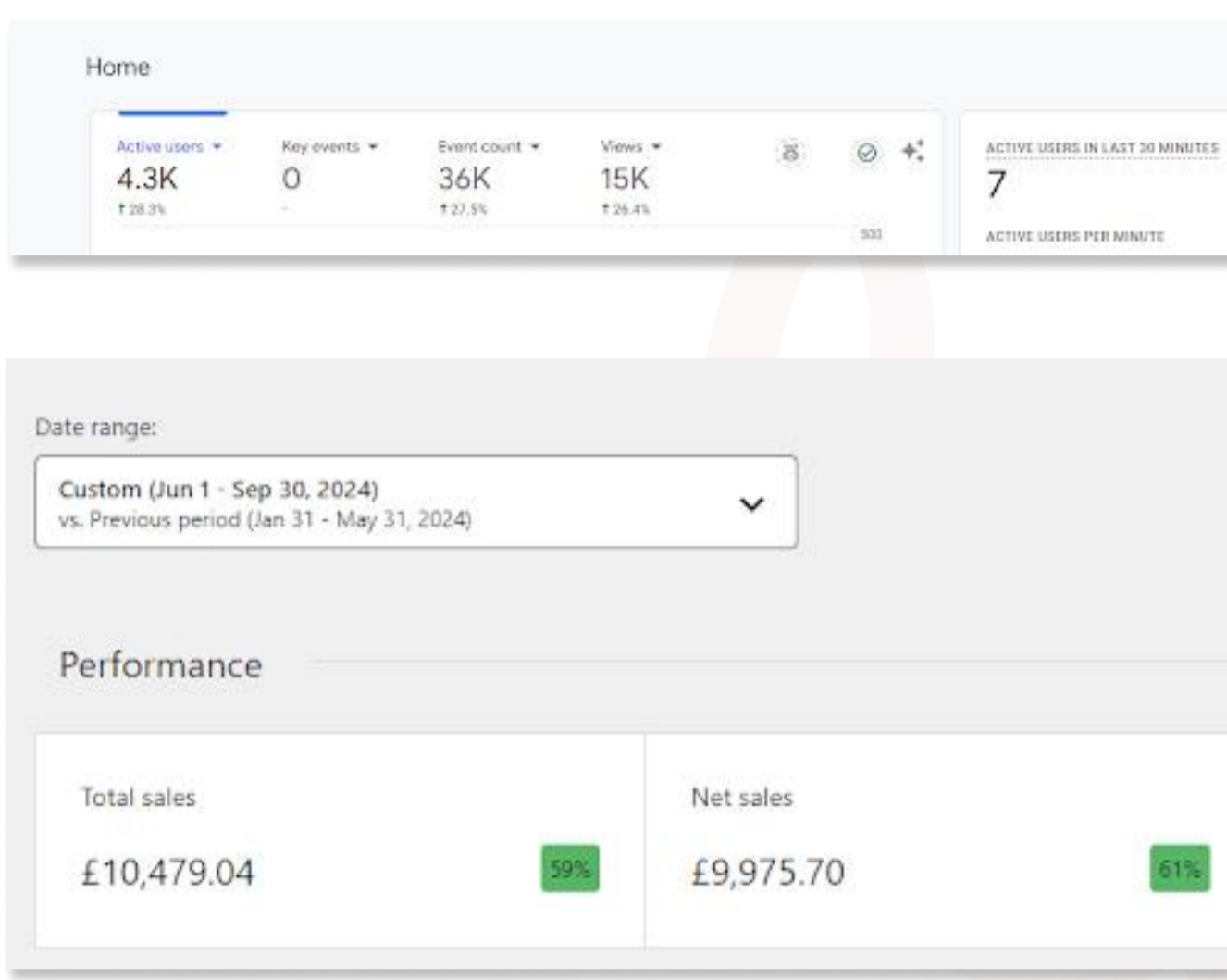


How a leading alcohol delivery brand in the UK improved sales by 59% with data driven SEO.



Goal & Objective

- Improve organic search visibility
- Increase online & app driven fresh and repeat sales

Background

The UK alcohol market is highly competitive, especially for delivery services. With seasonal demands fluctuating, understanding customer preferences is crucial to increase sales and build sustainable revenue streams.

Process Overview

Market Research: Primary and Secondary

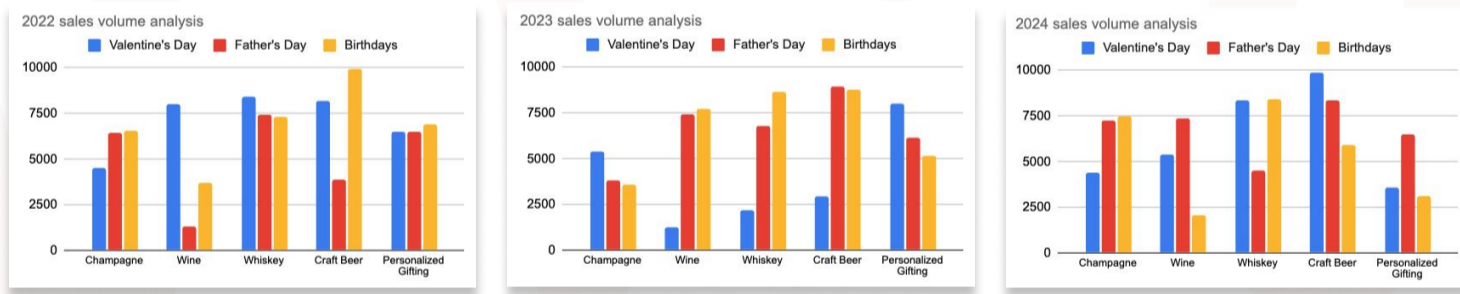
Alcohol consumption analysis

Graphs of primary and secondary research

Research Highlights

- Spring:** Increased sales of light wines and craft ciders.
- Summer:** Surge in lager sales and Pimm's for outdoor events.
- Autumn:** Preference for stouts and robust wines.
- Winter:** High demand for mulled wine and premium spirits during festive periods.

Gifting trend analysis



- Valentine's Day:** Increased sales of champagne and wine gift sets. Customers often seek romantic gifts, making premium options particularly appealing.
- Birthdays:** A surge in demand for celebratory drinks, including personalized wine and spirit gifts. Brands offering customizable options saw higher engagement.
- Father's Day:** Increased sales of whiskey, craft beers, and gift sets tailored for dads. Marketing campaigns focusing on "gifts for dad" resonated well with consumers.

Event Based Consumption Analysis

- Football Season:** High demand for lagers and ciders in pubs and at home.
- Rugby Matches:** Popularity of pale ales and craft beers during games.
- Cricket:** Increased sales of Pimm's and light drinks during summer matches.

SEO Strategy

High-volume, keyword analysis

- Alcohol Delivery
- Wine delivery
- Valentine's Day wine gifts
- Alcohol Gifts for her

On-Page Optimization

- Product Pages: Optimized product descriptions & titles for seasonal gifting keywords.
- Content Creation: Blog content around seasonal drinking trends & gift ideas

Schema Markup

- Product schema for better representation in SERPs.
- Optimized schema for improving trust and credibility.
- Local SEO for enhanced visibility for nearby search

From

To

