



01

## IT ALWAYS STARTS WITH A SEARCH

Whether you are searching for a new product, a place to eat or a spot to travel, it always starts in a search engine. 93% of all consumers use a search engine to look for products and services. 93% is a lot but put that number into perspective, there are 3 billion people who search online everyday, that's 279 million people.

Getting to the top of page one is the ultimate goal. Why? Because 75% of users don't go past page 1 of the search results.



02

## IT'S MAKES MONEY SENSE

Traditional advertising still has its purpose and can work, its cost to advertise with channels is growing to be more expensive and more ineffective. With that in mind SEO is more affordable and cost effective because you can tailor your campaign based on your needs while being more measurable.

Example: Advertising in the newspaper doesn't allow you to focus in on one target market. The product is delivered to its subscribers and your target market out of that subscriber base could be 5%. Why pay to reach the full 100% when you only care about 5%?



03

## HIGH CONVERSION RATE

With a keyword analysis you can learn the size of your market as well as the buying behaviour. People who land on your website through organic search are generally individuals who are educated on what they want. If you aren't visible, you can lose a sale from a potential customer who is already in buying mode.



04

## ITS PART OF YOUR COMPETITORS STRATEGY

Regardless of your business or product chances are your competitors are invested in a SEO strategy. If you're not doing SEO today, your competition will continue to bury you in the search rankings making it harder to climb to the top if you start later.

The bonus is although your competition is likely doing SEO, unless they hired a skilled expert they are probably doing SEO wrong. This gives you an opportunity to take advantage of their weaknesses.



05

## IT'S IMPORTANT FOR MOBILE

Mobile has overtaken desktop in terms of usage worldwide - comScore

As the mobile market continues to grow, we expect that more people will search on their devices. This is great if you are running a local store. Local SEO can help your business rank for mobile and local search by optimizing your website to be as mobile friendly as possible.

50% of searches on mobile lead to store visitors one day.



06

## IT'S ALWAYS CHANGING

Google regularly updates their algorithm which can affect your website ranking if it isn't optimized.

