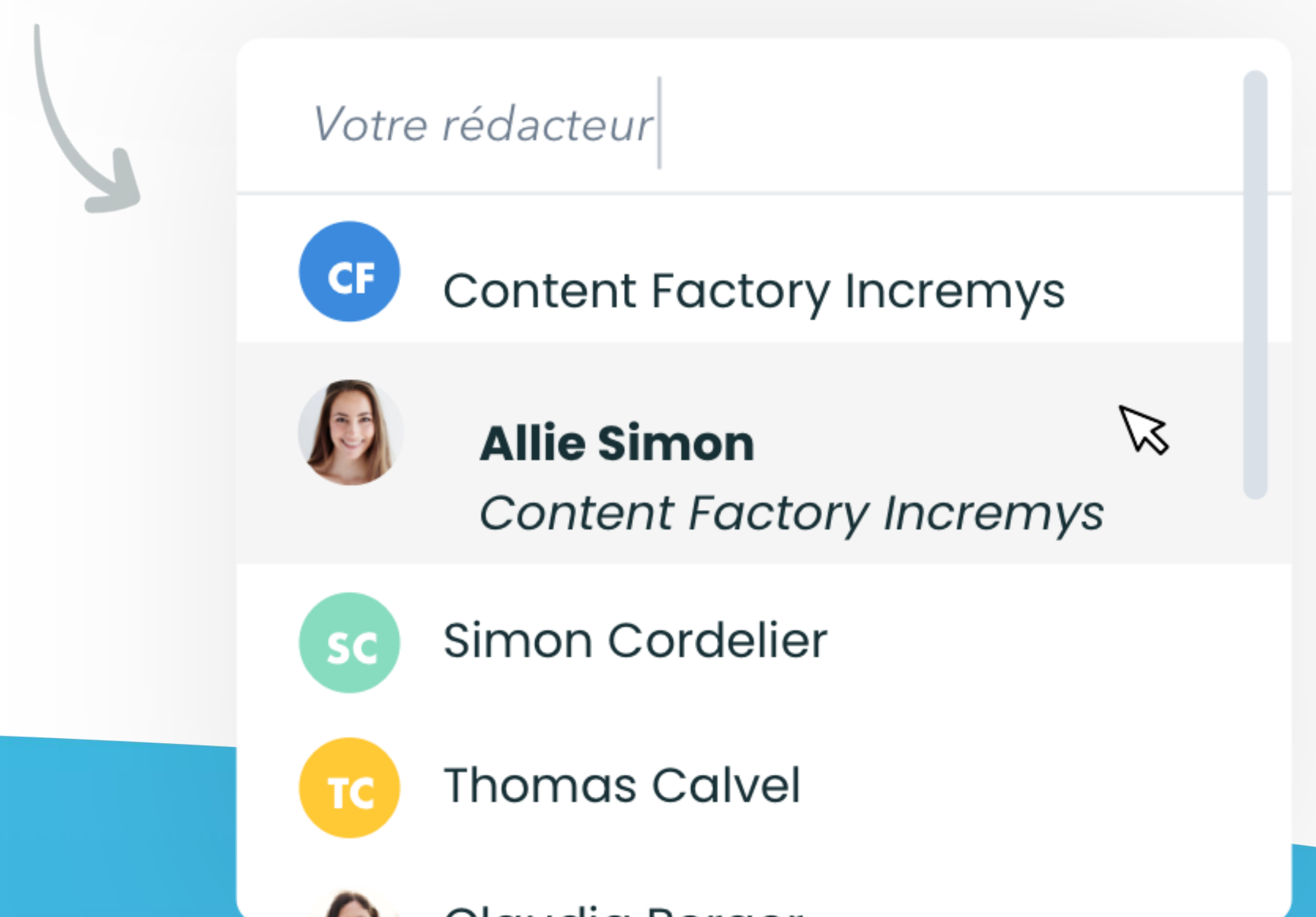
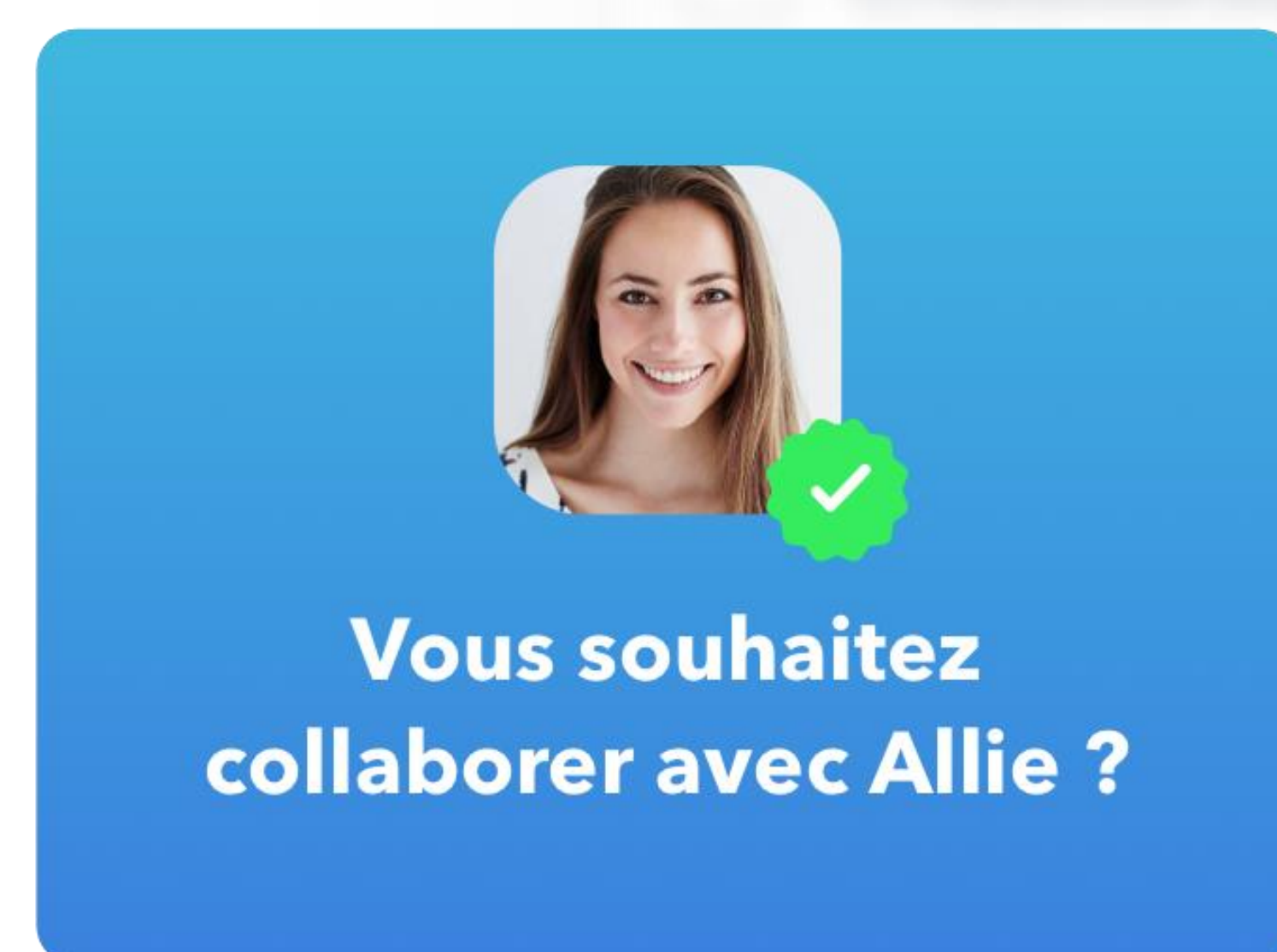
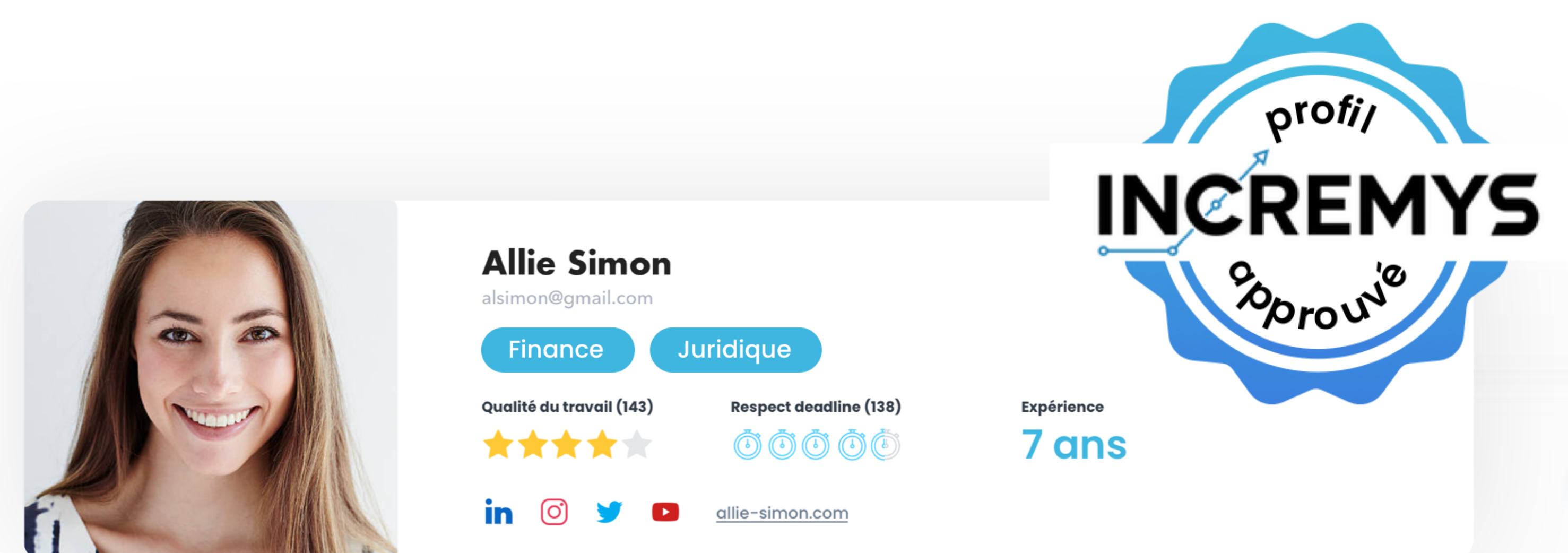
On est loin ! Allez courage ! 💪
- RELEVANT TOPIC SCORE

Parfait 🥳

<input type="checkbox"/> Mot clé (11)		Rendu ▾	Assignment
<input type="checkbox"/> Juridiction TPE	Probable	02/07/20	
<input checked="" type="checkbox"/> PME finance	Très Probable		
<input checked="" type="checkbox"/> Placement entreprise	Peu Probable		

A production factory... only one click away!

Whenever there is content production, our writers' diary can get quickly overloaded. When that happens, MyFormality can have access to a content factory, in one click! When the production load gets too heavy the content managers at MyFormality allocate the articles to the Incremys Content Factory straight from the platform. Several Incremys-certified writers, experts in legal work, pick up the slack and help maintain productivity, relieve the MyFormality teams, and speed up the strategy implementation.



Incremys

A production factory... only one click away!



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« Incremys has helped us break into the market thanks to data study that guarantees impressive results. Few businesses can boast to keep those sorts of promises! Furthermore, the team at Incremys is really supportive and responds quickly whenever we need them to. Incremys is our true partner; »

Virginie Boissimon-Smolders, CEO - MyFormality

- THE END -



Want to know more?
Get in touch with Simon now



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Consult our website

 **www.incremys.com**

or

Lets have a coffee



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 **INCREMYS**