

Sem Seo y Mas revamps Besoccer's marketing strategy while maximizing Google Ad Manager



Sem Seo y Mas
Malaga, Spain <https://www.semseoymas.com/>



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The challenge

As one of the largest soccer media enterprises in Spain and Latin America, [Besoccer](#) is also widely recognized for its specialized soccer results app. Throughout the last 4 years, the company has built and maintained its reputation by sponsoring many of the most elite LaLiga soccer teams. Internally, however, they've dealt with major marketing challenges including raising their SEO ranking and diversifying content.

The approach

Besoccer linked up with Google Certified Publishing Partner, Semseoymas, for immediate, hands-on support on each of their growing issues. The GCPP collaborated with different Besoccer departments to gain a fuller perspective in planning how to add new users as well as increase traffic growth and revenue. To better grasp the organic ranking issue, Sem seo y mas delved into the publisher's content development process, existing web architecture, and AMP version of the website. Next, they implemented video content onto the site and developed Besoccer's exclusive community portal, [Pronosticos.futbol](#). Lastly, the GCPP managed Besoccer's migration to Ad Manager, ensuring a seamless transition while maximizing their inventory. Within Ad Manager, they handled the account's line item priorities, segmentation, and mediation for apps.

The results

Since starting to work with Sem Seo y Mas, total users increased by 88% and total sessions rose 80%. The website's 80 new videos were uploaded in 3 different languages and combined, gained 3.88 million views by early August. Within the last 6 months, 120 K users registered onto the portal, which led to a total of 10 million pageviews and more than 1 million sessions. Looking back from 2018 to 2019, the company's total revenue increased a total of 27%. In conclusion, this unique partnership turned out quite rewarding as the publisher's web development, SEO, SEM, ASO, AMP, video, and ad serving realms, each experienced tremendous improvements.

"Semseoymas.com has become a strategic partner for us as they not only help us to get the most out of Ad Manager, but they also provide us with a 360 service which ranges from SEO to the complete creation of new products"

— Javier Gonzalez, COO

Video Plays/Month

