

How LuisaViaRoma made SEO mission critical for the entire business



Significant
time savings

Improved
collaboration

Consistent growth
in traffic and
revenue

ABOUT LUISAVIAROMA

Founded in 1929 by the Panconesi family in Florence, Italy, LuisaViaRoma has grown from a concept store on Via Roma, Florence, to one of the leading global retail and e-commerce multi-brand stores in fashion.

CHALLENGE

MANAGING TENS OF MILLIONS OF PAGES

LuisaViaRoma's website is a custom-built ecommerce site with tens of millions of pages that need to be continuously monitored and managed. In addition, the team changed their strategy from focusing on PLP traffic to focusing on PDP traffic, increasing the number of pages that needed monitoring. They needed help keeping track of the tens of millions of URLs in different languages for different markets, the changes on the website and mitigating and minimizing any potential SEO errors and problems.

With no enterprise solution in place, the team lacked the right tools that allowed them to detect and recognize errors at an early stage and to identify scalable and verifiable optimization opportunities.

SOLUTION

A TEAM OF SEO EXPERTS AND THE POWER OF THE BOTIFY PLATFORM

To overcome their website challenges and take their SEO efforts to the next level, LuisaViaRoma chose to partner with Botify and use [Botify Analytics](#) to consolidate all their website data in one place.

First, their dedicated Botify SEO experts helped them implement their new strategy focusing on PDPs and other major changes, such as adopting a new CDN, modifying or adding sitemaps, and adjusting catalog structures to identify any unintended side effects and making corrections accordingly.

Their Botify team also helped them segment their URLs, allowing the team to monitor multiple sections of the site simultaneously, each with its own issues and unique characteristics

Additionally, thanks to [Botify Intelligence](#), the team was able to find issues affecting their crawl budget. For instance, they realized that image files were linked on their main domain, resulting in a high volume of 404 served to Googlebot. Once the problem was identified, they were able to fix the linking issue and save precious crawl budgets.

RESULTS

SEO, MORE THAN A MARKETING CHANNEL

Today, Botify works as LuisaViaRoma's thermometer and ensures the continuous excellent health of their website, and thus, their business.

After implementing Botify, the team has seen consistent growth in organic traffic and revenue. SEO has grown from solely a marketing channel to a performance indicator followed by the entire business, including the leadership team.

