

Levi's Increases Global Website Traffic by Optimizing Organic Search

30x

faster delivery of rendered pages to search engines

+36%

increase in unique product pages crawled

+99%

YOY increase in unique pages ranking for non-brand terms

1. GLOBAL SEO VISIBILITY AND OTHER TECHNICAL REQUIREMENTS

Levi Strauss & Co[®] needed deeper insights into its organic search performance to better understand how the San Francisco-based global clothing brand could improve global keyword rankings and resulting revenue from the channel.

Having used Botify at a previous company, Matthijs Jansen, SEO Manager at Levi's, ensured the company successfully leveraged Botify Analytics and Botify Intelligence to discover why some of the brand's website pages were challenging to find by search engines.

But as Levi's website domain is client-side rendered, he ensured Levi's also invested in SpeedWorkers from Botify Activation to help the retailer automatically serve fully rendered pages to search engines, to further improve its search performance.

2. BASELINE PERFORMANCE REQUIRED TO SHOWCASE METRIC WINS

As Levi's started investing more in organic search, the brand immediately used server log analysis, unified data analytics, and other capabilities within Botify Analytics and SpeedWorkers, to gain baseline information about each of its pages' performance, such as metrics around which pages were – or were not – being crawled, →

“Botify is a tool we need to do actual work and to do root cause analysis for SEO. It fulfills the needs Levi.com has on all sides.”

Matthijs Jansen
SEO Manager, Levi's

indexed, and ranked, beginning with its European sites. It then used Botify Intelligence to better understand how making certain changes would improve these metrics and began initiating various optimizations.

Levi's then scaled the solutions to identify and prioritize organic search improvements it makes for its US and other global sites, as well as automatically send fully rendered pages to search engines. The company integrated its Adobe Analytics data with Botify to help correlate how these and other technical improvements correlate to conversions by tying website traffic to revenue. Jansen also leveraged Botify's reporting capabilities to demonstrate the influence of SpeedWorkers on indexation, ranking, traffic, and resulting revenue to periodically share with executive leadership, helping other members of the organization better understand and champion future investments in organic search.

“With Botify, we are able to see directly which pages Google is requesting. It’s a no-brainer to engage Botify SpeedWorkers for the full Levi.com domain.”

Matthijs Jansen
SEO Manager, Levi's

1 Increased the number of its URLs search engines crawl by 36%.

2 30x faster delivery of more fully rendered pages to search engines, increasing the number of ranking keywords.

3 16% resulting global revenue gains in 90 days from optimizations.

4 More concrete understanding of how to tie SEO projects to increased traffic and revenue.

Meet Botify

Botify's leading performance marketing platform for organic search and expert services enables the most ambitious brands to maximize their visibility, brand authority, and sustainable profitability.

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 in today's dynamic digital environment, demanding relevant content be delivered with speed.

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, Crate & Barrel, Conde Nast 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.

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