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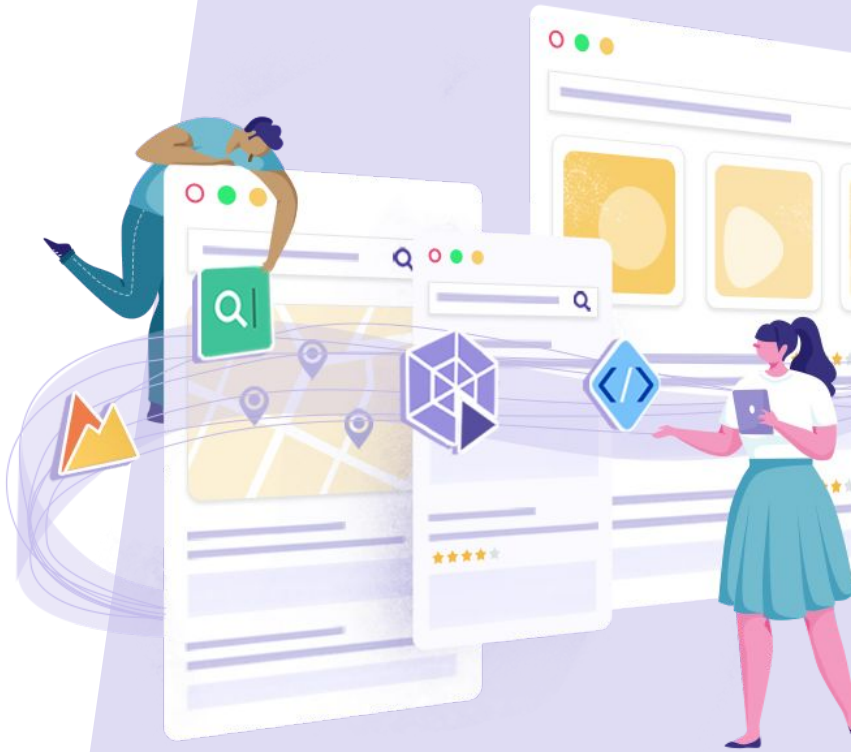
The New Standard in Organic Search Analytics



Our ambition is to build a new standard in organic search analytics by giving SEO stakeholders the data, tools, and diagnostics necessary to create and maintain high quality digital assets for search engines and voice assistants.

The Botify Founding Team

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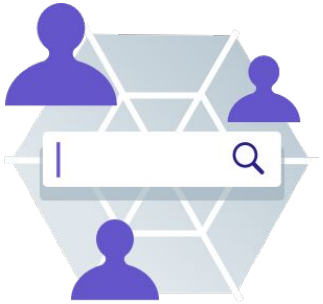

E-commerce revenue coming from organic search

Source: https://www.wolfgangdigital.com/kpi-2019/

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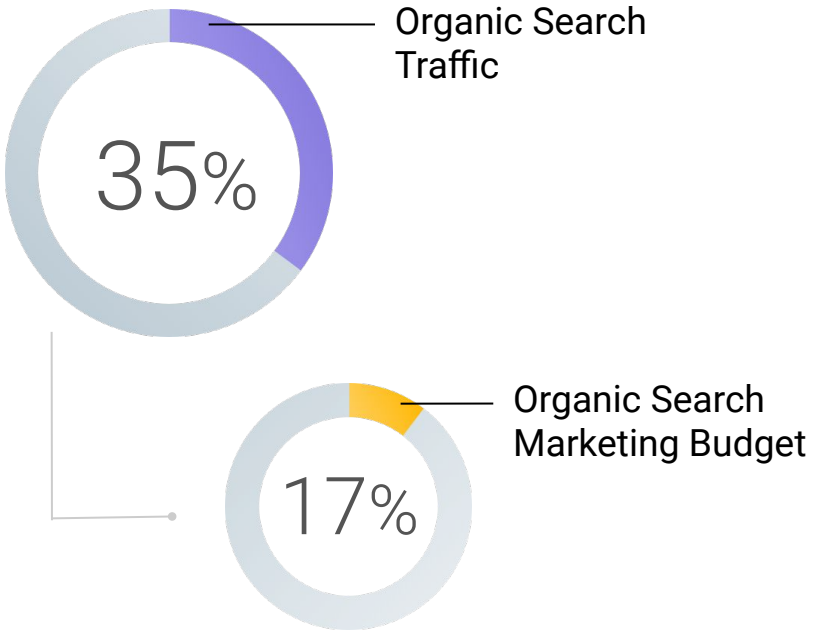
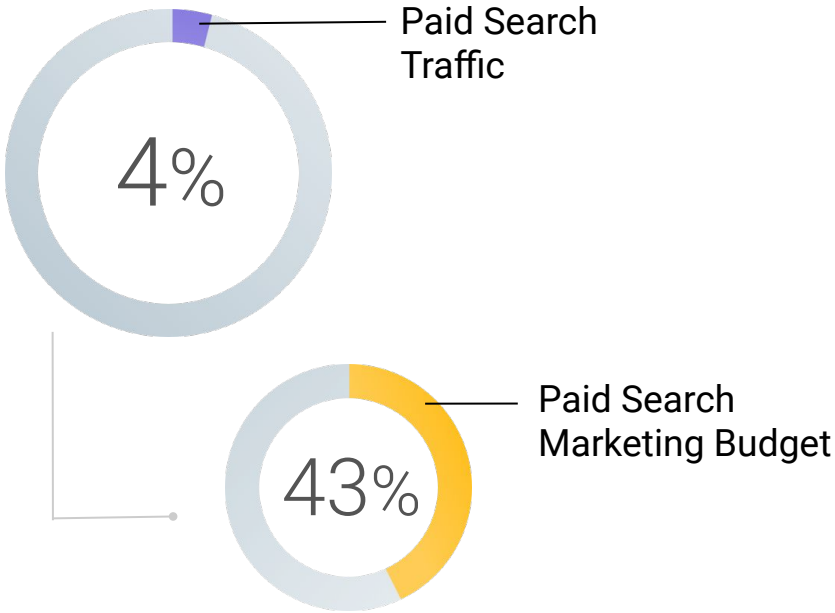
Importance of Organic Search Continues





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*SEO Tribunal, June 18, 2018

“Half of my website isn’t being Crawled by Google; the trouble is I don’t know which half”

51%

Of a typical website isn’t being crawled By Google

** Based on Botify's analysis of 413M web pages*

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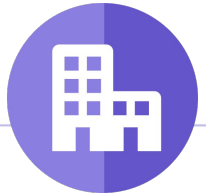
Botify,
Who are we?

A global team dedicated to your success



4

Offices

100

Employees

12

Awards

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450+ companies already trust us

40% retailers

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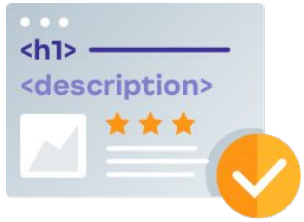
The first unified suite to drive SEO success in each phase of the organic search process

Technical SEO



Content Analysis

Real Rankings & CTR

Conversions

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Bringing SEO Analysis to the next level

+2.5
BILLION

URLs crawled and analysed monthly

+25
BILLION

Search Engine Bot requests analyzed

+450
MILLION

Real User Search Queries

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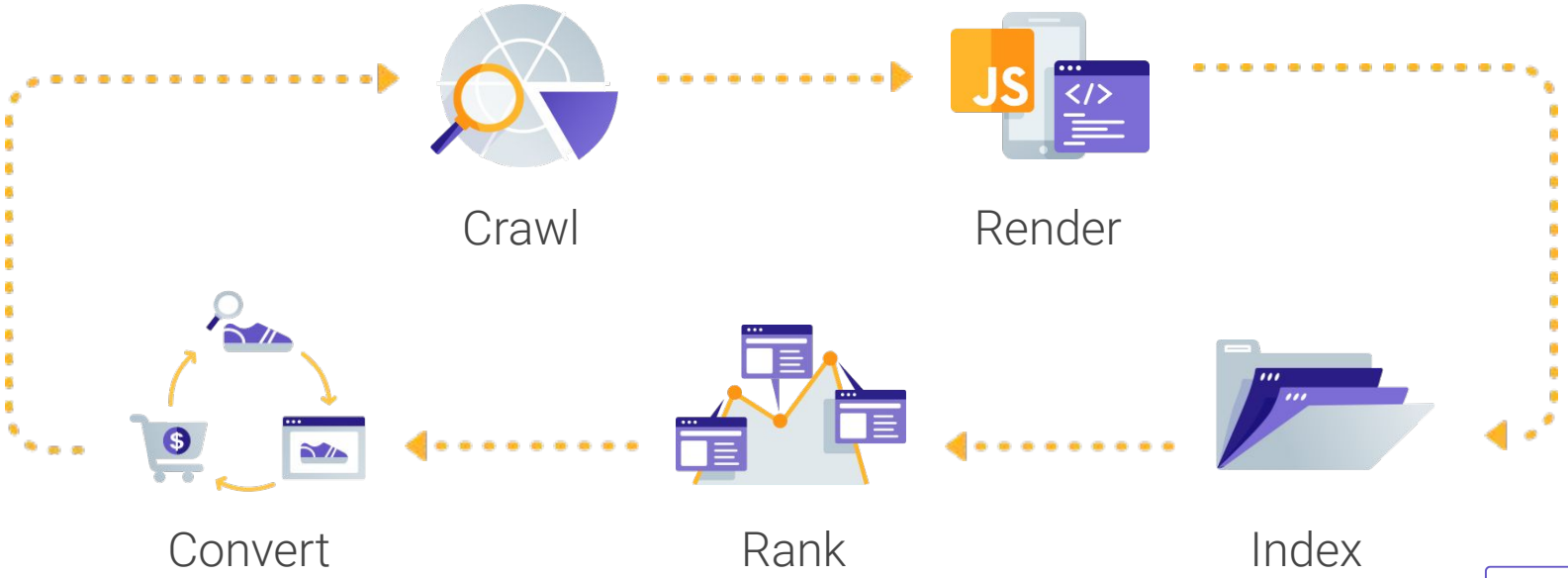
How do we help our customers?

We help them impact the 5 critical steps of the search process



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The first unified suite of applications covering the entire SEO process

Botify Analytics

The most advanced technical SEO crawler, ensuring websites accessibility by search engines.

Botify Log Analyzer

The only log analyzer with advanced SEO scenarios that supports crawl budget optimization.

Botify Keywords

The real ranking solution that reconciles actual user interactions with content and technical SEO.

Botify Studio

The data customization dashboard that empowers you to build the reports that match your SEO priorities.

Botify Data Station

The KPI pipeline, giving you the ability to import and export customized data models.

Botify for Developers

The Botify API guide that gives you the power to manipulate Botify KPIs the way you want.

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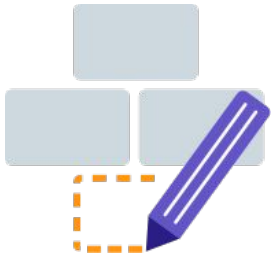
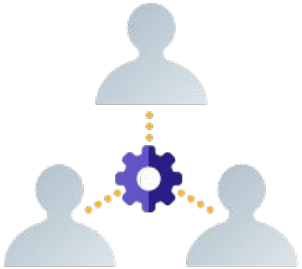
We make sure they get the most out of Botify's Solution from the start

Support is our Standard



Translate Business Needs into Botify



25 Point Onboarding and Implementation Checklist

Complete Training to Fully Understand Botify's Platform and Metrics

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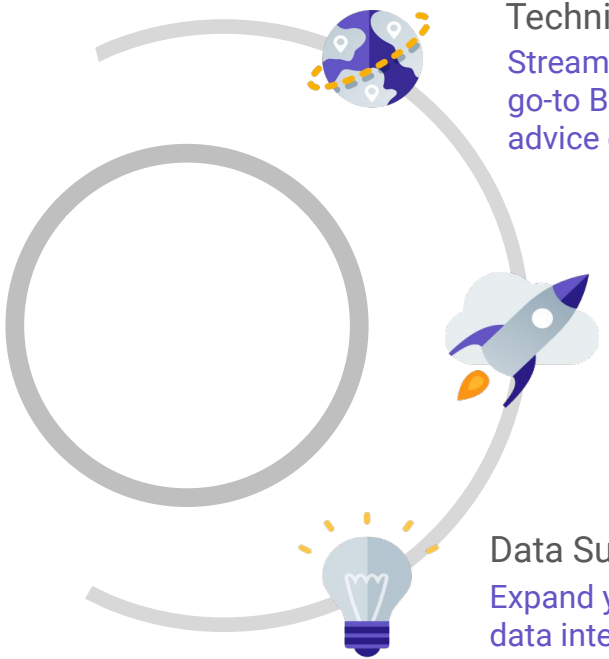
Along with additional support for key business needs

Packaged Accelerated Support designed to solve key business needs.



Technical Support

Streamline your deployment and improve your operations with go-to Botify technical expertise; benefit from deep technical advice or additional setup, configuration, and integration.

Educational Support

Provide your entire organization with insights and knowledge around technical SEO and the Botify platform. Build business cases for additional stakeholders.

Data Support

Expand your standard support with an expert from our team for data interpretation, action identification, and prioritization.

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To help you progress in the Organic Search Maturity Curve

	Ad-Hoc	Retroactive	Reactive	Proactive	Progressive
Organization Buy-In & Resource Allocation	• Shared Marketing Resource • No Engineer Resource • Annual Manager Visibility	• Dedicated Marketing Resource. • Shared Engineer Resource • Monthly/Quarterly Manager Visibility	• Dedicated w./ Manager Status • Dedicated Engineer Resource • Monthly/Quarterly Director Visibility	• Multiple Dedicated w/ Director Status. • Multiple Dedicated Engineers • Monthly/Quarterly VP/CMO Review	• Multiple Dedicated Task Specific w/ Director / VP Status • Multiple Dedicated Engineers Direct Report • C-Suite Dashboard / Monthly CMO Review
Technology, Automation & Data Support	• Free Tools (GSC, GA, etc.) • Annual Reports • <10% Data Visibility	• Point Solutions: Basic Rank Tracking, Site Audit Tool • Quarterly/Monthly Reports • <25% Data Visibility	• SEO Platform: Log Analyzer, Site Analytics, Ranking Provider • Monthly Reports • <50% Data Visibility	• Unified SEO Suite: Advanced Logs/Rendering Analysis, Site Analytics, Real User Rankings • Daily/Weekly Reports • <75% Data Visibility	• Unified Tech Stack (CMS Workflow and Multi Channel Integration) • SEO Conversion Optimization • Daily/Weekly Reports • >90% Data Visibility
Workflow Capabilities	• Reporting • Basic Content Changes • Monthly	• Basic Tech Fixes • Advanced Content Control • Monthly/Biweekly	• Methodology in Place • Impact Crawlability/ Indexation/Ranking • Weekly	• Impact Rendering Budget • Impact Large Scale Site Issues vs. Spot Checks • Daily/Weekly	• Impact SEO Conversions • Understand End to End User Interactions • Daily Across All Workflows

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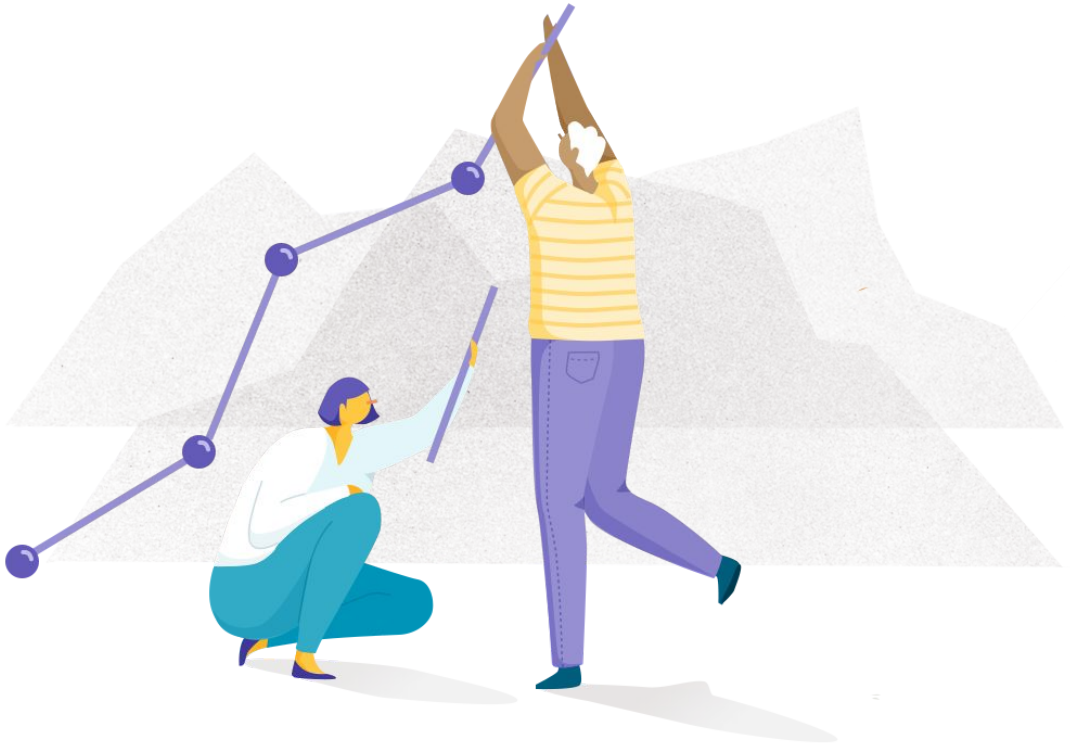
A methodology & support for business successes



Dedicated use cases for your organization

Technical SEO

Crawl Budget Optimization
Rendering
Internal Linking
Website versioning

Content

Duplicate
Structured Data
International SEO
Onpage optimization

Keyword Research

Real Search Trends
Ranking and CTR
Geolocation
Content and Technical SEO

Organic Performance

Organic Traffic
ROI
Conversion

Mobile-First SEO

Mobile-First Index
AMP
Load-time

Project Management

Prioritize Strategic Projects
Custom Reporting
Alerting

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+27%

Of market share on non-branded Keywords

+119%

Organic visits YoY

For a French Retailer

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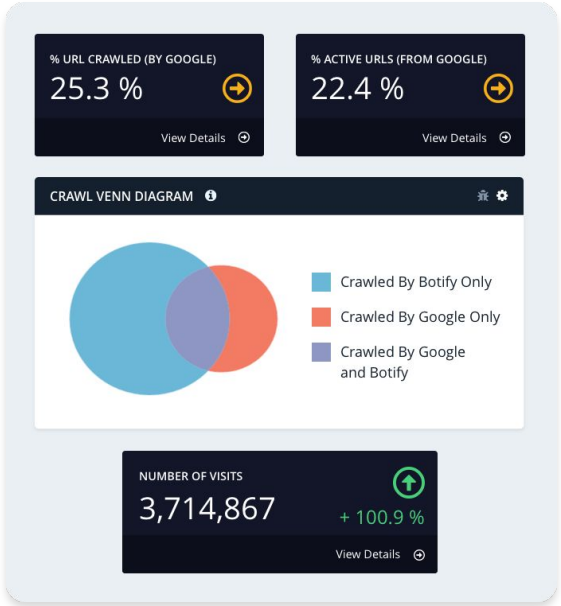
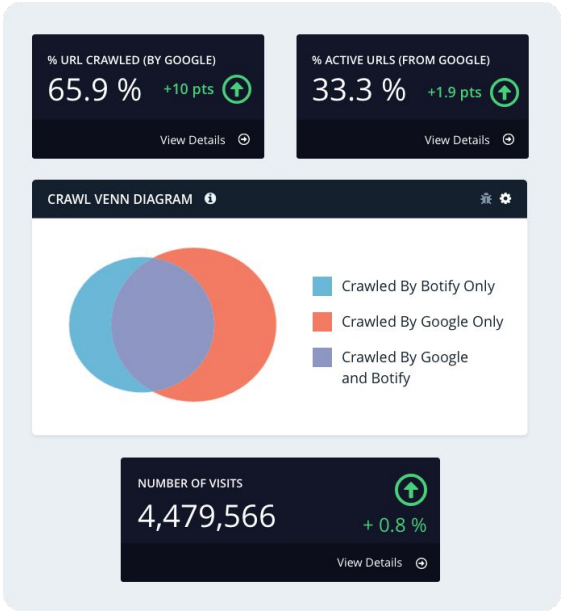
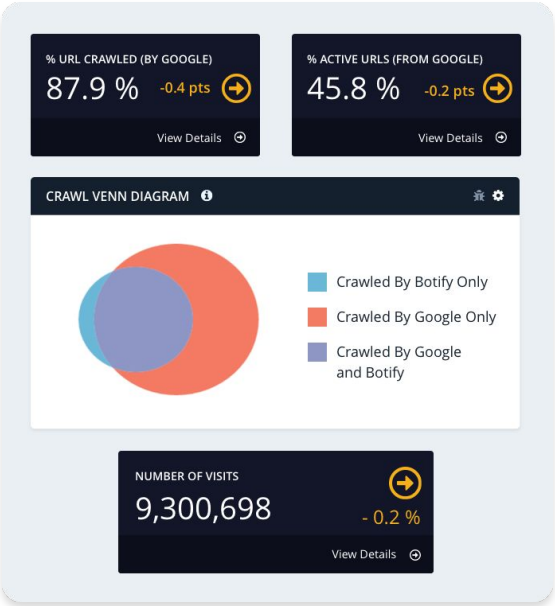
Use Case: 250% Increase in Traffic







347% Increase in Crawl Ratio • 204% Increase in Active Pages • 250% Increase in Traffic

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Our customers are our best ambassadors

“Botify is the advanced version of Google Search Console. It empowers SEO teams to impact each stage of the organic search process.”

CEO

iPullRank

“I look at the Botify Log Analyzer every morning to check many different metrics, monitor their progress, and see the effects they’re having on crawl and traffic.”

Manager of SEO & SEM

jobijoba

“I’m really impressed with the whole experience. Everyone has been great, the platform is truly amazing, and the service works the way I would expect it to work. It’s super easy to use.”

SEO Manager

TechTarget

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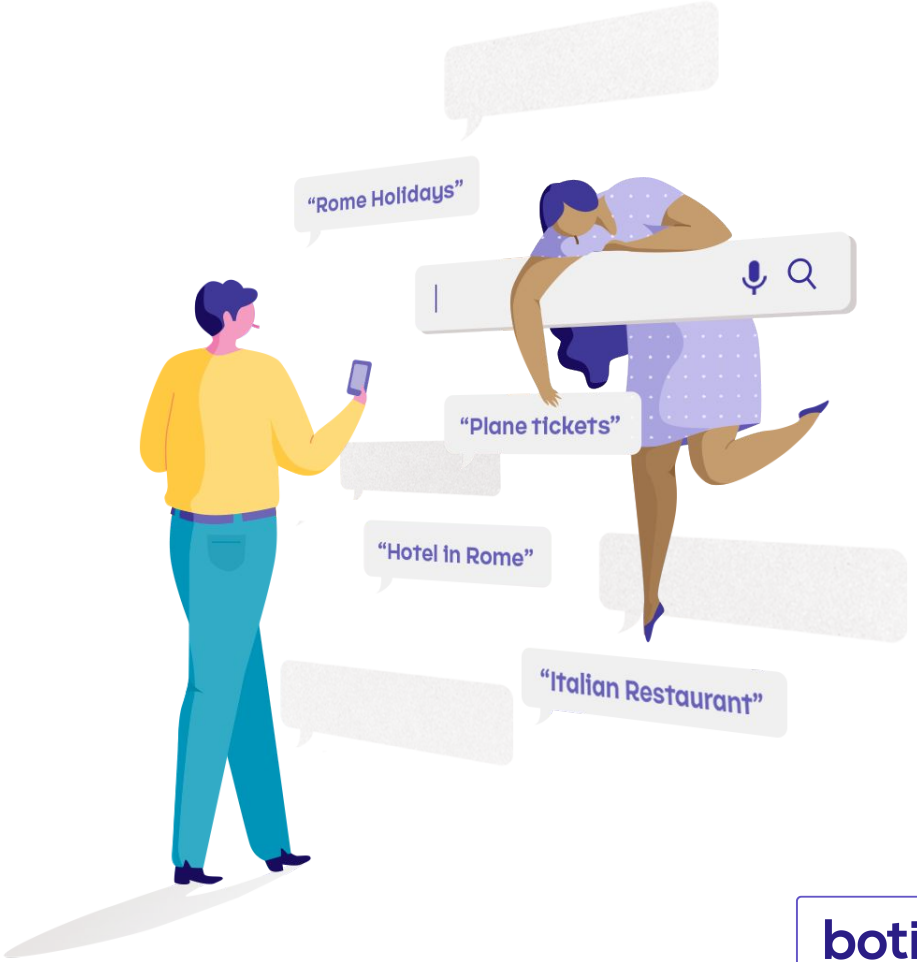
Thank you
for your attention

Get in touch!
hello@botify.com



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