

# How L'Atelier d'Amaya structured an SEO & GEO Strategy and Gained Autonomy in a Highly Competitive Market



**+35 %**

average annual traffic

**+46 %**

non-branded unique keywords

**+19 %**

clicks YoY via non-branded traffic growth

## CONTEXT

Founded in 2007, L'Atelier d'Amaya is a French brand specializing in customizable jewelry, sold in retail locations in France and Belgium, as well as online. Experiencing strong growth in a highly competitive market, the brand leverages SEO, and now GEO, as a strategic driver to support its e-commerce and expansion ambitions. Following a platform migration in 2022, their objective was clear: to gain visibility, agility, and autonomy despite technical constraints.

## CHALLENGE

As Google is a key acquisition channel, L'Atelier d'Amaya needed to accelerate its organic growth, perform during key commercial periods (such as Valentine's Day, Mother's Day, and peak shopping season), and enable the team to become more autonomous in SEO. All of this took place within a complex technical environment: a migration involving URL changes, open faceted navigation to capture traffic, and a large volume of pages to prioritize. Two years ago, the brand chose Botify to combine analysis, action, and autonomy.

## SOLUTION

L'Atelier d'Amaya relies on the Botify suite to manage its SEO & GEO strategy end-to-end, from analysis to execution. To realize their goals, the team deployed several large-scale structural optimizations: hiding unnecessary pages, strengthening internal linking, fixing post-migration links, replacing 301/302 redirects, optimizing structured data, and cleaning up more than 13,000 non-indexable pages.

**Objective:** To realign the website with Google's crawl and indexing requirements.

In particular, L'Atelier d'Amaya focused on anticipating key commercial periods, with strengthened internal linking and the early launch of seasonal pages to accelerate their crawling and ranking.

Botify's GEO solution (AI Visibility) enables them to track visibility on AI-driven search engines, analyze prompts associated with strategic queries, and identify the pages used by AI bots. These insights directly inform their content strategy (FAQs, category pages, new content) to align SEO with conversational search behaviors.

## RESULTS

SEO and GEO have become key business drivers for L'Atelier d'Amaya. In 2023, the site generated 1.5 million clicks, 72% of which were brand-related, with an average annual traffic growth of +35%. In 2025, clicks increased by 19% compared to 2024, with stronger non-branded performance: +46% unique keyword visibility, +46% impressions, and +26% clicks.

Over 19 months, 167 optimizations were carried out, with 76% of them deployed in-house, strengthening the team's autonomy and resource efficiency. This partnership makes SEO and GEO a driver of business performance, today and in the future.

[Read the full success story on our website.](#)