

botify × smartbox

Smartbox Streamlines SEO to Make Updates Faster and Autonomously

+150

SEO optimizations made in 4 months

+86%

Increase in crawl rate

CHALLENGE

A lack of technical resources, which impacts the seo roadmap

Smartbox is the market leader of gift boxes in Europe. Its SEO team sought to optimize its acquisition costs, increase ROI, and reduce turnover.

However, Smartbox didn't have the bandwidth to achieve these objectives and was further hindered by a large-scale migration project.

SOLUTION

Automate seo fixes independently to save time and autonomy

To be able to make SEO optimizations without having to wait for the migration project to be complete or rely on its limited development team, Smartbox adopted Botify's PageWorkers solution which independently automates large-scale SEO optimizations. With PageWorkers, the team could perform optimizations that are both semantic and technical on dozens of →

"We optimized 50 to 100 event pages in a few clicks, this would have taken a long time if we had to do it manually. With PageWorkers, it happened in 1 month."

Stéphanie de Souza SEO Manager, Smartbox

event pages and easily implement link meshes and thumbnails. For example, it began using PageWorkers for various fixes, including breadcrumb integration, internal linking optimization, link obfuscation, and Meta tags changes.

Thanks to Pageworkers the SEO team was able to make massive modifications to the pages of its sites with complete autonomy and without intervention from technical teams. The teams appreciated the fact of being able to carry out the optimizations in a few days, without having to go through tickets, planning, or prioritization.

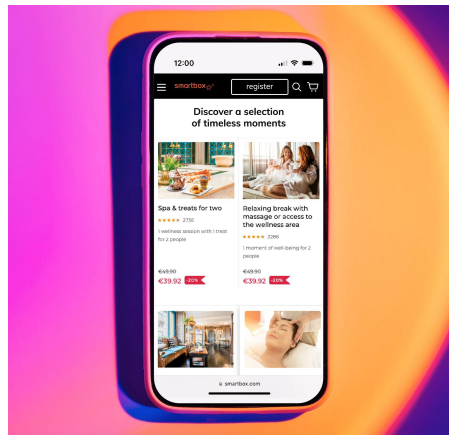
“What I like about Botify is the autonomy, the fact of not calling on developers. We don’t need to wait any longer!”

Stéphanie de Souza
SEO Manager, Smartbox

RESULTS

SEO Indicators clearly improving

Monitoring in Botify quickly showed improvements in SEO indicators such as crawl rate, number of active pages, and page ranking. The feedback is unanimous: automation allowed them to reduce the time needed to implement optimizations and to obtain the first tangible and measurable results quickly.



Meet Botify

Powered by AI and a proprietary unified data model, Botify protects and grows organic web traffic by surfacing deeper insights and understanding behind organic search — offering intelligent opportunities to increase relevant search results, profitability, and build better brand authority.

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