

Rocketing Conversions - **HGM** achieved local SEO domination and increased store visibility across European markets



HGM, a renowned fashion retailer, partnered with Business Rocket to strengthen their local online visibility and dominance across various European markets.

▶ CHALLENGES FACED

H&M aimed to strengthen their online presence at a local level across European markets. The main challenges included achieving prominence in local search results and enhancing store visibility across multiple locations.

▶ OUR APPROACH

Business Rocket conducted a comprehensive analysis of H&M's local SEO strategies. We focused on optimizing store locations, enhancing local listings, and tailoring content for each market. A strategic plan was developed to emphasize local relevance and improve search visibility.

IMPLEMENTATION AND RESULTS

• Local Listings Optimization

Enhanced Google My Business profiles and local directory listings for each H&M store location to improve local search visibility.

• Location-Specific Content

Developed location-specific content, including targeted landing pages and localized keywords, to engage regional audiences effectively.

• Geotargeted Campaigns

Launched geotargeted PPC campaigns to drive local traffic and boost store visibility.

• Review Management

Implemented strategies to encourage and manage customer reviews, enhancing local credibility and trust.

OUTCOMES ACHIEVED

◆ Increased Local Visibility

Secured top-ranking positions in local search results for key terms across multiple European markets.

◆ Improved Store Footfall

Achieved a significant increase in in-store visits driven by enhanced local search and discovery, leading to higher foot traffic.

◆ Enhanced Customer Engagement

Boosted engagement metrics with local audiences through targeted content and promotions.

◆ Positive Sentiment

Cultivated a more positive sentiment and strengthened brand affinity among the audience.

Business Rocket's localized SEO strategies and meticulous optimizations propelled H&M to the forefront of local search results across diverse European markets. This successful campaign highlights the critical role of targeted local SEO in enhancing store visibility and driving customer engagement in specific regions.

