UNCOVERING QUICK WINS

*How one site increased Google crawl by **over 300%** overnight, and saw increased organic traffic in a matter of weeks.*

jobijoba™

INDUSTRY
Classifieds

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#BotifySuccessStory

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> "We saw good trends in crawl budget in less than a month!"
>
> Amandine C.,
> Manager of SEO & SEM, JobiJoba

ABOUT JOBIJOBA

In less than a decade, JobiJoba has become one of the leading job search sites in Europe. In fact, since launching in France in 2007, JobiJoba has expanded not just across the European continent, but internationally.

They are now active in 13 countries, from the UK to Brazil to Australia and beyond. JobiJoba sites receive hundreds of thousands of visitors and millions of unique job searches each month.

JobiJoba is "more than just a jobs search engine."

It's a career site, offering career advice and aggregating listings from hundreds of job boards to help job seekers find the perfect employment match.

> "Without Botify, I never would have seen it"

Founded 2007

Active in 13 Countries

1.500000

1.5 Million Unique Visits per Month

>1 Million Job Listings per Day

Losing Traffic, But Why?

JobiJoba was losing traffic and they needed to understand why.

For more than a year, JobiJoba had been working hard on the site. They dug into on-page optimizations and cleaning up tags and structure, and even dabbled in Log Analysis but it took too much time. They even found SEO tools to crawl links and parts of their site, but the tools couldn't handle the enterprise-level size of the JobiJoba website.

DECLINING CRAWL

Over time, an alarming trend was becoming clear. Google was crawling fewer and fewer pages per day, and they had no idea why.

As a result, JobiJoba was seeing not just decreased search engine crawl, but also a decrease in organic traffic.

Amandine and JobiJoba had been working with their SEO tools, but weren't uncovering the source of the traffic loss.

They couldn't find what was causing Google crawl and organic traffic to slow.

With no time to lose, they found Botify, the perfect Enterprise solution to help them dig deeper into their site structure to find out what was causing the continued loss of organic traffic.
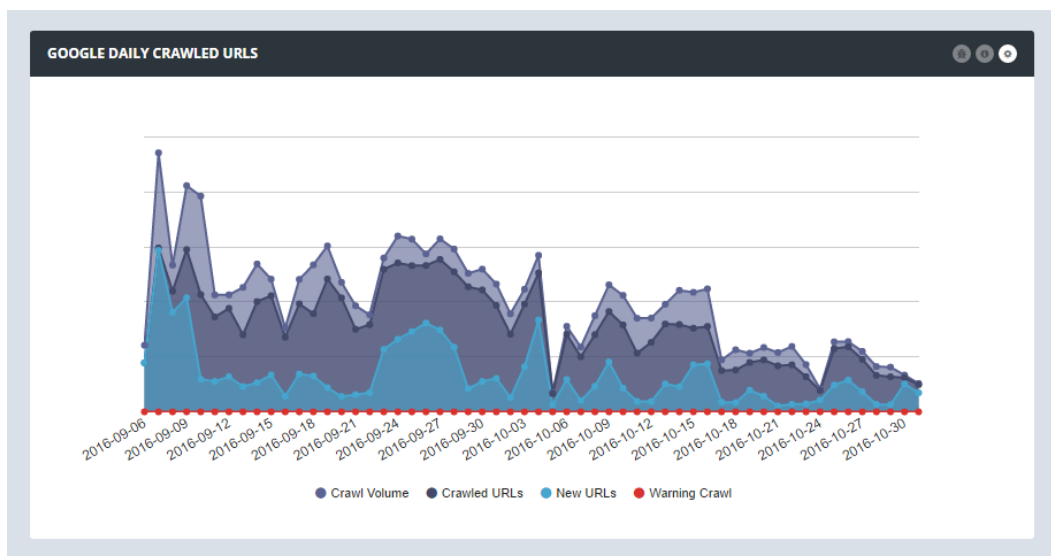

> "We knew things were wrong, but had no idea what exactly. We needed insights."

SEO Revelations

Botify struck on exactly what was missing in JobiJoba's SEO efforts despite their other tools. In the very first crawl, it was immediately clear that there was a big issue.

JobiJoba was, in fact, losing crawl from search engine robots and losing organic traffic as they feared. And as search engine crawl decreased, so did organic traffic visits.
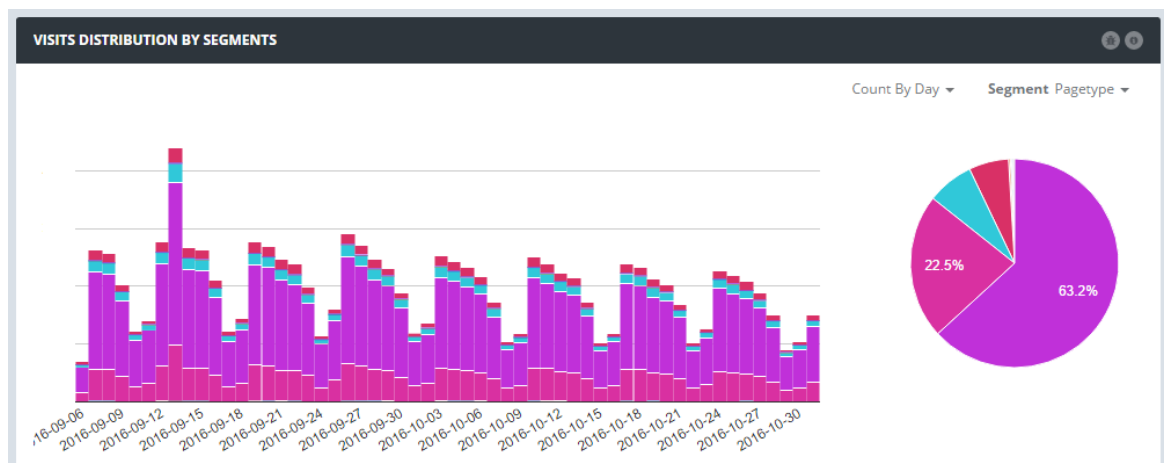
(The wave appearance reflects typical job board visit patterns, with expected dips on the weekends)

The difference now, however, is that they could figure out exactly why.

With Botify's analysis, JobiJoba could see the volume of pages the site contained, detect all pages, and address their main problem of understanding site structure.
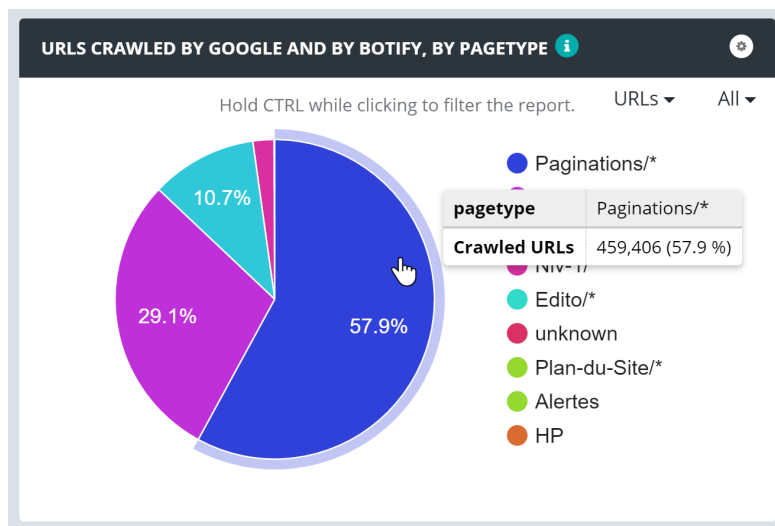
UNCOVERING THE SOURCE OF THE PROBLEM

JobiJoba had a huge number of URLs. More than 10 million, in fact, though they had been able to cut down from an original 45 million pages in advance of starting with Botify.
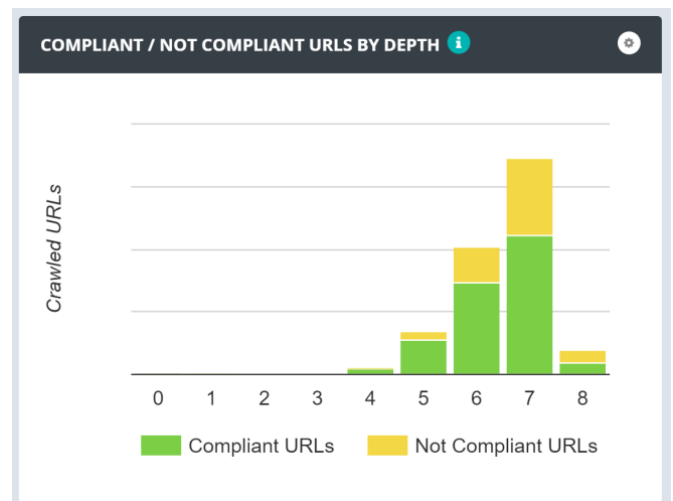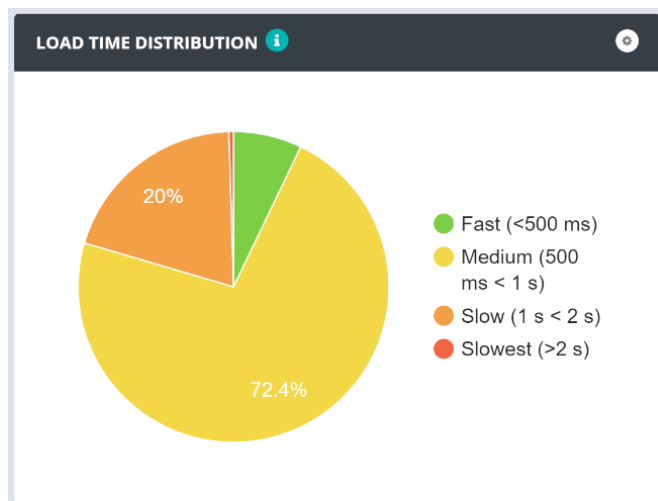
What did they discover?

Pagination

A huge number of their 10 million pages – and a significant proportion of Google's crawl budget – was taken up by URLs created by pagination. It was clear in the first analysis that JobiJoba's internal system was problematic; pagination was creating tons of URLs through endless filter concatenation. And they were all being indexed.


URLS CRAWLED BY GOOGLE AND BY BOTIFY, BY PAGETYPE

Hold CTRL while clicking to filter the report. URLs ▾ All ▾

pagetype	Paginations/*
Crawled URLs	459,406 (57.9 %)

- Paginations/*
- Niv-1/*
- Edito/*
- unknown
- Plan-du-Site/*
- Alertes
- HP

57.9% 29.1% 10.7%

"Without Botify, I never would have seen it"

The volume of pages on JobiJoba's site made it difficult to see the details and clouded the site structure. Botify provided a much-needed precise view into Segments, Page Depth, HTTP status codes (including a number of 5XX errors), and Performance metrics showing more than 90% of pages were taking more than 500ms to load.

LOAD TIME DISTRIBUTION

- Fast (<500 ms)
- Medium (500 ms < 1 s)
- Slow (1 s < 2 s)
- Slowest (>2 s)

20% 72.4%

COMPLIANT / NOT COMPLIANT URLS BY DEPTH

Crawled URLs

0 1 2 3 4 5 6 7 8

- Compliant URLs
- Not Compliant URLs

Crawl Budget

Only 7.9% of 10 million pages (crawled by Botify) had been crawled by Googlebot. Less than a single percent of the site's pages were active (receiving organic traffic). Nearly 2 million pages were Orphan URLs, not linked to the site structure.
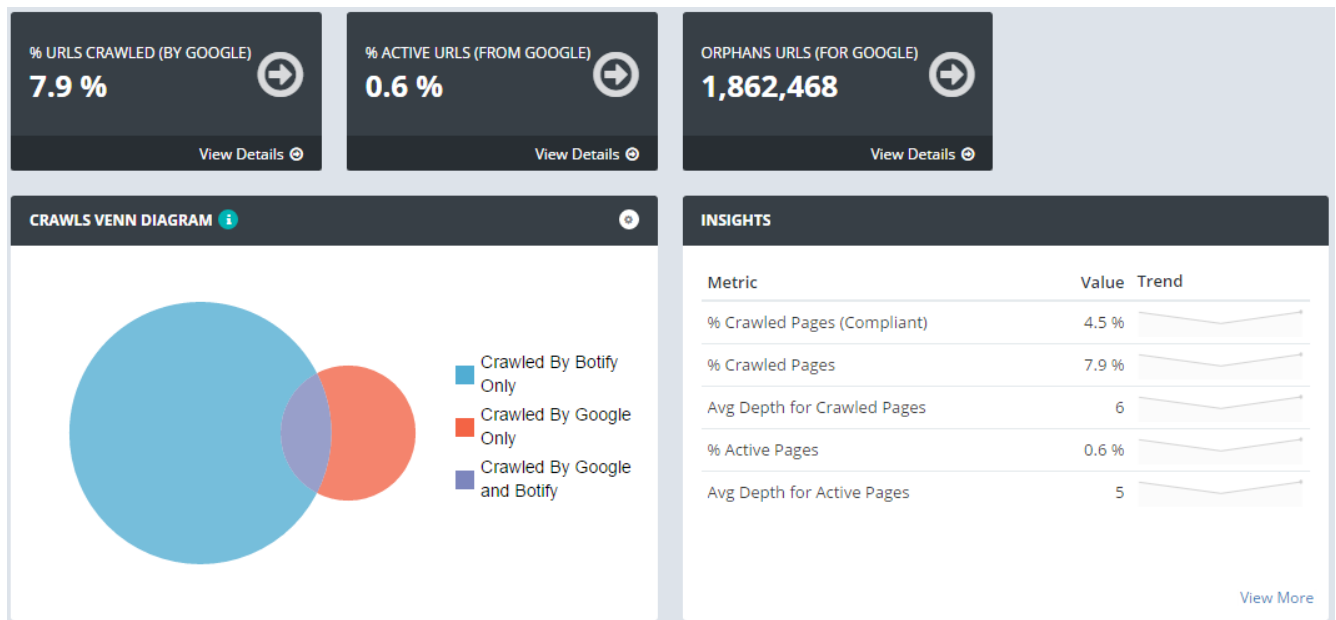
And that 7.9% of Crawled URLs?

You guessed it: mostly Pagination. 57% of their crawled pages (and Google's crawl budget) were going to paginated pages, rather than important, strategic content that could generate organictraffic.

Only a little over 3% of JobiJoba's 10,000,000 pages were being crawled at all.

The good news?

There was huge opportunity for SEO growth with a relatively easy answer and a "quick win" in sight.

Quick Wins to Increase Crawl

After some tough discoveries, it was
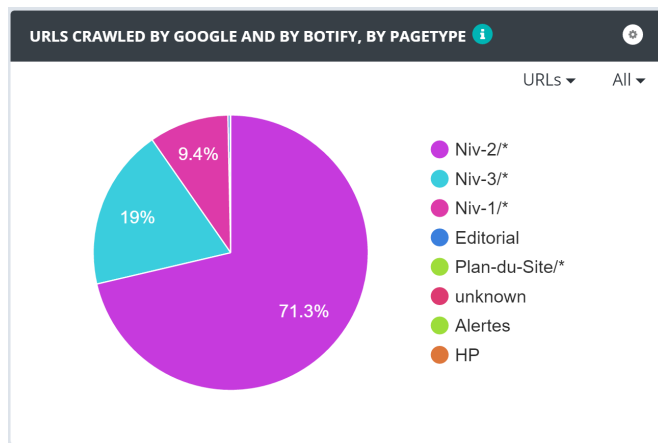time to take action. The priorities to tackle first?

- ✓ Pagination
- ✓ Depth
- ✓ Crawl Ratio

Before they could turn around the trend in Google crawl and organic traffic, first JobiJoba needed to address the pagination issue at the root of it all.

The solution?

Implementing pagination in AJAX for infinite scroll mixed with a footer to balance user experience with structural consequences.

Unnecessary pages were updated with 410 HTTP status codes to announce that they no longer existed, and pagination was blocked from the robots.txt file.
Just a few weeks after the initial discovery, the infinite concatenation caused by the old pagination structure was resolved.

URLS CRAWLED BY GOOGLE AND BY BOTIFY, BY PAGETYPE ⓘ

URLs ▾   All ▾

- 9.4% Niv-2/*
- 19% Niv-3/*
- 71.3% Niv-1/*
- Editorial
- Plan-du-Site/*
- unknown
- Alertes
- HP

2nd Analysis: Pagination is no longer taking up the lion's share of Google's crawl

The deeper a page is in the site structure, the less accessible it is to search engine robots within limited crawl budgets.

With fewer pages to crawl and the strategic pages made more accessible, Googlebot was far more likely to discover and index JobiJoba's important content.

"We saw an increase in crawl the very next day!"

Successful Boost in Visits & Crawl

With less than 2 weeks of development work, JobiJoba was able to see significant, positive changes in both Google crawl and SEO traffic.

They began to see an increase in crawl from search engines the very next day after implementing the new pagination system.
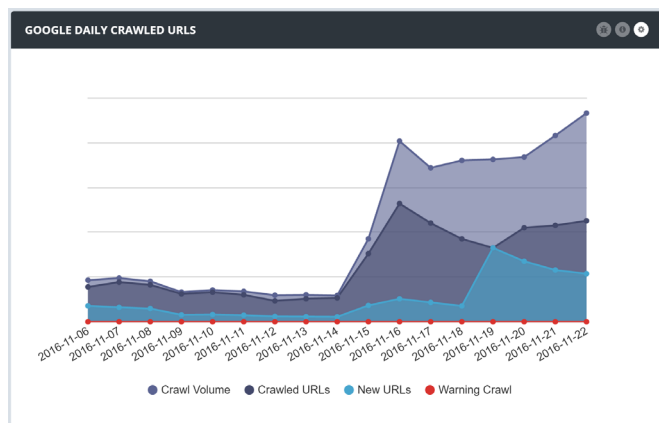
From one day to the next, crawl volume tripled, increasing by a whopping +214% literally overnight.

And, none of this new surge in crawl was taken up by unnecessary pagination:
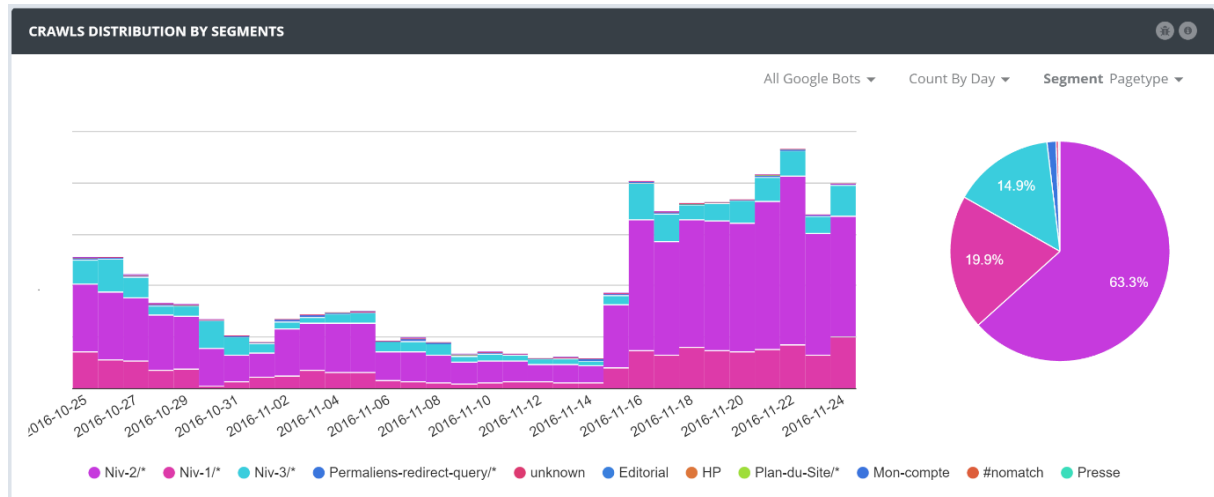
When it comes to proving whether your actions generated real, (positive) results, a picture is a worth a thousand words.

Getting crawled by search engine bots is a critical step in achieving increased organic traffic and, of course, driving revenue. In just a matter of weeks and after just a few strategic changes, JobiJoba was on their way to increased SEO visits with tripled crawl by Googlebot.

It doesn't get much better than that!

What's Next for JobiJoba SEO

Despite starting in stressful circumstances, watching organic traffic drop with no idea why or how to stop it, JobiJoba was able to turn things around in no time with a few strategic changes.

After these exciting quick wins, Jobijoba is ready to dig a little deeper to see what other changes they can implement to boost Googlebot crawl and organic visits even higher.

NEXT SEO STEPS

1 Improve Search Engine Ranking   **2** Update Suggestions system

And the biggest long-term project on the horizon:

3 Renovating site navigation and linking, taking a horizontal and descending approach, to better connect strategic content making important traffic-generating pages more accessible to search engine robots.

With a nimble development team, JobiJoba is able to make fast changes based on their data and findings.

They continuously monitor their key indicators, implement changes, and let search engine robots find the updates before running their next Botify analysis to see the results.

> "I look at the Botify Log Analyzer every morning. I check many different metrics, monitor their progress, and see the effects they're having on crawl and traffic to share with the Jobijoba team."

Thanks to Botify, JobiJoba was able to uncover the cause of their dramatic drop in traffic and quickly rescue the site before it got any worse.

Even with other SEO tools at their disposal, no other Technical SEO solution gave Amandine the insight she needed, especially for a website of such size and analyze quickly at scale.

BOTIFY

Ready to try Botify for your website?

Book a Demo!