

Compelling SEO Statistics

Here are some interesting SEO stats you need to know to help with your organic rankings.

- 43.7% of the top-ranking pages have some reciprocal links.
- There are more searches on mobile than on desktop.
- 28% of searches for something nearby result in a purchase.
- 60% of marketers say that inbound (SEO, blog content, etc) is their highest quality source of leads.
- 18% of local smartphone searches led to a purchase within a day compared to 7% on non-local searches.
- 12.29% of search queries have featured snippets in their search results.

A [SEO Consultancy](#) can spend years learning how to analyse data in order to improve content and help businesses grow.

Move Your Search Engine Optimization Forward With Offsite SEO

Since there are different types of backlinks and various ways to get them, it is important to have a plan in place. Acquiring backlinks doesn't require any technical skills, it is more about networking and relationship building. The most effective link building campaigns start with writing great content. When shared with the right people, helpful blog posts will start to gain backlinks and rank higher and higher in search engine results pages (SERPs). Collecting backlinks from low authority or already penalized places will not get you anywhere, especially if it's not relevant. In fact, it could have a drastic effect, and Google may penalize your website for that matter. When it comes to backlinks, relevance is critical. Because backlinks work like academic citations for your website, it is always best to be acknowledged by the experts in your industry. Good tools combined with a [SEO Consultant in London](#) can help marketers create data-driven recommendations for informing updates of existing content, prioritizing specific ranking factors for new content, and more.

Get Found Locally

Returning customers are incredibly valuable. And another one of the top local SEO advantages is that it can help bring more returning customers your way. 1 in 3 searches on a smartphone was conducted just before arriving at a store. Local search engine optimization

services for websites are the most inexpensive marketing trick that helps the brand establish a solid customer base. Local SEO specialists set strategies and target consumers who are looking for your products or similar services. When it comes to content, every new blog post is a new indexed page for your site, a new page on which to target a geographic search phrase, and a new opportunity to get found in the search engine results pages (SERPs). The range of services of a [B2B SEO Agency](#) includes both off-page and on-page SEO optimization.

Getting Started In International SEO

Going global with your SEO efforts may seem complicated but it carries the opportunities for a massive influx of visitors and increased traffic to your website if implemented correctly. Gaining positive results from any SEO campaign - international or not - requires a great element of strategic planning by a competent team – there is no cutting corners with SEO. Any underhand or black hat techniques will only be quashed by search engines. If you have a product page targeting the USA and the same product targeting the UK, there may be very subtle differences in the copy and targeting e.g. currency and reference of USA only terms. Once you have decided to go international, it is very important to decide your URL structure. Typically, most Global Web Optimisation efforts include targeting multiple countries, which means you must scale your approach across all desired locations. Unless you want to become a [SEO York](#) yourself, there is no point in spending your time trying to keep up with Googles changes.

Starting an SEO strategy can feel like pushing a boulder down a hill; it is slow to begin, but once it gains momentum it picks up pace quickly. It is harder to steer than other channels, such as PPC, and it takes longer to see results from the initial investment, but it is important to make the point that an effective SEO strategy will ultimately generate significant volume at a relatively low cost per visit (or cost per acquisition). Incentives are important as consequences when it comes to Search Engine Marketing.

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