

Some Interesting SEO Stats

How can you maximize the impact of search engine optimization 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 companies should use search engine optimization.

- *The average reading level of a voice search result is 9th grade.*
- *25.02% of top-ranking pages don't have a meta description.*
- *81% of B2B purchase cycles start with web search, and 90% of buyers say when they are ready to buy, they'll find you.*
- *The number of comments, views, shares, and 'likes' has a strong correlation with higher YouTube rankings.*
- *28% of searches for something nearby result in a purchase.*
- *18% of local smartphone searches led to a purchase within a day compared to 7% on non-local searches.*

A recommended [B2B SEO Agency](#) will be on top of all the changes and can take the burden of ensuring your content ranks well off your hands.

The Authority Of Links Is So Important

Natural links occur more organically from readers who come across your website including a link on their blog or website without being asked. With this link type, you don't ask other webmasters or users to give you a backlink. Backlinks, inbound links, external links and link building are all referring to the process of getting other websites to link to your website. Hyperlinks are everywhere online. But have you ever thought about how they got there? Avoid backlink schemes that promise great results by paying for links. Instead, try to genuinely provide value to the internet and your potential customers. Doing this will improve not only your SEO but also your overall marketing efforts. If you are looking for a [SEO Consultant in London](#) to help you with your Google rankings, then a simple Google search should suffice.

Reach Mobile Consumers Through A Local SEO Plan

Location-based factors like having a business listing in Google My Business, local citations from data aggregators, and review signals are also taken into consideration in your local oriented SEO rankings. If more businesses were to use a local SEO strategy, not only would they attract a greater local presence, but users may find more services and solutions closer to their home. Local SEO hinges on in-person service, whether that's in a store, curbside, or

at customers' locations. By intelligent use of local SEO you can help foster customer loyalty. Whenever they need your services, your name will appear towards the top of a search, and the customer will recognise it. Local SEO has the advantage of reinforcing and supporting a growing local reputation. The range of services of a [SEO York](#) includes both off-page and on-page SEO optimization.

International SEO Best Practices For Success

Research the people, the culture, see if there's a demand for what you're supplying, before diving headfirst into global waters. Overlooking the fine details could cost you dearly. It's not always necessary to have an entire new website or subdirectory per country, but the decision needs to be carefully thought through. If you land on a Google translated version of a page there is a very small chance you will buy anything as it will make absolutely no sense. Making sure these are using the language being targeted will increase the relevancy and in turn rankings for those pages. An experienced [SEO Consultancy](#) will help you to improve your ranking on the search engine while also not exceeding your budget.

Metrics are a starting point for building complete and compelling SEO reports — but they aren't the only thing that matters. To meaningfully track your search engine results and progress, you have to build a connection between SEO metrics and revenue into your overall SEO strategy, from start to finish. How do you track SEO progress and measure SEO results? Much of the content written on this topic focuses on tracking the right metrics. It's easy to find a list (often lengthy) of SEO metrics and KPIs you should be tracking — but metrics really only scratch the surface of tracking SEO progress.

One can uncover further details relating to SEO Specialists in this [Encyclopedia Britannica](#) page.

Related Articles:

[Supplementary Insight With Regard To SEO Consultants](#)

[Extra Findings With Regard To SEO Consultants](#)

[Supplementary Findings On SEO Specialists](#)

[Further Findings About SEO Specialists](#)

[Background Information With Regard To SEO Consultants](#)

[Additional Insight On SEO Specialists](#)

[Background Insight About Freelance SEO Consultants](#)