

MOZZENO

'We particularly appreciated Universem's pragmatic approach.'

X. Laoureux – Co-founder



SEO TO BOOST MOZZENO'S GROWTH, THE EXPERT IN PERSONAL LOANS AND ONLINE PEER-TO-PEER LENDING!

Mozzeno is keen to stand out from the crowd among active stakeholders in the credit sector. The Belgian start-up wants to offer a new channel both to lenders and investors. Xavier Laoureux, the company's co-founder, explained the company's vision, 'We are the **leading Belgian platform offering private individuals the opportunity to lend money to others in an indirect manner.**' The ongoing aim is clear, 'To offer a **sustainable and collaborative alternative to banks and other credit organisations.**'

NEW ON THE MARKET, MOZZENO IS BETTING ON ITS RENOWN.



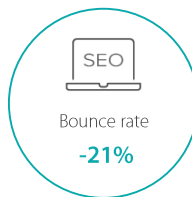
Founded in 2017, the young finance company is betting on a **100% digital offer: no agency, no broker, everything works direct from the website.** An approach that is also reflected in its marketing choices. Indeed, and given its importance, it was essential that Mozzeno's website gained further renown, 'We need to improve our visibility, whilst drawing closer to consumers and investors. We need to provide them with rich and relevant contents. Universem's SEO methodology helps us to do that.'



Céline Naveau
Team Leader

The site already boasted a good technical base, but required **structural adaptations with regards to its tree structure.** Hence the importance of **semantic analysis.**

We took care to advise Mozzeno in the creation and optimisation of their contents, which yielded fine results for it enabled the start-up to **stand out among the great names in the sector, on more generic terms.** What better way to **boost their exposure?**



* Average position measured through 18 tests. These were conducted in Wallonia for the following query: « Online Lending »

'THE AIM IS NOT ONLY TO IMPROVE WEB INDEXING, BUT ALSO TO INCREASE READABILITY.'

For Xavier Laoureux, the question was not limited to web indexing, 'We decided to work on two complementary aspects. The first focused on web indexing and the second was more in the direction of content readability. **We hope to propose articles that clearly answer all the questions our target audience may have. Contents that convey our company values and that highlight the advantages of the services we offer.**'

Universem's SEO consultants consequently attached particular importance to semantic analysis before embarking on the creation of contents that are both relevant to and on the same wavelength as the target audience. Mozzeno's teams also wanted to gain further autonomy. The project, therefore, included a training plan, tailor designed for Mozzeno.

'A PROGRESSIVE APPROACH TO IMPROVE MONITORING OF INITIAL RESULTS'

Apparently, Mozzeno was also impressed by Universem's structured and focused approach to results. 'Each recommendation was **broken down into several concrete action plans** and all our teams needed to do was to implement them. This offered us a very quick **insight into the first positive results.**'

Indeed, our consultancy-based approach strives to implement progressive evolution, at the client's pace, whilst measuring the impact of each recommendation.

'The project was divided into several steps. **Each deliverable was continuously evaluated** so that it could be further optimised if necessary. Furthermore, Universem's teams shared obtained results in total transparency and enabled us to benefit from their knowledge. We are delighted with these exchanges and with follow-up.' In a nutshell:

'BY HELPING US TO ACHIEVE OUR SEO AIMS, UNIVERSEM HAS SUPPORTED OUR GROWTH'