botify ✕ medibank PRIVATE

Empowering SEO for private health insurer **Medibank**

+36% Organic Visits	**+17%** Organic Impressions	**+20%** Clicks	**+24%** Unique Keywords

1. ENGAGING BEYOND PRODUCTS

Medibank is a leading Australian private health provider, that is steadily transforming its website from just providing products to being a health and wellbeing portal. Content is vital for achieving this, and organic search is equally critical for building sustainable traffic for the site with clear return on investment. Traditionally Medibank had relied on Search Engine Marketing and other paid media for visibility, but the shift to content meant getting serious about SEO as a more cost-effective digital marketing channel. To achieve this a serious tool was needed.

2. WHY BOTIFY?

To optimize effectively for organic, Medibank knew it needed to grade up from the keyword emphasis that had defined their approach to SEO formerly, adopting the technical interventions that would deliver the biggest business impact. As Medibank's Digital Experience Specialist, Juan Campos puts it: "We'd outgrown our current tools. And we knew we could get more progress with our digital team by going with Botify.

We needed something that could not just give us the data we needed in SEO, but to make the case to all stakeholders in the business. From marketing to content to development and leadership". To meet this challenge Botify focused on creating customized dashboards that were relevant to the different teams. →

> " **Botify becomes an expert extension of your own team, helping you make the changes that will have the most impact for the business.**"

Juan Campos
Digital Experience Specialist at Medibank

This provided everyone with visibility and understanding on what changes would make the biggest difference, identifying clear prioritisations and demonstrating the business case for Organic Search converts outside of the small SEO team.

Within six months Medibank was seeing real performance improvements in the metrics that matter.
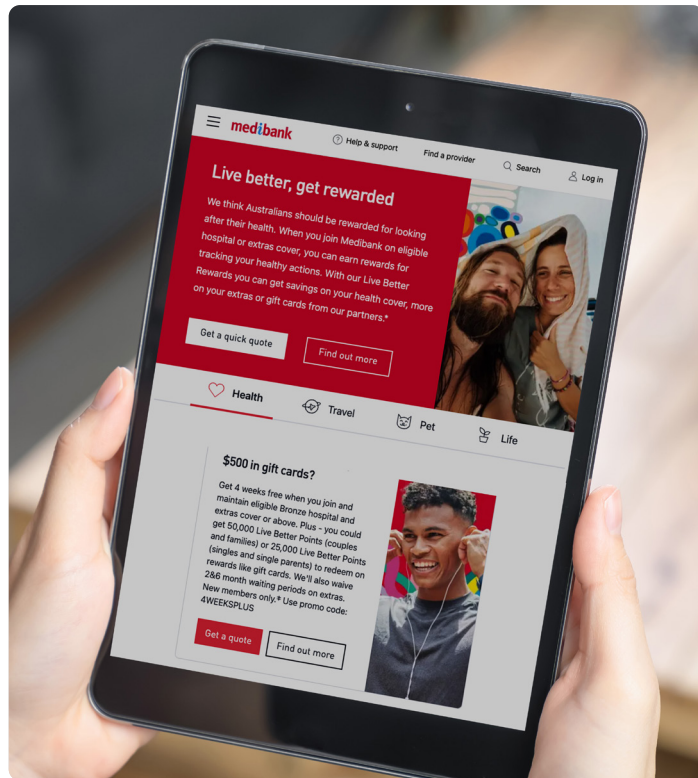
These results helped make the case for Organic Search internally, providing a robust foundation for an action plan based on Botify's "full-funnel" methodology. Built to think and act like a search engine, this methodology helped Juan and his team achieve a shift in mindset in how the teams at Medibank optimized content for performance going forward.

A final word from Juan Campos:

"Botify is a power tool, especially when you have a small team... It helps with prioritisation, backed with data... I would not have been able to come up with our SEO strategy and action plan by myself if I'd stuck with the previous tools ".

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