



## Case Study

**ARONIALAND® – Health & Nutrition E-Commerce**

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## Challenge

With an existing brick-and-mortar distribution system, Aronialand is by no means a new company, but it was fairly new to the highly competitive health & nutrition e-commerce market. As such, Aronialand needed to position itself top-of-search as both a producer of Aronia berries and an online distributor of these health & nutrition products.

## Result

Within 3 months ATRICA ranked 60 highly specific keywords on Google Page 1, resulting in Aronialand achieving top ranking in the hugely competitive health & nutrition online marketplace.

**These were the stats before they started using ATRICA in October 2020.**

- Ranking Keywords Google Page 1: **0**
- Traffic: **not provided**

## Improvement

**Month 3:**

- Ranking Keywords Google Page 1: **32**
- Ranking Keywords Increase: **100 %**
- Traffic increase of: **-**

#### Month 4:

- Ranking Keywords Google Page 1: **45**
- Ranking Keywords Increase: **40,62 %**
- Traffic increase of: -

#### Month 5:

- Ranking Keywords Google Page 1: **77**
- Ranking Keywords Increase: **71,11 %**
- Traffic increase of: -

#### By the end of Month 12:

- Ranking Keywords Google Page 1: -
- Ranking Keywords Increase: -
- Traffic increase of: -

## A selection of a total of 77 ranking keywords

- Wo kauft man Aroniabeeren
- Aronia Kräuter aktiv
- Aronia Bio Pulver
- Aronia Direktsaft kaufen
- Aronia OPC
- Aronia B komplex

## ATRICA's Performance and Solution

“It was important for us to try a different approach to SEO because we simply were not getting anywhere with traditional SEO due to major competition, coupled with Google Ads becoming too expensive and therefore unsustainable. We only expected to see results after around 6 months, so we were extremely surprised by how quickly ATRICA worked to deliver top Google rankings.”

Alfred Glarcher (Owner)

# ATRICA

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