



## **BRIGHTEDGE** CASE STUDIES

### **American Licorice Company Enjoys Sweet Success with BrightEdge**

American Licorice Company is a candy manufacturer based in Indiana and is one of the original US manufacturers of licorice. Tasked with the tall order of driving traffic to multiple ecommerce and marketing sites with a small team and limited resources, American Licorice Company turned to BrightEdge. Through the power of automation, organization, and prioritization, the candy manufacturers found sweet success in the organic channel.

# The Business Challenge

## Drive More Value with Fewer Resources



Our initial focus on Quick Wins SEO projects like implementing workflows, using automation and BrightEdge dashboards set us up for the next level of success – it freed up time and space to take on even more impactful projects and ultimately assist with revenue growth.

– Rachel Nuner, eCommerce Content Strategy Manager

Selling direct to consumers and through wholesale with separate websites is challenging enough, but American Licorice Company targets multiple brands within each revenue stream as well, each of which includes different products, target audiences and competitors.

Having unlocked several Quick Wins in their first months using the BrightEdge platform, the team was ready to undertake a broader, more strategic initiative that would help propel the business to new heights, but they weren't sure where to start. Using the platform's dashboards and Keyword Reporting, the team discovered new ways to get in front of their target audience which lead to meaningful **increases in visibility, traffic and revenue** for their direct-to-consumer business.

# The BrightEdge Solution

## From Quick Wins to Big Gains

Taking advantage of core platform features underpinned by the power of automation and BrightEdge's generative AI assistant, Copilot, American Licorice Company faced their challenges head-on.

- **KEYWORD RESEARCH**

With many websites to manage, and different audiences and competitors to research, organization was paramount – the BrightEdge and American Licorice team had early conversations on best ways to set up keyword groups, page groups and competitors across all sites. The team was particularly interested in understanding any instances of cannibalization, and so they tracked their direct-to-consumer and brand sites strategically to allow for analysis of keywords across site types.

- **WORKFLOWS**

Establishing clear workflows was essential to the team's adoption of BrightEdge and remains an important factor in their success. By adopting the BrightEdge Quick Wins process, they had all high-priority category pages optimized within the first few months. From there, the companies worked together to come up with repeatable workflows to leverage for competitive analysis, content creation and continuous opportunity identification.

- **VISIBILITY**

Using the distinct keyword and page groups, the American Licorice team created dashboards to increase visibility, analyze data and prioritize projects with efficiency. Distinct page groups for each brand, product line, and content type allowed the team to set up reports that highlighted gaps in traffic and revenue.

- **AUTOMATION and GENERATIVE AI**

Introducing BrightEdge's zero-touch Autopilot feature helped accelerate page 1 keyword growth. Using Copilot to generate page titles and meta descriptions allowed the team to scale their SEO efforts, while Content Advisor assisted in the development of thought leadership content tailored to different audiences. These BrightEdge AI features helped free up time for the small team to focus on bigger picture initiatives.



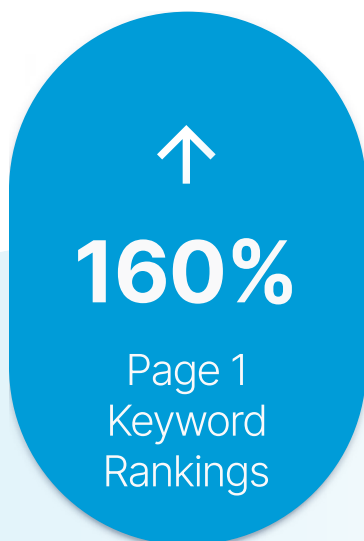
# Results

## Significant Performance Impact with Manageable Effort

In early 2023, the team used BrightEdge dashboards to identify a big opportunity – Share of Voice highlighted a key competitor for one of their top brands, prompting the team to dig into their competitive analysis and keyword gap reports.

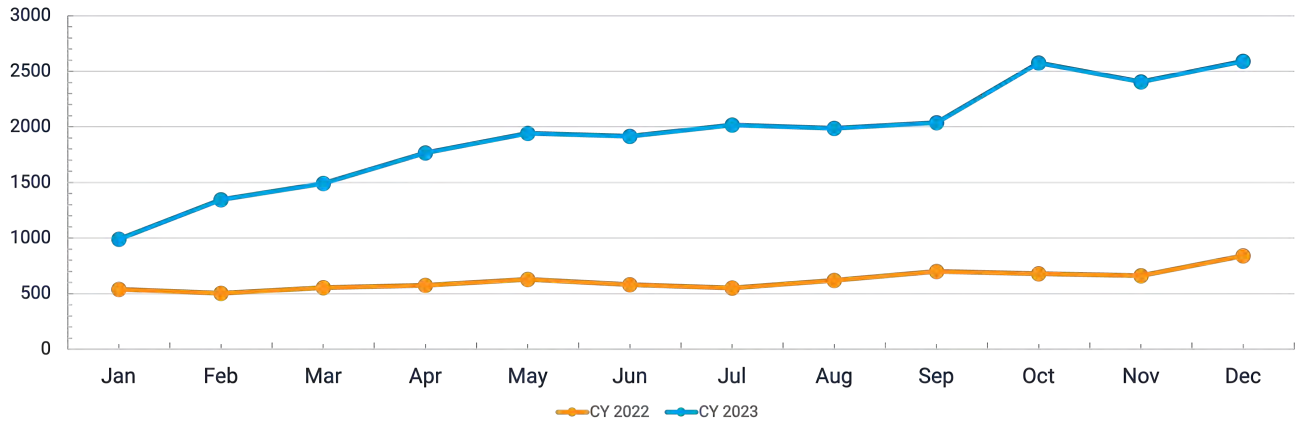
Using Data Cube and Keyword Reporting, the team discovered people were searching for candy in new and different ways for which the company was not currently optimized. The team began conducting keyword research into search categories like flavor, color, dietary and lifestyle needs, occasions, and holidays. Using the data to outline a roadmap for creating new, purposeful category pages that aligned with consumer search behavior, the team started seeing progress in page 1 keywords, organic traffic and revenue. BrightEdge reporting and dashboards assisted in attributing these increases back to the new category pages, confirming the project was well-worth the effort.

By the end of 2023, American Licorice Company reported over **1,700 keywords moved into page 1** of the Google search engine results, translating to a 240% lift in organic traffic. Furthermore, the eCommerce team was able to hit **\$1M in sales**, a 95% increase in revenue which they attributed to the organic channel.



*Results for [shop.americanlicorice.com](https://shop.americanlicorice.com)*

## Page 1 Keywords



BrightEdge has played a major role in the revitalization of our DTC and B2B websites...our focus on quick wins projects through BrightEdge (specifically, category page optimization) has helped us increase traffic to our sites and dial in on content that resonates with our consumers and buyers, ultimately assisting in revenue growth. In 2023, we reached \$1M in sales which is a super exciting win for our small wing of the eCommerce team.

- Rachel Nuner, eCommerce Content Strategy Manager

## What's Next?

With the BrightEdge all-in-one platform providing research, automation, reporting and AI-powered recommendations to enable the lean team, American Licorice Company is now replicating their roadmap for the other brands. Having seen the financial results, SEO has become an even bigger priority within the company and the team looks forward to more sweet success!