

Helping Furla Japan be less reliant on paid search

\$4,800

saved per month

+21%

SEO Clicks

+3%

Click Through Rate

+173%

Content SEO Revenue

1. OPTIMIZING LOCALLY

The luxury Italian fashion brand Furla has a loyal following in Japan, and wanted to optimize organic search opportunities locally. But the E-commerce team noticed a steady decline in organic traffic for the Japan site, forcing it to rely on paid search to capture its share of a highly competitive market. So they engaged Botify to make search serve their brand more sustainably.

2. IMPROVING CLICK THROUGH & CONVERSION

We started with the tech foundations, the secret to any robust and sustainable SEO solution. Working closely with the E-commerce and development teams, we identified some critical technical fixes that brought positive results almost instantly. Click through and conversion saw an almost immediate upswing. As Abby Okon, E-commerce manager for Furla Japan, remarks: "We were amazed to see positive results so quickly. When we started, both organic traffic and conversion were declining. Botify identified what needed fixing in

the backend, and within about 2 weeks we witnessed an insane increase in conversions from organic search" Revenue increased for one of their categories by as much as 92% within one month after the SEO optimization implemented in July (and in October we saw a 173% increase for another category). →

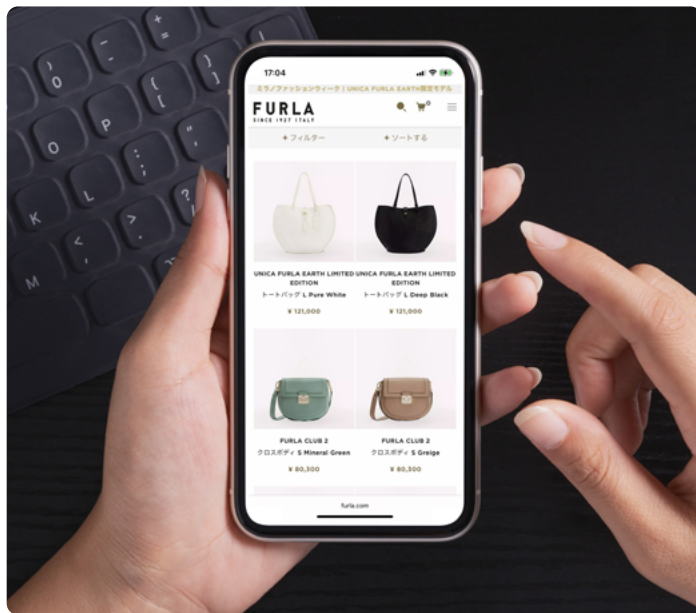
"Botify identified what needed fixing in the backend, and within about 2 weeks we witnessed an increase in conversions from organic search."

Abby Okon

E-commerce Manager, Furla Japan

3. TAKING THE GUESSWORK OUT OF SEO

We were able to identify the winning keywords for revenue generation, and gained unique insights into what people were really looking with Botify's RealKeywords feature. We discovered that a lot of keywords that were generating traffic organically were also being paid for. Within a year we had paused well over a thousand keywords that had been costing money, diverting the funds where they were needed to drive acquisitions.



4. STAYING AHEAD OF THE CURVE

Our robust, technical + content SEO project plan yielded positive impact really quickly. After just twelve months of working together:

- Organic conversions are up, and reliance on paid search is more manageable for the brand.
- The E-commerce team knows how to match content with user search intent to better capture and convert organic traffic.
- Employing Botify's RealKeywords, LogAnalyzer and with insights from our team, Furla Japan can now optimize content in advance of publishing new product pages, staying ahead of the curve instead of playing catch up with SEO.

What Furla Japan loves about Botify:

“With Botify I have a collaborative extension of my team... We’ve achieved amazing results in a short time, re balancing paid, organic and optimizing content in advance”.

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