

REBELLION

CASE STUDIES

Allergen Checker

Sector:
SaaS - Online Software

Location:
York, North Yorkshire



After working with Rebellion from being in Lockdown in 2020 to the present day the results speak for themselves.

I only wish I had the budget to do more, driving traffic to my site is key and the blogs have certainly helped me stay as high as possible on google. Highly recommend Jade and her team.



Mark Morgan-Huntley
Owner



1000
Organic Visitors

2
Content Pieces per Month

90%
Traffic Through Content

SEO
Monthly Guidance

The Challenge

Allergen checker wanted to build their online presence through effective content marketing.

With such a growing industry, content marketing was one of the best ways to show case knowledge and gain market share online.

If you're looking to drive traffic to your website and want to know how to do it then the work we did for Allergen Checker might be something you're interested in finding out.

Allergen Checker provides an online system that allows businesses in the hospitality industry to manage their menus and ingredient lists. This provides their customers as well as their staff with the clarity they need to keep those with allergies safe at their establishments.

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The Solution

Working in a niche field and a limited budget provided an extra challenge for the Rebellion Marketing team. However, we did our research and used targeted topics and keywords to inform our choices of content to create.

Allergen Checker has a completely custom-built backend so this meant that there was limited access to work and change of any meta information and more technical SEO. We used our knowledge of SEO and the requirements that come with it to guide our content writing process.

Curating a content plan that is informed by strategic SEO knowledge, and complete trust from the Allergen Checker team allowed us to implement the content.

Before we began creating content Allergen Checker was receiving up to 20 organic visitors a month. With our consistent strategic approach to content creation, Allergen Checker is now getting up to 1000 organic visitors a month. 90% of all traffic is driven by the blog content the Rebellion team has delivered.

The Conclusion

A relationship built on trust has allowed our team to deliver fantastic content that drives results.

Content marketing works when you allow the experts to take complete control and implement the relevant content strategy for your industry. Consistent edits and updates can ultimately decrease your chances of ranking and driving traffic.

If you are looking to Rebelutionise your content marketing efforts, speak to our team of rebels today. Only call if you can truly trust in our expertise to give you what you need.

CLEARCUT

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