

CASE STUDY:

POWERING SEO FOR CLASSIFIEDS SITES WITH DATA AND GRANULAR SEGMENTATION

INDUSTRY: **CLASSIFIED ADS**

DATE : **OCTOBER 2020**

The logo for Leboncoin, featuring the word "Leboncoin" in a sans-serif font. The "Le" is light blue, and "boncoin" is a vibrant green.The logo for Oncrawl, featuring the word "Oncrawl" in a white, bold, sans-serif font.

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ABOUT: LEBONCOIN

leboncoin

When it launched in 2006, leboncoin took the risk of believing in a changing economic model, in more sustainable and collaborative consumerism. It chose to offer the simplest possible digital service to be accessible to all. And that risk has paid off, as evidenced by its 28 million monthly users.

Today it is the leading site for sales between private individuals in France, and the leader in the automotive, real estate and employment markets. It is also growing on vacation rentals. More than 500,000 professionals and 15% of French companies now use leboncoin and its dedicated paid services.

Finally, leboncoin is also a group that includes the leboncoin brands, Agriaffaires (agricultural equipment), MachineryZone (construction), Truckscorner (trucks), A Vendre A Louer (real estate), Videdressing (fashion), Paycar (payment for used vehicles), Locasun (B2C vacation rentals), Pilgo (hotel reservations) and L'Argus (automobiles).

ABOUT: LEBONCOIN

leboncoin

A few key figures:

- 1400 employees in France, 2nd in the Great Place To Work 2020 ranking.
- 33 million ads online to date
- 800,000 new ads posted every day
- 107 million transactions completed in 2018 (excluding real estate)
- 500,000 professionals and 15% of French companies use leboncoin and its dedicated paid services
- 55% of the audience uses mobile devices
- 4th most powerful brand

leboncoin Group is part of Adevinta, a group of marketplaces listed on the Oslo Stock Exchange.



About: Julien Crenn, SEO Manager, leboncoin Group

Julien Crenn joined the leboncoin Group in October 2019 as SEO Manager in charge of the organic traffic of leboncoin.fr, avendrealouer.fr and immobilierneuf.leboncoin.fr. After 15 years of SEO in agencies, in which he held various positions as a consultant or mission management (11 years at RESONEO...), he moved in-house to initiate and deploy a SEO strategy over time. It's a very challenging job in a company where the weight of the brand is so important!

THE SEO ISSUES OF THE #1 CLASSIFIED ADS WEBSITE

As a classified ad site, the SEO strategy at leboncoin must answer the classic questions: with 32 million ad URLs online at any given time, how should the flow of new URLs be managed? How should outdated ads be handled? And what parts of the site should be available for indexing by search engines?

But leboncoin is also a generalist site that finds itself competing with the big specialist sites in the different areas of its activity: fashion, home, real estate, cars, vacations, employment, and household goods. Each domain, or market, has its own SEO best practices that bring an advantage in the SERPs.

Furthermore, each market is characterized by different usage behaviors, from search intentions to the user journey on the site.

Leboncoin needed a tool that would make it possible to analyze the site not only as a whole, but also by market.

**THE SOLUTION:
ADOPTING THE
RIGHT POINT
OF VIEW FOR
A GRANULAR
UNDERSTANDING**

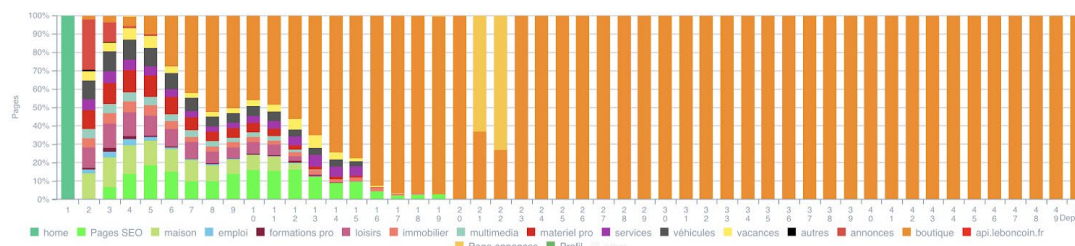
THE SOLUTION: ADOPTING THE RIGHT POINT OF VIEW FOR A GRANULAR UNDERSTANDING

The big picture: understanding the differences between markets

Julien began by segmenting the site, or grouping its pages together, to better analyze trends by group of pages.

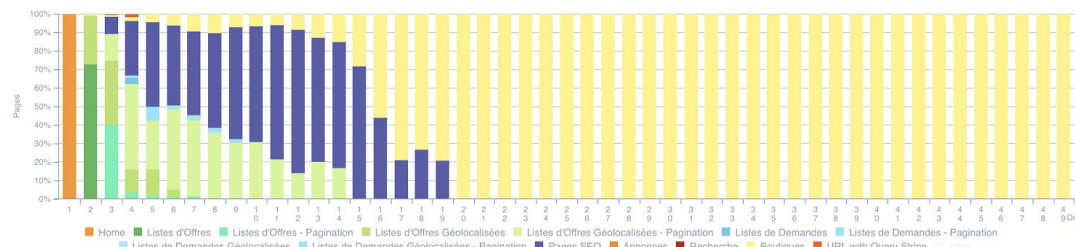
He segmented the site first by market...

Page groups by depth ②



... and by page type.

Page groups by depth ②

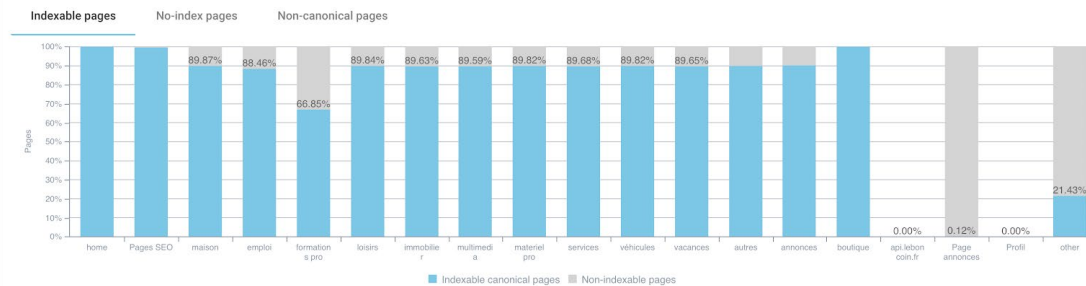


These “macro” segmentations provide a view of the overall condition of the site, as well as a confirmation of the differences that exist from one market to another.

THE SOLUTION: ADOPTING THE RIGHT POINT OF VIEW FOR A GRANULAR UNDERSTANDING

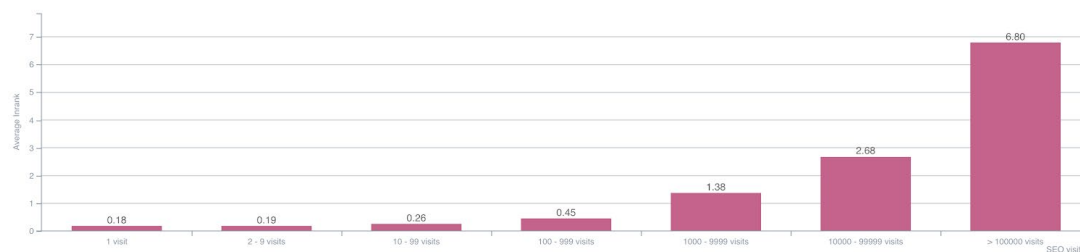
These differences are apparent in the **indexability** of the pages:

Indexability breakdown



Their effect is visible in the **internal popularity (Inrank)** needed to attract organic visits:

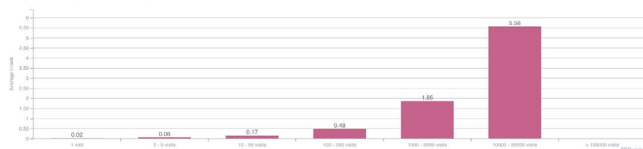
Average Inrank by SEO visits range



The whole site: there seems to be a correlation between the Inrank and the visits. The more SEO visits the page receives, the more important its Inrank is.

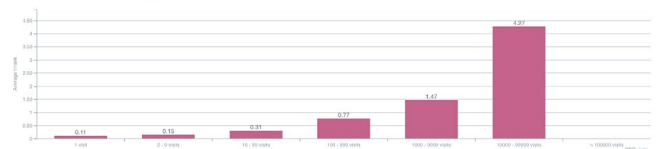
This trend is more or less pronounced depending on the market:

Average Inrank by SEO visits range



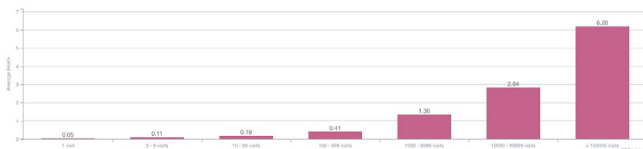
Employment

Average Inrank by SEO visits range



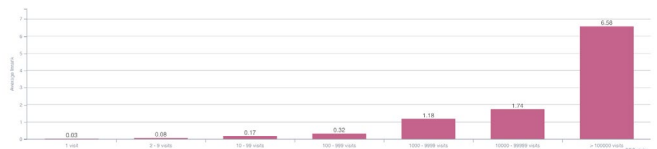
Professional equipment

Average Inrank by SEO visits range



Vehicles

Average Inrank by SEO visits range

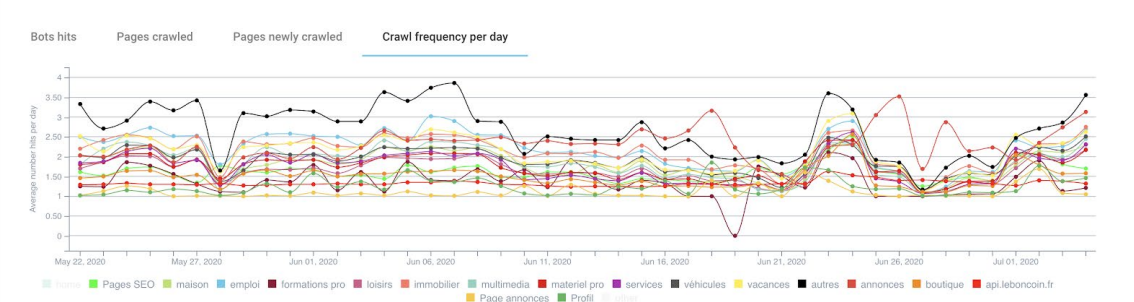


Real estate

THE SOLUTION: ADOPTING THE RIGHT POINT OF VIEW FOR A GRANULAR UNDERSTANDING

Differences between markets extends even to an influence on the **frequency of googlebot visits**:

Crawl behavior breakdown ②



Julien is thus able to identify the key elements that correlate strongly with optimal performance for each of the markets.

Market-based view: how do the pages for each market behave?

Then, Julien added segmentations to focus on a given market.

These dedicated segmentations aim to separate pages by function and therefore by template. For example, in the “vacations” section, Julien can identify in one click the templates for geographical areas, for the ads or for the landing pages for category sections.

Segmentations for an individual market make it possible to follow this market as if it were a site in its own right.

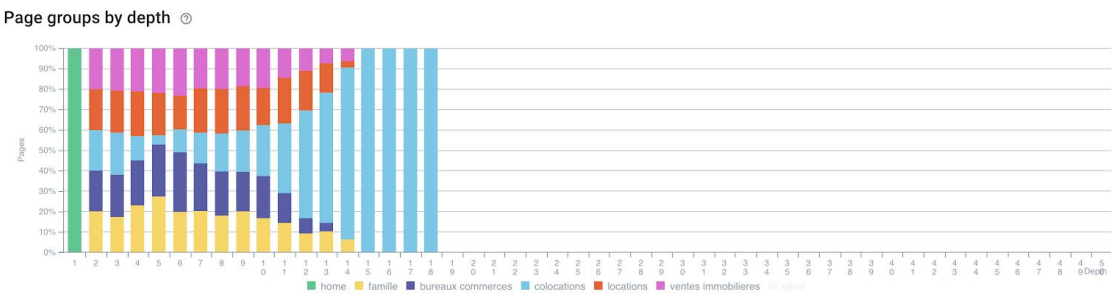
The markets are even more important because Julien’s grouping of content by market category imitates the way Google evaluates the site:

“

We know from experience that Google weights the results according to the clusters on the site.”

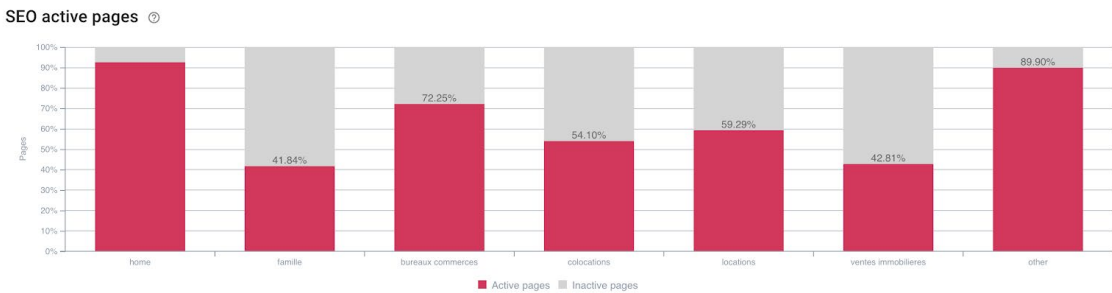
THE SOLUTION: ADOPTING THE RIGHT POINT OF VIEW
FOR A GRANULAR UNDERSTANDING

Vacations

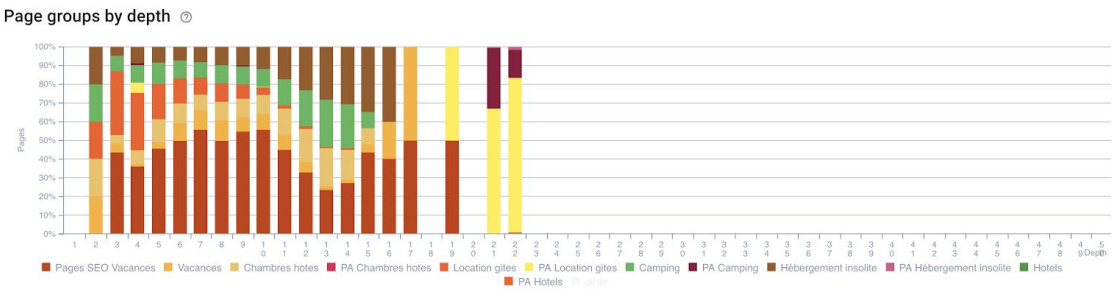


Distribution of the page templates of the "Vacations" section by depth

Real Estate



Distribution of page templates of the "Real Estate" section by depth



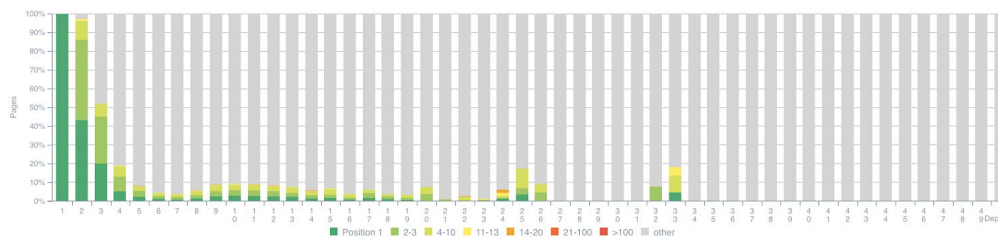
Percentage of pages receiving SEO visits in the "Real Estate" section

THE SOLUTION: ADOPTING THE RIGHT POINT OF VIEW FOR A GRANULAR UNDERSTANDING

View by question asked: exploring cross-analyses

Julien also created a series of segmentations to answer the questions raised during his analysis of the site. These last segmentations are based on cross-analysis with logs, with data captured during the crawl, or with data from the Google Search Console.

Page groups by depth



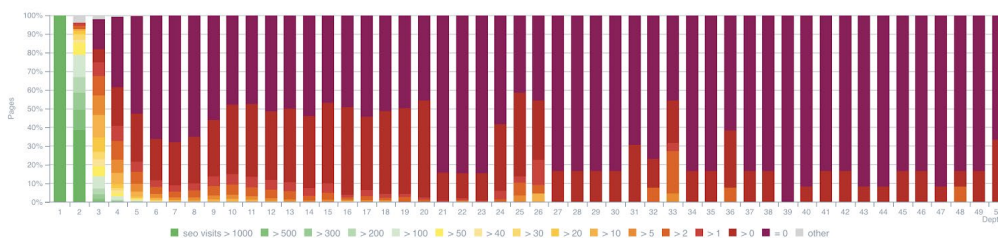
Analysis of the site according to the average position indicated by GSC.

Page groups by depth



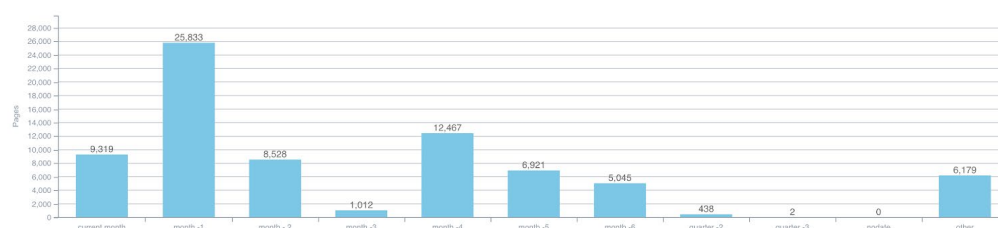
Analysis of the site according to the number of hits by googlebot per day.

Page groups by depth



Analysis of the site according to the number of organic visits per day.

Pages by groups



Number of indexed pages based on the time elapsed since their publication

**HOW IS
SEGMENTED
DATA USED?**

Tracking meaningful keywords

When he joined leboncoin, Julien had to establish the KPIs that would now serve as macro indicators of the site's performance.

He mainly looks at:

- **The crawl rate:** This metric indicates how often Googlebot discovers and re-visits pages on the site. It is a way to monitor the attention paid by Google to the site. In the current Mobile-First Indexing period, special attention is paid to data comparing mobile vs desktop hits.
- **The indexing rate:** This metric validates the relevance of the site content available for use in SERPs.
- **The FreshRank:** The FreshRank, or level "freshness" gives the number of days, on average, between the first Googlebot visit on the page, and the first organic visit on the same page. When, as a test, Julien started to open some classifieds product pages to indexing, he saw the FreshRank go from 45 days to only 3 days for new pages.
- **Load time:** Comparison of the different datasets between the information in Google tools and OnCrawl.
- **Organic clicks:** Using data segmented via OnCrawl, including the brand- and off-brand shares.
- **Organic visits:** Organic visits are the first objective of an SEO strategy. These are visitors who have passed through a search engine to reach the pages of the site.
- **The organic contact rate:** Change of the contact rate by acquisition channel and over time.

In his reporting, each metric is currently broken down as necessary for the site as a whole, and then for each of the markets and categories.

Relying on log analysis for better data reliability

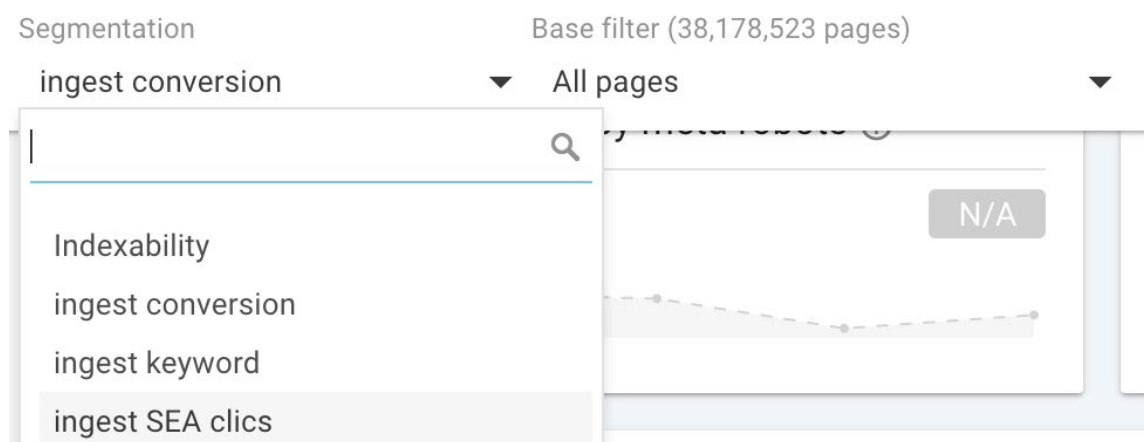
Julien is aware that there is a discrepancy between the data from the Search Console and the data provided by the web tracking and analytics system used by leboncoin.

The case is that Analytics trackers can be refused by internet users or may simply not be triggered under certain conditions.

The data on organic visits recorded in the site's logs and accessible in OnCrawl allows Julien to adjust the information provided by the Analytics solution and to confirm the reliability of the data extracted from the Search Console.

The value of segmentation to improve marketing collaboration

The segmentations set up by Julien allow the site's entire ecosystem to be analyzed. While some teams focus on the site structure, others use the ingestion feature for third-party data to examine the site's profitability (by conversions per page), to analyze the keyword strategy, or to better coordinate SEO with paid marketing (SEA clicks).



The market-based segmentations also reveal extremely useful information for fields outside of SEO itself: user behavior, seasonal trend curves ...

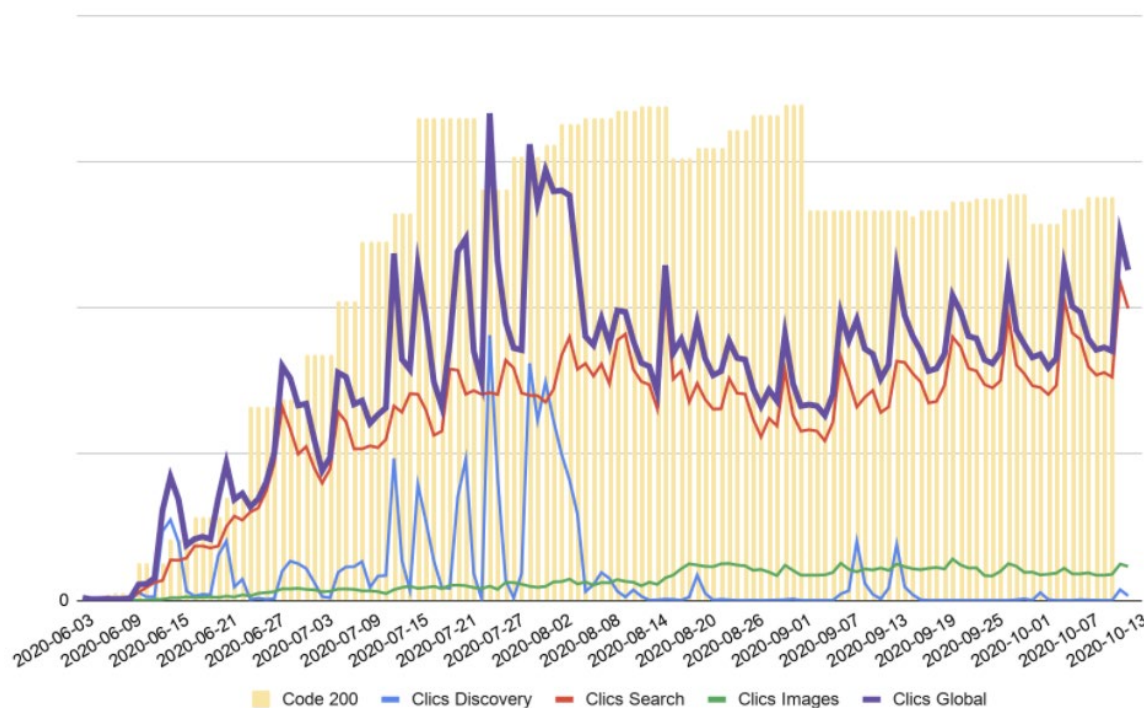
Furthermore, analyzing the differences between markets on the site has value for analysts, developers, and the product team.

ACTIONABLE INSIGHTS AND UPCOMING PROJECTS

Example of a cross-analysis project

Detailed cross-analyses can be used to monitor projects and to make decisions based on the interactions that can be observed between various indicators.

Here is an example of the interaction between the number of crawled pages with a 200 status and the organic clicks when a template was made indexable (sources: logs in OnCrawl and Google Search Console data):



This project was a MVP (“minimum viable product”, or the least elaborate example possible that illustrates the targeted functionalities). The cross-analyzed data in the example confirms the need for a new optimization project for the template which is open to indexing by Google.

Automating SEO dashboards

Depending on the market, SEO needs are different. Julien plans to use OnCrawl data to implement machine learning to improve predictions based on the market and its historical traffic.

This type of information opens the door for development teams and will allow the teams at leboncoin to better understand SEO decisions.

A data-oriented approach

Leboncoin is not only the site leboncoin.fr. Today, the group owns several sites, including videdressing.com, avendrealouer.fr, immobilierneuf.leboncoin.fr, emploicadres.leboncoin.fr and locasun.fr.

Using OnCrawl's data, Julien wants to consolidate information from all the sites into a Business Intelligence solution such as Data Studio or Tableau Software.

Using data visualization and by calculating the contact rate per channel, he wants to develop useful dashboards for his immediate superiors and for the group's executive committee.

RESULTS

RESULTS

The use of segmentation in OnCrawl has allowed Julien to move forward on his major projects:

- Adapt his strategy to each market: gain visibility for the 5 markets present on the site
- Confirm the usefulness of indexing certain types of pages: average time to the first organic visit divided by 15
- Use logs to confirm that the Analytics data were not complete
- Better collaborate with other marketing teams: 2 coordinated collaborative campaigns
- Create new dashboards: 3 enhanced views of SEO data

ONCRAWL AND DATA: A SUCCESS STORY

“A solution like OnCrawl allows us to easily cross-analyze different datasets such as logs, Google Search and organic visits, to perform health checks for our sites. An important point on high-traffic sites!”

“OnCrawl’s segmentation is easy to set up and intuitive, and most importantly, it can be set up not only based on URLs but also using any other data, including scraped data. I will soon be able to establish the lifecycle and value of our classified ads using segmentations based on the date of publication.”

— Julien Crenn

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