

# How Rail Europe Transformed Its Search Strategy With AI Readiness



**+67%**

Google crawl coverage

**x2**

Traffic from ChatGPT after prioritizing AI crawlers

**+33%**

Growth in pages clicked

## CHALLENGE

Organic search was already Rail Europe's second-largest acquisition channel, but the travel landscape has grown more complex and competitive, with AI platforms reshaping how travelers search and book.

The team had built a solid SEO foundation, but wanted to elevate their strategy to keep pace with AI search. A few structural constraints stood in the way: no enterprise-level crawling tools, and a custom CMS that made site improvements hard to deploy at scale—so most changes depended on engineering.

With a large, ambitious website spanning hundreds of thousands of journey pages, the objective was clear: build AI Readiness to grow organic impact as click opportunities shrink, and stay visible across the AI search ecosystem.

## SOLUTION

Rail Europe partnered with Botify Advantage, who became an extension of the internal team and introduced a new AI Readiness methodology built around the full customer journey—how search engines and AI systems discover, understand, and surface pages.

This drove a strategic shift from volume-led to value-led SEO: instead of creating more pages, the team focused on making their most valuable pages easier to find and prioritize. Using Botify's PageWorkers, they restructured internal linking and deployed optimizations at scale—no engineering ticket required—and moved to a curated sitemap strategy to sharpen crawl efficiency.

To prepare for AI search, they expanded structured data and refined bot governance to prioritize fast-emerging AI crawlers like GPT, while reducing crawl waste from Bing.

## RESULTS

The shift from volume to value delivered improvements across the entire search funnel, making it easier for all search engines to find and prioritize the right pages. Investments in AI readiness are paying off too, with AI platforms emerging as a meaningful new source of visibility and revenue.

