# IMENSO
## SOFTWARE

# CASE STUDY

# INDUSTRY

**Food**   **Restaurant**   **Ecommerce**

**Discover how Imenso helped a client to change the plant-base meat game in the UK**

# INTRODUCTION

Our client has an unusual brand with very unique products in the food and restaurant industry. They offer ready-to-cook and ready-to-eat bacon plant-based meat alternative for vegans and meat lovers that don't intend to hurt animal life for a mouthwatering meal. Their range of products includes bacon and chicken made predominately from soybean protein, water and pea protein.

# FACTS

- The business is based in UK
- The co-founders ran a successful burger restaurant chain for many years before tasting meat-free food and realizing that this is not going to work
- For over 1.5 years they perfected their recipe after 2,000 iterations across our 8 launch products

# PROBLEM STATEMENT

Leading with an initial phase of growing the business and successful creation of the perfect plant-based meat, our client was struggling to sell their products online. The company's website was not optimized for top SERP rankings. The major challenge was to rank the website for the right keywords, target the right audience, get more traffic, and convert visitors into loyal and satisfied customers.

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# IMENSO' MEASURES

When the co-founders approached us for customer acquisition and Search Engine Optimization services to get their products introduced to all the people who want guilt-free meat, we were thrilled. After discussing their vision and objectives, our primary goal was to rank their website in the top 3 results on the first page of Google search. As top ranking means more impressions, more conversions, more purchases and more revenue.

The highlights of our strategic partnership were:

1. Optimizing all the pages for the primary keywords to achieve top rankings in the whole UK

2. Securing a handful of high-quality links to important pages and increase their authority for search engines

3. Thorough competitor research using SEMRush to find out rival website and pages

4. Keyword research and analytics to identify the location and industry-specific keywords

5. A complete technical audit for the website's optimal performance in search engines

6. Modifying site for mobile-friendliness

7. Link building to generate high ranks traffic

8. Strategic and best in class content creation for targeting specific SERPs.

9. 9.Monthly progress reports of keyword ranking to assess progress and make adjustments

The general outline of our approach to growing traffic and search ranking was based on high performing patterns. The first step of our approach is to take advantage of easy wins like business submission on Google, Bing and directory listings.

Then establish passive link acquisition channels using off-site articles and press releases to build momentum.

With a combination of on-page and off-page search engine optimization, we level up making improvements by monitoring weekly reports and analytics to drive the website to the top of Google ranking.

# SERVICES

- High DA Link Building (Off-Page Optimisation)
- Landing Page Optimisation (LPA)
- Conversion Rate Optimisation (CRO)
- Content Marketing
- On-Page Optimisation
- Website Audit
- Online Reputation Management (ORM)

# TOOLS USED

ahrefs

semrush

Google Analytics

Google Search Console

PRO Rank Tracker®

MOZ

Data Studio

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# SUCCESS COMES WITH METRICS

We were targeting the very generic keywords with high competing domains. It took some time but we started getting results. The website pages started ranking for the targeted keywords, traffic multiplied, sales skyrocketed, and the revenue started kicking in. Here are some metrics:

1. The website started ranking in the top ten searches for most keywords.

2. The homepage acquired the second position in Google search for the UK and has been ranking ever since

3. Their products online orders and sales doubled in a year

4. Site traffic increased by 500%

5. Website moved up for all keywords in the UK

6. The optimization and leads acquisition campaign delivered 50,000 unique visitors in 6 months.

# OUR CLIENTS

nthrive

LIBERTY

MARKS & SPENCER

UL
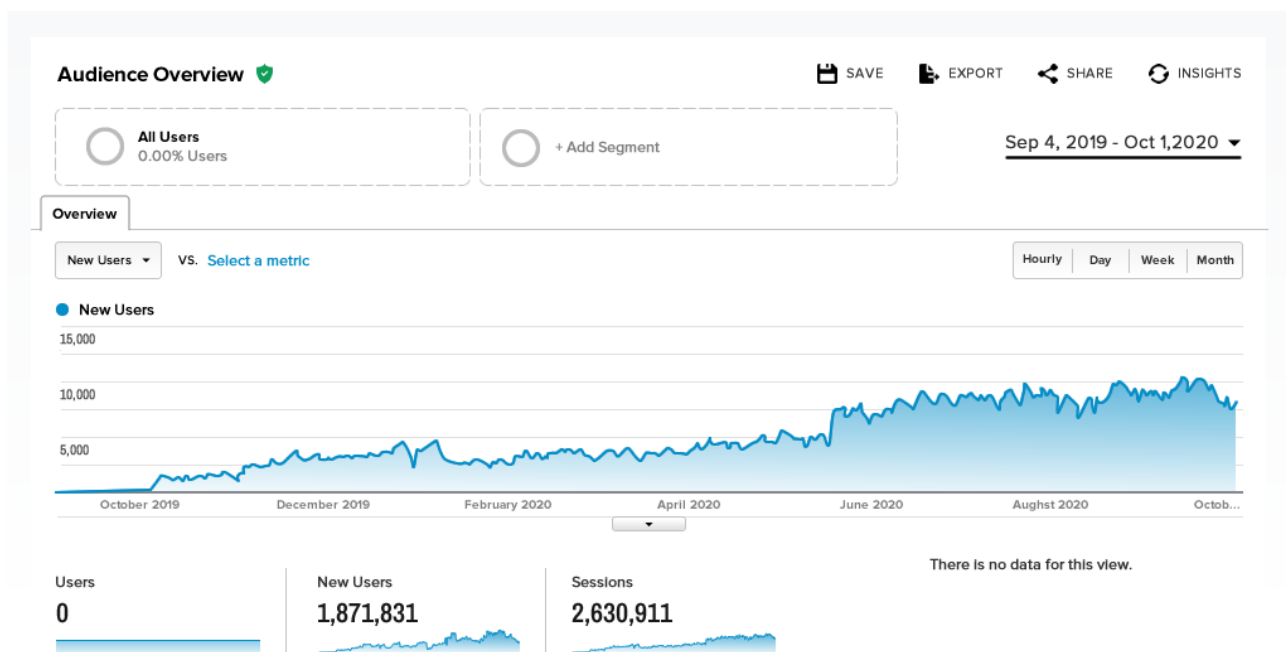
WiP

IMPACTIFY

# COMPANY ACHIEVEMENTS

**10** YEARS OF EXPERIENCE

**20+** COUNTRIES SERVED

**96%** CLIENT RETENTION

MULTI INDUSTRY EXPERTISE

**100+** TEAM MEMBERS

**98%** CLIENT SATISFACTION

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