



198% increase in organic traffic

Effective SEO consulting combined with killer content marketing for leading retail brand

Builtvisible.

FEELUNIQUE

Client
Feelunique

Industry
Retail

Services
SEO/ Digital PR

Stocking over 500 brands and 18,500 products, Feelunique has grown since its founding in 2005 to become Europe's largest online retailer of premium beauty products.

+41%
organic
revenue

The challenge

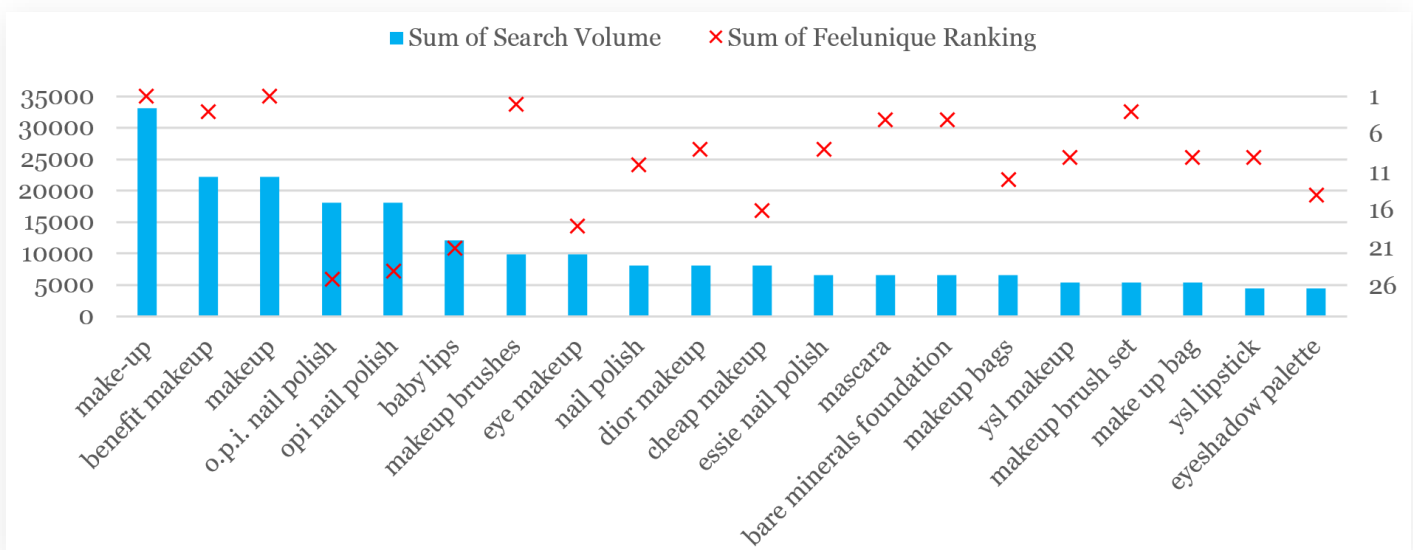
Operating in a highly competitive field and competing for growth with established high street brands, Feelunique hired us to improve their organic traffic and revenue through the channel.

The solution

Since our relationship began, we've executed keyword and market research, audited and implemented complex technical recommendations, and delivered content marketing that's generated high-value coverage and links for the brand. Our strategic approach to the challenge included:

Research

Our first step with Feelunique was to form a complete picture of the market, and understand exactly how the brand needed to adapt their content and site structure to fully meet demand and match their competitors. Our research also extended to seasonal projects, reviewing strategies for maximising SEO in the lead up to Christmas.



Part of our keyword research for Feelunique

Technical consulting

As with any ecommerce site, Feelunique faced the challenge of scaling the site without negatively impacting crawl efficiency. Our technical SEO work has included in-depth technical audits, regular 'quick wins audits' and mobile SEO consulting.



Feelunique's organic visibility over the first two years of our relationship

Outreach and link building

To ensure Feelunique remain truly competitive, it's vital that a regular flow of high quality links to the domain are generated. With coverage on the likes of Cosmopolitan, Telegraph and Daily Mail, our content has produced both strong links for SEO and great brand coverage and PR value.

By monitoring brand activity and responding immediately to any opportunities, the domain has been strengthened further by converting non-linked brand mentions into links to the domain.

This activity alone resulted in links from authoritative publications such as Hollywood Life, The Express, Daily Star and Glamour Magazine.



Inspiring creative content

- Happy New You – [Entrepreneur.com](#)
- Classical Beauty: French Pharmacy – [Cosmopolitan](#)
- For the love of colour – [Daily Mail](#)
- Remarkable Women: 16 women who shaped the world' – [Feelunique.com](#)
- [Global Beauty Trends](#) – [The Telegraph](#)

HAPPY NEW YOU

A day, a week, a month – how long do you keep your **New Year's Resolutions?** Instead of trying to make one huge change this year, why not **make small changes** part of your everyday routine?

TOP RESOLUTIONS 2015 FOR MEN & WOMEN

WHAT RESOLUTIONS WILL YOU MAKE THIS YEAR?

WOMEN	MEN
<p>51% Exercise more</p>	<p>31% Cut down on beer</p>

Iconic BEAUTY

It's not breaking news that the cosmetics industry is *big booming business*; globally in 2011, **£274.4 billion** was spent on beauty and personal care.

Delving into the cosmetics industry, we will explore some of the most iconic beauty products, what makes them so iconic, and the people that influence those dutiful iconic beauty buyers.

Women

A study by Bionosen found that **57%** women would rather break up with their boyfriend than go without makeup

Men

Average monthly spend on grooming products (Debenhams)

£100/month
Men in their 30's

£70/month
Men in their 40's

In a bid to find the best beauty products, women purchase **2-3 times more** makeup than they need or use.

75% admitted that the money spent on beauty buys brought them 'great joy'.

New beauty products come and go, but strong emotional bonds with beauty products, mean that only the best make it to **'iconic' status**.

What is an 'iconic' product?

- Must have **unique** appeal
- There must be an **emotional attachment** to the product
- Must have something that people want to be part of in order to **gain sense of identity and community**
- Must have high credibility for **repeat purchase**

The results

First six months of 2015 compared to the same period in 2012 saw:

- 198% increase in organic traffic
- 41% increase in revenue via organic
- 356% increase in organic visibility
- 174% increase in pages driving organic traffic



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