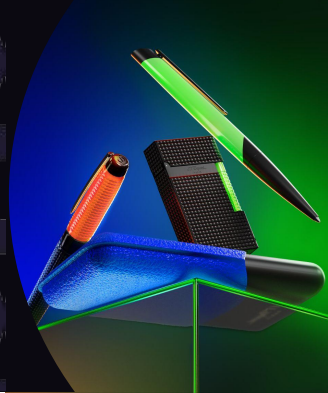


How S.T. Dupont Boosted Organic Revenue Through Search Automation



X2

Share of SEO revenue

+27 %

Non-branded traffic

+30 %

Indexable URLs

CONTEXT

In December 2023, S.T. Dupont, a historic luxury house that generates over 50 million euros in revenue and is known for its lighters, pens, and men's leather goods, undertook a major brand transformation. This ambitious rebranding included the simultaneous launch of a new logo, a revamped e-commerce site, and the introduction of a new category: women's leather goods. To be successful, S.T. Dupont needed to ensure sustainable visibility for this new product category while securing their established position in their historical segments.

CHALLENGES

S.T. Dupont analyzed their various revenue streams and chose to focus on a strategy combining SEO and media investments to increase e-commerce revenue. On the SEO front, major challenges included: identifying technical issues and optimizing all sites at scale, improving page indexation, increasing visibility for 2,000 points of sale, improving the velocity of SEO implementations quickly without additional resources to measure their immediate impact on performance

SOLUTION

To meet this challenge, the company chose to leverage their organic strength, using Botify as a key tool to improve branded traffic, optimize conversions, and attract new customers in a new market. In 6 months,

using Botify's PageWorkers solution, 35 optimizations were deployed, including 404 & 301 redirect corrections, structured data addition, internal linking optimization, canonical tags cleaning, update on missing H1 tags, and breadcrumb implementation

Leveraging AI-powered recommendations from Botify, prioritized by estimated impact on the company's traffic, the brand's eCommerce and Digital team were able to implement critical changes at scale and fast using PageWorkers. As a result the team took back control of the site and with the help of Botify Experts created processed that increased their their productivity.

RESULTS

In just 3 months, organic revenue jumped from 28% of total revenue to 50%. This was made possible thanks to a better indexation: indexable URLs increased by +30%, active URLs increased from 12% to 32%, and the percentage of URLs with fast loading times increased by 20 points. Which then led to better performance metrics: non-branded traffic increased by 27%, unique keywords by 24% and impressions by 18%.

From the start, S.T. Dupont structured their team to ensure maximum utilization of the Botify solution, enabling them to develop new SEO skills and become autonomous in search projects, and save budget and time.

