

BLUERANK & MASCUS

- BETTER TOGETHER



Reach:
EU /
Worldwide



Target Audience:
Mainly men
aged 25-54



Sector:
Heavy Machinery

ABOUT MASCUS

Mascus aims to be the **top-of-mind classifieds platform** for both **buyers, sellers and auctioneers of used heavy equipment** in the following industries: **construction, mining, agriculture, transportation, material handling, forestry and groundscare.**

Company's **target audience** includes Mascus customers (6,000) and **prospects** such as **large OEMs with an international dealers' network** (Caterpillar, Volvo, Komatsu, Doosan, Bobcat etc.), **local heavy machinery dealers** and **private end users**. Some of them are also interested in detailed specifications, manuals, and technical data of heavy machinery.

80% of the audience consists of **men aged 25-54.**



CHALLENGE

Every year, the SEO Mascus project becomes more and more demanding. At the beginning of the cooperation, 12 years ago, Mascus was based just in 5 countries. Bluerank has started the ongoing platform optimization and created foundations for further organic EU expansion.

Over the time we faced more challenges – the increased number of countries, new languages, bilingual countries, managing local teams and responding to Google Algorithm updates every year.

That has led us to 2018 and an advanced international cooperation with 8 EU SEO agencies, 54 countries globally (32 countries/28 teams in EU) and also 14,2M organic page views, 22,4M indexed URLs, and 427.000 classified ads duplicated over 32 domains to handle monthly in EU region.

At the same time the organic traffic growth has become flattened off.



KEY OBJECTIVES

1. INCREASE IN ORGANIC TRAFFIC

(H2 YoY): **+5-10%**

2. INCREASE IN CONVERSION:

Contact requests (H2 YoY): **+10%**

3. IMPROVING LOCAL TEAMS EFFICIENCY AND TASKS COMPLETION (KPIS) BY:

Number of SEO texts and blog posts written: **+10%**

Response rate and implementation time of technical
recommendations with the use of JIRA ticketing system: **+50%**

STRATEGY

The strategy was based on thorough implementation of the following activities delivered to all 32 EU countries in 25 languages:

ON-SITE CONTENT OPTIMIZATION

TRACKING THE HEAVY MACHINERY TRENDS

MARKET ANALYSIS

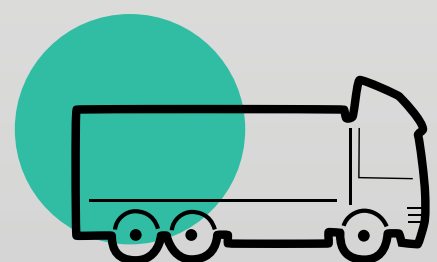
REPORTING & MONITORING

REGULAR, DAILY COORDINATION AND THE SUPPORT
for all local teams & agencies;

**CENTRALIZED TECH RECOMMENDATIONS
AND IMPLEMENTATION**
followed by close cooperation with IT-team

BETTER USE OF DATA
(restructuring GA account & introducing new KPIs).

IMPLEMENTATION & CREATIVITY



Seo texts

Creating SEO-optimized texts for categories with the highest number of local ads and traffic growth potential. This part was developed both on **Bluerank's, local agencies' and local teams' side.**

We utilized the language skills and local market knowledge of each team to create the best quality content. Bluerank held the role of the SEO manager and consultant, shaping SEO strategy and implementation.



Blog creation

Blog posts and industrial reports were optimized for long-tail, industry-related keywords with the use of local trends and in-house database data.

Articles were written by the local teams & experts.

Again, we were coordinating it for 25 local languages and 32 ccTLDs versions (40 texts monthly).

IMPLEMENTATION & CREATIVITY



Crawl budget optimization

Crawl budget optimization: an average Mascus site has 700K indexed pages. If you multiply it by 32 ccTLD domains, it gives you 22,4M indexed pages to take care of! To improve Mascus crawl rates and remove duplications:

Duplicated ads were canonicalized to the newest ones. We decreased number of duplicated ads from 150M URLs to 13,7M.

Ads that were 1 month+ older were deindexed using 410 HTTP response code.

Faster servers were introduced.

HTTPS protocol was implemented.

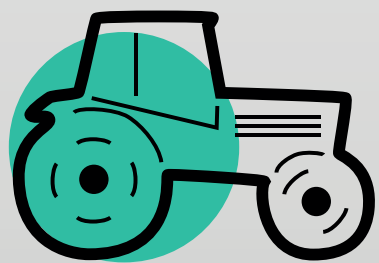
Hreflangs were optimized.

WAF (Web Application Firewall) was implemented to get rid of spam bots and boost server response time.

Locator directory for heavy machinery companies (20% of all internal pages) and other thin content pages were deindexed.

Implementations resulted in delivering more quality traffic directly to ads pages (+27,5% in organic traffic), which led to higher conversion rates.

IMPLEMENTATION & CREATIVITY

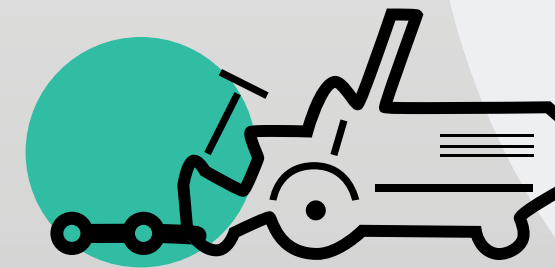


Getting ready for Mobile-First Index

Technical optimization to make sites as light as possible (JS minification, removing all heavy addons).

Desktop and mobile consistency – making sure the same or similar content (e.g. SEO texts) is visible on both device types.

AMP fine-tuning.



Google Analytics implementation

Introduction of the extended e-commerce module allowing detailed tracking of user interactions with the ads, for example abandoned conversion paths, or which ads are characterized by the highest CTR, or represent a high purchase value despite low exposure.

RESULTS (KEY OBJECTIVE VS FINAL 2018 RESULT)

1. INCREASE IN ORGANIC TRAFFIC

(H2 YoY): +5-10%

**FINAL GROWTH:
21% (+2,5M SESSIONS)**

12 047 097

14 576 687

■ EU countries H2 2017
■ EU countries H2 2018

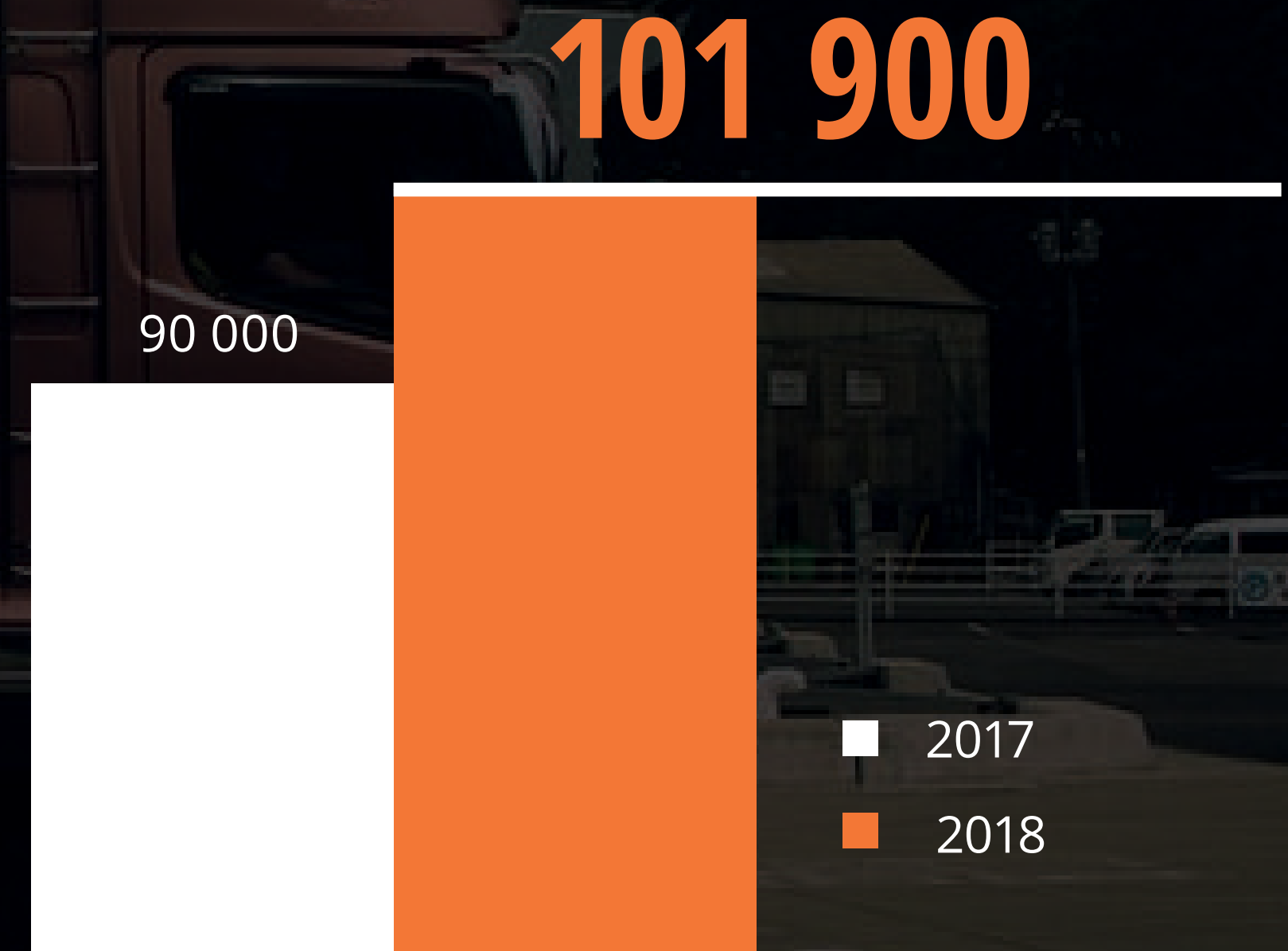
RESULTS (KEY OBJECTIVE VS FINAL 2018 RESULT)

2. INCREASE IN CONVERSION:

CONTACT REQUESTS (H2 YoY): +10%

FINAL GROWTH:

+13,1% (+11,9K REQUESTS)



RESULTS (KEY OBJECTIVE VS FINAL 2018 RESULT)

3. IMPROVE LOCAL TEAMS EFFICIENCY AND TASKS COMPLETION (H2 YoY) KPIS BY:

Number of SEO texts and blog posts written: **+10%**.

Response rate and implementation time of technical recommendations with the use of JIRA ticketing system: **+50%**

FINAL GROWTH: +22%

FINAL GROWTH: +250%

Thanks to regular follow-ups, calls and convincing the Mascus CEO to have dedicated IT person for SEO implementations, **the response rate to tech issues went down from avg. 14-days to 4-days which made growth of 250%. Implementation time was cut fr-om 40 days to 14 days, which made growth of 186%.**

SEO PROJECT
WAS AWARDED
IN EUROPEAN SEARCH
AWARDS 2019
IN THE CATEGORY
BEST PAN EUROPEAN
CAMPAIGN

and nominated
in **BEST USE OF SEARCH**
– **B2B category.**



BRAVE DECISIONS

Brave decisions regarding technical changes to the platform led to the breakthrough in traffic trend in July 2018.

“Less” in the number of indexed pages became a new “more” when it comes to quality traffic.



ACHIEVEMENTS

The achievements wouldn't be possible without the **support of local teams and SEO agencies (including 55 people)** in the field of SEO content and technical improvements.

The key factors that played a major role in the overall success were regular calls and daily CRM&mail communication followed by ongoing evaluation of set goals.

"Bluerank accompanied Mascus in its growth and international expansion **for the past 12 years**, they have taken up on our huge challenges with success and they are a true member of the Mascus family.

We have also seen Bluerank grow over the years and collect prizes on some of the most prestigious digital marketing awards which also makes us very proud to work with such a hard working, knowledgeable and innovative partner.

We are grateful for the support and recommendations over the years, they are one of the architect of our success."

Gauthier Dominicy

CMO Mascus International BV

