

How Botify Helped HostGator Get a True Picture of Their Site Health *Faster Than Ever*

The Client

HostGator is a leading provider of secure and easy website hosting services.



Industry
Internet / Technology



Website Size
5,000 URLs

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

Botify has you covered!

Request a Demo

The Challenge

With thousands of pages to manage, the team at HostGator was struggling to get the visibility into their site health that they needed, and what they were able to get was the result of time-consuming, manual processes.

“We had zero visibility into our site logs, we were having to do a lot of things manually, and we had no way to validate whether certain things were actually issues.”



Alexis Krasinski
SEO & Organic
Marketing Manager
for HostGator

The Solution

HostGator turned to Botify to get the visibility and automation they were looking for. With Botify, they were able to:

- Seamlessly integrate their log files for easy analysis
- Find new insights while saving time
- Aggregate all their SEO data in one location
- See how SEO best practices can change from site to site

“I noticed an issue I never would have noticed without Botify. I was able to catch it while it was still small.”

The Result

HostGator's ongoing use of Botify has helped them save time and find new opportunities. When you're operating at the scale of an organization like HostGator, and relying on organic search for valuable visibility, traffic, and revenue, that's critical.

“With Botify, we're able to see things we weren't able to see in any other tool. It shows you the truth where so many other tools make assumptions, and is a huge time-saver.”