

## GAME Sees +146% YoY Black Friday Revenue Using Organic Search as a Strategic Advantage



**+82%**

Pages crawled by Google

**+7.27%**

YoY in high converting product page clicks

**+23%**

Increase in Impressions

### INTRODUCTION

**GAME**, a well-loved UK video game retailer under Frasers Group, faced technical obstacles and limited engineering resources that blocked SEO success, requiring a new organic revenue strategy for Black Friday 2023.

### CHALLENGE

Technical debt and limited engineering resources were negatively impacting GAME's high-converting product pages. Meanwhile, irrelevant pages were being surfaced by consumers in search. SEO changes were difficult to make and slow to implement. Even simple optimizations such as title tag updates would take between 6–12 months due to internal processes that prevented SEO progress. As a video game retailer, the Black Friday and holiday season can be lucrative. Where most brands won't prioritize SEO in the lead-up to peak periods, GAME aimed to position itself as a strong competitor to global enterprise brands like Sony and Microsoft. Finding a way around the technical blockers could surface important product pages, optimize their crawl budget, and boost traffic.

### SOLUTION

The SEO team at GAME partnered with Botify's internal search experts to strategize a unique solution. Botify's PageWorkers solution enables large-scale, automated optimizations that can be launched or rolled back immediately. PageWorkers (part of Botify Activation)

enabled them to fix their breadcrumb links to their top pages. This optimized GAME's internal linking structure, created a shallower click depth, and surfaced its most valuable content to search engine crawlers.

### RESULTS

After implementing PageWorkers on their site, the SEO team at GAME sidestepped the technical debt, infrastructure difficulties, and resourcing issues limiting their potential. The time to deploy optimizations **shrank from 6–12 months to mere minutes**, removing internal blockers and giving them more independence.

As a result, GAME deploy a highly optimized internal link structure that allowed Google to crawl and rank important product pages in time to capitalize on the season. The number of pages crawled by Google **skyrocketed to 82%**. They also saw a **7.27% YoY increase** in high-converting product page clicks and a **23% increase** in impressions. A precision-targeted seasonal strategy plus Botify's technical SEO solution gave GAME a strong competitive advantage. Direct traffic to critical product detail pages **improved +113%**, with a **+146% growth in revenue** from organic traffic YoY.

By using PageWorkers as a shortcut to results, GAME has gained momentum with their SEO flywheel and changed a vicious cycle to a virtuous one.

