



Driving a major uplift in organic traffic through SEO, PPC & UX

Iris began working with NIVEA across the UK and Nordics in 2018.

The brand's organic traffic was flat YoY, and the NIVEA website was focused on providing information to consumers about products, but as a non-ecommerce website.

We were briefed to help NIVEA define its website's purpose and drive organic traffic.

We began by **increasing visibility in search**. This included increasing visibility for product keywords such as "NIVEA cream", and improving rankings of advice keywords such as, "what skin type do I have?".

As traffic grew, we turned our attention to **the user experience on and off-site**. We:

- Restructured the website to reflect consumer searches, as opposed to NIVEA business divisions.
- Optimised content to maximise engagement metrics by analysing scroll

maps, click hotspots, time spent on page, bounce rate and clicks.

- Optimised the consumer journey on key retail partner websites to improve NIVEA's visibility and appearance.

While our focus for the first 18 months was primarily on SEO, we offered ongoing strategic consultancy on other areas of digital. We've since supported NIVEA on complementary **PPC & CRM data capture**.

We're also supporting NIVEA with **smart social campaigns** - using web analytics we identify which articles consumers are most interested in, and which demographics are most likely to view those articles.

This information is used to create an always-on social CRM programme which serves consumers relevant articles, keeping the NIVEA brand front of mind.

