



Marketplace on a mission: Helping **Blibli** delight customers at scale

+50%

Increase in Pages indexed by Google

+30%

Increase in Organic transactions

+39%

Pages crawled by Google

FOUNDED ON TRUST

Blibli is an ecommerce pioneer, whose mission is to be the most trusted omnichannel commerce and lifestyle platform in Indonesia.

With more than 34 million users and at least 275 thousand merchant partners, this trust is built through a commitment to uncompromising service, quality, and Innovation.

Consequently organic search is an important customer growth and engagement channel for Blibli and its platform partners, building authentic relationships from discovery through to transaction and return purchase.

“We realised that we could improve on our reach and traffic, and work towards our Mission, by ensuring Blibli was fully optimised for organic traffic”. Erik Kantona, Senior SEO Officer Blibli

BOOSTING ORGANIC REACH

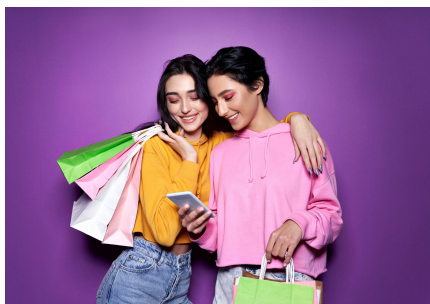
Blibli had used a range of SEO tools to extract and analyse their sites Direct Traffic data but, with millions of pages, they knew they needed a large-scale solution, capable of delivering the data, analysis and insights they needed to optimise the site for organic search. →

“What makes Botify different is not just the tools but the team, helping us to comprehend, and sharing their expertise and knowledge”

Edward Kilian Suwigno

CMO, Blibli

The Botify platform unlocked this understanding for every phase of search across their entire site, allowing Blibli to swiftly identify immediate opportunities for organic traffic growth. By analysing the site's Log Files and Crawl, the team had clarity on which of their key strategic pages were not being crawled or indexed, and which pages they didn't want indexed by search engines. Addressing this helped them to gain a significant crawl budget improvement and greater site visibility.



MISSION ACCOMPLISHED

Blibli saw a 39% increase in pages crawled and a 50% increase in the number of their pages indexed by Google. This resulted in a 20% increase for both clicks and ranked pages in Google SERPs, and a 30% increase in organic transactions. All within six months of optimising through Botify.

In addition, the Tech and SEO teams estimated that they were able to save themselves 140 hours a week in manpower resources, which were normally spent on daily SEO and audit monitoring tasks. This freed them up to focus on other SEO work, developments and strategies.

“Botify is especially good for enterprise sites. Other tools don't cover large scale sites or identify opportunities.”

Irvan Sanjaya | AVP of SEO, Blibli

Meet Botify

Botify is a global, enterprise software company focused on enabling the most ambitious brands to leverage organic search as a high-impact, performance marketing channel.

Powered by AI and a proprietary unified data model, Botify's platform ensures web and mobile sites are optimized for search – increasing the number of pages seen, indexed and ranked by search engines – the foundation of being found by consumers in today's dynamic digital environment. As the leader in organic search innovation, Botify is trusted by more than 500 of the world's most visible brands, including Expedia, L'Oréal, FNAC Darty and The New York Times, all of whom have succeeded in leveraging organic search for exponential, long-term results and revenue growth.

Be found with Botify today.

botify.com