

How J.McLaughlin Turned Technical Optimization into Organic Growth



-98.5%

in crawlable URLs

+39.9%

in non-brand traffic

+22.3%

in total organic traffic

CHALLENGE

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

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

The collaboration dramatically improved crawl efficiency, content discoverability, indexing, and the visibility of high-value pages. By focusing AI and search systems on important URLs, they surface critical information more effectively.

J.McLaughlin is now positioned to invest in AI-driven search visibility. With Botify, they built a scalable visibility framework to support sustained growth and evolving discovery channels like AI search.

