

How Parts Town Scaled GEO and Achieved a 31% Growth in Clicks



+31%

YoY growth in clicks on revenue-driving pages

+91%

in OpenAI's Visits to Strategic Pages

+160%

in Google's Visits to Strategic Pages

CHALLENGE

Parts Town is the global leader in mission-critical OEM parts distribution in the foodservice, residential and HVAC industries.

As their site has a massive product catalog, its modern, JavaScript-forward approach created an opportunity to better align with how search engines and AI crawlers discover and interpret critical content. Site speed was inconsistent, and performance and crawl efficiency varied across the site; crawl activity wasn't focused on the most valuable product and category pages.

In addition, key connections between high-value PLPs and PDPs were hidden behind RequireJS, and important PDP elements, such as product specifications and related links, were also rendered via JavaScript. AI bots attempting to crawl key revenue-driving pages are unable to render JavaScript, meaning this important content was invisible to the AI Search platforms.

To accelerate their growth, the Parts Town team needed a partner to help them improve crawl efficiency, enable faster optimizations without relying heavily on engineering resources, and build a foundation that could keep pace with the AI-driven future.

SOLUTION

Botify conducted a comprehensive audit, cross-referencing crawl behavior with Google Search Console data to quickly diagnose issues and prioritize opportunities.

Parts Town deployed **SpeedWorkers** to pre-render JavaScript content on PLPs and PDPs, making them fully accessible to search and AI crawlers — critical given their millions of SKUs.

PageWorkers enabled fast, scalable optimizations without engineering dependency: removing facet links across 125k+ URLs, improving Schema on the Homepage and Contact Us pages, and optimizing pagination.

RESULTS

Since partnering with Botify, Parts Town has seen strong YoY organic growth, including new Google impressions for previously invisible pages and a **+31% YoY increase in clicks on revenue-driving pages**. SpeedWorkers improved traffic consistency, while expanded crawl intelligence helped the team better allocate spend across marketing channels.