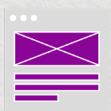


At a glance



SEO is a crucial acquisition channel for Carvana.com



Botify revealed that server-side code wasn't being rendered by search engines.



Resolving SSR issues resulted in impressive traffic gains.

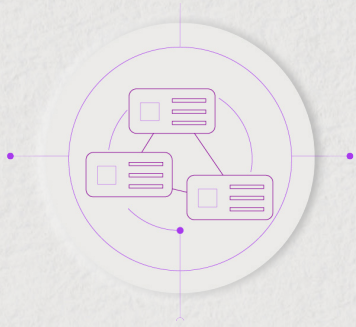
E-commerce auto retailer sees huge organic growth from JavaScript rendering

Carvana has helped to transform how used automobiles are sold. Its business model relies on high-tech e-commerce over high-touch car lots. With zero showrooms, Carvana.com drives the business, which means the website needs to purr and hum--especially for search engines, given that organic search is one of Carvana's most important acquisition channels.

JavaScript can be the dirty carburetor of modern websites. JS is ubiquitous online. JS empowers beautiful user experiences. But JS can hide content and links and drag down an otherwise zippy website to a crawl. Carvana's SEO expert, Kenyon Adei-manu, knew this and wanted to ensure that Carvana.com was only being helped by its JavaScript, and the results of his Botify-enabled data insights revved up the site's SEO performance.

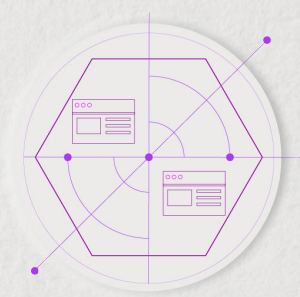
“99.9% of successful SSR equalled better ranking and better traffic.”*

- Kenyon Adei-manu, Carvana



+332%
**Ranking
Keywords**

From 60,000 keywords in Oct
2018 to 259,000 keywords
in Dec 2018



+749%
**Ranking
URLs**

From 3,500 URLs in Oct 2018
to 29,700 URLs in Dec 2018

In fall 2018, Carvana had an issue with server-side JavaScript rendering, but they didn't really know it. Everything seemed fine. It took SEO smarts and Botify JS rendering to see what the site's JavaScript was hiding from search engines.

Carvana's SEO team performed a series of tests with Botify, crawling the site with JS disabled to assess baseline presence of content and links without any JS rendering possible—much as Google crawls websites in a first pass that focuses on HTML (and takes note

of JS to be rendered in a later crawl when Googlebot has available resources). The SEO team would then perform crawls with JS rendering enabled.

The resulting data told them that search engines were not rendering server-side code. Server-side timeouts were essentially failing and cascading over to cause client-side issues. Google was missing big chunks of the site that Carvana assumed had been crawled all along.

Botify JavaScript metrics helped map a fast, shiny SEO recovery

With metrics documenting the reality of Carvana.com's JS rendering, the SEO team was able to rally the Engineering team and implement a series of code fixes that resolved rendering failures and also moved some high-profile content to be discovered during

Google's first HTML pass. The result of discovering and addressing JavaScript as a crucial SEO concern has benefitted the online used-car retailer with more traffic (see sidebar), as well as more aligned SEO and Engineering teams.

About Us

botify

Hundreds of enterprise organizations in industries ranging from travel and e-commerce to publishers and agencies use Botify to drive sustainable and profitable outcomes from the organic search channel.

Botify is a fast-growing, VC-backed, SaaS company with \$27M in funding and offices in New York, Seattle, Paris, and London.