

Driving Organic Performance For Mister Auto

-98%

Reduction in 301 error codes*

-1.8m

Fewer orphan pages**

+38%

Increase in indexable pages**

1. IN SEARCH OF A SCALABLE SOLUTION

Mister Auto is the leading auto parts seller in Europe. But the company's products were not ranking as high as they should in search, and there were a large number of error code pages. The search engines were evidently failing to crawl their pages efficiently, but Mister Auto needed a solution that could handle scale. There are five million URLs on their e-commerce site so they sought a solution that could handle this volume, addressing the issues that were damaging Mister Auto's organic search performance.

2. FROM ANALYTICS TO INSIGHTS

Regular, comprehensive site crawls swiftly pinpointed the problems – identifying the cause of the redirect errors and further revealing that 55% of the site's pages were being flagged for insufficient content. In addition, there were 2.2 million orphan pages. These URLs were eating up 69% of Mister Auto's available crawl budget

(the resources allocated by search engines to scan a site's pages), and so severely limiting the content findable by customers. There were also pages taking far too long to load, sending search engines incomplete content information and low page performance signals.

“Botify was the obvious choice... No other platform could handle our site.”

Antoine Cuchera

SEO Manager at Mister Auto

3. PERFORMANCE BACK ON TRACK

Combined, these revelations gave the Mister Auto team what they needed to turn their organic performance around. In just a year, they increased the number of indexable pages on their site by 38%, and boosted those pages' crawl rate by 3.9% on desktop and 4.1% on mobile. Eliminating 97.7% of their redirect errors as well as cleaning up their crawl structure were critical in achieving this. With 1.8 million fewer orphan pages, search engines are able to cover more of Mister Auto's site with greater speed and efficiency. Cucherat's team also reduced duplicative content by 44% and the number of pages with insufficient content from 55% to just 31%, making each crawl more valuable to consumers and boosting the website's domain authority.



55%

of the site's pages flagged for insufficient content

Greater
**Speed
& Efficiency**

-44%

Reduced duplicative content

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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