

4 Habits of Companies with

Highly Effective SEO

By now you've figured out that Search Engine Optimization is crucial to the success of your company. 93% of online experiences start on a search engine like Google, Bing, or Yahoo! That's great, but you can't just wave a magic wand and expect to be at the top of Google's search results. Effective SEO takes time, planning, and often some financial investment. To help start your journey toward effective SEO, here are 4 tactics that the best of the best use every day.

Source: Search Engine Watch, September 2017

Tactic 1: Engaging Content



Relevant content is one of the main drivers of traffic to a website. More than ever, consumers want to hear more than just a sales pitch from the companies they might buy from. Consumers want to know that they are investing in products or services generated by experts in the field. The best way to show them your company's expertise is by sharing engaging videos, blogs, articles, infographics, and more on your webpages. Your website will be rewarded with increased traffic and as a result, more effective search engine optimization.

- **76% of marketers who have strategic SEO campaigns in place invest in content creation.**
- **92% of marketers say content creation is very effective for SEO.**
- **61% of consumers are more likely to purchase from businesses that offer custom content.**
- **Consumers are 87% more likely to buy after viewing a product or service video online.**

Source: Hub Spot, Originally published October 18 2011, updated September 01 2017

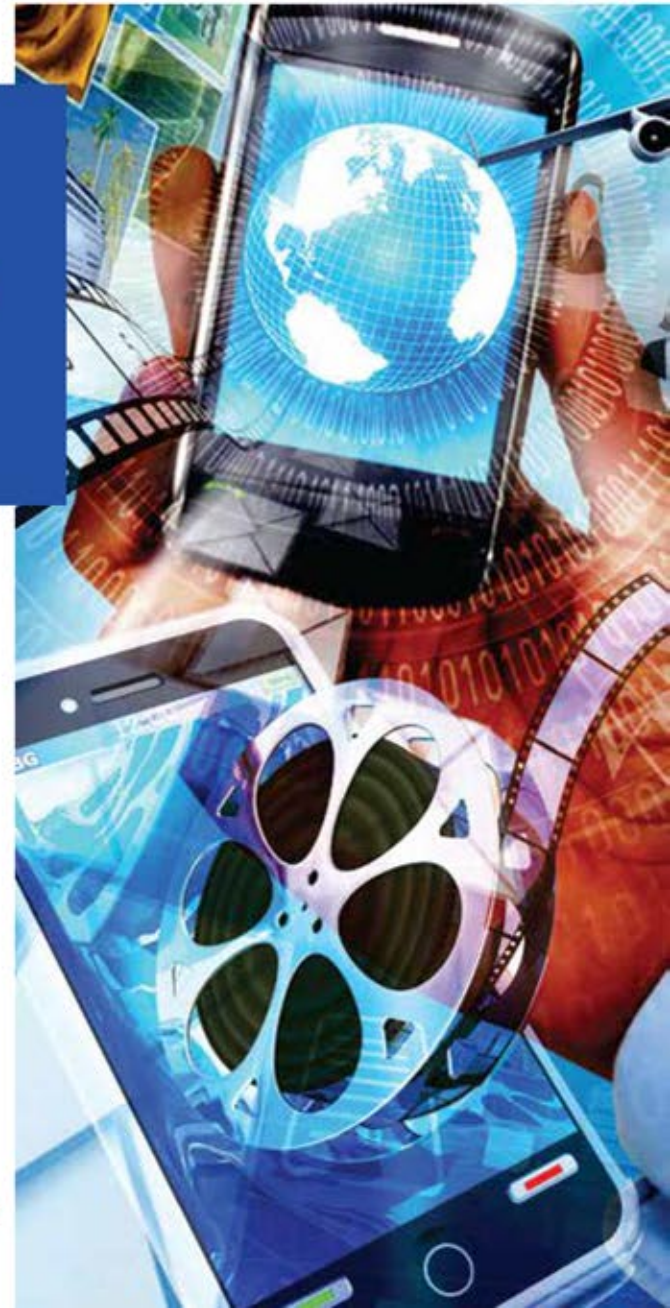
Tactic 2: Mobile Optimization

Mobile traffic is the fastest growing segment of internet traffic. Even still, so many websites are not optimized for mobile usage. There is nothing more annoying than pulling up a website on your phone and having to adjust the screen to read the text or only being able to see half of a picture because it's too big for the screen. Is your website optimized for mobile traffic? If not, you're losing potential customers and receiving a major penalty in SEO!

- **61% of mobile surfers will leave a website for a competitor's if it isn't optimized for mobile use.**
- **93% of small business websites aren't mobile friendly.**
- **From 2010-2017, the mobile only internet population is expected to grow from 14 million to 788 million.**

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Source: McGee 3/27/12 ; Microsoft Tag; Business Insider 2012; Brenner 12/4/12



Tactic 3: Use the Right Markup



If you're like most companies, you have probably spent a lot of money on platforms like AdWords or Pay Per Click in an attempt to boost your website's SEO. How is that working out? In most cases, such SEO tactics just don't work, and the clicks you do get are not from your target demographic anyway. In order to achieve the best results in Search Engine Optimization, you need to use the proper markup on ALL the content on your webpages. Affinity MicroData is not only the best way to help search engines categorize content to share it with the most relevant audience; it is the new standard in Search Engine Optimization. The result is not only stronger SEO, but also more engaged customers coming to your website, looking for what your company has to offer.

- 80% of AdWords users never earn their money back.
- 80% of users ignore paid advertisements and focus on organic search results.
- 53% of organic search clicks go to the first link in the search results.

Source: Search Engine Land 2012

Tactic 4: Video on Your Webpages

Having a 1 to 2 minute professionally produced video on your webpages can significantly increase your website's Search Engine Optimization. Video is rapidly becoming one of the most important components of online website engagement. People no longer want to take the time read the text on your website. In fact, 59% of executives would rather watch a video instead of reading text on a web page. Offering video gives you the opportunity to educate them about your products or services and glue them to your webpages for a longer period of time. The result for you is longer page visits and a much greater conversion to sale.

- **Webpages with video are 53 times more likely to rank on the first page of search results.**
- **Visitors tend to stay 2 to 3 minutes longer on webpages with videos.**
- **Visitors will skip 72% of the text on your webpages.**
- **Video can triple conversion rates.**

Source: Weinreich 2008



If maximizing profits is your ultimate objective, then you owe it to yourself to learn more about how Search Engine Optimization can help you achieve that goal! Check out this awesome white paper, entitled:

“It’s Time for an SEO Checkup”.



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