



ILUNION Digital Experience

This document has been designed to be fully accessible, reflecting ILUNION's commitment to inclusion in every detail. Accessibility is part of our DNA and ensures that everyone can easily read, navigate, and understand the content. By applying the same principles that we promote in the digital environment, we make accessibility a daily practice of inclusion, equality and innovation.

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Executive summary

ILUNION Digital Experience is a comprehensive digital ecosystem transformation project led by Nurun, which has converted more than 17 scattered, poorly linked, and poorly positioned websites into an orderly network that is accessible to everyone, measurable, and ready for the future. In 18 months, we have redesigned the entire digital experience from strategy, accessibility, content and technical execution, with measurable and sustainable results.

Approach

- We are committed to a **network of specialized business websites**, with an architecture optimized from the user's point of view based on their search intent.
- We create an **accessible (AA), modular and consistent design system**.
- We apply SEO, UX and accessibility from day one.
- We activate an **editorial strategy** focused on useful and localized content.
- We implement **advanced measurement (GA4, dashboards)** to prioritize data and results.
- We **continuously optimize CRO with A/B testing and heat maps**, refining messages, flows and interface patterns.
- Most importantly, we are committed to a digital solution that is accessible to all users, because if they cannot access the content, our web ecosystem is ineffective.

Impact

- Intuitive, consistent and **accessible** experience (WCAG 2.1 AA).
- **Scalable and customizable** ecosystem: each new website starts from the same base and visual, which can be adjusted to the individual brand of each business.
- **Strategic SEO and editorial content** as drivers of discovery and conversion.
- **Preparation for generative AI** in search engines (Google SGE).
- **CRO with continuous measurement** of interaction and conversion.



Notable results

- **+318% conversion rate** from the corporate website.
- **+184% organic visibility** in search engines.
- **+178% traffic to the blog.**
- **+111% sessions on ILUNION Consultoría.**
- **+35% conversion on the Teleasistencia landing page.**

Conclusion

The project has not only **improved the digital experience and technical performance** but has also multiplied the **impact of ILUNION's social purpose**. This project demonstrates that digital design, when well thought out and well executed, can be **accessible to everyone**.



Challenge context

About ILUNION

ILUNION is a Spanish business model that forms part of the ONCE Social Group, combining **economic and social profitability**. It is a reference in diversity and accessibility, operates in multiple sectors (social healthcare, hotels, circular economy, etc.) and employs more than 45,000 people, 39% of whom have some form of disability.

Background

ILUNION's digital ecosystem had grown **through sedimentation** — more as a reflection of its internal structure than of users' **real information needs**. The starting point was a fragmented architecture consisting of 1 corporate website, 7 business group websites, and, under some of them, 9 microsites for specific services. In total, 17 sites with low cohesion: inconsistent taxonomies, duplicated paths, and differing experiences depending on the entry point.

This dispersion had a direct effect on organic performance: the corporate website, due to its high authority, absorbed a large proportion of the traffic and cannibalised the visibility of the new business websites (those closest to conversion). The result: limited clarity for users and confusing signals for search engines.

The challenge

ILUNION contacted us to **translate its business model and value proposition into a much clearer web experience than the one it had at the time**. With a focus on both B2B and B2C audiences, the challenge was to create a fast, accessible, and measurable corporate website that would serve as the foundation for the rest of the digital ecosystem.

After a 360° diagnostic (UX/UI, SEO and technology), we analysed all potential users, identified frictions and opportunities, prioritised improvements, and aligned content, SEO and analytics.

- **UX/UI and 360 Accessibility:** We observed an unclear value proposition, convoluted navigation and confusing hierarchies. It was necessary to simplify the architecture and navigation flows to guide users more effectively. **Accessibility had to be treated as a core principle**, with



correct semantics, alternative texts, clear structures, and more standardised and comprehensible formats.

- **Comprehensive SEO Diagnosis:** We identified an overreliance on brand searches, loss of visibility and cannibalisation between pages competing for the same keywords. The plan was to increase non-brand traffic by organising the architecture and internal linking, optimising metadata, improving mobile speed, and implementing One Search with local reinforcement and repair of broken links.
- **Precise measurement and data:** We identified fragmented measurement. We audited the analytics configuration, performed migration to GA4 and GTM, and defined business KPIs. We consolidated data sources within a single dashboard to monitor performance, Core Web Vitals and traffic quality. With reliable data, we completed the test-to-decision cycle and prioritised the actions with the greatest impact.



The solution

Research and investigation

We began with the understanding that ILUNION's digital ecosystem was **extensive and heterogeneous**. Before designing anything, we required evidence: who was visiting, what they were seeking, where they encountered friction and which signals aided decision-making.

The objective was to align experience, content and SEO with real intent, rather than assumptions. We conducted the research from three perspectives: the audience; architecture and navigation; and search and demand. To this end, we conducted:

- **11 ethnographic interviews with 4 profiles:** job candidates (with and without disabilities), B2B procurement directors and journalists. Based on the results, we created *user personas* and *user journeys* for each audience and identified friction at each stage.
- **An open card-sorting exercise to reorganise services:** 404 users began the study, 142 completed it, 80 revealed patterns and 62 responses were quantifiable. It provided a clear view of users' mental models.
- **Search insights:** we mapped 710 keywords with more than 230,000 searches and identified 394 new opportunities. This provided a detailed picture of demand by business line and local long-tail.

These three actions produced actionable *insights* to inform the subsequent strategy.

- **Employment (B2C):** ILUNION was well known, but some candidates perceived it as "only for people with disabilities". The value proposition appeared generic and the processes lacked transparency. Interviewees requested **consistency** between the website and job portals, **clear forms** and status **updates**.
- **B2B (corporate procurement decision-makers):** The process was perceived as lengthy and procedural. Interviewees appreciated value for money, credentials and case studies, but had difficulty locating and understanding the service offering on the website. We identified clear opportunities: sector-specific value *storytelling*, visible social proof, a client portal with progress tracking, and clear, comprehensible cost estimates.
- **B2C (end customers):** Users required trust in the brand and more useful information to make decisions. We proposed **detailed service pages** with reviews, FAQs, simple comparisons and credibility signals. We found that



credibility would increase with **our own photography**, multichannel contact options, and visible CTAs that **reduced uncertainty and enabled faster, more confident decisions**.

- **Journalists:** They required **immediate access to data and materials** (news, figures, media kit). Following the interviews, we recommended that ILUNION monitor media and social discourse, establish crisis protocols, and demonstrate leadership in diversity through its own studies and papers.
- **Architecture and navigation:** The card sorting confirmed that the service structure **did not follow users' logic**. The result was a **chaotic set of categories**, uneven depth, and paths that diverted users from their needs. We learned that it was necessary to reduce navigation levels, consolidate sections, and organise by intent (**discover first, then evaluate, and finally contract**), rather than by the internal corporate organisational chart.
- **SEO from the outset:** Analysis of the 710 keywords indicated concentration in Cleaning, Hotels and Accessibility, and a very strong base in Employment, with substantial long-tail and local searches. We identified gaps in discovery-stage content, duplication in News/Blog and irregular metadata. We concluded that SEO should derive from the information architecture: categories/URLs by intent, local reinforcement, and editorial hygiene (indexation, schema markup, internal linking and duplicate management).

The research gave us one clear conclusion: the experience had to guide and retain every user. We had distinct audiences (job applicants, B2B clients, journalists and the general public) and a very broad corporate ecosystem. The strategy was to transform those findings into a single system in which each element made sense on its own and, above all, in relation to the others.

Overall Experience Strategy

We needed to design the ecosystem so that users experienced a single, continuous journey from discovery to contracting, **with no learning curve** across sites. It was necessary to orchestrate **architecture, content, interaction, design, accessibility, performance and measurement** under a single intent-based logic, so that each element reinforced the others and the final outcome left a **clear, useful and lasting** impression.

- **Consistency along the journey.** The corporate website would contextualise purpose and impact and provide links to the business websites.



- **Structural clarity.** Predictable patterns, explicit micro-states and a measured informative tone would reduce cognitive load. Users quickly understand what the brand does, why it is relevant and which steps to follow.
- **Measurable effectiveness.** With analytics (events, funnels, heatmaps), each user interaction would generate learning. The experience would remain consistent and under continuous improvement, and would be perceived as reliable and trustworthy.
- **Accessibility as a defining trait.** We would follow AA criteria integrated from the design phase, with a focus on Core Web Vitals that ensure a smooth, stable, universal experience. Accessibility is not a slogan given the nature of the company, but something evident during navigation.
- **One voice, multiple contexts.** While the corporate site uses a more aspirational, editorial, brand-led tone, each business line adjusts it visually and narratively without compromising ILUNION's identity.

Impact on the user. Users receive information with **confidence** and progress with less friction in their interactions, thanks to **familiar patterns across the ecosystem**; they complete actions with **greater assurance and success**. The overall ecosystem experience explains, guides and resolves with consistent quality at every touchpoint.

The process

1. Design system and corporate website. Structure before growth. With that principle, after the research phase we worked with ILUNION on the restructuring of its businesses from the end-user perspective: we defined clear categories and an architecture aligned with the insights obtained.

The wireframes we designed, mobile-first, were conceived with **AA accessibility criteria**, and we established a **robust Design System, accessible from its inception and ready to scale without loss of coherence**. The system unified the visual language of its digital assets and accelerated the production of each website.

Next, we built the corporate website, establishing an enduring photographic language and brand voice that projected the brand's personality.

- We finalised the first version in mid-February 2023, ready for extension to the remaining templates and business websites.



- In March 2023, we conducted guerrilla tests to validate key flows and refine them before launch, prioritising short cycles to accelerate learning; the website was released in April 2023.

2. Preparation of the business websites. To address these websites, we redefined the internal nomenclature (what we meant by sector, business line, and service). The categorisation derived from the card-sorting exercise enabled us to establish the information architecture for each business website and to redistribute, with precision, business lines and services that, prior to our involvement, presented confusing relationships from the users' perspective.

On that basis, we proposed a **navigation structure** with two layers of content:

- A group-wide layer that articulates purpose and social commitment.
- A business-specific layer, oriented to the needs and decisions of each line.

3. ILUNION Servicios. It was the first sector-specific website and consolidated content that had previously been distributed between Contact Centre and Facility Services (Security, Cleaning, Maintenance, Outsourcing, Gardening and Human Capital).

- **We defined a distinct identity**, coherent with the corporate website, and expanded navigation with high-capacity modules to support the **true depth of content**.
- The **architecture** was aligned to **specific search intents**, guiding organic growth from the start. The main business challenge lay in Contact Centre and Facility Services due to their high traffic volumes.
- We designed a meticulous **content and redirection plan** to preserve SEO signals, transfer value, and ensure **balanced representation** of all lines.

The result: a website with a **distinctive personality**, fully integrated into the system and **ready to scale** from the outset.

4. ILUNION Consultoría. On the same design system and information architecture, we developed the ILUNION Consultoría website, which integrates Accesibilidad, IT Services, Agencia de Comunicación Social, Correduría de Seguros and, as a new line, Formación. To **understand the specificities of**



business, product and risk, we held a co-creation session with Correduría de Seguros.

The website was released in March 2024 with GA4/GTM configured in detail. In June, we delivered **Phase 2** with a portfolio, organisational chart and case studies, enabling the Marketing team to update and present their most recent projects and **strengthen social proof**.

5. Migrations. A turning point came at the start of 2024: migrating the entire “Servicios” section from the corporate site to its sector-specific website, consolidating **topical authority** and **eliminating cannibalisation**. The architecture simplified and gained clarity, and the same approach would be applied as the remaining websites were released.

Organic visibility reached its highest point, mobile performance improved tangibly, and the corporate site became lighter and more focused. This was not a stroke of luck, but the natural consequence of **coordinated technical**, content and **design decisions**.

6. Landing pages. In parallel, we launched the B2C landing pages, starting with the Telecare service.

From launch, we **worked in short iterations** to optimise the initial visual and functional impact:

- Clearer product hierarchy, minimal friction in the form, removal of exit points, sticky CTAs, social proof and modals at key moments.
- Heatmaps and analytics events guided each adjustment.

Conversion increased steadily and the approach was standardised as an optimisation framework that we applied to the remaining lines.

7. ILUNION Bienestar y VidaSénior. It was the first B2C site in the ecosystem to unify two lines—social and healthcare and physiotherapy—under its own identity (a warm colour palette and custom iconography) while remaining coherent with the corporate brand.

- We developed new templates with social proof and case studies, as well as distinctive components that structure critical information at key moments.



- Following a competitive analysis, we proposed comprehensive detail pages for residences, day centres and apartments, with verified reviews, descriptions of facilities and services, a step-by-step contracting process, FAQs, location-based navigation and E-E-A-T modules (experience, expertise, authority and trust) to strengthen decision-making and SEO, reduce uncertainty and prompt action.

8. Latest business websites. From July to December 2024, we entered the final phase of the sector websites with the development of the last three: TextilCare, Reciclados and TuTienda.

- **TextilCare (formerly Lavanderías).** Based on the rebranding, we defined a distinct look and feel with a product focus, adjusting palette and textures to ensure AA accessibility and preserve system coherence. The architecture aligned with high-value searches (for example, /lavanderias/ and related services) and was reinforced with evidence and contact components, ready to scale.
- **Reciclados.** After an initial benchmark and a brief co-creation session with the business team, we identified cases that did not fit the standard templates. We designed new modules and templates to explain technical processes, certifications and use cases with clarity, combining narrative and social proof to build topical authority from scratch.
- **TuTienda.** With a visual identity close to Bienestar & VidaSénior (in ochre tones), we conceived store detail pages inspired by the centre pages (services, location, opening hours, immediate contact). Phase 2 envisaged e-commerce; it was ultimately excluded to prioritise acquisition and direct contact without friction.

The result: three websites with a distinctive personality, fully integrated into the design system, consistent in accessibility and measurement, and oriented to serve each user's intent from day one.

9. New redesign. The cycle closed with a new iteration of the **corporate website** in September 2025, with an **even more editorial** tone and design.

With the business websites already published and the content acting as a transmission network, the home page and the main sections are conceived as a medium: editorial pieces that explore ILUNION's personality, values and culture, connected to the sector websites or service landing pages through linking modules.



The experience now gains narrative density and functional continuity; accessibility remains a design criterion; technology ensures performance and traceability; visual design strengthens identity and legibility; and content sustains long-term relevance.

Innovative and creative

The project did not succeed through isolated decisions, but through the **combination of strategic moves, systematic design and constant verification** that transformed a complex environment into a simpler, more coherent and more comprehensible ecosystem. Rather than adding new parts, we established a way of working that turned a need into tangible results that felt cognitively natural.

- The first decision (and probably the most decisive) was to abandon the idea of a monolithic macrosite and, instead, articulate a **network of business websites connected to a corporate website with an editorial focus**. This change of paradigm organised knowledge by intent and topical authority. **Each line** could define **its proposition and individual brand voice** in depth, without internal cannibalisation, while the editorial layer narrated purpose, impact and discovery. The architecture became simpler and **was oriented** much better to users' real goals.
- On that basis, we built a **common but flexible Design System** that did not impose a single aesthetic but supported controlled variations by business line and sector. **The brand remains recognisable** and, at the same time, no section is identical. Typography, grid, contrast, micro-states, and components act as a shared grammar; each business provides its distinctive character. This consistency without rigidity is, in itself, a differentiating solution: the identity ultimately becomes a plural set of identities.
- The third lever was the joint **work of SEO, CRO, UX and Accessibility from the start**. Not as iterations added to other areas, but as design conditions: semantics guides the architecture; contrast and visible focus define patterns; performance (Core Web Vitals) informs decisions before development. This integration removes boundaries between teams and produces an effect that users perceive naturally: a **fast, stable, legible and accessible** experience for everyone.
- The fourth element that completes these decisions is **continuous research**: qualitative studies to understand motivations and barriers, card sorting to close taxonomies, and iterative tests to validate hypotheses in



short cycles. **Creativity here is methodological:** rather than defending ideas by intuition, we submit them to verification and, when they succeed, we convert them into components that transfer the learning to the rest of the ecosystem. What begins as a local improvement spreads quickly, raising the collective standard.

Thanks to this chain of decisions, the proposal succeeded because it translated structure into results: a network of websites focused on intent; a design and experience that adapts without dissonance; accessibility understood from design (not as a checklist); and a process that transforms evidence into action.

The coherence is evident in what matters: people understand everything more quickly, decide with less effort and remember it for its clarity; that is precisely where our innovative way of working proves its value.

Visual design

The idea that an accessible website is boring or unattractive is a myth that stems from several misunderstandings about what accessibility really entails. There is confusion between simplicity and lack of design. In fact, many designs are both accessible and visually impactful.

Accessibility means good design. If we think about it from the outset, everything works better: choosing colours with good contrast makes reading clearer; using clear fonts and appropriate sizes helps more people; a well-structured content hierarchy makes it easier for screen readers to understand the page; icons alongside keywords reinforce ideas; smooth, controlled animations make for an enjoyable experience without distractions; and responsive design allows for easy navigation on any device. In other words: accessible and beautiful can (and should) go together.

With this approach, we sought a **clear, clean and easy-to-use style**. The Avenir font, widely used in corporate branding due to its high legibility, works equally well in all font sizes, making it easy to read on both mobile devices and computers.

In terms of colour, we started with ILUNION's corporate blues and yellows as brand accents and combined them with dark blues, greys and whites as cross-cutting colours. **Each line of business** adds its **own touch** but always coexists with that base so that everything feels like it belongs to the same family.

The layout is organized using a modular grid that arranges cards and sections. We alternate editorial blocks with evidence modules (figures, benefits, FAQs). White space provides breathing room and prevents overload, even when the



information is extensive. The iconography is simple and consistent; the photography is understated and human, aligned with the social purpose.

The website **adapts to any screen** with a flexible grid, images that adjust and load as needed, easy-to-touch buttons, and text that scales for easy reading. We made sure the patterns were **consistent between mobile and desktop**.

The result: An attractive and professional ecosystem: it is easy to understand, navigates smoothly, and maintains consistency between the corporate website and business sites. Accessibility is not an add-on; it is part of the visual character. The final impression should leave a lasting sense of excellence and purpose.

Experience and accessibility

As we have said, from the beginning we worked with a clear idea: **accessibility and UX go hand in hand**. With the ILUNION Accesibilidad team, we **incorporated WCAG 2.2 AA** into every product decision (structure, navigation, forms, statuses, and feedback) so that anyone could use the website comfortably, including people with disabilities.

As noted earlier, it was not a final check, but the design approach from day one, **aligned with ILUNION's own accessibility policies and commitments** on its corporate site and sector websites.

How this translated into the actual experience:

- **Navigation is predictable** and works with a mouse, keyboard and screen reader; there is visible focus and shortcuts such as "go to content" to skip the accessory elements. This makes navigating the website easy for everyone.
- **The structure** of each page is designed **to be understood at first attempt**: hierarchical titles, lists and well-marked regions (landmarks) to facilitate assisted reading and visual scanning.
- **In forms, the labels are clear**, help appears before typing, and errors are explained in plain language; there is no need to "guess" what is happening.
- In **images and multimedia**, we include alternative texts where they serve a function and subtitles where appropriate; animations are smooth and respect the preference to "reduce motion."
- We maintained a **focus on performance and stability** (avoiding layout "jumps"), because a website that loads well and doesn't move **improves**



comprehension and **reduces cognitive effort**, especially on mobile devices.

In addition, we collaborated with the **ILUNION Consultoría** development team to align criteria with regulations (WCAG and UNE-EN 301549) and review key decisions with an expert eye. This allowed us to turn recommendations into real, measurable practices in our day-to-day work.

What the user perceives: an intuitive experience (everything is where you expect it to be), attractive without sacrificing clarity, and truly accessible: reading, browsing, filling out a form or understanding content is equally comfortable for everyone. **When accessibility is integrated into UX, it improves the experience for the entire audience**, not only of people with disabilities.

Technical execution and performance

The **technical development** of the digital project was carried out on the **Drupal content management platform**, which enabled the implementation of a functional, efficient and sustainable solution. This technological choice facilitated adaptation and integration with diverse systems, including databases, APIs, cloud services and analytics tools, ensuring a flexible and scalable architecture.

Thanks to the ILUNION development team's command of the CMS, the framework, the development platform and the collaborative environment, **technical processes were optimised, high quality standards** were maintained and **execution timelines were accelerated**.

This technical competence was essential to ensure that the **digital product is secure, accessible, adaptable** to different devices, and compliant with established quality and accessibility standards.

The technical environment and the execution achieved not only delivered a **robust product** but also ensured its **capacity for evolution**. The system is ready to incorporate new functionalities, respond swiftly to future needs, and provide a coherent, satisfying **user experience aligned with the principles of universal accessibility**.

Functionality and performance are **fundamental pillars** of quality in any digital project, especially in Drupal implementations. These aspects **ensure a solid technical experience** and **directly influence SEO and user satisfaction**, providing higher performance, speed, and reliable operation across devices



and browsers. They form the **basis for building scalable, fast websites that are well regarded by search engines.**

On that basis, the CRO team initiated a **cycle of continuous optimisation**: A/B tests with VWO, targeted adjustments to navigation flows and key messages, and rigorous measurement with GA4 and Google Tag Manager.

- The impact **is evident at key points**: +72% in form submissions, +102% in download interactions, sustainability materials downloads more than tripled, over +300% in “Learn more” clicks, and +42% in blog engagement.
- **All this without sacrificing stability**: stable load times, smooth navigation, and integrated tools without errors or slowdowns. Optimisation here does not mean “adding more weight” but reducing friction so that each interaction works first time.

In parallel, the SEO layer converts that **efficiency into visibility**. Maintaining Core Web Vitals within target and ensuring a clean architecture (updated sitemaps, precise robot directives, consistent canonicals and well-managed 301 redirects) facilitates indexation and preserves signals.

We also applied structured data (Organization, Article, LocalBusiness), breadcrumbs, and consistent metadata to enrich results and guide search engines more effectively. Internal linking aligns with intent (from editorial to service and back), and optimised assets (next-generation formats, lazy loading, critical CSS, cache/CDN) sustain speed even on dense pages. With error and log monitoring, we prevent incidents before they affect users.

The combined outcome is a **reliable, fast and robust ecosystem**, with the same performance on mobile and desktop and consistent behaviour across all browsers. Coordination between ILUNION Accesibilidad (technical development), SEO, and CRO has consolidated stable, well-regarded websites, ready to scale without loss of pace or quality.

Content and editorial strategy

Our approach to content is based on a simple idea: quality means demonstrable relevance. Writing well is not enough; you must respond better than anyone else to the user's intention, verify information with the business and present the content in formats (text, image, audio, video) that help them decide with confidence.



- **Organize content for maximum impact.** After launching the business websites, we detected cannibalization: the corporate site was absorbing searches that should have been resolved by the conversion-oriented sites.
 - We reversed the situation with redirects from the corporate site to each business page, as mentioned in the process, differentiating topics and strengthening internal linking between the corporate site and the service websites.
 - The effect: qualified traffic lands where it should, with messages and evidence tailored to each audience.
- **An editorial content that builds authority.** We moved from sporadic publications to a sustained editorial calendar, with briefs by intent (informational, comparative, transactional), review with business experts, and regular updates.

This action led Google to interpret the blog as a reliable and relevant source, accelerating the positioning time of new content and raising the quality perceived by the user.
- **Verifiable quality, not declarative claims.** Every piece of content is conceived with a clear thesis, verified sources, attributable data and an actionable conclusion (step-by-step guides, FAQs, etc.).

In sensitive sectors (e.g., healthcare and social services), we prioritize E-E-A-T modules (Experience, Expertise, Authoritativeness and Trustworthiness): identifying the author, detailing how the service is delivered, and providing evidence and policies. Nothing is published “as is”: it is edited, validated and measured.

- **Multi-format content serving comprehension.**
 - **Text:** clear, scannable language, with informative headings and paragraphs that directly answer user questions.
 - **Image:** original photography and explanatory visual supports (diagrams, step sequences, facilities), optimized for performance and accessibility.
 - **Video:** short, demonstrative clips with subtitles and full transcripts, enabling silent playback and enhancing accessibility.
 - **Audio:** short excerpts for specific use cases (interviews or testimonials), always accompanied by textual alternatives.
- **Indexation and site health.** When one of the websites experienced de-indexing, we acted promptly: mass URL optimization, review of robots.txt



and sitemap.xml, and close monitoring through Search Console. The site quickly recovered coverage with improved crawl metrics.

The same rigour applies continuously through content audits, pruning and merging of redundant pieces, and enhancements to structured data to enrich results.

- **Governance and measurement.** Content is modelled in editorial templates consistent with the design system: reusable blocks, tone guidelines, evidence checklist and analytics (GA4) to measure reading depth, useful scroll, module CTR and assisted conversions. What works is scaled; what doesn't is rewritten or removed.



Impact and results

What we have achieved

The indicators accompany the story: **sustained growth** in sessions, **better conversion** in the corporate sector, a clear increase in organic visibility, and a blog that has gone from being an accessory to becoming a **driver of discovery and a lever for business**.

We have gone from **a fragmented environment** with diffuse storytelling, with a tendency to cannibalization between sites and residual editorial content, to **an ecosystem organized** by intention, with a network of business and corporate editorial websites that reinforce each other, accessible and fast, with useful content and continuous measurement that turns each iterative improvement into an overall advance.

Data and KPIs

Corporate website:

- **+318%** increase in conversion rate from the **corporate website**.
- **+178%** increase in **traffic to the blog**.
- **+184%** increase in **organic visibility** on search engines.
- **+52%** increase in **organic sessions**.
- **+47%** increase in **organic users**.
- **+2,800 keywords ranked** in Google's Top 10, **improving semantic variety**.

Other websites:

- **ILUNION Servicios:** 6 months after launch, **+76% sessions** compared to the same period last year.
- **ILUNION Consultoría:** 3 months after launch, **+111% sessions** compared to the same period last year.
- **ILUNION Bienestar y VidaSénior:** 6 months after launch, **+42% sessions** compared to the same period last year.
- **Teleasistencia landing page:** **+35% increase in leads**, going from a 2.52% conversion rate to 3.45%.