

SEO Statistics To Improve Your Ranking

How can you maximize the impact of SEO on your company's growth and revenue, though? Or, convince company decision-makers that it's the right strategy for your business? With research-backed facts that demonstrate why and how businesses should use search engine optimization.

- *On average, ranking in position #1 on mobile gets you 27.7% of the clicks, whereas ranking in position #1 on desktop gets you 19.3% of the clicks.*
- *66.31% of pages have no backlinks.*
- *92.42% of keywords get ten monthly searches or fewer.*
- *There are an estimated 3.5 billion searches on Google each day.*
- *18% of local smartphone searches led to a purchase within a day compared to 7% on non-local searches.*
- *43.7% of the top-ranking pages have some reciprocal links.*

The first thing you need to take into consideration before you select a [Professional SEO Service](#) is your budget.

Use Backlinks To Form Partnerships

If you want to drive lots of visitors to your site, backlinks are an essential tool. You can use them to direct people to your content, to promote your shareable resources like ebooks, etc. Backlinks can be a powerful way to get referral traffic. Backlinks bring direct traffic to your website and that traffic can turn into a conversion on your site and this is probably the second most popular benefit – it's great to see a backlink on an external site generating sales for you. To gain backlinks in order to diversify your link profile, it's important to learn as much as you can about the different types of backlinks, how they can benefit your target sites, and how many you should acquire. This is all important knowledge for any SEO who takes their craft seriously. Google's algorithm on the evaluation of links evolved in recent years which focused on quality links, not quantity. This created a more challenging process to gain high quality backlinks within your SEO strategy. SEO choices can include hiring an SEO specialist or team internally, or contracting an [London SEO Agency](#) for the work.

Connect With Nearby Customers Through Local SEO

At a high-level Local SEO works like normal Google search. Local SEO helps you to capture different shoppers, even those who are visiting the area from far away. When you provide extemporary services to a customer, they are most likely to come back and build a long term business relationship. This stretches your sales from a single client to hundreds of them.

Every small business needs to find its competitive advantage, especially in a saturated market. Discovering the benefits of local SEO can help you remain competitive. Boosting your local SEO ranking can position you ahead of the competition. That includes huge corporations. While claiming your Google My Business listing is a good starting point, there's much more to local SEO than that. A dedicated and bespoke consultative approach has always its advantages over being lost among many clients that a large SEO agency has. [SEO Agency Yorkshire](#) has.

Establishing A Global SEO Strategy

Global SEO is all about ensuring your site meets your audience's expectations in whatever region they are in and avoiding lost opportunities. If you're already attracting significant traffic from India, for example, perhaps this is a country you should consciously target. You need to develop an Web Optimisation strategy for each of your export markets, taking into consideration country specific searching trends and habits. This will ensure you will be found locally. It's important to consider the culture and ethics of particular locations. Many a successful business will have testimonials on their website, but they're not the referrals you're interested in, since they're likely the company's biggest success stories.

It is vital to provide training to technical, design, content, and marketing teams, and reinforce it on a regular basis. A successful enterprise SEO implementation will find ways to inject SEO knowledge into existing training programs and identify internal evangelists to broadly distribute the messages. Training needs to be comprehensive, consistent, and continuous. When customers need your service, your company should be the first option they think of.

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