WHAT IS SEARCH ENGINE OPTIMIZATION?

Search Engine Optimization (SEO) is a multi-step process that reviews, evaluates and improves various factors of a website’s content and architectural structure in order to increase organic positioning and ensure that the website is in a top-ranking position for industry specific, high-volume keywords.

The purpose of SEO is to gain visibility on the first page of search pages in order to generate relevant and quality leads to your website’s high-value pages. What’s the point of having a great website with relevant content when it’s impossible for visitors to find you with search engines?

SEO is important because it’s one of the most cost-effective ways to getting traffic to a website and driving visitors through the funnel in order to turn them into customers.

Consider the following:
- Search is now one of the most effective methods of finding new business
- Search drives traffic to a website
- Higher rankings are critical for visibility
- Top results instills trust and importance
- According to Google, 60% of searches are now done on mobile devices

SEO Benefits:
- Gain long-term standings in search results
- Increase visibility on a local and national scale
- Present a more comprehensive and organized website
- Obtain clear objectives and conversion goals to increase sales
- Gain a better understanding of how your visitors use your website
- Outline a better future landscape to improve your online presence
THE IMPORTANCE OF SEARCH POSITIONING

It’s important to rank high in search results for targeted keywords. Consider these statistics:

#1 result receives 42.25% of all click-through traffic

#2 result receives 11.94%

#3 result receives 8.47%

#4 result receives 6.05%

#5 - #10 results receive under 5%

#1 - #10 (first page) receives 89.71%

#11 - #20 (second page) receives 4.37%

#21 - #30 (third page) receives 2.42%

#41 - #50 (fifth page) receives 1.07%

All other pages receive < 1% of total search traffic clicks