CASE STUDY · ONGOING SEO · LARGE CONTENT SITE

+11% Clicks on a Travel Site Seen 14.8M Times

An ongoing SEO engagement for a large travel and food content site. With search impressions holding steady, the site turned the same visibility into more visits, adding about 19,000 clicks in six months.

172K → 191K
clicks, previous 6 months vs last 6 months

14.8M
Google search impressions in 6 months

1.2% → 1.3%
average click-through rate

8.9
average position across all queries

Client	Period	Prepared by
Travel & food content site (anonymized)	**Nov 2025 – Nov 2026**	**Sheikh Sadikur**

RESULTS

More visits from the same visibility

Impressions stayed almost flat, so the gain came from earning more clicks per search result, not from a short-lived ranking spike.

Google Search Console	Previous 6 months	Last 6 months	Change
Clicks	172K	**191K**	**+11%**
Impressions	14.7M	14.8M	+0.7%
Average CTR	1.2%	**1.3%**	**+0.1 pt**
Average position	9.0	**8.9**	**Slightly better**

Why it matters at this scale

Small change, big numbers

On nearly 15 million impressions, a 0.1-point CTR lift adds thousands of visits. That is where most of the 19,000 extra clicks came from.

Non-branded demand

Top queries are generic searches such as local food and dessert topics, so the traffic comes from search visibility, not people typing the site's name.

Top-10 visibility

An average position under 9 across thousands of queries means most of the site's pages sit on page one.

Ongoing, not one-off

The work continues month to month, with performance tracked in Search Console against the previous period.

What's being watched

Clicks peaked early in the period and have been flatter in the last two months, and impressions dipped around the same time. The next phase focuses on refreshing the pages that lost visibility and protecting the click-through gains.

Client and domain withheld. Figures from Google Search Console (web search), last 6 months compared with the previous 6 months, captured Nov 12, 2026.