

Recurrent Ventures Fixes Technical Issues, Improves Organic Performance

+102%

Decrease in click depth

+20%

Increase in SEO goal attainment in 4 brands

-91%

Reduction in 404 errors

INTRODUCTION

Recurrent Ventures is a US digital media company with such well-known publications as Field & Stream, Bob Vila, the Drive, Popular Science and Task & Purpose. The company, and specifically the SEO team, needed a comprehensive view of the website performance for the company's 15+ sites.

CHALLENGE

Limited visibility into impact

While the company has different goals for each SEO team and brand, without a full view into these metrics, it wasn't able to determine or track SEO KPIs. Further, while Recurrent's development team was adept at finding and solving website technical issues, its SEO team had limited visibility into the impact these changes were having on organic search performance. The company sought a solution that would empower it to be proactive to ensure it wasn't missing anything that would negatively impact SEO.

SOLUTION

Proactive enterprise crawling

Recurrent began using Botify Analytics and Botify Intelligence to review log files, segmentation, and crawl logs to gain a better understanding of how well all its pages were being crawled by search engines, and what could be done to improve crawl budget. →

"We've seen tremendous improvements across our technical SEO efforts with Botify, which has been instrumental to achieving our overall SEO traffic and revenue goals."

Jacob Hurwith

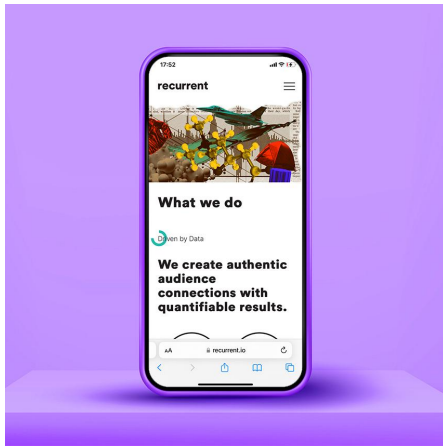
Director of SEO, Technical, at Recurrent Ventures

It also leveraged Botify to create an internal monitoring process to better communicate with the development team. As part of that process, the SEO team now creates a change report for each request that sends email alerts when developers have completed the change, and links each report to the Botify platform to show the impact the changes is having on web performance.

RESULTS

Proactively optimizing SEO across all brand sites

Using Botify solutions has helped Recurrent not only improve various technical challenges around its web performance, but



“Botify has been a huge tool in the toolbox of our SEO team. It’s informed a lot of our content as well as our technical improvements behind the scenes.”

Jacob Hurwith

Director of SEO, Technical, at Recurrent Ventures

it was also able to proactively catch and fix various issues. By identifying and eliminating 404 errors, 3xx errors, and redirect chains, it was able to eliminate items that were blocking a few of its brands from being crawled, before it had the chance to significantly impact its performance.

With a better understanding of its organic search performance, Recurrent has been able to determine and test nine specific technical KPIs it now uses to defend and improve organic search performance and revenue across all its brands as well as leverage as leading indicators of future traffic across its sites.

Meet Botify

Powered by AI and a proprietary unified data model, Botify protects and grows organic web traffic by surfacing deeper insights and understanding behind organic search — offering intelligent opportunities to increase relevant search results, profitability, and build better brand authority.

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