

BE FOUND ON THE INTERNET

A guide to Search Engine Optimization “SEO”
and Search Engine Marketing “SEM”

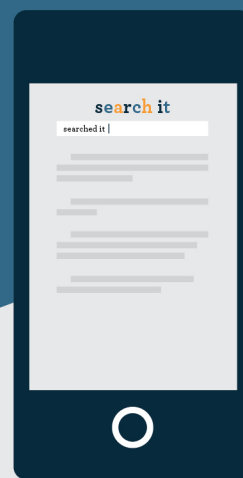
UNDERSTANDING SEARCH & IT'S ROLE IN GROWING YOUR BUSINESS



On average, we conduct 12 billion searches per month on the web in the United States.

The average content length for a web page that ranks in the top 10 results for any keyword on Google, has at least 2,000 words. The higher you go on the search listings page, the more content each web page has.

If a post is greater than 1,500 words, on average it receives 68.1% more tweets and 22.6% more Facebook likes than a post that is under 1,500 words.



50% of all mobile searches are conducted in hopes of finding local results, and 61% of those searches result in a purchase.



YouTube has become the 2nd largest search engine - bigger than Bing, Yahoo, Ask & AOL combined.



44%

of online shoppers begin by using a search engine.



60%

of all organic clicks go to the top 3 search results.



86%

of consumers stated that using a search engine allowed them to learn something new or important that helped him/her increase his/her knowledge.



61%

of global Internet users research products online.