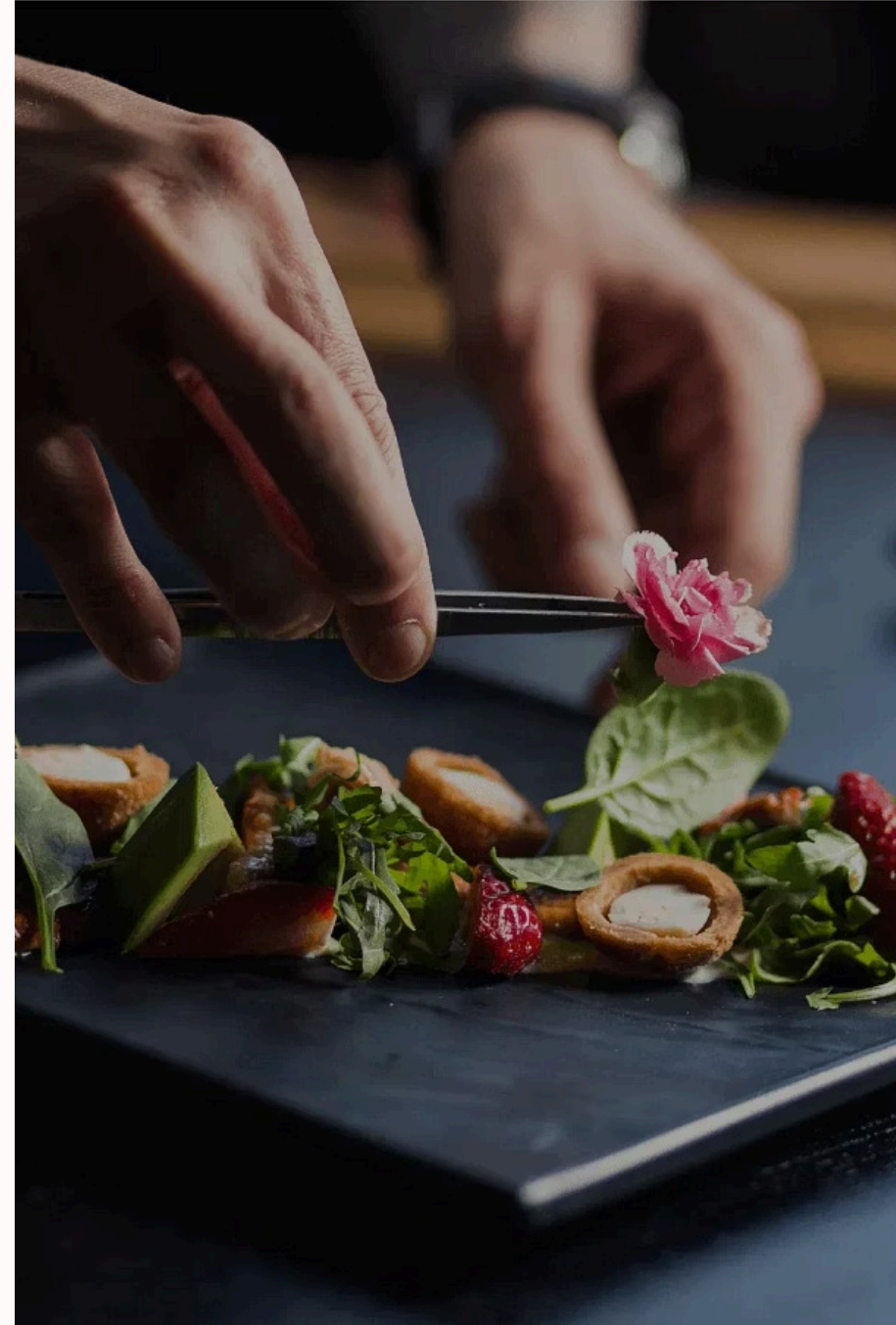


# Goody Culinary Solutions

## Driving Engagement with Strategic SEO

A comprehensive case study showcasing how Centric transformed online visibility for a leading HORECA industry player through innovative SEO strategies and data-driven results.



# The Digital Reality in HORECA

## Users Don't Buy Products—They Buy Experiences

In today's digital landscape, online engagement fuels purchasing decisions. If your brand lacks visibility in search results, you're missing critical opportunities to attract and convert potential customers.

Recognising this fundamental truth, Goody Culinary Solutions partnered with Centric to revolutionise their digital presence through strategic SEO implementation and best practices.

"If your brand is not visible online, you'll lose the opportunity to attract and engage potential customers. It's that simple."

[Contact Us Now!](#)



**Key Challenge:** Transform online visibility to drive meaningful engagement in the competitive HORECA marketplace.

# Where Innovation Meets Culinary Precision

Centric masterfully crafted the Goody B2B platform, Goodycs.com, tailored specifically for the dynamic HORECA sector. Harnessing the power of Pimcore, we ensured persona-driven content that resonates with the unique needs of the industry.



## User-Centric Design

Streamlined registration and cart functionalities designed for HORECA professionals



## Menu Builder Tool

Specialised tools enabling HORECA proprietors to create and customise menus effortlessly

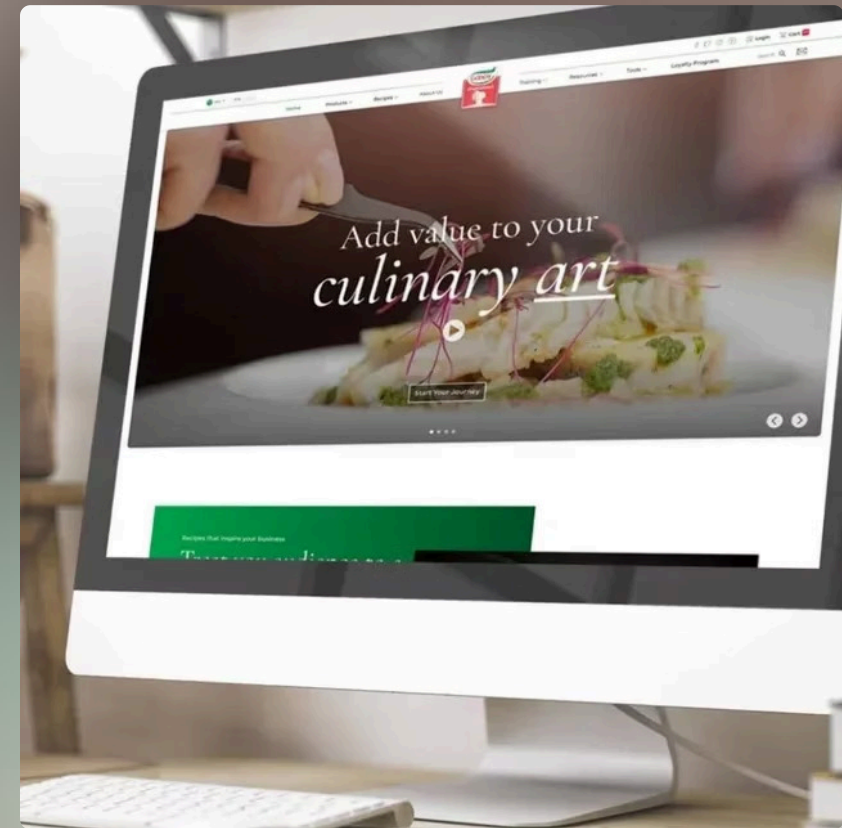


## Cost Analyst

Advanced cost analysis capabilities to optimise profitability and operational efficiency

Despite challenges posed by a brand identity shift just before launch, Centric showcased remarkable adaptability and expertise, delivering a platform that stands as a testament to innovation and user-centric design.

[Explore Our Digital Marketing Services!](#)



# Challenge: Enhancing Online Visibility

## Multi-Faceted SEO Challenges

Engaging more users on your website is imperative to attract online traffic. Search engine visibility is vital in enhancing brand awareness.

## Comprehensive Audit Requirements

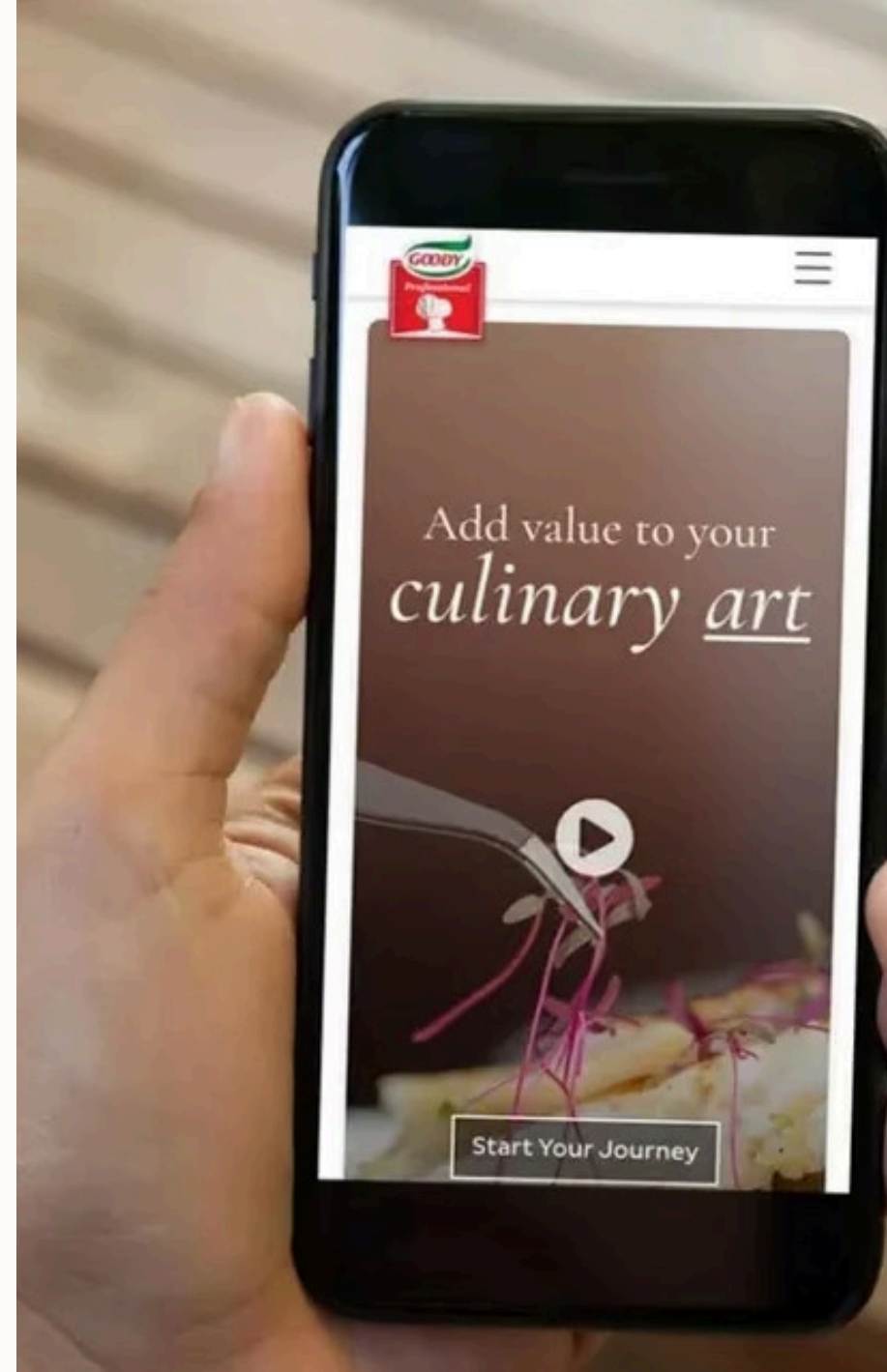
From conducting thorough SEO audits to optimising website performance across desktop and mobile platforms.

## Traffic Enhancement Goals

Implementing proactive approaches to address visibility challenges and drive meaningful engagement with target audiences.

- 📄 **The Stakes:** In the competitive HORECA landscape, online invisibility equals lost opportunities. Every search query represents a potential customer seeking culinary solutions.

[Explore Our Content Marketing Services!](#)





# A Data-Driven SEO Strategy

## Intent-Based Search Optimisation

Today's users demand brands that provide instant solutions to their problems through intent-based search. Recognising this fundamental shift, we employed a comprehensive yet results-oriented SEO strategy.

01

### Comprehensive Website Audit

Conducted thorough metadata analysis and technical SEO assessment

02

### Competitor Analysis

Leveraged SEMRUSH to analyse competitors, backlinks, and keyword opportunities

03

### URL Structure Optimisation

Enhanced website architecture for improved crawlability and user experience

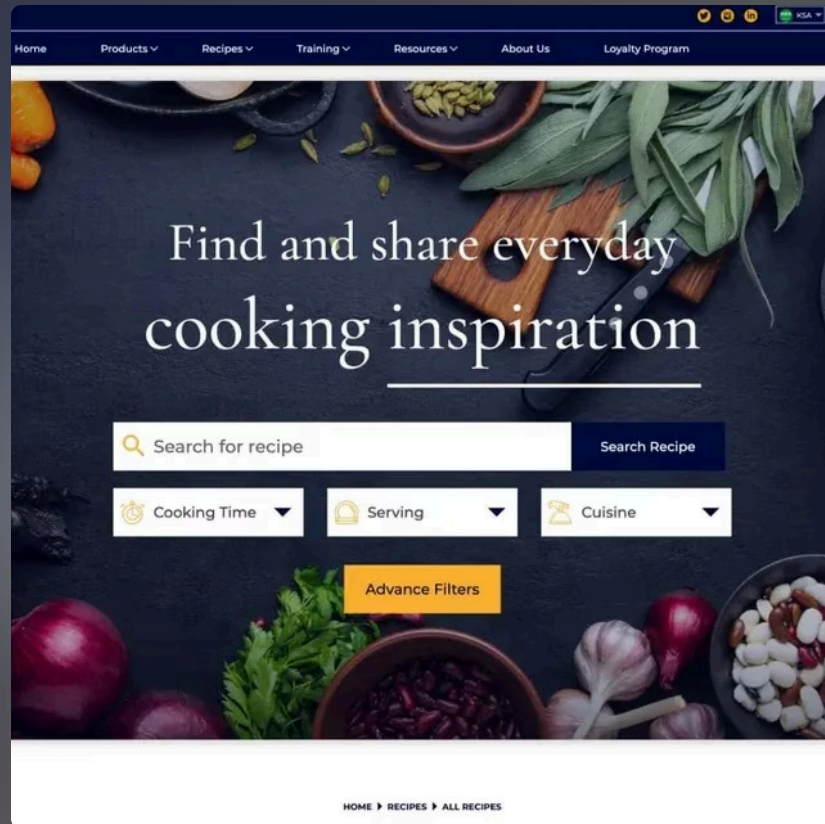
04

### On-Page & Off-Page Tactics

Implemented comprehensive SEO strategies to boost engagement and rankings

**Strategic Tools:** SEMRUSH provided valuable insights into competitor performance, backlink profiles, keyword rankings, and website load times, enabling data-driven decision making.

[Explore Our SEO Services !](#)



# Phenomenal Results Achieved

## Understanding User Search Intent Drives Success

Our comprehensive SEO strategy delivered exceptional results for Goody Culinary Solutions. The numbers speak for themselves, demonstrating the power of strategic digital marketing in the HORECA sector.

**22K+**

### Backlinks Built

High-quality link building campaign  
establishing domain authority and credibility

**1.5K+**

### Keywords Ranked

Strategic keyword optimisation across core  
HORECA industry terms and phrases

**100K+**

### Unique Page Views

Dramatic increase in organic traffic and user  
engagement across the platform

Our SEO strategy has worked wonders for Goody Culinary Solutions. Understanding user search intent is imperative to enhance brand awareness and online visibility.

[View Our Work!](#)

# Partnership for Continued Success

## Ongoing Digital Excellence

This success story culminated in a comprehensive retainer awarded to Centric, entrusting us with the ongoing management of the website and its SEO optimisation.

The journey continues as we delve deeper into the SEO realm, building upon our established foundation of success.

“

*"Goodycs.com stands as a testament to innovation and user-centric design, showcasing Centric's commitment to excellence in the competitive HORECA marketplace."*

”

## Centric Services Delivered

- **Search Engine Optimisation**
- **Content Strategy**
- **Inbound Marketing**

[Talk To Our Expert Now!](#)





## Connect with Us!

Ready to transform your brand's digital presence? Partner with Centric to create impactful campaigns that resonate with your audience.

[Visit Our Website](#)



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