

# **Title: How J.McLaughlin Turned Technical Optimization Into Organic Growth**

## **Challenge: Driving Organic Growth**

As part of a broader digital transformation to accelerate their e-commerce growth, the J. McLaughlin team migrated from a legacy CMS to a more robust Shopify environment. While this transition unlocked new opportunities to strengthen their technical SEO foundation, it also highlighted several high-impact areas for improvement for optimization. Although the initial plan was to invest in content-driven SEO, a deeper technical assessment revealed foundational enhancements that needed to be addressed first.

The team identified several key technical priorities, including crawl inefficiencies and rendering issues; a high volume of irrelevant international sites generating millions of low-value URLs with no search intent or organic upside; and CMS overwrites that unintentionally modify critical metadata, such as page titles. Without resolving these issues, scaling sustainable organic growth would remain difficult.

## **Solution: Partnering With the Botify Advantage Team to Scale Technical SEO**

To accelerate organic growth and fully capitalize on their new Shopify environment, J.McLaughlin partnered with Botify Advantage, a dedicated team of GEO & search consultants providing end-to-end support across strategy, execution, and measurement.

The Botify Advantage team first defined the site's true organic visibility, prioritizing the pages and markets with the highest search demand and growth potential. From there, they launched a large-scale cleanup effort to remove or de-index non-essential, non-indexable URLs, significantly reducing crawl waste. In parallel, they transitioned key site components from client-side rendering to server-side and crawler-friendly formats that both search and AI bots can read, improving the discoverability and indexability of critical content.

During seasonal readiness checks, the Botify Advantage team also uncovered CMS-related overwrites that were unintentionally impacting page titles. They identified all malformed metadata and leveraged Botify's PageWorkers feature to deploy optimized page titles at scale, ensuring consistency across the site.

The Advantage team worked directly with the J.McLaughlin's tech team and together, they were able to implement all critical technical and content optimizations ahead of Black Friday, a business-critical moment, driving measurable performance gains.

## Results: Improved crawl efficiency, search engine comprehension, and visibility

The collaboration has dramatically improved crawl efficiency, content discoverability and indexation, and the visibility of high-value pages: by spending less time on unimportant URLs, AI and search systems can focus on those with higher impact and value to surface critical information to consumers in traditional and AI search

With these foundational improvements in place, the J.McLaughlin team is now well-positioned to invest in AI-driven search visibility in close partnership with their dedicated Botify Advantage experts. Together, they've built a scalable visibility framework designed to support sustained growth, evolving consumer behaviors, and growing discovery channels like AI search.

- 98.5% reduction in crawlable URLs
- 97.9% decrease in URLs indexed by Google
- 25.5% increase in URLs receiving organic traffic.
- 22.3% increase in total organic traffic
- 39.9% increase in non-brand traffic
- 30% increase in clicks from organic product listings
- AI impact data?

### Quote:

“The partnership with our Botify Advantage team has been a real game-changer for us. The strong technical foundation we've built together has not only improved our performance today but also put us in a much better position to invest in AI search moving forward.”