



How did Incremys help Trader Francophone create an authoritative content database for trading and finance?

**Over 30
articles validated
each day**

thanks to the automation
of the content creation
process

**Over 250
articles written
each month**

via the Incremys
platform by only 25
content writers

**From
0 to 180K
visits per month**

after one year only

**Trader Francophone Platform
comparison site for market trading
and investing, created a year ago.**

Issues and targets?

- ▶ Reach the **first positions on Google** and **acquire a maximum amount of traffic** via the SEO channel.
- ▶ Trader Francophone aims to have the best possible SEO strategy to **dominate the market thanks to Google** and become the reference for this sector on the French market.

What were the challenges?

- ▶ Data-driven identification of the themes and topics most likely to generate traffic.
- ▶ Decreasing time spent on team management and ensure quality control on all created content with a minimum allocated time.
- ▶ Receiving clear SEO recommendations to be used by all content writers, even non-specialised ones.
- ▶ Building a strong and efficient content production, capable of delivering a great amount of publications with a steady level of quality.

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« Time is money. Before employing Incremys, I used to waste my time on non-profitable tasks which I could not delegate to others. »

*Cristina Balan
Founder of Trader Francophone*

The Incremys Saas

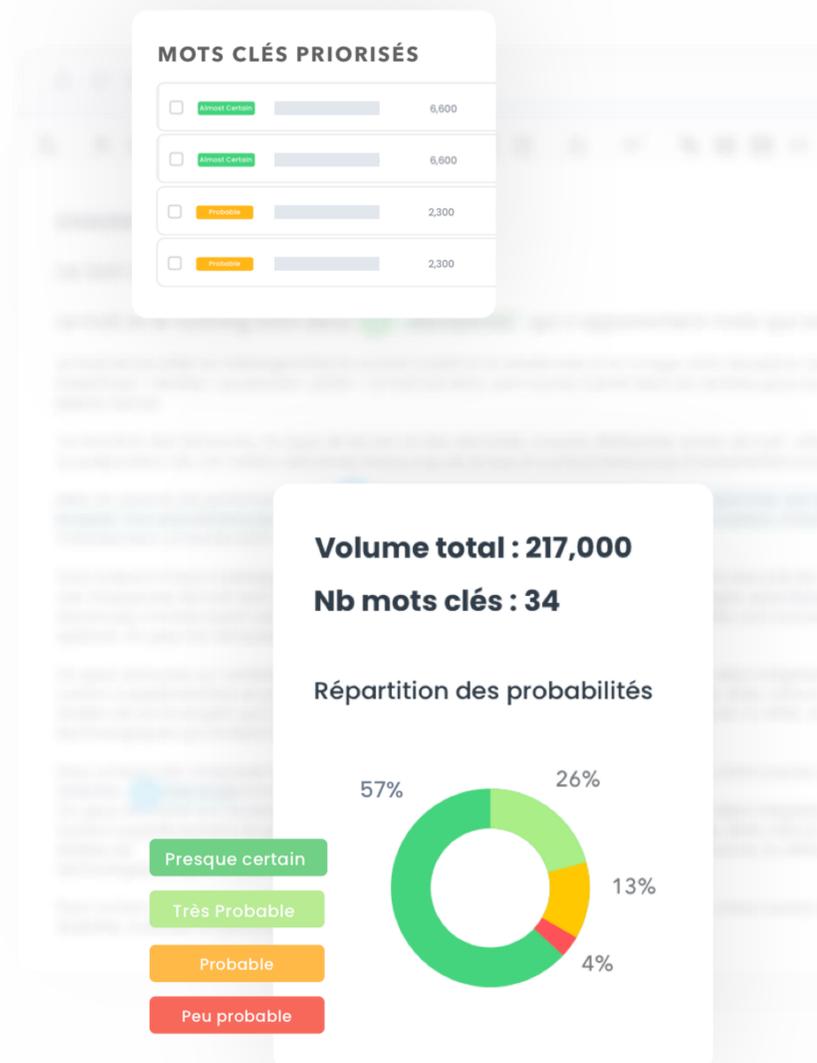
Building content factories is now child's play

Data driven SEO strategy

Because finance is one of the most competitive areas on the net, choosing the right strategy is a key factor for success.

Incremys helps Trader Francophone identify the most relevant keywords that rank the highest on Google.

The Trader Francophone teams use Incremys's **statistical algorithms** to analyse success probabilities and pre-select strategic keywords. Thanks to this data, we can make the right decisions on where to focus our effort.



« I will never do without Incremys because the only way to succeed is by relying on the best SEO possible. As soon as you drop to number 2, you only get 30% of the clicks. I aim for TOP position only. »

Cristina Balan - Founder of Trader Francophone

The ideal management tool for a successful content production factory

The options in place for **deadline management, brief creation and brief templates** are real assets that help systemise the work that would normally take days. **Writer-specific allocation** allows for easy management of both team and individual schedules.

On top of all this, the **Editor module** (SEO content analysis with real-time scoring and recommendations) means even non-specialised writers can create great quality content with a high SEO score while remaining self-sufficient.



*With over **250 articles written each month** by only 25 writers in-house who use Incremys daily to check the quality of their publications, it seems obvious that the Incremys tool allows Trader Francophone to create a successful content factory by allocating resources and effort exactly where they are needed.*

Créer un brief

Recommandations INCREMYS

- **TITLE SCORE**
Au top ! 🙌
- **META DESCRIPTION SCORE**
Peut faire encore mieux... 😞
- **H1 SCORE**
On est loin ! Allez courage ! 💪

<input type="checkbox"/>	Mot clé (11)	Rendu ↓	Assignment
<input type="checkbox"/>	Trader	Probable	02/07/20
<input checked="" type="checkbox"/>	Investissement	Très Probable	
<input checked="" type="checkbox"/>	Wall Street	Peu Probable	

CF Content Factory 

CI Ciara Ilona

SC Simon Cordelier

TC Thomas Calvel

Claudia Berger



« The many functions in the editorial planner of Incremys clearly increases the team's efficiency and makes my writers self-reliant. Everything is found under one roof and we can all communicate via the Incremys software, follow everyone's progress and share the optimisations that are necessary. An incredible time-saver! »

Cristina Balan - Founder of Trader Francophone

A well-oiled machine for high-quality content

The tool has the ability to effortlessly check the quality of the work and to move from production to publication in record time. The **proofreading functionalities, real-time suggestions and SEO scoring** of the published articles are paramount for a quick and effective management of the writing team.

The reporting option for **performance per writer** helps keep everyone on board and motivated and continually analyses the quality of their publications. These reportings are tailor-made based on the managers' needs.



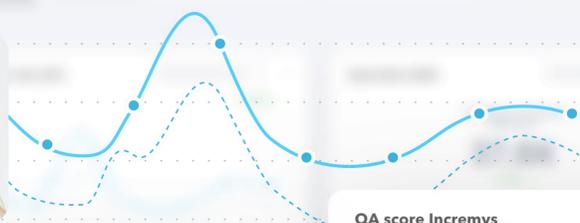
1 **Martin Duram**
18:42 Aujourd'hui  

Peux-tu remplacer "trader" par "broker" stp ?



1 **Allie Simon**
18:42 Aujourd'hui  

Ok, c'est fait !



TOPs articles

Mot clé	Position	Volume
chaussures de trail	4 → 2 	27,900
chaussures de trail hommes	8 → 1	17,100
chaussures de trail femmes	3 → 1 	13,200
chaussures de randonnée	- → 25	17,200
trailit avis clients	- → 4	3,500
chaussures de trail femmes	3 → 1 	13,200
chaussures de randonnée	- → 25	17,200
trailit avis clients	- → 4	3,500

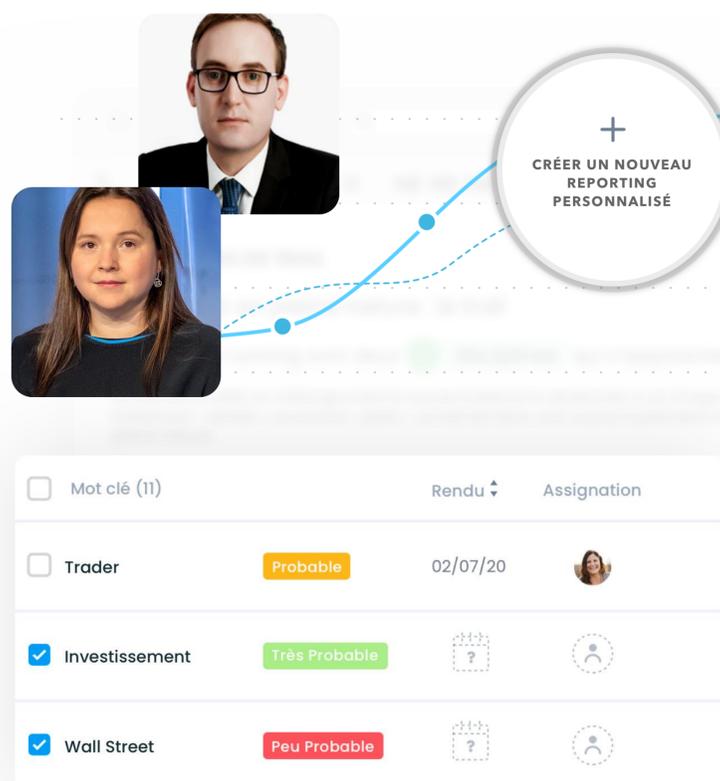


« Thanks to Incremys I can validate up to 60 articles in only 2 days... Before, it used to take me a month to do that! »

Cristina Balan - Founder of Trader Francophone

Incremys is always attentive to their customers' needs

Incremys has asked for feedback on their software from Trader Francophone since the very beginning in order to optimise the platform's functionalities. By always staying in touch with their customers' needs, Incremys is constantly updating its platform offering new key functionalities along the years: Optimisation of the editorial planner, quick allocation of content to writers, new adjuncts available for relevant reporting indicators and so on. Incremys aims to develop its platform alongside its users' needs.



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<input checked="" type="checkbox"/> Wall Street	Peu Probable	 



« The Incremys team is always available and responds always positively to our queries! When we find out about a new functionality we might need, they quickly do what is needed to conceive and create the finished product. They are capable of releasing 5 brand-new functionalities in a month while remaining user-friendly and really intuitive. This is not something you see every day! »

Cristina Balan - Fondatrice de Trader Francophone

Incremys Business-oriented SEO



« In order to make money, you must reach top position in the search results. To do this, you need to publish great content. I aim for 10 to 20 million unique visitors on the site. Incremys is the only one that can manage such production amounts and help you move faster without hiring a full SEO specialised team! »

Cristina Balan - Founder of Trader Francophone

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