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REASONS

WHY **SEO** IS **STILL** THE BEST MARKETING STRATEGY FOR LOCAL BUSINESSES

1. IT WORKS!

Even with all of Google's updates pushing website owners in a more content and user experience focused direction, SEO is still just as powerful and important as it ever was.



2. IT'S AFFORDABLE

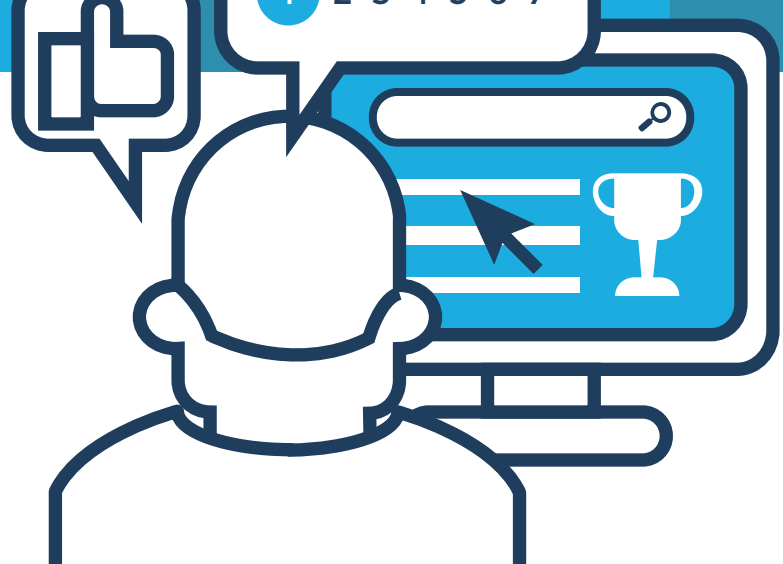
While outbound marketing methods might feel simpler and more direct, they are also more costly.



Studies have shown that inbound leads cost 61% less than their outbound counterparts. So cut the cold calling and get to optimizing.

3. IMPROVE CREDIBILITY

Whenever your audience searches a local keyword, seeing your company ranked on the first page of Google will instantly instill confidence and trust in your company and abilities.



On the other hand, a lack of search engine prevalence will cause potential consumers to question your company's services and validity.

4. NOT INVESTING IN SEO CAN DAMAGE YOUR RANKING

You read that right.

With all of the recent updates and changes to Google's algorithms, if you are not aware of the current best practices, you could actually be damaging your ranking without knowing it!



5. MOBILE SEARCH IS BECOMING MORE PREVALENT



According to Google almost 40% of people search exclusively on their smartphone in the average day.



And according to a study compiled by Reuters, 75% of internet use will be mobile in 2017. Up from 71% in 2016.



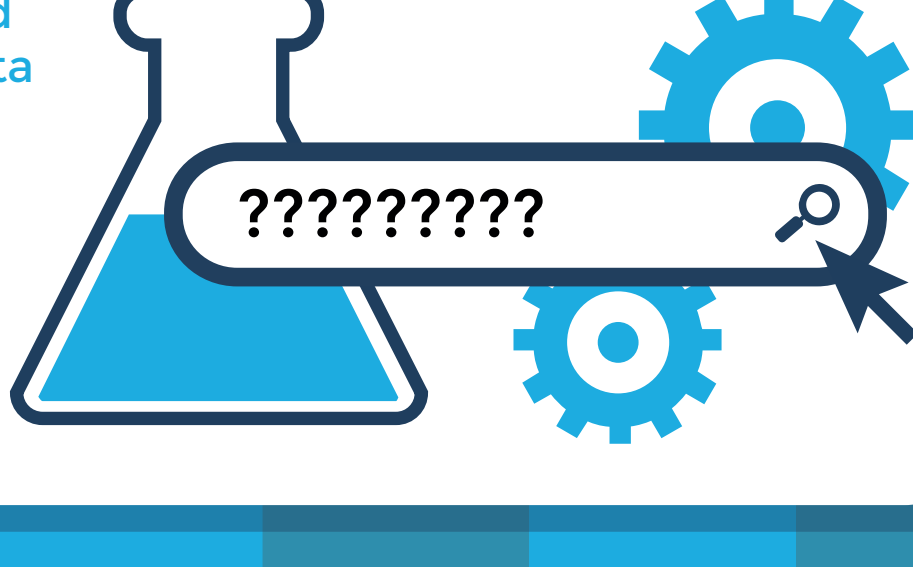
And as an added benefit,

only 62% of B2B marketers and 51% of B2C marketers have optimized their blogs for mobile in order to improve SEO (Source: Social Media Examiner), giving you a massive edge against the competition.

6. SEO DOUBLES AS A MARKET RESEARCH TOOL

Whenever you are compiling keyword research for SEO (or analyzing the data from an agency) you will have clearer insights into exactly what your audience is looking for.

The keyword data will help you figure out what problems they are facing and what solutions they can help provide.



7. SEO PROVIDES A MASSIVE ROI



Even though it will typically take you a few months before you see a penny of it, SEO provides one of most consistent and significant ROIs of any marketing method available.



IN FACT, A STUDY FROM BRAFTON.COM FOUND THAT OVER 70% OF SMALL BUSINESSES WHO INVEST IN SEO IMPROVED THEIR BOTTOM LINE!

8. SEO IS LOW MAINTENANCE AFTER THE FIRST YEAR

Even though the upfront investment of time and money is steep during the first year of SEO, once you have built it, it will serve as a bedrock for all of your online marketing for years to come.

As long as you follow a proven content marketing strategy and release evergreen content that will be able to defend its title against the competition, you can expect a first page ranking for specific keywords years after content has been released.



9. IT'S EASY TO OUTSOURCE

Conveniently, search engine optimization has actually made it easier to find a high quality SEO.

A quick Google search and a couple of phone calls are all that it takes to find the perfect SEO agency for you.



10. SEO GENERATES CONSISTENT LEADS

Over 75% of users will never scroll past the first page of search results, and the first organic result for a specific search will generate nearly 33% of the clicks.

This means that if you can master SEO and get your website to #1 you will instantly be able to generate more leads than you competition.



11. SEO MAKES IT EASY TO CONVERT THOSE LEADS

Unlike other forms of marketing that generate leads based on content and audience preferences, SEO ensures that you are selling to people who are looking for your specific product or service.

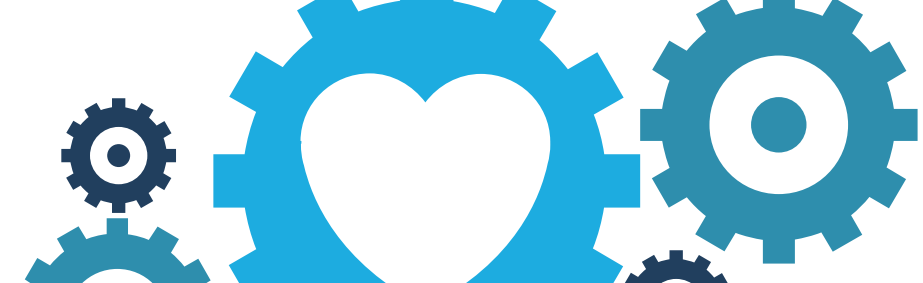
This makes leads generated through SEO much easier to convert.

IN FACT, SEO LEADS HAVE NEARLY A 15% CLOSE RATE WHILE OUTBOUND LEADS ONLY HAVE AN AVERAGE CLOSE RATE OF 1.7%!



12. IMPROVING SEO WILL IMPROVE USER EXPERIENCE

Ever since the hummingbird update, Google has placed a premium on user experience. This means that in 2017, improving your SEO will improve UXO and vice versa.



13. SEO GIVES YOU A COMPETITIVE ADVANTAGE

Competition for local business can be fierce, and you are going to need all of the advantages that you can get. Having your website appear on the first page of Google will instantly give you a leg up on the competition.

According to Social Media Examiner, 62% of B2B marketers and 51% of B2C marketers have optimized their blogs for mobile in order to improve SEO.



14. SEO IS NOT GOING ANYWHERE

If you listen to interviews with Google's top executives or pay any attention to market trends, you will come to the same conclusion that we have.

SEO is here, and it is here to stay.

