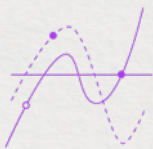


Everyday Health Improves Organic Traffic Strategy By Identifying “Areas of Mass Optimization” with Botify.

For a 3-month period of November 2020 - February 2021:



20% Growth
In YoY organic traffic



37% Increase
In total number of keywords ranking on Page 1



16% Increase
In total number of keywords ranking

The Client

Everyday Health is a leader in the health and wellness space, where their mission is to inspire and enable wellness through content discovery and distribution to consumers.

The Challenge

As with most digital publishers, Everyday Health monetizes its content through advertisers and as such must continually drive the most qualified audience to their site while maintaining a profitable margin.

The Everyday Health team recognized that organic search, when working well, is one of the key channels to drive this qualified audience, and is by far the most profitable.

However, they needed a scalable way to see the overall performance of their site and to know where to focus their time in order to improve the results from organic search. The Everyday Health team, and they needed a solution that would look at every stage of the organic search process from crawling to conversion.

The Solution

Using Botify, Everyday Health has been able to identify areas of mass optimizations across their properties which has led to a steady increase of organic traffic month over month, and importantly, less of a reliance on other paid media to supplement that traffic.

With Botify's unified data model, Everyday Health is able to correlate all of their first-party search data allowing them unparalleled visibility into the quality and performance of their content, the technical hygiene of the site (for both templated elements and overall site status codes), and through the integration with Google Search Console data, the key performing areas of the Everyday Health site.

ActionBoard, Botify's ML-driven intelligence tool, helps prioritize which optimizations to work on first for the biggest impact.

The Result

In evaluating the results Botify achieved for Everyday Health, Michael Striker, Group VP, Audience Development, said "Botify feels less like a platform and more like an extension, and a bridge, of our Audience Development and Engineering teams. The platform is intuitive, and allows my team the ability to get the answer to what they're looking for extremely fast. The data and insights that come from this tool have become a cornerstone in nearly 99% of our SEO initiatives, from identifying content optimization trends to sitewide template and linking streamlining.

With Botify, Everyday Health has identified thousands of links to clean up (4xx/5xx), tens of thousands of redirect hops and fixes, and most recently identified that nearly 20% of the site's footprint could be optimized and/or eliminated as there was little to no search value.

This has led to a steady increase of qualified organic traffic month over month that we are, in turn, able to deliver results for our most trusted partners."

Need to grow your organic traffic & revenue?
Botify has you covered!

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