

## AmSpec Group increases SEO traffic by 455%

Discover how one of the nation's largest oil and gas inspections providers increased its SEO traffic and sales conversions.



### An oil and gas services leader

AmSpec Group is a multinational oil and gas testing, inspection, and certification company headquartered in Cranbury, New Jersey. The company was founded in 1988 and has grown rapidly over the years, with over 1,600 employees and operations in over 60 countries. AmSpec provides a wide range of services to clients in the oil, gas, chemical, and agricultural industries, including quality control services.

### The challenge

The B2B oil and gas industry has traditionally relied on traditional marketing tactics and has taken a back seat when it comes to using digital marketing as a competitive advantage. AmSpec, a \$500M in revenue oil and gas services company, recognized the potential of SEO to outrank its competitors and sought to disrupt the industry by leveraging digital marketing.

### Challenges

- Improve keyword rankings
- Generate more website traffic towards services pages and inquiry forms
- Acquire more revenue from online marketing and search optimization

### Solutions

- Site audits to find and fix technical and content issues
- Backlinks to grow authority online
- Keyword strategy to rank services on competitive listings in SERPs

### Results

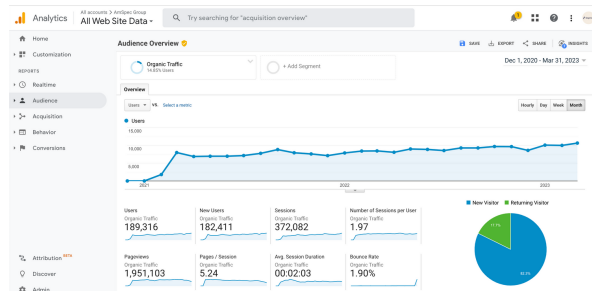
- In two month's time, AmSpec sees a noticeable uplift in website traffic
- Achieves 40% more qualified leads and sales conversions

Despite being a giant in the industry, AmSpec faced fierce competition from other established players and had to overcome the challenge of increased federal competition dominating oil and gas Google search terms. AmSpec needed to distinguish itself from the competition to increase its visibility online and generate more qualified leads from its inspection and testing-related services.

## The solution

AmSpec turned to Segment, a leading SEO agency, to help manage and optimize its corporate website and pursue new, undervalued keywords and content marketing opportunities at scale. Segment worked closely with the client to define a growth vision and develop a data-driven SEO program.

The Segment team conducted a thorough audit and inspection of AmSpec's site to uncover and resolve major issues preventing it from appearing on search engines. The team audited, tested, and improved over 1,000 pages and URLs to enhance the site's core vitals, including page load times, user experience, and overall content structure.



Segment also applied tracking code optimization, URL re-structuring, and schema development to ensure search crawlers effectively scanned, indexed, and ranked the site for keywords relevant to the industry such as “Crude Oil Inspection” and “Petroleum Testing Company.” Additionally, to further establish AmSpec’s credibility online and shape the company as an oil and gas thought leader in its market, Segment developed a link building strategy.

## The results

Within a few months, AmSpec started noticing significant growth in terms of website traffic, more qualified leads, and better rankings on Google and Bing.

Since partnering with Segment, AmSpec has seen remarkable results overall. The company saw a significant improvement in keyword rankings, a 455% increase in website traffic, and 40% more qualified leads. Segment’s efforts also helped AmSpec distinguish itself in a highly competitive market and establish itself as a credible player in the industry.

## About Segment SEO

We're on a mission. Every day, we strive to help make SEO more meaningful, impactful, and understandable. At Segment, we aim to go above and beyond to serve our clients, offering a culture of openness and honesty that you won't find in other SEO agencies. We believe that high-quality data has the potential to power a successful SEO program.

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