DACH Business Network Xing Raises Website Visibility and Engagement

1. SUPPORTING CORRECT INDEXING AND USER JOURNEYS

While XING quickly evolved to support both internal and user generated content on its website, the company didn't have enough resources to ensure coverage of its comprehensive organic search goals. With over 20 different product teams, each with varying levels of organic search experience, supporting the strategy from a consistent, centralized perspective was impossible. As a result, too many pages that had little user value were being indexed, while other high-value pages went un-indexed, delaying critical content from being featured for several days, impacting traffic–and costs– for months. With a total 40 million URLs, from which 13 million are in the Google Index, one of the main goals was keeping it updated with important pages that reflected revenue KPIs. This, in addition to leveraging new domains in organic search to support the user journey of searching and applying for jobs required fierce prioritization. XING leveraged Botify Analytics and Botify Intelligence to solve these and other organic search challenges.
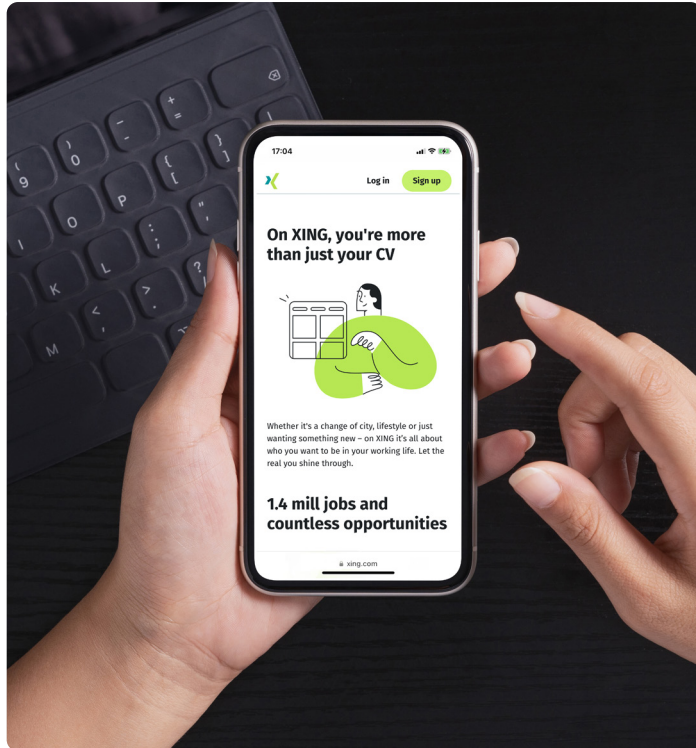
2. UNDERSTANDING PAGE QUALITY AND INDEXING

After analyzing its website data in Botify to better understand which pages were being indexed, and which other optimizations it needed to prioritize, XING was able to validate its internal automated indexation system. This not only enabled them to quality score pages, but also support its internal linking strategies and working sitemaps so they could deindex old pages faster. Now they are able to set pages that are old or low quality as no index, so they aren't being sent to search engines. →

> **"Botify helps provide clear and comprehensive visibility into our web page performance that we didn't have before. It offers powerful monitoring - especially across high-volume websites."**

Esther Kaltenbach - Senior SEO Manager, XING

3. MONITORING AND INCREASED VISIBILITY

In addition to meeting its original SEO goals, with Botify Intelligence, XING now has the ability to protect website traffic with proactive alerts, preventing any negative long-term impact and lost revenue. The company also has clear and comprehensive visibility into entire site performance from the 1000+ metrics and monitoring capabilities of Botify Intelligence based on regular crawls of their site pages. And by enabling XING to automatically analyze the page performance of their high volume website they can now quickly correct issues and increase the chances of surfacing the right content at the right time.

> ## "By using Botify, we can now easily identify and quickly rectify low-quality, duplicate or error pages, which provide no user value and negatively impact both organic search results and brand value over the short - and long-term."

Esther Kaltenbach
Senior SEO Manager, XING

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.

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