

Protecting Product Page Visibility For Bukalapak

100m

Users on Bukalapak

+640%

Increase in Active URLs*

+20%

Increase in Unique Keywords

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

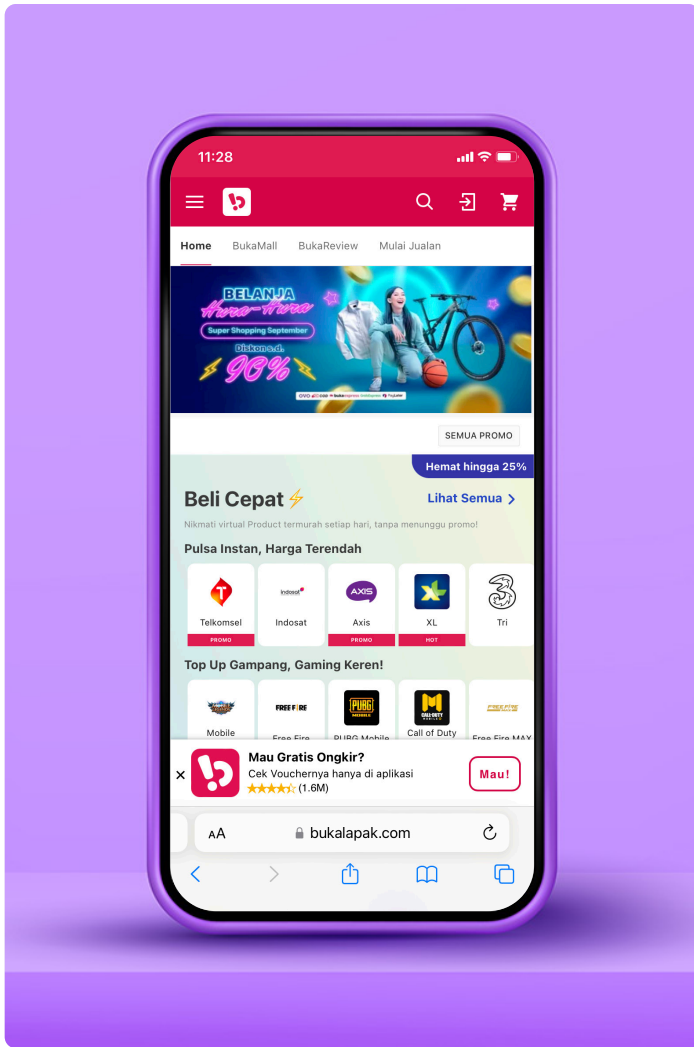
Because of the sheer volume of pages on the Bukalapak platform, this demanded a robust cloud-based solution like Botify, able to crawl, audit at scale and provide comprehensive insights. Like any other Marketplace, Bukalapak is heavily reliant on User Generated Content. This is great for helping your 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



And we started witnessing listings and product offers that were not following Bukalapak's Terms & Conditions (T&C's). Sometimes up to 10-20M pages per month! This was a massive waste of "crawl budget" –squandering the limited allocation search engines make to crawl any given site for illegal pages. But the "snowball effect" of these disappearing pages also had a negative impact on legitimate URLs, causing Bukalapak's SEO performance to suffer. Legality and organic search performance were in conflict. Fixing the problem allowed Bukalapak to be both compliant legally and compliant with the search engines it depended on for traffic.

3. ACTIONS TO IMPROVE PERFORMANCE

The Botify platform gives Bukalapak full visibility to how these movements are affecting crawlability and subsequent performance. This allows the teams to closely monitor the situation, and reduce its negative impact. At first such movements were over 30% of the pages being crawled, which explained the alarming shortfall. This has been brought down to beneath 10% as standard, helping Bukalapak implement a new SEO-friendly logic for its product pages, mitigating the risk from this cause and protecting their all-important organic search traffic.

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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