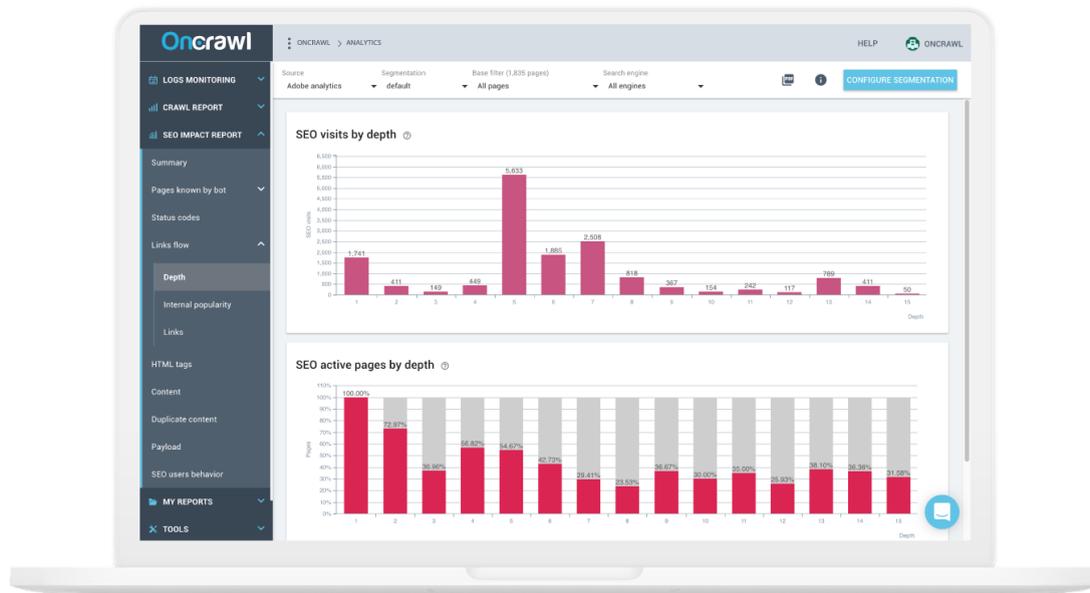# OnCrawl now integrates with Splunk and Adobe Analytics (Omniture)

November 20th, 2018 - After its 4M$ fundraising, the award-winning technical SEO platform OnCrawl is looking at the US market with its Splunk and Adobe Analytics integrations, two major solutions used by the US search industry.

Log file analysis made easy

Log file analysis, or the method to really understand how search engines are visiting and indexing the content on a website by looking at the server logs, is an aspect of search engine optimization that is still underestimated and seen as too tech-savvy. OnCrawl's core DNA is to evangelize such technologies by providing an easy access to and understanding of the data that matters. In addition to its SaaS log analyzer - used by companies like Future, Busbud or Major League Baseball - OnCrawl has recently developed a Splunk connector to make it easier for IT departments to share access to log files with SEO teams.

Splunk is a data aggregation tool that processes, among other things, web server log files and that is used by major companies in the United States.

OnCrawl's Splunk integration automates the uploading of log files to a private, secure FTP space associated with a user account. This facilitates the process by eliminating manual actions that take up time. It also ensures that log files are uploaded daily, preventing gaps in the data.

The integration provides the benefit of offering additional log file analysis compared to the information Splunk can offer. OnCrawl provides in-depth cross-analysis - such as crawl behavior details, a desktop vs mobile visits distribution or even the correlation between ranking and crawl frequency - between log data from Splunk and data from the crawl, OnCrawl's core technology.

Business-oriented KPIs for SEOs

OnCrawl's newest integrations aim at delivering actionable dashboards that can help prove the ROI of SEO optimizations.

Adobe Analytics, also known as Omniture, is a leading web analytics solution according to Forrester Wave™. They provide extensive insights regarding visits, page views, or bounce rate to improve the user journey and help search marketers monitor strategic business objectives.
OnCrawl's Adobe Analytics integration goes further by combining these data with crawl data and log files. It offers a new, granular level of insight into the impact of SEO. Search marketers can then understand how the influence of SEO on organic traffic by pages and groups of pages, identify important pages that should generate SEO visits, determine how users are reacting to different types of content, and analyze precise usage metrics that influence a website's positions and conversions.
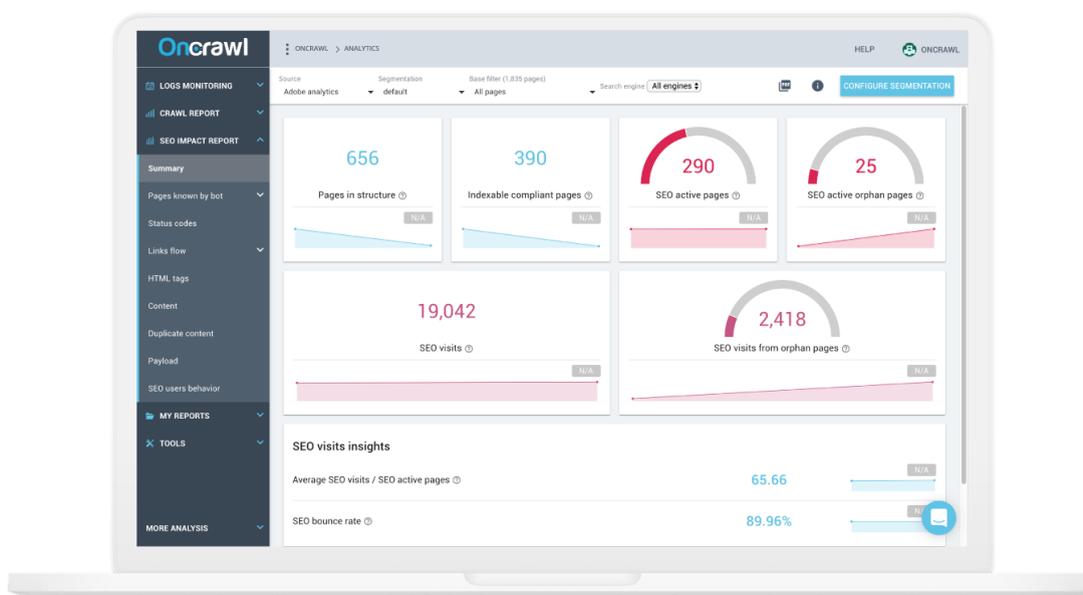
About OnCrawl
OnCrawl is a technical SEO platform for enterprise SEO audits and daily monitoring. The solution helps e-commerce websites, SEO agencies and online publishers to improve their organic traffic, rankings, and revenues by opening Google's blackbox. Driven by a strong tech spirit, OnCrawl gives search marketers easy access to the data they need by providing actionable dashboards and reports to support the entire search engine optimization process.

The company has already closed two successful fundraising campaigns to become the leading SaaS provider for search engine optimization. With offices in Bordeaux, Paris and Montreal, OnCrawl currently works with over 800 clients in 66 countries and has won two years in a row the Best SEO Tool price at the European Search Awards.
www.oncrawl.com

About Splunk integration:
https://www.oncrawl.com/product-updates/oncrawl-now-integrates-splunk/
About Adobe Analytics integration:
https://www.oncrawl.com/product-updates/oncrawl-integrates-adobe-analytics/

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