botify | POST OFFICE

How **PostOffice** Achieved a 10% Increase in Organic Traffic

10% increase YoY in organic traffic

48% decrease in redirects

17% decrease in crawl budget waste

CHALLENGE

A strong player in the highly competitive travel and insurance market, Post Office was looking to further expand its position and grow its market share to strengthen its position as an industry leader. To achieve this, they needed to boost their online visibility and organic traffic. However, their website's structure and content discoverability were not optimized for neither user experience nor crawlability.

With limited bandwidth and competing priorities across key verticals, including insurance, travel money, banking, and mail services, the team struggled to allocate time to essential SEO tasks such as log file analysis and technical audits. At the same time, they faced increasing pressure to grow their online visibility amid the rise of zero-click searches, AI-driven results, and increasing competition from other big players in the insurance space.

SOLUTION

To achieve their goals and elevate their search strategy, the Post Office team partnered with Botify, leveraging the AI-powered platform and expert guidance from their dedicated Search Success Managers. The collaboration began with implementing the Post Office team's strategic investment in a new content and website architecture. By restructuring the site and launching a content hub, the Post Office team was able to significantly improve content accessibility and the user experience. They leveraged the Botify platform to create a dedicated segment to monitor performance

across the newly created section of their website, enabling precise tracking and optimization. The team leveraged Botify's advanced AI automation to drive their search transformation. First, the team conducted comprehensive analyses of the site to identify structural and performance issues, monitored the impact of their newly created content, and tracked keyword trends to inform their future content strategy. As they were implementing their new content hub, the team needed to make sure their revenue-generating pages, their insurance pages, were still being crawled by Google and AI platforms. With Botify, they were able to track bot activity daily and across all search platforms, giving them the insights they needed to continue improving their performance.

With access to historical data, segmentation of URLs, and crawl budget analysis, the team could pinpoint and resolve legacy issues like duplicate URLs and inefficient redirects in record time.

RESULTS

The launch of the content hub, combined with regular performance monitoring through Botify, has enabled the Post Office team to gain clear insights into their visibility across traditional and AI search platforms. This data-driven approach has led to measurable improvements - they have increased top 10 positions for competitive search terms and saw a boost in new ranking keywords. The team has improved the overall visibility of its core products as they have decreased their redirects by 48%, resulting in crawl budget waste decreasing by 17%.

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