

Child Mind Institute Increases Mobile Traffic with AddThis Share Buttons for AMP



2.5%
Growth in new users



10%
AMP shares increase

About Child Mind Institute



Child Mind Institute is an independent, national nonprofit dedicated to transforming the lives of children and families struggling with mental health and learning disorders.

The organization's website, childmind.org, provides content and resources to help those in need.

Mobile traffic has become an increased priority for the Child Mind Institute and they've recently implemented Accelerated Mobile Pages (AMP) to provide a better user experience for mobile visitors.

We caught up with Sal Salpietro, Digital Director, to learn how he handles his role as a digital marketer in a mobile world.

Challenges

When asked why mobile traffic is important to their organization, Sal's short answer is straightforward, "It should be important to everyone." When he joined the Child Mind Institute team he quickly recognized the growth opportunity for mobile. Sal saw mobile as a necessary channel to get their message out to every concerned parent, family member, and individual seeking answers.

He soon discovered a big challenge was finding the right mobile solution to provide clear and measurable results. "While the end-to-end solutions are great for some organizations, I prefer a best-in-class approach, such as pairing great tools with specific objectives. It's not always easy to find that great tool," Sal explained.

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Sal Salpietro
Digital Director, Child Mind Institute

Mobile Strategy

Sal and his team carved out specific objectives to improve search-engine presence and user experience. He began searching for a new way to build mobile-first pages. The answer? Accelerated Mobile Pages, better known as AMP. The AMP project (spearheaded by Google and others) is an open-source initiative to improve the mobile web browsing experience by ensuring web pages are fast and smooth loading.

Providing a better user experience for visitors requires page speed improvements, considering 53% of users will abandon a mobile site that takes more than 3 seconds to load, and Child Mind Institute's average load time was about 7 seconds. Since implementing AMP in November 2017, they now see an average page speed of 3.1 seconds. According to a recent Google study, approximately 79% of people say they're more likely to revisit and/or share a mobile site if it's easy to use. Sal hopes the improved, faster mobile experience for readers also encourages return visits.

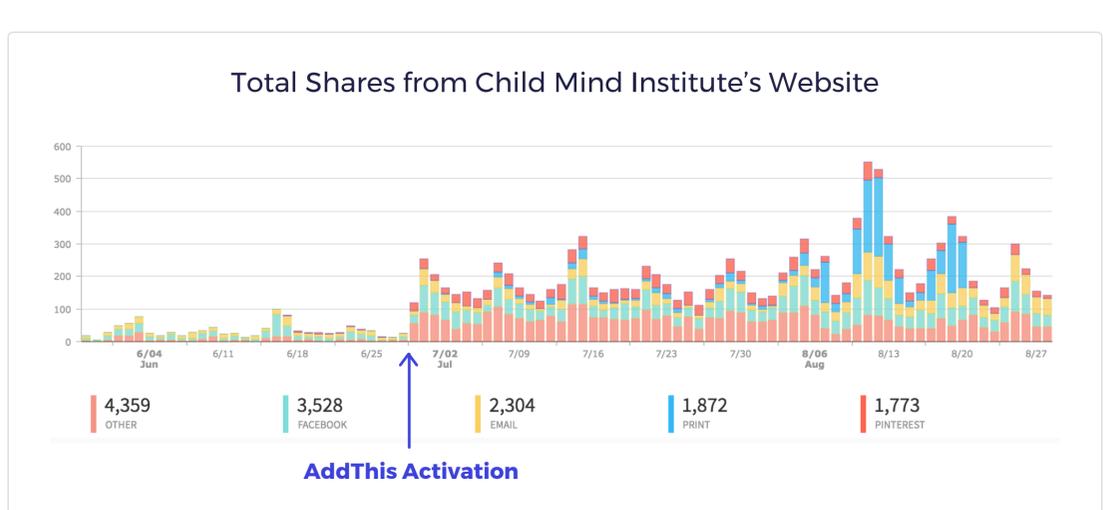


4.9s
Faster page speed

Growth from AddThis Share Buttons

AMP was a huge success, and boosting social traffic was the next step to keep the momentum going. Childmind.org already had AddThis floating share buttons on desktop and it made sense to use AddThis for AMP plus their other mobile pages. AddThis is the first and only third-party sharing component available on AMP. The goal was to grow shares and traffic. It didn't take long to see results—they increased shares from AMP URL's by 10% (and total shares, including non-AMP pages by 400%) and saw a 2.5% growth in new users.

Although the findings didn't merit any necessary optimizations, quick changes were easy with the AddThis tool configurator. Sal describes the entire process as "a piece of cake. Zero coding. And we can control what share options our audience sees from the AddThis dashboard." AddThis analytics are direct and changes can be made in real time with no development resources needed.



Looking Forward

The digital team at Childmind.org is just beginning to reap the benefits of improving the mobile browsing and sharing experience. Beyond new visitor growth, increased traffic, and social shares, they've also seen a surge in their Facebook followers. This is a result of the huge volume of Facebook Messenger shares from their AddThis Share Buttons on AMP.

All the effort behind their mobile strategy has proved incredibly rewarding since cultivating a supportive community is an integral part of their mission as an organization. As for the future of Child Mind Institute's relationship with both AMP and AddThis, "We can't wait to use more of it," Sal concludes.

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