

KFC

The secret ingredient in KFCs search marketing

KFC is a great example of an enterprise-level company recognising the importance of on-going SEO, despite achieving worldwide fame. We have been working with them to create a solid and future-proofed SEO foundation whilst also testing new and innovative ideas across their range of assets.

Working with KFC's internal marketing teams and other partner agencies, we've helped KFC improve SEO at a local level and drive visibility through new markets. This has involved on-site optimisation, trend analysis, insights for content marketing opportunities and measurement planning.

We've also been working within the KFC digital technology team and alongside other companies in our group to help develop and improve the user experience of the internal Content Management System as well as the customer-facing mobile ordering and loyalty app. Together, we have formulated user stories and customer journey maps, all of which provided the foundations for the design phase. The aim has been to create an enterprise grade CMS with an enhanced user interface and streamlined user journey to improve productivity across the business.



Need help with your search marketing? Contact us today on 02392 830281 or info@vertical-leap.uk