



**Yemekte Keyif Var**  
**SEO Case Study by GroupM Turkey**

# Annex

**01** TEAM STRUCTURE

**02** ABOUT YEMEKTE KEYIF VAR

**03** CASE STUDY

## Yemekte Keyif Var – SEO & Content Team



**SEO Manager**  
Banu Bircan



**SEO Manager**  
Aybüke Yerlikaya



**Sr. SEO Executive**  
Ömer Faruk Şimşek



**SEO Executive**  
Erhan Efe Arıcan



**Sr. SEO Executive**  
Atakan Erdoğan



**Sr Content Executive**  
İrem Duygu Göçer

We are a team of 15 people, providing SEO & Content services to 65 brands and managing 22 million traffic, giving importance to both technical and creative perspectives.

By understanding the needs of our clients in various sectors, we support their organic growth and strategic position as their growth partner.

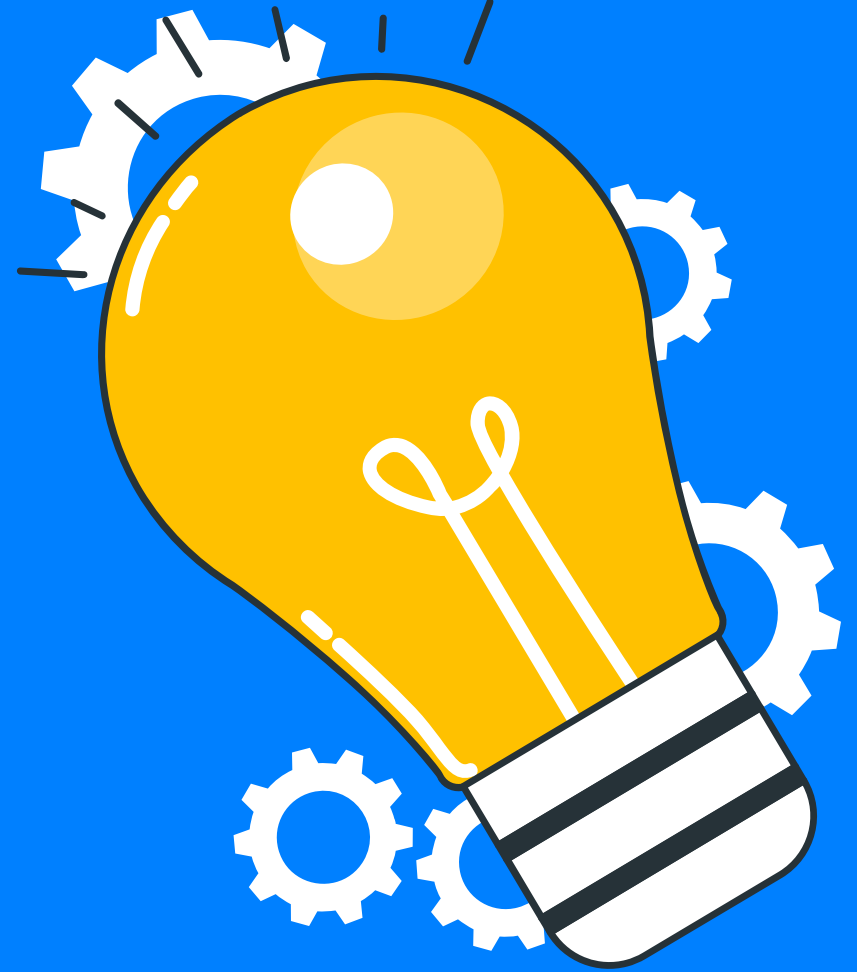
The people worked in this project are as on the left.



YEMEKTE  
KEYİF VAR

---

## About the Project



# About Yemekte Keyif Var & Unilever

YKV (Yemekte Keyif Var) is a content platform that offers recipes and ultimate cooking advice that belongs to the Unilever brand. The recipes are prepared by master chefs and presented to users searching for recipes online.

The main goals of YKV were to increase brand awareness, sell their products through branded content, and to provide useful content to their target audience.



YEMEKTE  
KEYİF VAR

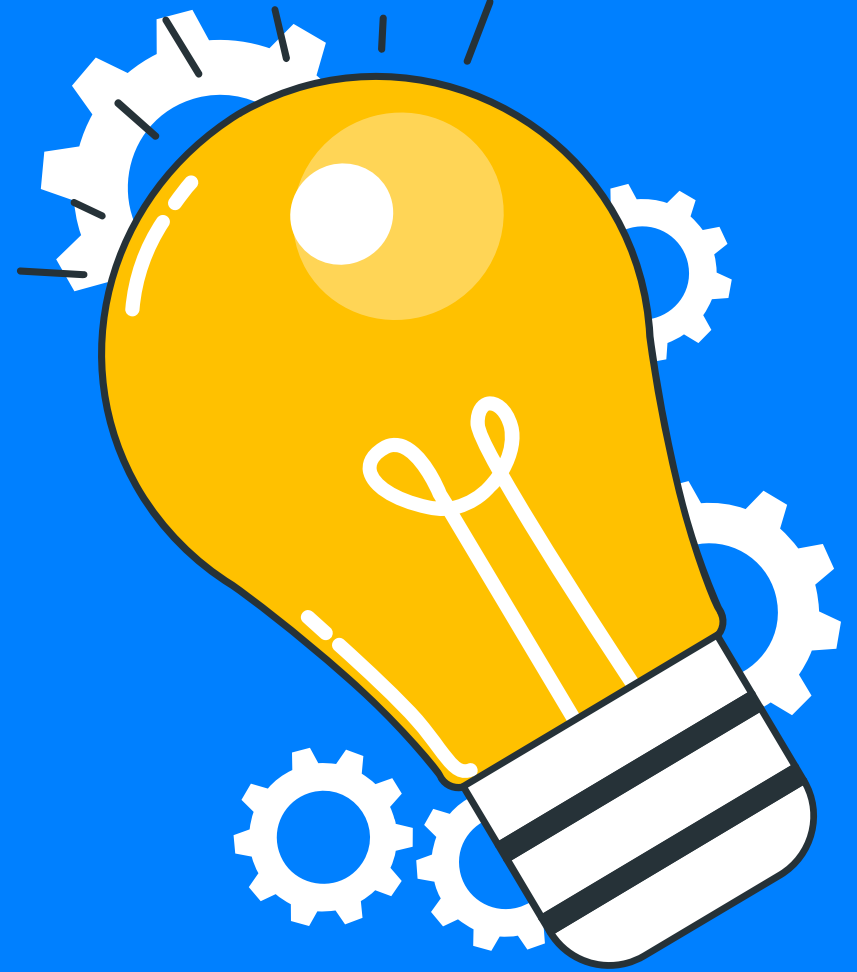
# Tools for YKV





**YEMEKTE  
KEYİF VAR**

## **Case Study**





# 01

## The Challenge

- At the beginning of 2021, the targeted traffic increase on the site could not be achieved.

# 02

## The Strategy

- Competing with strong competitors by gaining strength in certain categories with category-based content optimizations.
- Getting stronger from the Google Core Update in June 2021 by performing the relevant technical optimizations.

# 03

## The Result

- 195.1% click increase
- 341.6% increase in impression
- 22.9% average position improvement





# 01 The Challenge

The fact that yemektekeyifvar.com, which is in the highly competitive recipe industry, does not have sufficient organic traffic share.

## Technical Challenges

- Low Site Speed
- 404 pages
- No Structured Data
- Non-optimized crawl budget

## SEO-Wise Challenges

### Internal Linking Challenges

- No internal linking on content and category pages
- Unable to crawl recipe listing pages due to ajax technology
- Recipe pages with low URL rating were unable to rank

## Content-Wise Challenges

### Thin Content

**Existed thin content before SEO-friendly optimization:**

- Lack of main and semantic keywords in contents
- Lack of key visuals for recipe contents with video
- Non optimized content length
- Lack of recipe diversity
- Lack of different content formats; such as listed content
- Lack of unique content

### On-page SEO & Content Challenges

- No internal linking on content and category pages
- Unable to crawl recipe listing pages due to ajax technology
- Recipe pages with low URL rating were unable to rank

### Duplicated Content

- Duplicated content which caused keyword cannibalization that needed to be optimized or redirected with 301;
  - recipes
  - heading tags
  - meta descriptions

# 02 The Strategy: Technical SEO

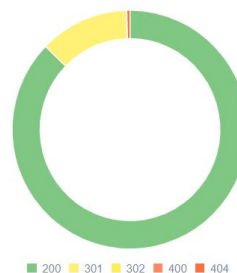
## Technical SEO Tasks

- Page Speed Optimization
- Improving Core Web Vital metrics
- Optimizing JS files by splitting
- Optimizing structured data
- Configuring the pagination system according to the Google Guideline
- Regular checking and optimizing of web pages that will negatively affect the crawl budget
- Redirecting 404 pages with 301

We have used several tools to crawl our site and have analyzed the technical problems that YKV experiences. The first main problem was that our recipe pages were not indexable & crawlable due to ajax technology. The second main problem was having recipe pages with 4xx and 5xx status codes. The last main problem was to improve Core Web Vitals metrics to get better rankings after Google User Update.

To solve the first main problem, we have constructed an infinite scroll with JavaScript in a way that helps Google to see recipe pages during infinite scroll, instead of using ajax technology. The second main problem was solved when we redirected the mentioned pages with 301. The third main problem was solved after optimizing image sizes because image sizes were largely responsible for the experienced problem.

Status codes



Structure vs sitemaps

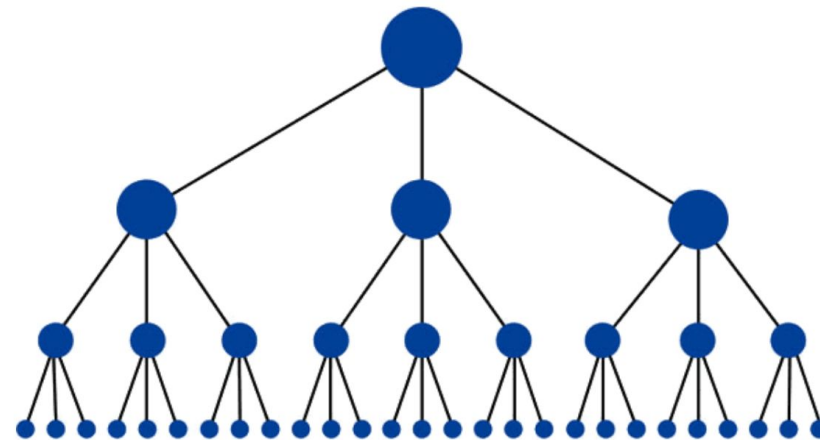


# 02 The Strategy: Internal Linking

## Internal linking

- Internal link building with sub-footer structure for effective transfer of pagerank from category and recipe pages
- Linking to relevant and/or sub-recipe pages within the recipe pages with internal links
- Ensuring that the recipe names on the recipe listing pages come directly with an internal link and can be directly scanned by removing them from the Ajax technology
- Transferring pagerank and enabling users to see recipes by linking to recipe pages with content created in vegetables, fruits and other categories

The biggest problem we have experienced was that recipe pages were not linked to other related recipe pages. Firstly, we have created an internal link structure and transferred authority from recipe pages that have high URL ratings to recipe pages that have low URL ratings. Secondly, we have built internal links using sub-footer structure for effective transfer of pagerank from category and recipe pages.

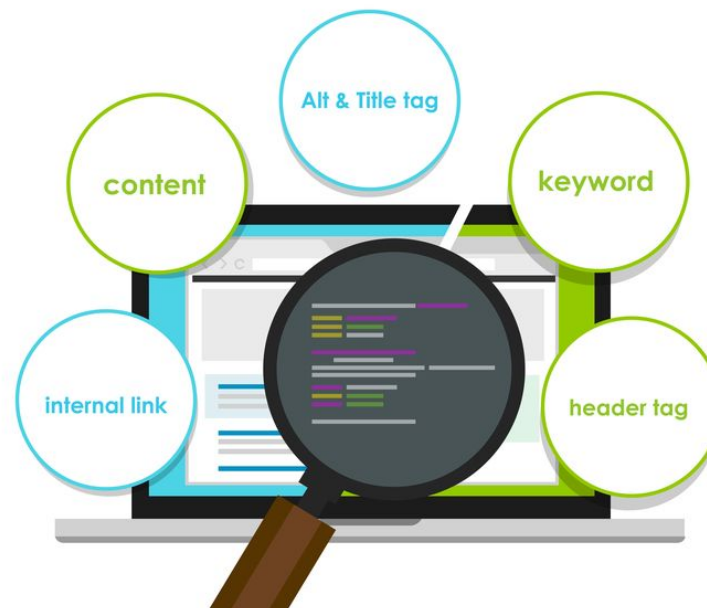


# 02 The Strategy: On-Page SEO & Content

## On-page & Content

- Meta title & description optimization for category & recipe pages
- Category landing page optimization
- Optimizing the heading hierarchy

The main problem was having not optimized titles&meta descriptions which do not aim users' intent. We have completed our keyword research by using several tools, and optimized these titles&meta descriptions based on our research.



# 02 The Strategy: Content

## The Main Strategy

**Content optimization & 10x Content & enhance user experience**

### Long-tail keyword recipes

-To keep up with competitors, focusing on long-tail keywords to have a quick-win strategy

-**Take a claim on long-tail keyword recipes** such as; "XX Kişilik Tarif" "Lokanta Usulü XX Tarif"

-**Creating a pillar content strategy** with long-tail keyword recipes as cluster content

### Content Optimization

-**Optimization for duplicated contents**, keeping the best performer content and eliminate the loser content with 301 redirections

-**Content optimization based on category**; briefing each existed thin content based on category performance priority

-**Content optimization for winner content pages**; briefing each existing content to enhance performance

### 10X Content

-**Creating guideline landing pages that are equivalent to 10 content pages**;

- Pages that answers all questions & cover the keywords related to one query or topic, A to Z guides .
- Pages that enhanced with rich media, extensive internal linkings.
- Unique content pages worth to share, supporting backlink strategy



# 02 The Strategy: Content

## The Main Strategy

**Content optimization & 10x Content & enhance user experience**

### Trending Content

- Creating video contents that follows the social media trends
- Following seasonality and creating landing pages** based on special occasions; such as Ramazan; Yılbaşı; Branded Landing Pages

### User Experience

- Improving recipe contents** with sub-headings such as "Püf Noktaları", "Servis Önerisi", "Kaç Kalori?" etc. to enhance the user experience
- For video-recipe contents, **adding key visuals for each how-to step** to provide a step by step how-to recipe structure
- Content writer/author integration for each content



# The Result

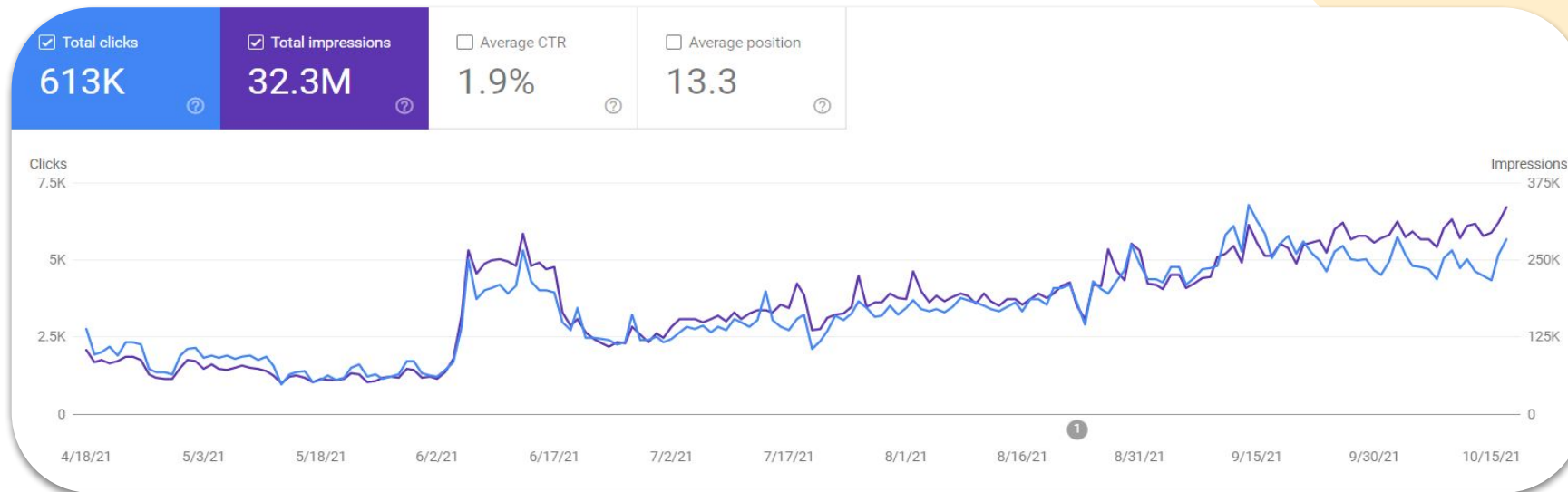
Last 12 Months



After Google Core Update in June, YKV experienced a significant increase in clicks and impressions.

# The Result

## Last 6 Months



## Comparison of Last 6 Months with Previous 6 Months

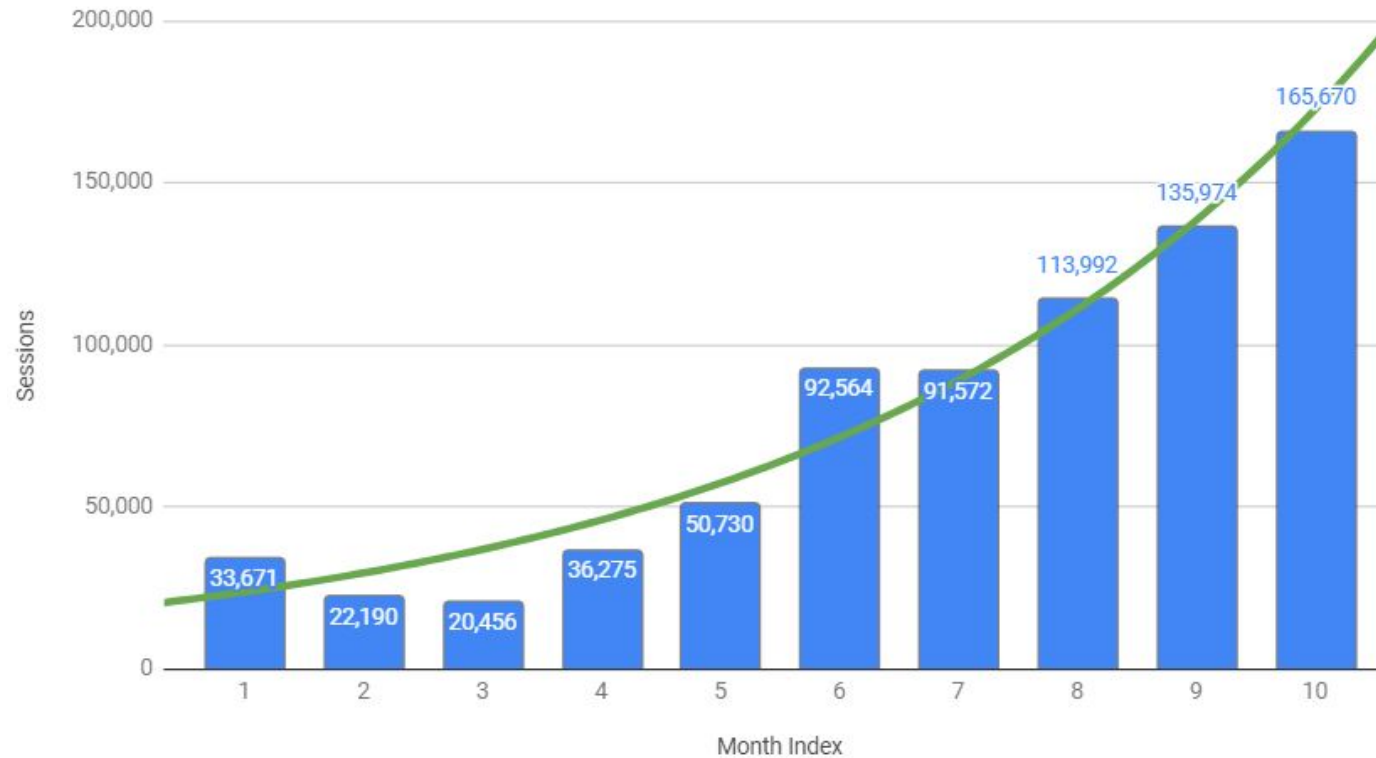
Url Clicks	Impressions	Average Position
552,600	30,257,834	13.16
↑ 195.1%	↑ 341.6%	↓ -22.9%



# The Result

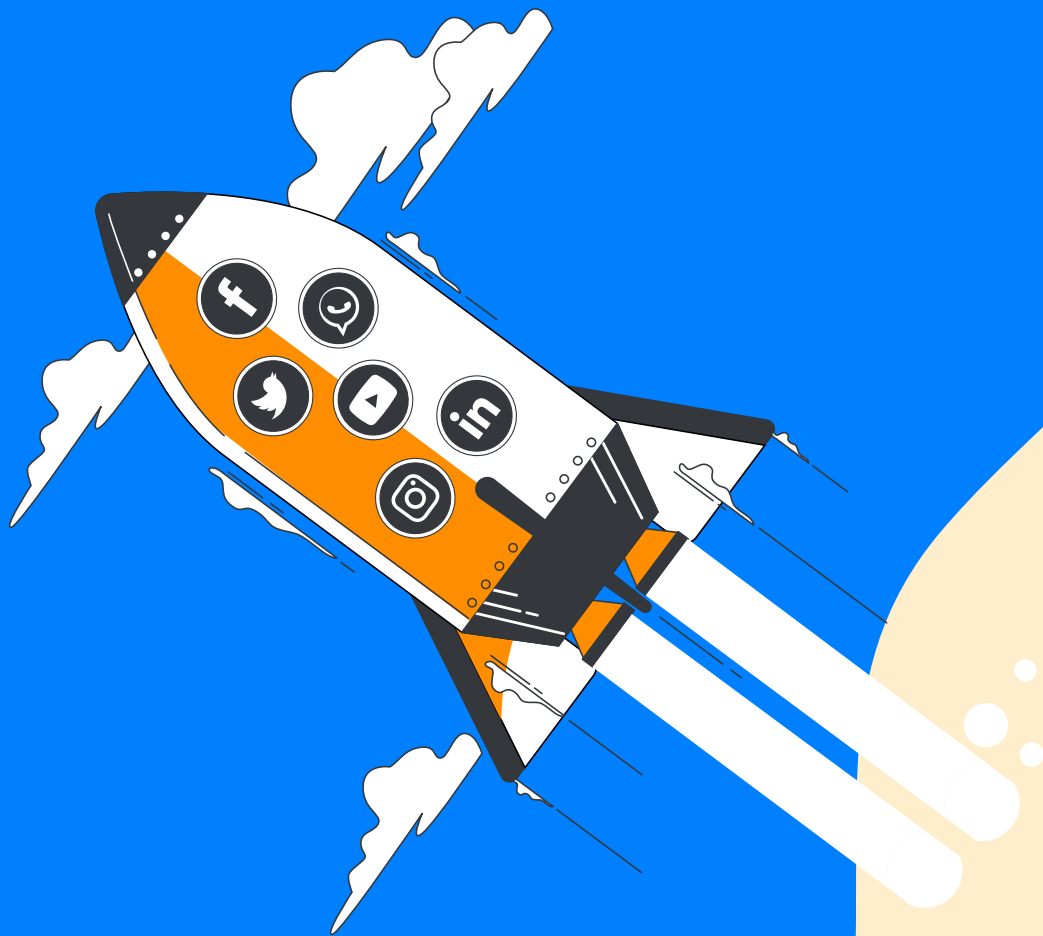
## January & October 2021

2021 Organic Sessions vs. Month Index



Sessions <b>3.8M</b> ↑ 168.4%	Users <b>3.1M</b> ↑ 155.1%	New Users <b>3.1M</b> ↑ 161.8%	Bounce Rate <b>46.7%</b> ↓ -42.5%	Pageviews <b>4.2M</b> ↑ 155.2%	Avg. Session Duration <b>00:00:42</b> ↑ 25.8%
-------------------------------------	----------------------------------	--------------------------------------	---	--------------------------------------	---

Source: Google Analytics 2021



# Thanks!

Any questions?

Send us an email at:  
[groupmseo@groupm.com](mailto:groupmseo@groupm.com)