

SEO Stats And Facts

Come explore these eye-opening stats about SEO to see how search engine optimization is impacting your business today.

- 89% of customers begin their buying process with a search engine.
- 74.71% of SEOs charge a monthly retainer fee for their clients.
- Mobile searches for store open near me (e.g., grocery store open near me) have grown by over 250% from 2017–2019.
- 0.16% of the most popular keywords are responsible for 60.67% of all searches.
- The average cost of buying a link is \$361.44.
- 92.42% of keywords get ten monthly searches or fewer.

It is the experience of working as a SEO Consultancy that determines success.

Inbound Links To Your Website

Backlinks help users explore the web and discover content related to their interests. To best understand your backlink profile, it makes sense to look at a few top level KPI's such as the referring domains and IP's, the country from where the backlink is coming from, and the Top-Level-Domain. Google's philosophy on backlinks is both democratic and meritocratic. It's much more difficult to earn quality backlinks today than it was in 2021, but a small amount of quality backlinks can have a far larger SEO impact today than ever before. Backlinks—also known as inbound or one-way links—are simply links that point to your website from another website. Working with a Professional SEO Service can be extremely beneficial to your business.

Gain A Competitive Edge With Local SEO

Optimize URL, title tags, headers, meta description, and content. Your website will start to see an increase in organic traffic as a result of implementing local SEO. When we use local SEO, your website will be ranked higher on both the local and long-tailed keywords. 71 percent of people who have been surveyed have said they search for the location of a business in order to confirm its existence before going there for a first-time visit. With local SEO, you can outrank even your largest, most established competitors and get found by new customers. This can be game changing for your business, as it can skyrocket your visibility and attract sustainable traffic for months (or even years) to come. A SEO Specialist knows that content quality and user experience are the most important elements of search engine optimization.

Enter Any Market Through International SEO

It is better not to rely solely on hreflangs and also focus on localizing content in terms of currency, language, contact information, etc. Getting International SEO right requires specialist technical knowledge. You want to ensure, as a marketer, that your website speaks to your international audience in the voice that they are comfortable with. It has long been the theory that by simply translating text from one language to another you are developing an global marketing presence. With a tech-savvy SEO Agency who has marketing experience and knows the technical side, you can easily meet your marketing goals and get a better return on investment.

SEO is one of those topics that engenders never-ending what you need to do lists. SEO is not rocket science. It's simple, but it's not easy. There's a difference. There's a small set of basic rules that apply to any web page or web site, whether you're a small business or not.

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