

OnCrawl has made technical SEO easy for Forbes and 100+ US brands

September 17th - OnCrawl accelerates its international growth and now partners with 100+ leading companies in the United States. The French SEO solution, present in 66 countries and a 3-time winner at the European Search Awards, supports major brands like Forbes and Vistaprint in their search engine optimization process.

The evolving organic search landscape

In 2016, Borrell Associates predicted that by the year 2018, businesses in the United States would spend an estimated \$72 billion in search engine optimization (SEO) services alone and \$80B by 2020 ([source](#)). In 2018, BrightEdge analyzed the distribution of organic traffic across all channels and found that 50% of a website's traffic comes from organic search engine results. The traditional marketing landscape has also deeply changed over the last several years, with digital now passing the threshold to account for more than half (51%) of total US ad spending ([source](#)). And companies have understood that improving online visibility will be achieved through organic search. Forbes and Vistaprint - alongside other companies - now work with OnCrawl to achieve their search marketing objectives.

OnCrawl is an SEO platform built by Big Data pioneers and search engine experts who began working in distributed software and web scale algorithms in the early 2000s. With performance, scalability and reliability in mind, OnCrawl started implementing their own enterprise scale SEO crawler and log analyzer to provide their users with actionable SEO dashboards and reports.

The solution leverages the power of cloud computing, to provide the product scalability required to adjust to any increase in demand and to reduce costs. With technical SEO in its DNA, OnCrawl maintains its solution at the cutting edge of innovation while providing its users with a cost-effective solution.

The growing global importance of technical SEO

Technical SEO is the hands-on, under-the-hood version of SEO. It's the assurance, from a technical point of view, that content is indexable by search engines. SEO is not an art, and with an ever-growing number of ranking factors, search marketers need tangible data they can rely on to optimize their search performance.

Companies - whether they have a few URLs or a million of them - need to understand how search engine bots behave on their pages in order to make the right decisions. When it comes to having a global picture of a website's SEO performance, log files have turned out to be the single source of truth. John Mueller, Webmaster Trends Analyst at Google, stated in 2016 that *"Log files are so underrated, so much good information in them"*. Combined with a full crawl of a site, actionable insights can be revealed with regard to weaknesses and changes in site structure, performance per page and per groups of pages, search engine bot behavior, internal linking, or content opportunities. And companies have realized it. *"We needed a tool able to track search engine bots for different domains. Analyzing the site structure, see changes, evolution, weaknesses easily at a high level can help us to prioritize*

action items or measure performance of changes that were made on the site,” shares Michelle Levine, SEO Manager at Vistaprint.

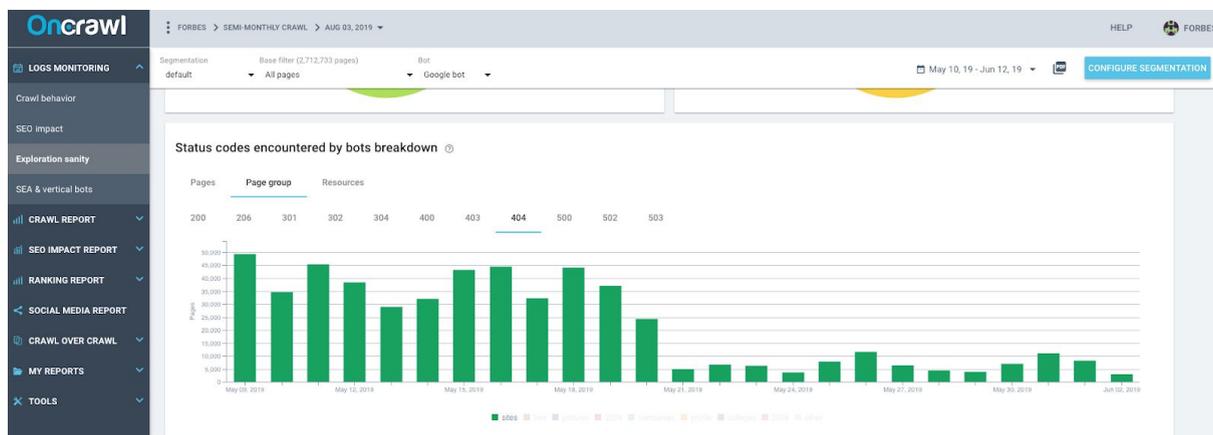
“We choose to invest in OnCrawl because we wanted to get ahead of some of the issues that could disrupt Google’s ability to crawl our site efficiently. As a large publication, we need to ensure that Google can crawl, render, and index our content just as quickly as we publish,” mentions Dayne Richards, SEO Analyst at Forbes.

Faster indexing for online media

Forbes decided to partner with OnCrawl at the beginning of 2019. They choose the solution because “it is easy to use and provides the most actionable insights compared to some of the other tools we’ve tested. OnCrawl also has a very user friendly user interface, which is important for us to quickly spot issues that may be troubling,” according to Dayne Richards.

Forbes relies on a JavaScript-heavy website and they needed an SEO solution able to crawl and render all of their pages, just as Google would, and flag all potential issues that would be critical for indexing. They also needed to analyze their log files to understand how often Google visits a page and obtain deeper insights to improve the internal linking structure of their website.

“Our most recent win came after we found, using OnCrawl’s log file analysis, that Google was hitting a large amount of paginated article pages. The problem there is that we moved away from pagination about a year ago. As a result, Google was hitting a large number of 404 pages. We’ve since addressed the issue and have seen a significant reduction in the number of 404 pages Google visits on a daily basis,” shares Forbes’ SEO Manager.



Decrease in 404 - OnCrawl dashboards

About OnCrawl

OnCrawl is a technical SEO platform for enterprise SEO audits and daily monitoring. The solution helps more than a thousand clients in 66 countries to improve their organic traffic, rankings, and revenues by opening Google’s black box. Clients include Vistaprint, Canon, Lastminute.com, Forbes, and other major companies.

Driven by a strong technical spirit, OnCrawl gives search marketers easy access to the data they need by providing actionable dashboards and reports to support the entire SEO process. The company has already closed two successful funding campaigns to become the leading SaaS provider for SEO.

For three years running, OnCrawl has won the [Best SEO Tool award](#) at the European Search Awards and was a [finalist](#) for the Best SEO Tool at the Martech awards in 2019. For more about OnCrawl, visit www.oncrawl.com.