

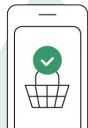


**EDITORIAL STRATEGY
FOR ECOMMERCE:
HOW TO INCREASE
TRAFFIC AND
VISIBILITY THROUGH
QUALITY CONTENTS**

STORE|S.



GOALS



Increase traffic and **visibility** to the ecommerce site, offering quality content that is of real interest to users



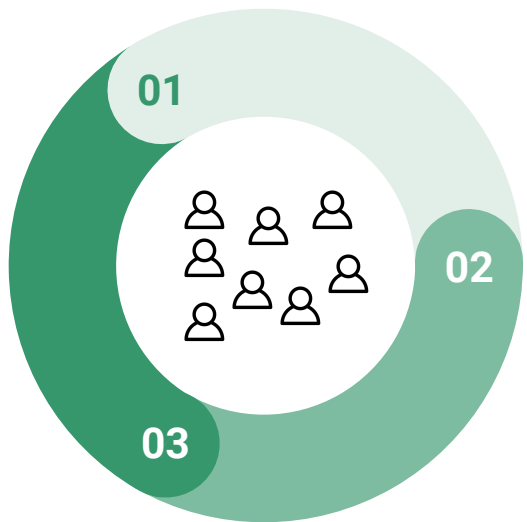
Create a **SEO friendly content** structure able to harmonize the commercial calendar and SEO seasonality



Create full **synergy** between brand **strategy, communication,** and **ecommerce**



OUR APPROACH



1. Analyses

Analysis of online searches and user interest in nutrition, agriculture, and quality products

2. Selection

Identification of the niches of meaning most in line with the needs of the users and with the tone of voice of the authors involved

3. Planning

Drafting of a complete and accurate editorial plan, in collaboration with the brand, for the magazine area ("Fatti di Bio") and for the recipe area

KEY WINS

GOALS

- 1 Organic traffic and visibility** (with Impressions, clicks and ranking as KPIs)
- 2 Content scheduling with SEO friendly structure**
- 3 Implementation of a shared workflow** useful for the brand and its partners



RESULTS

After **1 year** of content activity (training, planning, and review)

Recipe Area (March – June 2022 vs PY)

+157% Impression YoY

+83% Click YoY

"Fatti di Bio" Area (March – June 2022 vs PY)

+ 130% Impression YoY

+ 143% Click YoY

MORE EFFICIENCY OF WORKFLOWS

Setting up a shared agile and efficient workflow between the Alce Nero and Storeis team

**WANT TO LEARN
MORE?
LET'S TALK :)**

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