

Case Study

SEO: Google AMP + Content Marketing

Sean Hecking Consulting Group

Sean Hecking, Consultant & Owner

You can find me at:

w. Shecking.com

tw. [@seanhecking](https://twitter.com/seanhecking)

e. sean@shecking.com

p. 704.625.6955



Challenge(s)

Concerns before starting the SEO program:

- Blog wasn't driving much business activity in 2015
- Company wasn't remarketing their blog audience
- Blog had several technical SEO issues (duplicate content, poor index coverage, etc.)
- Older blog content as very thin and lacked keyword focus
- Google AMP was released in 2016 to speed up mobile content but was a new unproven technology

Solution

Tasks/goals of the new content program:

- Increase non-brand vertical content related queries
- Increase blog exposure from 1,000-2,000 monthly sessions
- Increase conversions
- Improve keyword targeting
- Begin adding AMP on the blog and other resource content pages in 2017

2017-2018 Results: AMP-ONLY

Total clicks

343K



Total impressions

22.1M



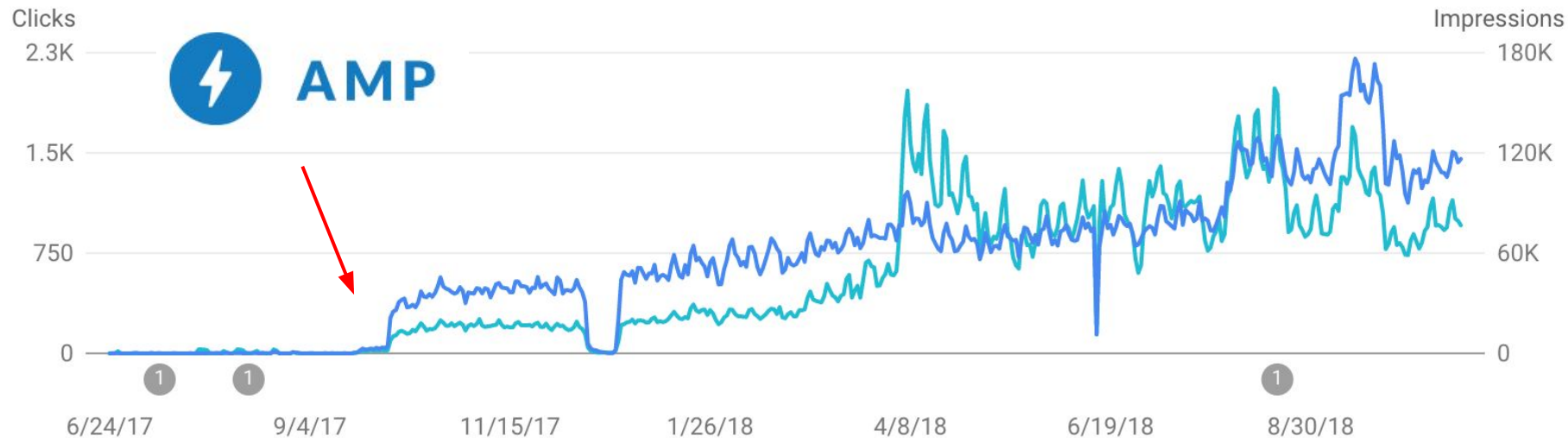
Average CTR

1.6%



Average position

8.6



2017-2018 Results: Blog & AMP

Total clicks

498K



Total impressions

33.4M



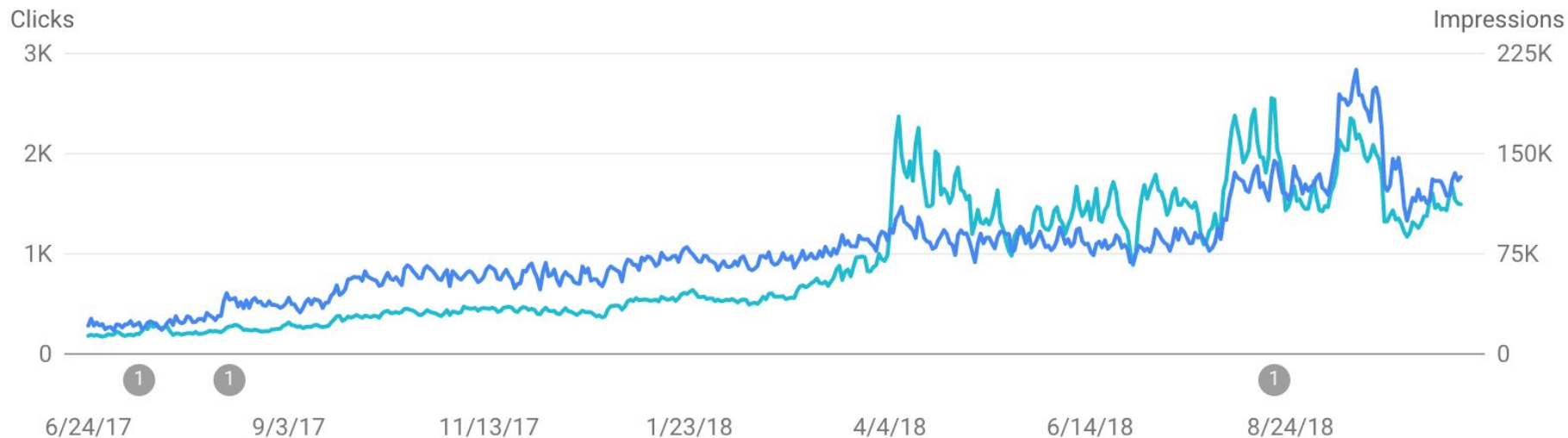
Average CTR

1.5%



Average position

13



Results

- 100% increase in new visitor sessions (2016-2017)
- Growth from 2,000 clicks per month in 2016 to >100,000 clicks per month in 2018
- AMP accounting for roughly 70% of all blog Google search clicks in 2018.
- AMP pages improved average content position on search from 13 to 8.6
- CTR improved slightly 0.1%



Resources

[Google AMP](#)

[Moz Evergreen Case Study](#)

[Buzzsumo](#)

Thank You

Sean Hecking Consulting Group

Sean Hecking, Consultant & Owner

You can find me at:

w. Shecking.com

tw. [@seanhecking](https://twitter.com/seanhecking)

e. sean@shecking.com

p. 704.625.6955

