

Business Rocket - SEO strategy boosts **Stella Artois's** brand visibility and driving impressive growth



Stella Artois, a renowned global beer brand, approached Business Rocket seeking to enhance its online visibility and organic search performance.



▶ CHALLENGES FACED

Stella Artois aimed to enhance its online visibility and search performance at a local level across European markets. Key challenges included improving prominence in local search results and increasing store visibility.

▶ OUR APPROACH

Business Rocket implemented a strategic local SEO overhaul, focusing on optimizing local listings, tailoring content for regional markets, and deploying targeted campaigns to boost search visibility and customer engagement.

IMPLEMENTATION AND RESULTS

• Local Listings Optimization

Enhanced Google My Business profiles and local directory listings for each Stella Artois store location.

• Location-Specific Content

Developed location-specific landing pages and localized keywords.

Geotargeted Campaigns

Launched geotargeted PPC campaigns to drive local traffic.

Review Management

Improved local credibility with managed customer reviews.

OUTCOMES ACHIEVED

Increased Local Visibility

Achieved top-ranking positions in local search results across multiple European markets.

• Improved Store Footfall

Significant rise in store visits driven by enhanced local search and discovery.

Enhanced Customer Engagement

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

Positive Sentiment

Strengthened brand affinity and positive sentiment among the audience.

Business Rocket's localized SEO strategies and meticulous optimizations propelled Stella Artois to the forefront of local search results across multiple European markets. The campaign achieved top-ranking positions and significantly boosted in-store visibility and customer engagement, highlighting the critical role of targeted local SEO in driving brand prominence and regional success.