



Doubling share of search for empowering retailer

On-page optimisations drive +14% growth in page 1 rankings

Builtvisible.

**Client**

Bravissimo

Industry

Ecommerce

Services

SEO, Content

Since Bravissimo was founded in 1995, their mission has remained the same: to inspire women with big boobs to feel amazing, to celebrate women's figures and to offer a wide choice of beautiful styles to uplift big boobed women in every way!

The challenge

Big boobed women in the UK have traditionally not been catered for by the lingerie industry, with a limited range of styles for cup sizes above DD. Bravissimo wanted to fully align their organic strategy with their customers, ensuring all of their customers could easily find products which both fit and made them feel fantastic!

They challenged us to maximise their organic visibility for customer-centric keywords while continuing to drive ever increasing visibility on their core revenue driving categories.


The solution

Having worked together successfully since 2017, Builtvisible knew the Bravissimo brand intimately. We already had strong insights on the types of keywords Bravissimo wanted to rank for and had previously optimised the website's top performing categories.

We were starting with a strong foundation, but it was important we maintained the excellent gains made to date, whilst also tapping into this new area of opportunity. To establish the size of the prize, we completed our proprietary opportunity sizing process and analysed the search opportunity by category.

Bravissimo are constantly striving to provide support for women in the UK on how to find the perfect feel good fit in their bras instead of wearing the wrong size. We divided categories into product, size based and non-size based groups. Alongside this we refreshed the data on categories already analysed such as lingerie and swimwear.

We analysed how top competitors were performing in these areas, choosing both direct and SERP competitors to benchmark ourselves against. Bravissimo were already ranking highly on head terms such as position 1 for "d cup bras", meaning our core opportunity was through long tail keywords.




All Lingerie

Stylish and supportive bras and lingerie for those of us blessed with bigger boobs. From everyday favourites to statement styles, we hope you find your perfect match in our range of D and DD+ bras and lingerie. Feeling spoilt for choice? We're here to help you navigate your way through the different fuller bust bra styles in our DD+ bras and lingerie collection.

LINGERIE SETS T-SHIRT BRAS PLUNGE BRAS FULL CUP BRAS
SPORTS BRAS BRALETTES NON-WIRED BRAS STRAPLESS BRAS

Title 64 characters
DD+ Bras and Lingerie | Fuller Bust Bras & Lingerie | Bravissimo

Description 153 characters
Beautiful lingerie in D-L cup. From pretty basics to sensational sets we've got it covered. Feel uplifted in every way! Stunning and supportive styles.



Non-Wired Bras

Comfortable and stylish non-wired bras in D-K cup. Whether you're after a pretty non-wired lace bra, an everyday favourite, or a soft cup bra, we hope you'll find something that uplifts you in everyday! We love to give you options Bravissimo girls, so we hope you'll find a wireless bra style that you love. If you need any help choosing the right wireless bra for big boobs, check out our [What is a Wireless Bra](#) guide.

ALL DD+ BRAS BRALETTES NURSING & MATERNITY BRAS T-SHIRT BRAS

Title 61 characters
Non-Wired Bras for Big Busts | Wireless Bras | Bravissimo UK

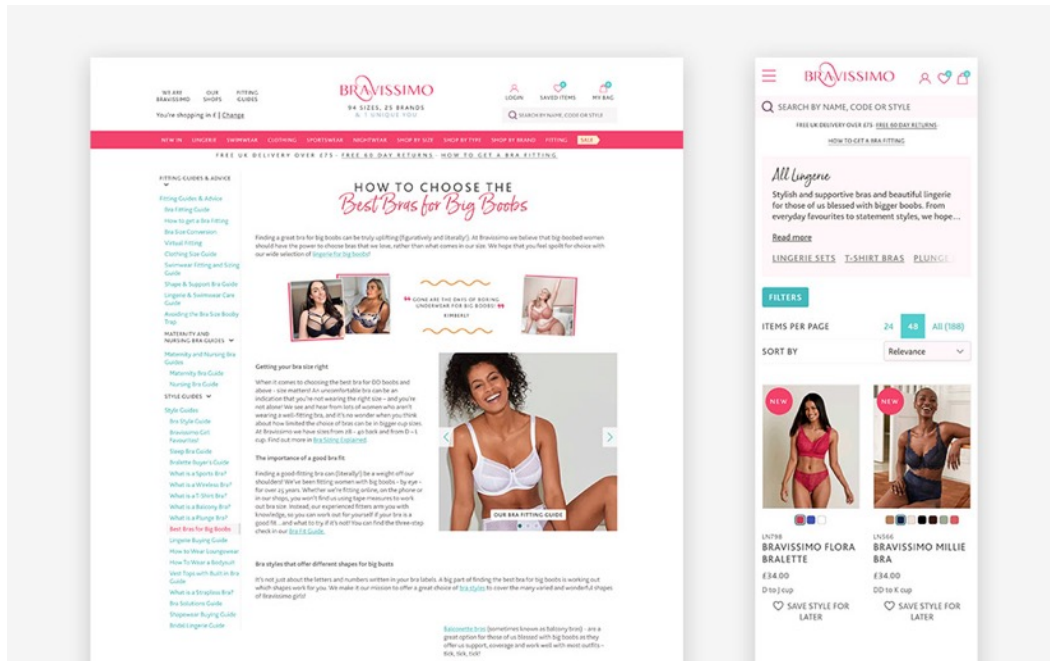
Description 134 characters
Shop our range of Non-Wired Bras in D-K cup. A great option for lazy lounging days, or those who prefer not to wear underwired styles.

Bravissimo has a very strong and unique tone of voice, using empowering and supportive language in all of their messaging. It was crucial for us to work collaboratively with the in-house Bravissimo team to ensure our recommended on-site changes were on brand at all times. As a busy marketing team responsible for many channels, we knew the Bravissimo team had limited resources to make changes, and so we were careful to prioritise recommendations by effort vs impact to ensure any actions taken had the biggest visibility uplift possible.

Taking all of these learnings into account, we provided recommendations for key revenue driving URLs, adapting the onsite content to provide context to both users and Google crawlers. We included higher volume search terms and adapted sentences to better meet search intent, increasing synonyms for variety as well as improving long tail visibility.

Alongside this, we produced seven new pieces of guide content, as well as creating a content topic hub, thereby avoiding cannibalisation issues for core revenue driving categories while targeting longer tail keywords further up the marketing funnel.

In total 375 prioritised on-page optimisations were made throughout 2020 and H1 2021 to improve targeting, optimise content and better meet user search intent.



For ongoing website hygiene we carried out link building activity such as link reclamation and realignment, as well as ongoing monitoring and clean up of the backlink profile.

We also worked with Bravissimo's development team on platform-strengthening technical implementations, such as:

- Site speed and Core Web Vitals improvements
- Internal linking improvements
- SERP analysis and recommendations including Schema mark ups
- Sitemap optimisations
- Long tail optimisations via use of specialist ecommerce tools

The results

Seizing the customer focused opportunity has helped make Bravissimo more visible for their target keywords, with significant improvements across our target areas in H1 2021.

Bravissimo now ranks in position one for highly relevant terms like “bras for big busts” and “bikinis for big boobs”. The on-page optimisations and platform level improvements have driven significant uplifts in organic metrics such as:

- Estimated 99% increase in monthly organic revenue, an additional £83k per month
- Estimated 15k additional monthly organic visits from customer centric keywords
- 14% growth in the number of page 1 rankings
- 28% increase in average ranking position of related keywords, up from position 8.3 to 6.

Overall Bravissimo has doubled its organic traffic share from 27% to 53% in the UK across all target keywords!

Don't just take our word for it


Builtvisible have become a valuable partner for our team. They understand our brand and have supported us through a tricky time for all retailers.

They have great people with a high level of expertise. They have been instrumental in helping improve our organic visibility on highly relevant categories for our business.

Anna Pember, Senior Trading & Digital Marketing Manager, Bravissimo



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