



TuneIn Accelerates Results with Support from Botify Advantage

61%

Reduction in SEO backlog in < 4 months

+283%

Gain in Clicks YoY for Spring Sporting Events

+336%

Growth in clicks for non-English URLs

INTRODUCTION

Industry: Media

Geography: San Francisco

Size: 250 employees

CHALLENGE

To quickly implement changes at scale

Having already worked with Botify on numerous initiatives, TuneIn was convinced of the positive outcomes driven by their SEO implementations. However, they recognized the opportunity to intensify their efforts and expand their operations for even greater impact.

The audio streaming company had developed a backlog of optimizations it wanted to make, but needed additional support to help drive the strategy for their SEO operations, focusing on those elements that would yield the fastest and most effective results. It also needed help executing the changes in a timely fashion. TuneIn's existing implementation process

wasn't allowing the company to move as quickly, or at the required scale, it wanted to with organic search projects.

SOLUTION

Botify Advantage Consulting to expedite SEO gains, TuneIn turned to Botify to →

"Botify Advantage gave us the ability of 10x engineers to make changes quickly, enabling us to be more experimental and ambitious with our optimizations."

Rob Deichert
CRO, TuneIn

start developing an overall organic search strategy, prioritize optimizations, and automate the execution of the backlogged and new improvements using PageWorkers.

Tuneln ran through its existing optimization backlog with Botify Advantage consultants, articulating which items were high priority to the business and by, leveraging organic search data trends within the platform. Tuneln also looked to the Botify Advantage team to raise improvements that could be made quickly and show value.

RESULTS

Quick optimizations and wins In the span of four months, the company executed significantly more optimizations, including title tags and canonicals. A notable success involved expediting the optimization of key revenue-generating pages, enhancing non English content and high priority pages featuring spring sporting events for maximum impact.

QUALITATIVE BENEFITS OF BOTIFY ADVANTAGE

1

Communicate quantifiable impact of SEO to garner trust of engineering and executive teams

2

Combine automation and expertise for faster results and implementation.

3

Utilize measurable ROI data to drive more effective search optimizations

4

Preserve revenue and mitigate risk by protecting the website from traffic dips

“Botify provides actionable organic search insights while possessing the agility to effectively immerse themselves in our company and execute solutions to our SEO challenges.”

Rob Deichert CRO, Tuneln

Meet Botify Advantage

Botify Advantage offers scalable consulting and managed services to expedite your organic impact. Our organic search experts use your first-party data to swiftly identify optimization opportunities, ensuring quick results as you build your long-term strategies. With Botify Advantage, technology, data, and services converge, resulting in quicker time-to-value for enterprises aiming to amplify organic growth on a larger scale.

Be Found with Botify Today.

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