The Total Economic Impact™ Of Botify

Cost Savings And Business Benefits Enabled By Botify's Enterprise SEO Platform

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Executive Summary

The past several years for search marketers have been defined by Google's ongoing algorithm adjustments to search engine result pages (SERP). In order to protect incoming organic search traffic, which accounts for at least 50% of total website traffic, marketers need to be proactive about optimizing their site.

The enterprise SEO platform, Botify, supplies search marketers with a holistic set of tools to aid in each stage of the SEO process. Illustrated below is how Botify's proprietary five-step search methodology for SEO is addressed by its platform:

Key Optimization Factors	Botify Analytics Features
› Crawlability	**SiteCrawler**: Customizable, fast site crawls at enterprise scale providing analysis of site structure, content, and page rendering speeds.
› Rendering	**LogAnalyzer**: Imports server log files to see how search engines crawl your site.
› Index	**RealKeywords**: Pulls query data from the Google Search Console API to reveal how real searchers are looking for your content and how that content performs in search results. Since RealKeywords gets its data directly from Google, it is in full compliance with Google's Terms of Service.
› Rank	**EngagementAnalytics**: Helps optimize for revenue generation by pulling engagement metrics from analytics platforms to identify non-active pages, diagnose issues causing low traffic on those pages, and provide revenue attribution.
› Conversions	

In addition to Botify Analytics, Botify has two other product suites: Botify Intelligence and Botify Activation. These product suites turn the data from Botify Analytics into prescriptive insights, while making implementation of changes easy and quick, saving users' time, and maximizing their resources. One component of Botify Activation's FastIndex feature is Botify's integration with the Bing API, which allows our customers to push their content directly to Bing, drastically reducing the need for search engines to crawl your site to check for new and updated content.

Botify commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) enterprises may realize by deploying their solution. The purpose of this study is to provide readers with a framework to evaluate the potential financial impact of Botify on their organizations.

To better understand the benefits, costs, and risks associated with this investment, Forrester interviewed four Botify customers with several years of experience using the platform.

Before adopting Botify, the interviewees were using other SEO tools that did not provide the level of analysis they needed. The tools shared insights on website performance in terms of where they ranked, however, the analysis was simplistic and not prescriptive enough for advising on how to improve their organic search performance.

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**ROI
584%**

**Benefits PV
$2.0 million**

**NPV
$1.7 million**

**Payback
<3 months**

After deploying Botify, the interviewees' SEO teams were able to quickly conduct website analyses and collect actionable insights. The combination of this data with log file and keyword analysis enabled interviewees to understand the full breadth of issues and opportunities on their site.

Early tasks that teams were able to address included fixing broken site links, removing duplicated webpages, and improving page rendering speeds. These changes helped organizations to increase SERP ranking performance, make pages SEO-compliant, and reduce the number of errors discovered by Google. Most critically, it helped SEO teams to better understand what common practices were generating issues on their site, and how to avoid those mistakes going forward.

Key Findings

Forrester's interviews with four existing customers and subsequent financial analysis found that an organization based on these interviewed organizations experienced benefits of $1,998,380 over three years versus costs of $292,034, adding up to a net present value (NPV) of $1,706,346 and an **ROI of 584%.**

Quantified benefits. The following risk-adjusted present value (PV) quantified benefits are representative of those experienced by the companies interviewed:

› **Organic traffic grew by double digits following site optimization.** After overhauling their website infrastructure, the interviewed organizations saw increased organic search traffic. By ensuring their most important pages were both indexed and ranking well in the SERPs, these businesses were able to reach more of the people who were searching for the products and information they provide.

› **Businesses retained 99% of organic traffic that they would have lost.** Ongoing website updates and search engine algorithm changes can erode SERP ranking performance, and consequently, the organic search traffic that comes from it. Through Botify Analytics' SiteCrawler, the interviewed organizations received recommended fixes to their website infrastructure and content that helped them to preserve and grow their organic search traffic.

› **Pulling sitewide actionable insights from analyses took less than a day.** Before Botify, interviewees used several SEO tools on an ad hoc basis to conduct analyses of their entire website and often only portions of it. This process would take anywhere from several days to weeks and require significant computer processing power to complete. With Botify, website analysis was completed in a significantly reduced timeframe depending on the site, and provided deeper, applicable recommendations for website changes.

Unquantified benefits. The interviewed organizations experienced the following benefits, which are not quantified for this study:

› **Communicating the importance of SEO to non-SEO stakeholders.** A common challenge for SEO teams is educating their organization on the value of organic search and SEO. The interviewed customers shared that, with Botify, it was much easier to communicate and visualize the value of SEO to senior executives, developers, and other non-SEO stakeholders in the organization.

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› **Improved customer experiences with website.** Better website navigation and reliable internal site linking produces better experiences for visitors, helping the organizations to meet customer needs.

Costs. The interviewed organizations experienced the following risk-adjusted PV costs:

› **Training costs.** Interviewees' SEO teams attended an initial training session from Botify's professional services, enabling them to get started with Botify immediately. Following the kickoff, three of the primary users of Botify spent time each week educating themselves further on the Botify platform to fully implement it in their daily tasks.

› **Licensing costs.** Organizations paid for the platform based on the number of products used and projects they were used for, as well as for professional services support.

The value of Botify is proven by businesses building organic traffic over time through site optimization. Weighed against the costs, Botify's evaluated benefits produce an **ROI of 584%** over a three-year period**.**

Financial Summary
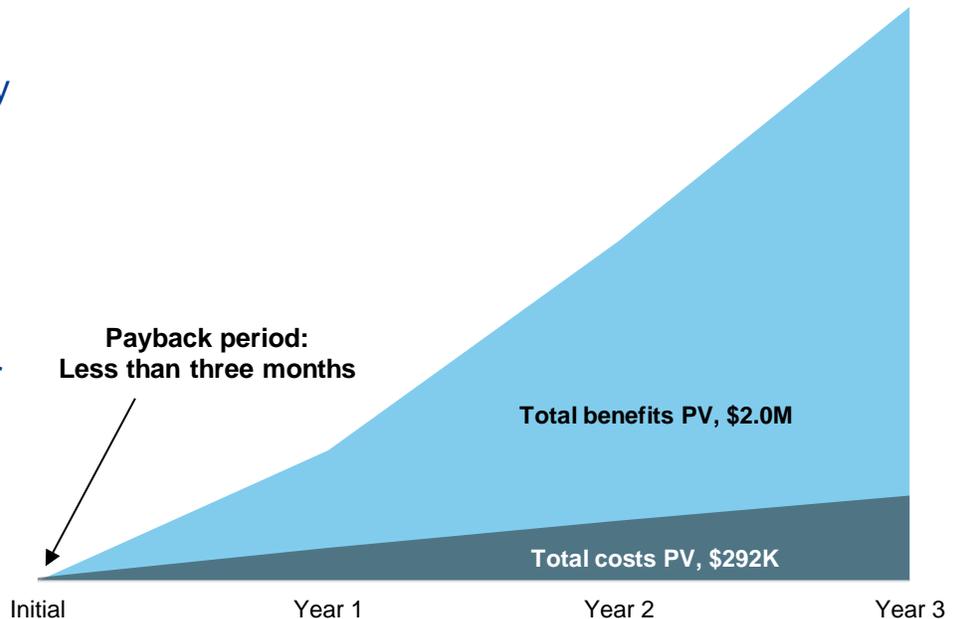
Payback period:
Less than three months

Total benefits PV, $2.0M

Total costs PV, $292K

Initial   Year 1   Year 2   Year 3

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TEI Framework And Methodology

From the information provided in the interviews, Forrester has constructed a Total Economic Impact™ (TEI) framework for those organizations considering implementing Botify.

The objective of the framework is to identify the cost, benefit, flexibility, and risk factors that affect the investment decision. Forrester took a multistep approach to evaluate the impact that Botify can have on an organization:

The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

DUE DILIGENCE
Interviewed Botify stakeholders and Forrester analysts to gather data relative to Botify.

CUSTOMER INTERVIEWS
Interviewed four organizations using Botify to obtain data with respect to costs, benefits, and risks.

COMPOSITE ORGANIZATION
Designed a composite organization based on characteristics of the interviewed organizations.

FINANCIAL MODEL FRAMEWORK
Constructed a financial model representative of the interviews using the TEI methodology and risk-adjusted the financial model based on issues and concerns of the interviewed organizations.

CASE STUDY
Employed four fundamental elements of TEI in modeling Botify's impact: benefits, costs, flexibility, and risks. Given the increasing sophistication that enterprises have regarding ROI analyses related to IT investments, Forrester's TEI methodology serves to provide a complete picture of the total economic impact of purchase decisions. Please see Appendix A for additional information on the TEI methodology.

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The Botify Customer Journey

BEFORE AND AFTER THE BOTIFY INVESTMENT

Interviewed Organizations

For this study, Forrester conducted four interviews with Botify customers. Interviewed customers include the following:

INDUSTRY	REGION	INTERVIEWEE	UNIQUE MONTHLY SITE VISITORS
Automotive	North America	Head of SEO	14 million
Retail	Western Europe	Global head of SEO	1.5 million
Retail	North America	Manager, technical SEO	19 million
Travel	Western Europe	Head of SEO	5 million

Key Challenges

The interviewees needed a holistic enterprise-level SEO solution with advanced technical capabilities to address the following challenges they faced before using Botify:

› **Falling traffic and conversions from poor SERP performance.** Website and ongoing search engine algorithms changes had a negative impact on interviewees' website placement in search engine rankings. It was not always clear to the interviewees what changes were negatively impacting them, leaving them guessing as to what to update on their site in order to improve their rank. Without tools to provide quick technical analysis, organic traffic and conversions faltered.

› **Inefficiency with website analysis.** SEO managers stated that they have other SEO tools that can analyze the entirety of their site, however, it could take upwards of several weeks for the tools to finish their analysis. This issue was further exasperated by the data not being coupled with actionable insights, leaving interviewees with a surplus of data but no clear direction as to where to start.

› **Poor website rendering analysis.** Before Botify, the SEO teams didn't have a tool that showed them which resources took the longest to load, or where JavaScript was loading content and links that search engines might be missing. Interviewees conducted one-off analyses using several different tools, but they were unable to conduct a sitewide rendering analysis prior to Botify.

› **Getting the right site pages indexed.** Each of the SEO managers' sites previously had issues that made it difficult for Google to understand which pages it should crawl. This would cause Google to miss many important pages and index many unimportant pages like duplicate content or internal search pages. These issues resulted in poor search performances for the companies.

"As we got bigger and our site grew to 25 million pages, our needs for SEO tools changed. Some of the tools we were using on a weekly basis could only provide data and insight to a handful of pages at a time, and they weren't able to crawl enterprise scale websites."

Head of SEO, travel industry

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Solution Requirements

The interviewed organizations searched for an SEO tool that:

› Conducts sitewide analysis quickly and comprehensively.

› Provides specific, actionable insights into how to revise the website to improve page indexing and SERP rankings.

› Ultimately helps improve the user experience in navigating the site and generates more business.

Key Results

The interviews revealed that key results from the Botify investment include:

› **Improved SERP results and sustained site traffic.** Interviewees shared that Botify is critical for playing defense in retaining site traffic and offense in growing site traffic. The head of SEO at an automotive company indicated that Botify helped them maintain a top ranking for its keywords, preventing an estimated 40% loss of organic traffic. Meanwhile, maintaining a strong presence in search results enabled its business to further build on organic search traffic levels.

› **Improved efficiency with website analysis.** Botify is able to analyze more pages at a much faster pace, with one interviewee sharing that they doubled the number of URLs analyzed, which effectively cut the time spent on report generation in half. This analysis also provided users with the information necessary to optimize their website to improve search result performance.

› **Dramatic reduction in the number of unintended indexed pages.** According to interviewees, Botify's reporting helped to communicate to management the seriousness of poor linking infrastructure within their website. Interviewees were able to improve the website architecture by using Botify to identify where linking needed to be improved throughout the site, providing measurable success and a basis for progress on site improvement.

› **Thorough website rendering analysis.** Interviewees were able to assess why certain content rendered improperly or slowly on pages, often finding that different website frameworks were used between teams. With Botify, the interviewees were able to see what pages needed improvement and drastically increase the speed for page rendering, while ensuring that the page rendered correctly.

Composite Organization

Based on the interviews, Forrester constructed a TEI framework, a composite company, and an associated ROI analysis that illustrates the areas financially affected. The composite organization is representative of the four companies that Forrester interviewed and is used to present the aggregate financial analysis in the next section.

The composite organization that Forrester synthesized from the customer interviews has the following characteristics:

"During our procurement process, Botify showed us a few key elements that we could fix on our side. It made a ton of sense and was verifiable, the data was there. We found half a dozen of opportunities that were actionable, that we could go on and fix."

*Head of SEO,
automotive industry*

"For our team specifically, SiteCrawler really played a defensive role, finding internal links that are broken, discovering pages that are rendering improperly or that are really slow, and figuring out which pages we should be linking to more often but we're not."

*Manager of technical SEO,
retail industry*

"The LogAnalyzer helps you understand the path that Google takes every time it visits your websites. That is a valuable information for us that we do not get from other tools that we use."

*Global head of SEO,
retail industry*

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Composite description. The business is a North American retailer with $5 billion in annual sales. The business has a strong offline presence and is growing its eCommerce business with $1 billion in annual sales. Their website has 1,000,000 pages and receives 30 million visitors from organic search traffic annually, which contributes to one-quarter of online sales.

The composite organization uses several SEO tools, meaning they do not have a single enterprise-grade platform that unifies all its SEO data, including crawls, log file analysis, keyword performance, and traffic/engagement data. The composite organization adopts Botify to better understand all the factors that are influencing its site's SERP performance, ordered by impact.

Deployment characteristics. The composite organization will have eight SEO and marketing team members using the Botify platform for either analyzing crawlability, rendering, indexing, or keyword ranking analysis. After an initial training session, the composite organization begins using Botify immediately to assess its site and receive recommendations. Initial goals for the composite organization are to refine its site to protect all incoming organic search traffic and eventually grow that traffic.

Key assumptions:

› Needs comprehensive enterprise-level technical SEO platform

› 30 million organic site visitors

› 8 SEO and marketing professionals using Botify

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Analysis Of Benefits

QUANTIFIED BENEFIT DATA AS APPLIED TO THE COMPOSITE

Total Benefits

REF.	BENEFIT	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Atr	Retained organic search traffic	$139,219	$551,306	$826,959	$1,517,484	$1,203,494
Btr	Increased organic search traffic	$337,500	$303,750	$232,875	$874,125	$732,814
Ctr	Productivity on analysis reports	$24,960	$24,960	$24,960	$74,880	$62,072
	Total benefits (risk-adjusted)	$501,679	$880,016	$1,084,794	$2,466,489	$1,998,380

Retained Organic Search Traffic

Botify is used by the interviewed SEO managers as a key platform for defending and retaining organic search traffic for their sites. These organizations set out to improve their site by using Botify Analytics' full suite of analytics tools to better understand what factors are impacting ranking performance.

SiteCrawler gives SEO teams the tools to evaluate the structure and content of their websites just like a search engine. SEO professionals use SiteCrawler to retrieve over 1,000 data points about their pages such as content quality, link metrics, and more, enabling them to make informed decisions about what improvements they need to make.

Alongside SiteCrawler, interviewees use the RealKeywords tool for keyword research and rank tracking based on queries, position, and clicks allowing users to connect keyword insights to advanced technical SEO insights. Meanwhile, the EngagementAnalytics tool helps customers pull in engagement metrics like traffic, bounce rate, and conversion data to help ensure their SEO efforts secure more traffic and revenue for the business.

LogAnalyzer helps SEO professionals see how any search engine is crawling their page. This is critical for them to understand where search engines might be wasting time on unimportant pages and missing critical pages.

A common use case for LogAnalyzer is site migrations, the process of moving many pages to new locations or platforms. With LogAnalyzer, SEO professionals can see how search engines respond to the migration, allowing them to quickly identify these issues.

The manager of technical SEO at a retail company said:

"We often migrate sites from one part of a website to another part that's separate in our parent domain. If we switched from blog.companyname.com to companyname.com/blog, we use Botify as a primary tool of getting all of those URLs updated anywhere they exist across anything that we own."

Alongside the correct pages appearing in search results for visitors, securing sustained site traffic is reliant on ensuring the website renders properly. Botify provides interviewees with page load speeds, visitor

> The table above shows the total of all benefits across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the composite organization expects risk-adjusted total benefits to be a PV of $1.99 million.
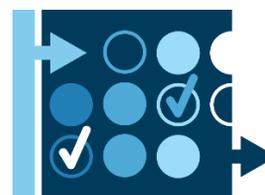
Common site issues diagnosed by Botify:
- Broken site links
- Webpage uniqueness
- Slow page rendering

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views of pages, and where rendered content might be affecting search engine index and rank of their site. Through the platform, users can set up notifications for when pages weren't performing properly to proactively address these problems. Interviewees are then able to manage and revise JavaScript to ensure that both pages render and index correctly and rank isn't impacted. As a result, rankings are improved and organic visitors land on the site quickly, without any odd visual errors that could negatively impact their experience.

For the composite organization, Forrester assumes:

› The annual organic search traffic consists of 30,000,000 annual unique visitors. Without technical analysis applied to the site for search engine optimization, traffic will decline by 5% in Year 1. Traffic falls again in Year 2 by 10%, and then again in Year 3 by 15%, as a result of both search engines updating their algorithms and the business making changes to its site without conducting any technical reviews.

› After the initial Botify training, SEO professionals begin making fixes and updates to their site. Following those changes, the business sees consistent SERP performance within six months and ensures that they retain any traffic they would have lost in the second half of the year. By Years 2 and 3, they retain nearly all of their traffic (99%) that they would have otherwise lost.

› The average operating profit per organic visitor to the site is $0.75, at scale with the size of its eCommerce sales after applying operating margin.

› Botify receives one-third of the credit for retaining organic traffic because while it provides SEO professionals with insights to make fixes, the professionals have to dedicate hours of their own time toward making changes. New website content and changes can also contribute toward retaining traffic.

The following risks can impact retained organic search traffic:

› Demographics of company makeup will impact the results, specifically the number of unique visitors from organic search, the revenue per visitor, and the number of revisions that need to be made to the site.

To account for these risks, Forrester adjusted this benefit downward by 25%, yielding a three-year, risk-adjusted total PV of $1,203,494.

> Impact risk is the risk that the business or technology needs of the organization may not be met by the investment, resulting in lower overall total benefits. The greater the uncertainty, the wider the potential range of outcomes for benefit estimates.

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Retained Organic Search Traffic: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
A1	Annual organic search traffic before Botify	Assumption	30,000,000	30,000,000	30,000,000
A2	Potential traffic lost from falling search engine result page rankings	Interviews	5%	10%	15%
A3	Amount of traffic retained since deploying Botify	Interviews	50%	99%	99%
A4	Retained organic traffic	A1*A2*A3	750,000	2,970,000	4,455,000
A5	Operating profit per organic visitor	Assumption	$0.75	$0.75	$0.75
A6	Retained traffic attributable to Botify	Interviews	33%	33%	33%
At	Retained organic search traffic	A4*A5*A6	$185,625	$735,075	$1,102,613
	Risk adjustment	↓25%			
Atr	Retained organic search traffic (risk-adjusted)		$139,219	$551,306	$826,959

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Increased Organic Search Traffic

Interviewees shared that after revising their website infrastructure they saw organic traffic to their site begin to increase within a short amount of time. By understanding through Botify where search engines were spending their time, interviewees were able to implement changes that would direct search engines to critical pages, which increased traffic and the indexation and ranking of these pages in SERPs.

Using Botify RealKeywords, SEO professionals compare how their site performed in ranking performance against any recent changes they made to the website structure. They also use the intelligence to inform content creation, product offerings, and what portions of the site to focus on to drive traffic.

Website changes also impact customer engagement for the better. SEO professionals amplified focus on those pages that needed to be linked to more often, while visitors landed on pages that were more relevant to their search results, guiding them along on their customer journey.

Meanwhile, improved page rendering helped to refine the customer experience within the site. The head of SEO at an automotive company said:

"We measure how fast things animate or load on our site and when the user is idle or responsive to the site through clicks. So we're changing our site to be more customer-centric and directly impact their experience."

With customers reacting strongly to their newly refined and curated experiences, site traffic is repeated and grows through word of mouth. Each interviewee reported double-digit annual growth following initial optimization to its website.

For the composite organization, Forrester assumes that:

› Organic search traffic for the website increases by 20% in Year 1, reflecting early improvements in website optimization that took place in the first half of the year and helping to create a bump in traffic most fully felt during the holiday period. In Year 2, with the website fully optimized, organic search traffic grows another 15%. After that jump, the growth rate continues and levels off to 10% in Year 3.

› This growth results in total organic search traffic increasing from 30,000,000 before Botify in Year 1 to 45,540,000 in Year 3, a nearly 52% increase.

› Of this increased traffic, interviewees attribute 10% of the increase to Botify. This is primarily due to employees dedicating their own time to improve the site, and various factors like new content and product offerings attracting visitors. Depending on the number of resources involved, attribution can scale higher to upwards of 25%.

The following risks can impact the increased organic search traffic:

› Organizations will have to ensure they have optimized their website to not potentially lose search traffic before growing organic traffic. While changes beyond website optimizations, like consumer sentiment or a changing marketplace can result in lower than expected growth.

To account for these risks, Forrester adjusted this benefit downward by 25%, yielding a three-year, risk-adjusted total PV of $732,814.

> "With Botify, it suggests keywords and places on our site for where we should be putting them. It can take as little as a week to see results; without Botify it would take much longer to connect keywords to pages for improvement."
>
> *Head of SEO, travel industry*
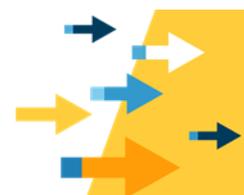
Three-year increase in unique annual organic search traffic for the composite organization: **52%**

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Increased Organic Search Traffic: Calculation Table

REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
B1	Annual organic search traffic	(B1*B2)+PY B1	30,000,000	36,000,000	41,400,000
B2	Growth rate for organic search traffic	Interviews	20%	15%	10%
B3	Net new organic search traffic	B1*B2	6,000,000	5,400,000	4,140,000
B4	Operating profit per organic visitor	A4	$0.75	$0.75	$0.75
B5	Increased traffic attributable to Botify	Interviews	10%	10%	10%
Bt	Increased organic search traffic	B3*B4*B5	$450,000	$405,000	$310,500
	Risk adjustment	↓25%			
Btr	Increased organic search traffic (risk-adjusted)		$337,500	$303,750	$232,875

Productivity On Analysis Reports

Across each interview with Botify customers, they consistently reported that the solution expedites site optimization analysis. Several of the organizations run weekly reports on site health and Botify helps them to do so at scale.

Other tools could relatively quickly analyze a portion of the site, but an entire analysis of sitewide performance would take much longer. The technical manager of SEO at a retailer said:

"We set up a dedicated computer, running the crawl against our site, rendering all JavaScript, looking at all parts of the site, and it could take over a month to finish. I think there are ways we could probably have sped it up or improved it, but then we would have spent more hours figuring all of that out. So it's just so much easier to hit go on a Botify crawl."

While the interviewees would set up multiple tools to run a complete analysis of their site in a more timely manner, it would lock up usage of server space. The head of SEO at a travel company said:

"Some solutions are RAM hungry. We ran a couple hundred thousand pages through some and it will just prompt your computer off so you couldn't use it."

Beyond running checks on its site, it would take an SEO professional upwards of a day to review the information to glean insights into how to revise its site. Botify presented recommendations following its analysis, eliminating that time spent on review.

Interviewees' sitewide analysis took less than **1 day** to complete.

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For the composite organization, Forrester assumes that:

› The business has 1,000,000 pages on its website and it generates reports on site performance every other week. The tool analysis takes days to weeks for the tools to complete and they produce much fewer insights than Botify, while covering a smaller portion of the site. Altogether 40 hours will be spent by professionals reviewing the reports to collect insights for recommendations on how to optimize the website — either one employee will spend a week of its time reviewing reports, or multiple employees will spend the equivalent of 40 hours reviewing reports.

› With Botify, it takes a few hours to generate an analysis report. As a result, the composite organization begins generating one report per week, taking 8 hours altogether to review and collect insights from the report. Not only does the analysis take much less time, but the insights are more in-depth than the previous reports and the benefit of those findings are represented in the previous two benefit categories. The composite organization plans to adopt Botify's ActionBoard, which provides a prescriptive list of the most important actions to take — based on impact — each time a site analysis takes place, further reducing time spent on analysis.

› The fully burdened hourly rate for SEO professionals is $50.

The following risks can impact the increased organic search traffic:

› The size of a website will determine how long it takes an SEO tool to crawl a site and generate a report, alongside how many errors need to be fixed. If a site is already optimized, a tool may also take less time to analyze the website.

To account for these risks, Forrester adjusted this benefit downward by 20%, yielding a three-year, risk-adjusted total PV of $62,072.

Productivity On Analysis Reports: Calculation Table					
REF.	METRIC	CALC.	YEAR 1	YEAR 2	YEAR 3
C1	Number of website analyses conducted annually before Botify	Interviews	26	26	26
C2	Time spent analyzing reports	1 report*40 hours	1,040	1,040	1,040
C3	Number of website analyses conducted annually	Interviews	52	52	52
C4	Time spent on reports after Botify (hours)	1 report*8 hours	416	416	416
C5	Effort saved on reports since adopting Botify (hours)	C2-C5	624	624	624
C6	Fully burdened SEO professional hourly rate	Assumption	$50	$50	$50
Ct	Productivity on analysis reports		$31,200	$31,200	$31,200
	Risk adjustment	↓20%			
Ctr	Productivity on analysis reports (risk-adjusted)		$24,960	$24,960	$24,960

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Unquantified Benefits

In addition to the quantified benefits above, the interviewees experienced additional benefits that Forrester could not quantify but are just as impactful to the experience with Botify, including:

› **Communicating the importance of SEO to non-SEO stakeholders.** Botify enabled interviewees to clearly communicate the potential business impact of SEO initiatives to senior leadership. The solution helped SEO professionals to identify improvement opportunities and show marketers, developers, and content creators how their work altogether impacts search performance. SEO managers were also able to make the case to expand their teams as well.

› **Improved customer experiences with website.** Improved loading times, website navigation, and a cleaner user interface led to repeat traffic and improved customer experiences. The organizations recognized that cleaning up and optimizing their website was a necessary undertaking to meet customer needs and improve overall search performance.

› **Risk mitigation.** Botify helps organizations to safeguard their website against issues that could negatively impact performance. Through the prioritization of tasks and alerts to site errors, SEO professionals can proactively make changes to their site before issues become a larger problem. This security enables teams to confidently move forward with their SEO strategy.

Flexibility

The value of flexibility is clearly unique to each customer, and the measure of its value varies from organization to organization. There are multiple scenarios in which a customer might choose to implement Botify and later realize additional uses and business opportunities, including:

› **Botify ActionBoard.** This feature, released by Botify in late 2019 as part of its Botify Intelligence suite, identifies and prioritizes the most important action items for website optimization on a board for users to review. ActionBoard is updated after each crawl to help users stay on top of tasks.

One of the interviewees were in early stages of using the tool when interviewed and they had plans to expand usage to improve employee productivity. The head of SEO at a travel company said:

"One of the reasons I want to onboard more users of ActionBoard at my company is that it logs information from crawls we've just done. So we can take some burden off our team finding information and locating it in one centralized location to get the insight and data that they need."

Flexibility would also be quantified when evaluated as part of a specific project (described in more detail in Appendix A).

Botify helped SEO managers to build a case to expand their SEO teams.

Flexibility, as defined by TEI, represents an investment in additional capacity or capability that could be turned into business benefit for a future additional investment. This provides an organization with the "right" or the ability to engage in future initiatives but not the obligation to do so.

Analysis Of Costs

QUANTIFIED COST DATA AS APPLIED TO THE COMPOSITE

Total Costs

REF.	COST	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Dtr	Training costs	$18,480	$0	$0	$0	$18,480	$18,480
Etr	Botify licensing costs	$0	$110,000	$110,000	$110,000	$330,000	$273,554
	Total costs (risk-adjusted)	$18,840	$110,000	$110,000	$110,000	$348,480	$292,034

Training Costs

Each of the interviewees shared that Botify's position as an advanced, comprehensive enterprise SEO platform requires some learning for team members not thoroughly versed with industry terms. In a couple cases, the SEO managers hired a senior-level SEO marketer to initially use the tool as they could more quickly take advantage of its benefits.

The interviewees noted that the platform's power comes from its granularity of analysis. Time spent becoming acquainted with the platform took several months. The manager of technical SEO at a retailer said:

"You have to dedicate time to learning the platform and in some use cases, [it] pushes yourself into different parts of the platform. However, Botify offers an immense amount of control and I don't really want them to strip that down or simplify it because we bought it for its powerful usage."

For the composite organization, Forrester assumes:

› There are eight SEO and marketing professionals at the organization that will use Botify and attend training sessions from Botify's professional services team, as well as complete a certification course, which will take a total of 8 hours. After that initial training, the company starts implementing Botify and seeing benefits. Three of the main users of Botify will spend upwards of 8 hours per week for three months further educating themselves on the platform to effectively implement it in all of their SEO analysis.

› The fully burdened hourly rate for SEO professionals is $50.

The cost calculation can vary based on:

› The number of SEO and marketing professionals involved using the Botify platform and their previous level of SEO experience, as well as the number of features from Botify they plan to use.

To account for these risks, Forrester adjusted this cost upward by 5%, yielding a three-year, risk-adjusted total PV of $18,480.

> The table above shows the total of all costs across the areas listed below, as well as present values (PVs) discounted at 10%. Over three years, the composite organization expects risk-adjusted total costs to be a PV of over $292K.

> Implementation risk is the risk that a proposed investment may deviate from the original or expected requirements, resulting in higher costs than anticipated. The greater the uncertainty, the wider the potential range of outcomes for cost estimates.

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Training Costs: Calculation Table

REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
D1	Number of employees learning to use Botify platform		8	-	-	-
D2	Time spent training with Botify's professional services and completing certification course (hours)		8	-	-	-
D3	Number of employees extensively using Botify		3	-	-	-
D4	Time spent training (weeks)		12	-	-	-
D5	Hours spent per week learning platform		8	-	-	-
D6	Fully burdened SEO professional hourly rate		$50	-	-	-
Dt	Training costs	(D1*D2*D6)+(D3*D4*D5*D6)	$17,600	-	-	-
	Risk adjustment	↑5%				
Dtr	Training costs (risk-adjusted)		$18,480	-	-	-

Botify Licensing Costs

Botify licensing costs for the interviewees varied based on the following factors:

> Number of site projects using Botify.

> Number of add-on tools used for the platform.

> Access to Botify's professional support services.

For the composite organization, it pays for access to several add-on tools and professional services, totaling $100,000 annually.

Forrester risk adjusted this cost upward by 10%, yielding a three-year, risk-adjusted total PV of $273,554.

Botify Licensing Costs: Calculation Table

REF.	METRIC	CALC.	INITIAL	YEAR 1	YEAR 2	YEAR 3
E1	Licensing costs			$100,000	$100,000	$100,000
Et	Botify licensing costs			$100,000	$100,000	$100,000
	Risk adjustment	↑10%				
Etr	Botify licensing costs (risk-adjusted)		$0	$110,000	$110,000	$110,000

Financial Summary

CONSOLIDATED THREE-YEAR RISK-ADJUSTED METRICS

Cash Flow Chart (Risk-Adjusted)

Total costs

Total benefits

Cumulative net benefits
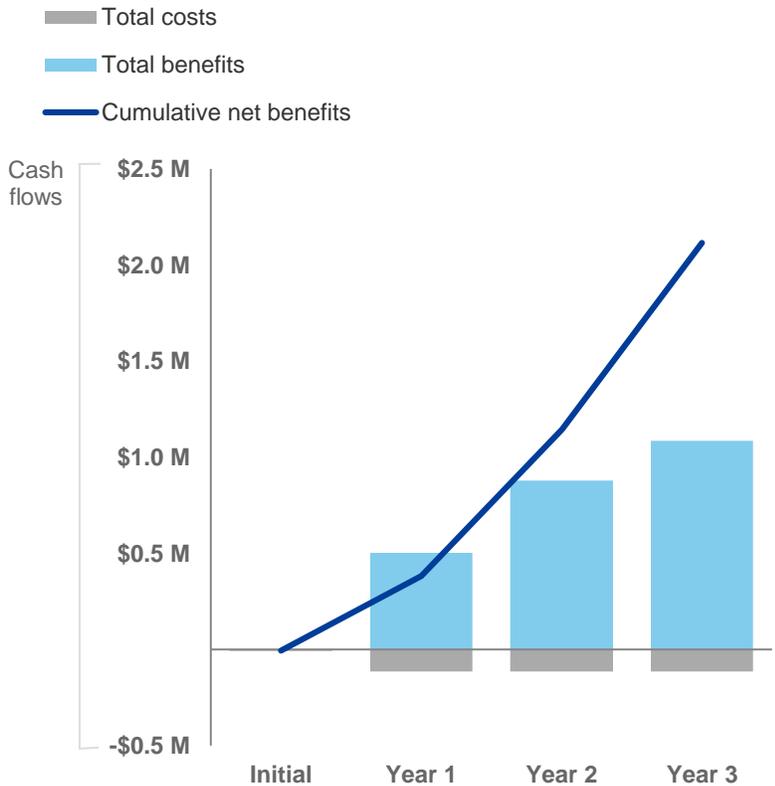
The financial results calculated in the Benefits and Costs sections can be used to determine the ROI, NPV and payback periods for the composite organization's investment. Forrester assumes a yearly discount rate of 10% for this analysis.

These risk-adjusted ROI, NPV and payback period values are determined by applying risk-adjustment factors to the unadjusted results in each Benefit and Cost section.

Cash Flow Table (Risk-Adjusted)

	INITIAL	YEAR 1	YEAR 2	YEAR 3	TOTAL	PRESENT VALUE
Total costs	($18,480)	($110,000)	($110,000)	($110,000)	($348,480)	($292,034)
Total benefits	$0	$501,679	$880,016	$1,084,794	$2,466,489	$1,998,380
Net benefits	($18,480)	$391,679	$770,016	$974,794	$2,118,009	$1,706,346
ROI						584%
Payback period						<3 months

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Botify: Overview

The following information is provided by Botify. Forrester has not validated any claims and does not endorse Botify or its offerings.

Unlock hidden potential with the leading enterprise SEO platform

Search engines like Google miss about half of the content on large, enterprise websites. Missed content = missed profits. Botify uncovers those missed opportunities and turns them into profitable business outcomes, all with a platform that's built for the size, scale, and complexity of enterprise websites.

That's why so many of the world's largest brands trust Botify.

Botify Analytics	Botify Intelligence	Botify Activation
Unified Data Get insights from each stage of the organic search process.	**Prescriptive Insights** Save time and mitigate risk with prioritized actions and alerts.	**Automated Tasks** Maximize resources by automating critical SEO tasks.
✓ Unify all your SEO data ✓ Uncover what search engines are missing ✓ Analyze 1,000+ metrics from every phase of search — crawling to conversions	✓ Prioritize your SEO tasks by greatest impact ✓ Increase confidence in your SEO strategy ✓ Safeguard your site performance at scale	✓ Automate content discovery ✓ Optimize crawl & render budget ✓ Index critical pages in near real-time

The Botify Methodology

Search is a process with a clear beginning and end. Enterprise brands need a solution for optimizing their performance throughout that entire process.

1. **Crawl:** Before your content can rank and be found by searchers, search engines have to find it. Botify helps ensure your important pages get crawled.
2. **Render**: The modern web runs on JavaScript, so once search engines find your pages, they need to render them. Botify helps you find where search engines might be missing this content.
3. **Index**: Once search engines find your pages and render their content, they can be added to the index. Botify helps you optimize for crawling and rendering, maximizing the amount of your important content in the index.
4. **Rank**: Indexed content is content that searchers can find. Botify shows you the real ways your audience is searching so you can create intent-matching content that ranks.
5. **Convert:** Finally, after content is crawled, rendered, indexed, and ranked, it's positioned to be clicked on by searchers who want to buy what you offer. Botify not only helps drive this revenue, but also ties it back to your SEO efforts.

When you apply a full-funnel methodology like Botify's, you get a unified data model that gives you all the information you need to make critical decisions about your website.

Request your demo at Botify.com/Demo

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Appendix A: Total Economic Impact

Total Economic Impact is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders.

Total Economic Impact Approach

Benefits represent the value delivered to the business by the product. The TEI methodology places equal weight on the measure of benefits and the measure of costs, allowing for a full examination of the effect of the technology on the entire organization.

Costs consider all expenses necessary to deliver the proposed value, or benefits, of the product. The cost category within TEI captures incremental costs over the existing environment for ongoing costs associated with the solution.

Flexibility represents the strategic value that can be obtained for some future additional investment building on top of the initial investment already made. Having the ability to capture that benefit has a PV that can be estimated.

Risks measure the uncertainty of benefit and cost estimates given: 1) the likelihood that estimates will meet original projections and 2) the likelihood that estimates will be tracked over time. TEI risk factors are based on "triangular distribution."

The initial investment column contains costs incurred at "time 0" or at the beginning of Year 1 that are not discounted. All other cash flows are discounted using the discount rate at the end of the year. PV calculations are calculated for each total cost and benefit estimate. NPV calculations in the summary tables are the sum of the initial investment and the discounted cash flows in each year. Sums and present value calculations of the Total Benefits, Total Costs, and Cash Flow tables may not exactly add up, as some rounding may occur.

Present value (PV)

The present or current value of (discounted) cost and benefit estimates given at an interest rate (the discount rate). The PV of costs and benefits feed into the total NPV of cash flows.

Net present value (NPV)

The present or current value of (discounted) future net cash flows given an interest rate (the discount rate). A positive project NPV normally indicates that the investment should be made, unless other projects have higher NPVs.

Return on investment (ROI)

A project's expected return in percentage terms. ROI is calculated by dividing net benefits (benefits less costs) by costs.

Discount rate

The interest rate used in cash flow analysis to take into account the time value of money. Organizations typically use discount rates between 8% and 16%.

Payback period

The breakeven point for an investment. This is the point in time at which net benefits (benefits minus costs) equal initial investment or cost.

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