botify

How Botify Helped SeatGeek
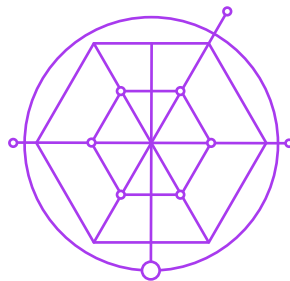## Save Time, Identify Never-Before-Seen Opportunities, & *Drive Results*
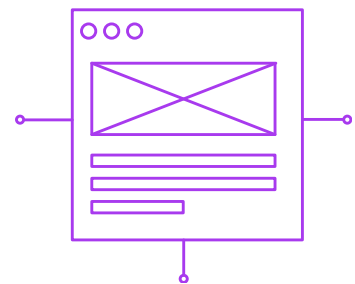
The Client

SeatGeek is the largest event ticket search engine on the web, enabling users to buy and sell tickets for live sports, concerts, and theater events.

Industry
Retail / E-Commerce

One of their largest marketing channels?
SEO / Organic Search

Website Size
>1 million URLs

The Challenge

With more than a million pages to monitor, doing things manually wasn't an option for SeatGeek.

Not only did the sheer size of their site make it difficult to identify issues, it also made it time-consuming.

SeatGeek needed a scalable solution that would make it easy to pinpoint what was holding them back from their full organic traffic potential.
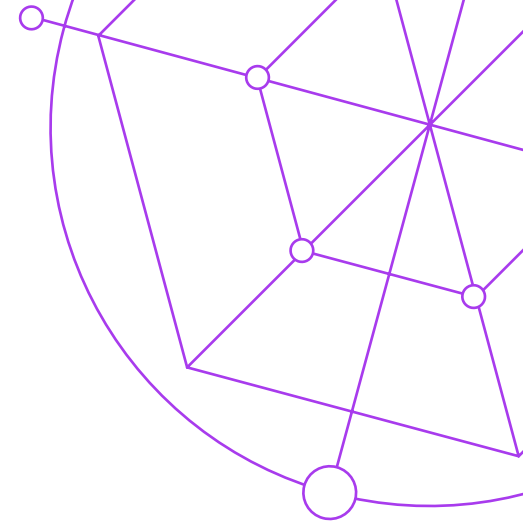
"We needed a solution to help us identify SEO issues across over 1 million pages, which would be difficult to catch manually."

Daniel Marks
Director of Growth/SEO at SeatGeek

The Solution

Botify's powerful reports and segmentation capabilities made it much easier for the team at SeatGeek to identify SEO issues and opportunities.

Easily pinpoint low-value pages

One of those issues was index bloat — a large quantity of pages on their site that were indexable, yet weren't driving any organic search traffic to the site.

While it might seem counterintuitive, many websites experience significant growth by decreasing their total number of pages — the trick is being able to identify the right pages to cut.

"We certainly knew we had a lot of irrelevant pages, but didn't know the degree to which that was happening or have a great way of tracking that down at scale until we started using Botify."

The Solution

Index bloat is a common issue for many large websites that, in order to operate at scale, use systems for automatic page creation.

"There were lots of pages that may have been relevant at some point in time, but we just didn't have a system for telling us when those pages stopped being relevant. That's really where Botify came in handy."

Daniel said Botify's "inactive vs. active" distinction was especially helpful here.
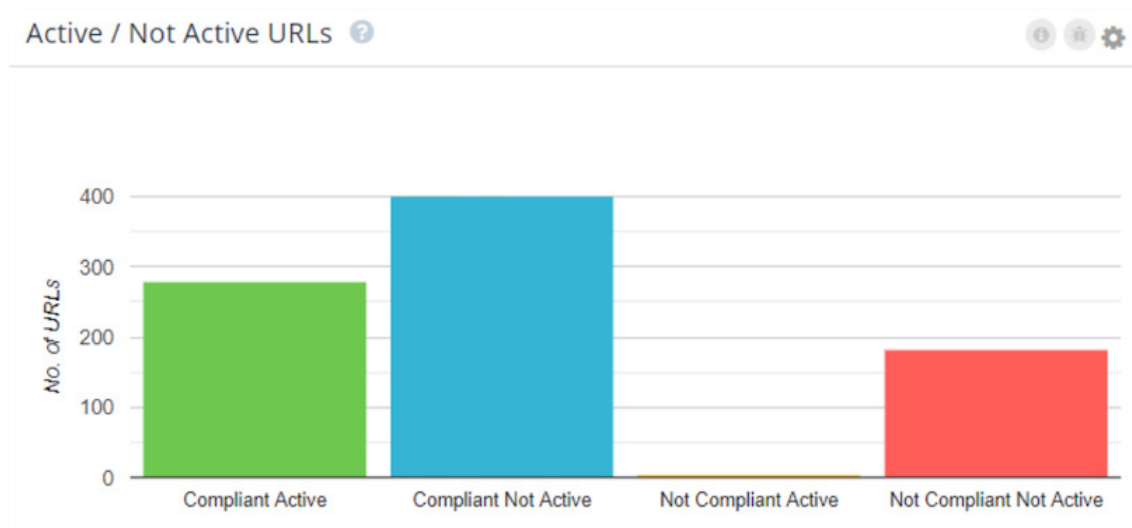
An example of an Active / Not Active report in Botify

"That made it easy to view all our indexable, search engine compliant pages that weren't receiving any visits from organic search."
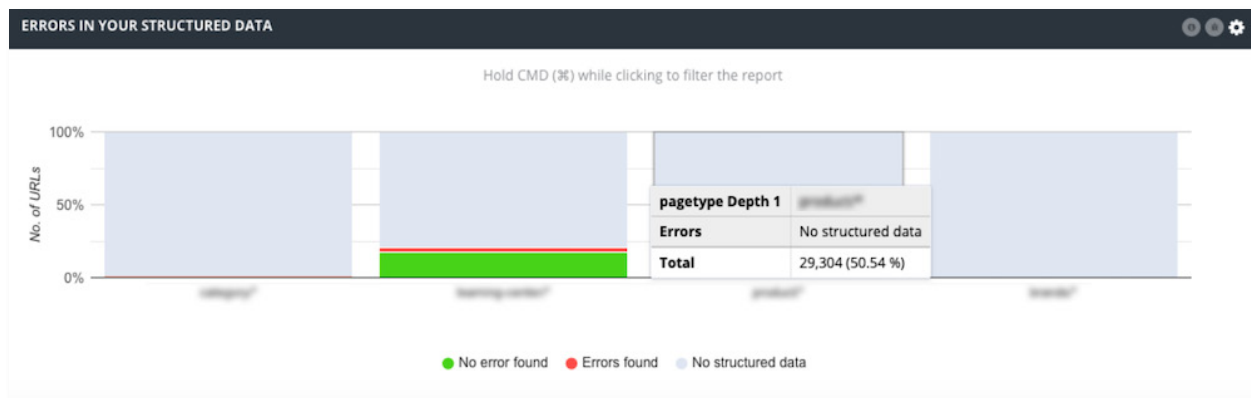
The Solution

Those findings weren't just a one-time benefit either thanks to Botify's powerful segmentation capabilities, which give SEO teams the ability to organize their pages into logical categories.

"Segmentation made it much easier to zoom in and identify patterns than in other tools I've used before."

This helped Daniel and his team create rules for how to treat those types of pages in the future.

Spot structured data quick wins

Botify also helped SeatGeek identify structured data issues that, once resolved, led to **>100% growth in traffic**.

An example of a structured data report in Botify

The Solution

When implemented correctly, structured data can lead to your pages showing up in the search results with enhanced "rich" features, which can draw more attention to them and compel more searchers to click.

Daniel said that this was easy with Botify's structured data reports, which automatically show you what types of structured data exist across your entire site, what pages they exist on, and where there are errors.

## Effortlessly identify neglected pages

Daniel and his team were also able to find another issue they hadn't seen before — a certain type of page was being neglected in their site structure.

"We saw that this certain type of page didn't have a lot of internal links pointing to it and had a pretty high average page depth."

When pages are deeper on your site, Google and other search engines may view them as less important, leading to them performing worse in search results. Daniel and his team definitely didn't want that happening.

The Solution

*"Once we were able to identify this issue, which was way more obvious because of the segmentation in Botify, we worked on making this page type more prominent and **traffic increased >20%.**"*
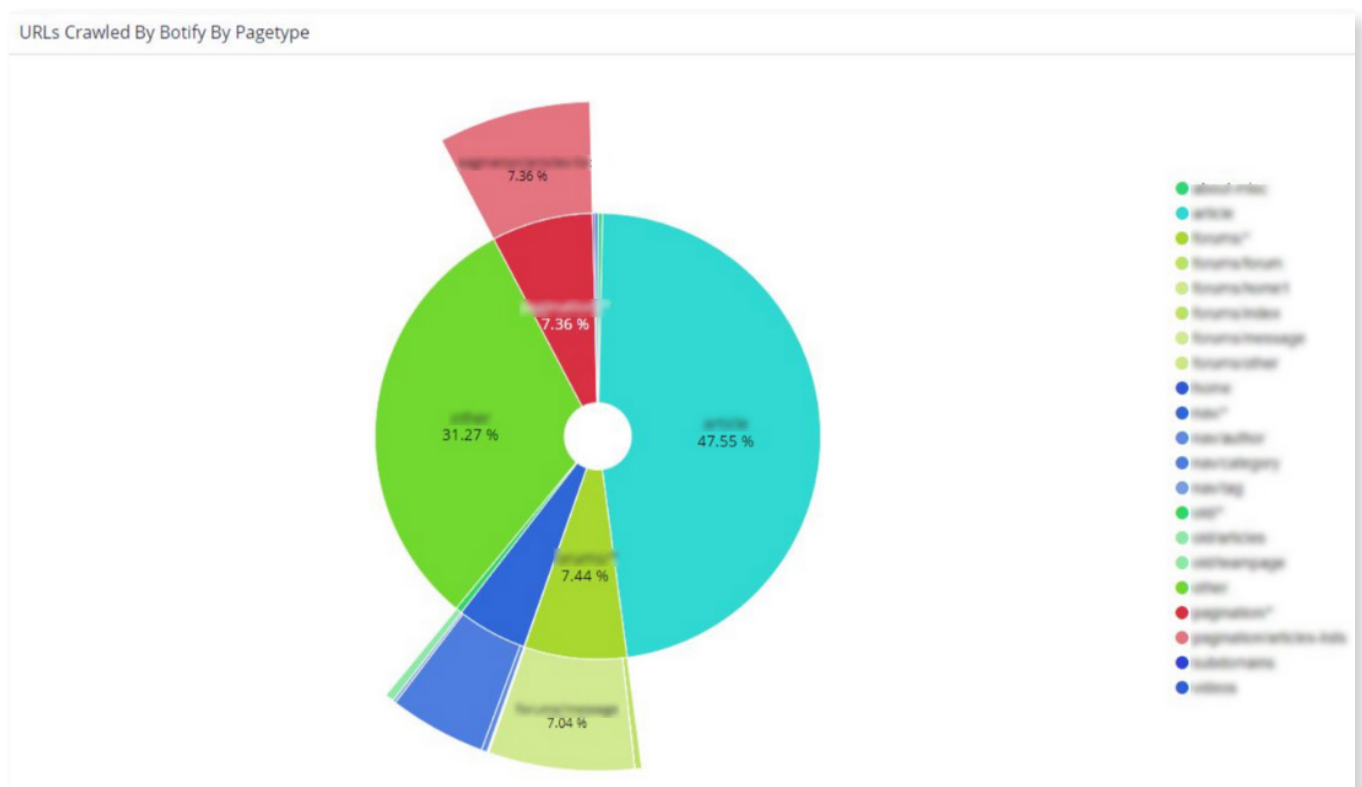

An example of segmentation in Botify

"I just find it a lot easier in Botify to drill into my site's data because I'm able to segment and filter it in various ways."
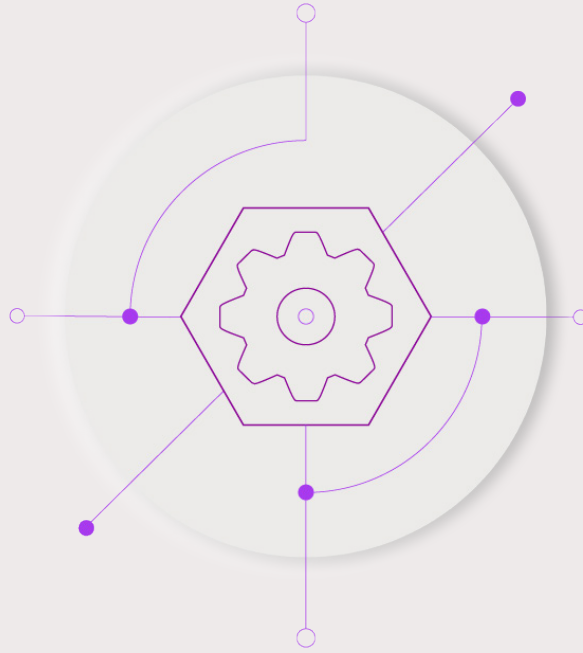
The Result

Daniel and his team are now able to pinpoint issues and opportunities faster and easier than ever before, leading to ongoing growth and results for the business.

This is key for Daniel, since SeatGeek relies on organic search as one of their main marketing channels.
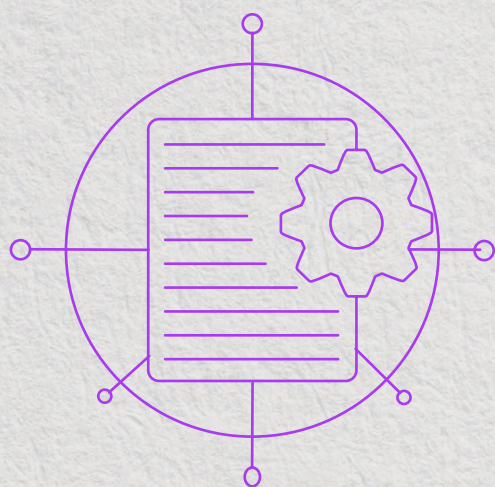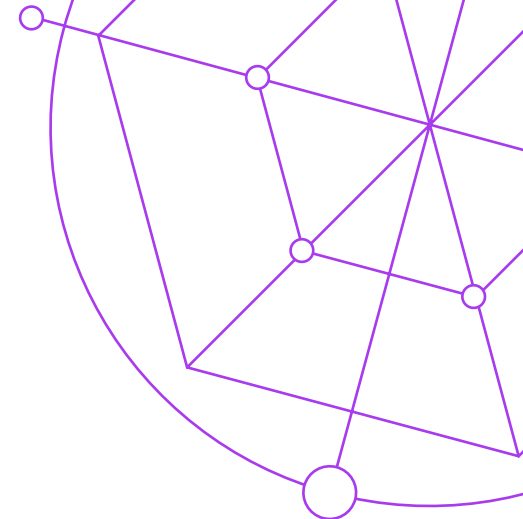
"If SEO is a big enough part of your business, all it takes is a handful (sometimes even just one) insight you wouldn't have seen in another tool or on your own to justify the cost, which is what makes it easy to justify investing in Botify."

Looking for an easier way to identify SEO opportunities at scale?

Botify has you covered!

Botify makes it easy to save time, identify never-before-seen opportunities, and drive results — no matter how large your site!

Request a Demo

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