1. VISIBILITY OF USER-GENERATED CONTENT

Bukalapak is a leading Indonesian Marketplace, and one of the largest ecommerce players in South-East-Asia. It has over 100 million users; 7 million partners listed on its marketplace, and 40-50 million active URLs. Organic search is vital to the business, with 38% of users coming to the platform through this channel in 2022.

As an ecommerce platform, the Product Description Pages (PDPs) are the most important pages on the platform. And, as a marketplace, these pages are subject to constant change at vast volume which is a full-time challenge for Bukalapak’s SEO team. From 2020 they noticed a distressing fall off in the percentage of PDPs being crawled by the Google search bots. The PDPs dropped from 60% of the total crawl distribution to 40%, meaning a dramatic decline in the findability of these products on organic search results.

2. INSIGHTS INTO PAGES CRAWLED

Because of the sheer volume of pages on the Bukalapak platform, this demanded a robust cloud-based solution like Botify, able to crawl, audit at scale and provide comprehensive insights. Like any other Marketplace, Bukalapak is heavily reliant on User Generated Content. This is great for helping your site to rank on a lot of “long tail” keywords. But it’s also difficult to control.

“Botify provides the most complete insights and recommendations for our site performance.”

Mardya Wandry
Head of SEO at Bukalapak

* From October 2020 – April 2022
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.