

How EssilorLuxottica achieved substantial time savings and reduced costs with Botify



**Significant
Cost Savings**



**Improved
Website Health**



**Significant
Time Savings**

ABOUT ESSILORLUXOTTICA

EssilorLuxottica is a global leader in the design, manufacture, and distribution of ophthalmic lenses, frames, and sunglasses. With headquarters in Paris, they have a global community of 190 000 employees.

CHALLENGE

MANAGING MULTIPLE BRANDS WITH A DECENTRALIZED SET-UP

With a portfolio of globally well-known brands, each with hundreds of thousands of pages, a fragmented SEO set-up, and multiple agencies, the team at EssilorLuxottica realized quickly they needed a solution that could support their growing team, centralize their efforts, improve productivity, and help them build processes to better understand their websites' hygiene and elevate their visibility.

Organic traffic has always been a priority for EssilorLuxottica with one simple goal: improve their brands' visibility. To increase visibility, the team recognized they needed help with finding existing issues impacting their organic performance.

SOLUTION

THE BOTIFY ANALYTICS PLATFORM

Having multiple brands meant that EssilorLuxottica SEO efforts were split between multiple teams. To improve efficiency, the teams started leveraging [Botify Analytics](#) as their single source of truth to monitor their website's activity and technical health, and fix all 404 pages, broken links and missing meta tags.

With all data in one place, the team was now able to build reports they could share across teams and brands, fostering a better collaboration. By leveraging the wealth of data they can access with Botify, the team now has a better understanding of what ranks the highest, brings the most revenue and occupies SERP as much as possible. They can now make informed decisions and drive traffic and bots to the pages that drive the most revenue.

To prevent excessive crawling of wasteful pages, EssilorLuxottica leveraged Botify's LogAnalyzer to analyze Google's crawl behavior and take proactive measures. By identifying crawl patterns in advance and updating their robot.txt and sitemap, they were able to block low-value URLs before they wasted valuable crawl budgets, optimizing their site's indexing efficiency.

RESULTS

A CENTRALIZED SEO PROCESS, IMPROVED WEBSITE HEALTH, AND REDUCED COSTS

After onboarding and implementing Botify, the team at EssilorLuxottica was able to centralize and bring their SEO in-house, reducing the number of agencies they relied on. As a testament to excellent performance, the team has seen remarkable growth - a team of one has evolved to a team of seventeen across their portfolio of brands. During the partnership, the team has achieved substantial time savings and reduced costs.

With Botify, the team can now monitor crawls to avoid index bloat and wasting valuable crawl budgets, and significantly reduce crawl times - saving approximately two weeks per website.

