botify ✕ Adevinta

Boosting Organic Search Performance at Scale For Adevinta

+2m
Crawled Pages

+30% YOY
Increase in global organic search visibility

+54% YOY
Growth in organic search visibility for one sub-brand

1. ENTERPRISE SEO FOR GLOBAL INSIGHTS

Adevinta is a global leader in digital marketplaces, with name brands including Marktplaats in the Netherlands, mobile.de in Germany and leboncoin in France. The company's SEO team wanted to better understand how all its web pages were performing. With 40 websites and digital products across 12 countries under a single umbrella, the Barcelona-based company could no longer rely on piece mealed organic search tools to help each of its brands improve results at scale. The team also had difficulty communicating the importance of search to executives to and the rest of the organization. As Head of Global SEO, Esteve Castells sought a global solution that provided crawl analysis for all its web pages, including insight into which pages were being indexed, recommendations for cross-linking, and other metrics that could be easily shared across the company to help demonstrate the impact of organic search initiatives.

> "Botify's organic search expertise has been a key component in the success of our partnership."

Esteve Castells
Head of SEO at Adevinta

2. TURNING DATA INTO ACTIONS

Adevinta leveraged the Botify platform to provide each of its brands with the right data and recommendations to improve organic search initiatives and report on results. Since using Botify, Adevinta has performed more than 8,700 crawls of its 15 billion URLs. The company's SEO team engaged and worked with Botify AlertPanel and ActionBoard features, as well as the company's search data strategy team to learn how to turn data provided by the crawls into strategic actions to improve site visibility. Adevinta has found extensive value in having such insightful organic search information at their fingertips, allowing the organic search team to leverage opportunities and identify issues early on.

"We use Botify because it's the best tool to help us sustainably grow our business."

Esteve Castells
Head of SEO at Adevinta

3. IMPROVED WEBSITE PERFORMANCE

1 Reduced crawl budget and total page size by removing duplicate and low-performing pages.

2 Better understanding of organic search ROI versus paid search to better optimize spend.

3 Utilized log file analysis to power internal links to create new pages or detect opportunity for further growth.

4 Developed a shareable weekly SEO health score report from Botify data.

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