

Researching Search Phrases

Getting team members, clients, your content team, and others involved in the keyword brainstorming process can generate even more relevant keywords. Whether you've heard this a few times already or your first is yet to come, "Keywords are dead" is a phrase that continues to barge its way into SEO circles. Excellent keyword research uncovers the terms, phrases, questions, and answers that are important to your users and customers. Your keywords should also support business goals like getting more pageviews, capturing leads, or selling products and services. Search volume and traffic estimates for different keywords are easy to get. Keyword research tools like Google Keyword Planner and Moz's Keyword Explorer can be signed up to for free. Those tools provide all the traffic or search volume analytics you could want. That makes it easy to disregard any of your possible keywords which have no or nearly no estimated traffic. A recommended [SEO Consultant](#) will be on top of all the changes and can take the burden of ensuring your content ranks well off your hands.

SEO Statistics You Can't Ignore

Here are direct insights into just how effective search engine optimization and different SEO strategies can be with a series of search engine optimization statistics.

- *18% of local smartphone searches led to a purchase within a day compared to 7% on non-local searches.*
- *Where to buy + near me mobile queries have grown by over 200% from 2017–2019.*
- *61.5% of desktop searches and 34.4% of mobile searches result in no-clicks.*
- *73% of in-house marketers and 76% of US agencies said SEO provides an excellent or good return on investment.*
- *52.2% of all website traffic worldwide comes from mobile phones.*
- *60% of marketers say that inbound (SEO, blog content, etc) is their highest quality source of leads.*

A [UK SEO Expert](#) knows that content quality and user experience are the most important elements of search engine optimization.

Land Links From Sites That Topically Align With Your Own

Ask people you know and people you work with to link to your site. Remember that relevance matters; links from sites that are in the same general industry or niche as your site will have more value than links from random, unrelated sites. Remember, when creating your link building strategy, carefully identify the domains that your target customers visit frequently. You are then far more likely to receive visits to your website from people who are genuinely interested in what you are saying and the products or services you are selling. Why do so many people still recommend link-building for SEO? Why invest time and money in an activity for which the outcome is not predictable, scalable, or repeatable? Claims that link building is valuable for organic SERP rankings are based on hype and may be purposely misleading. Any backlink is like a chain: the more links you have, the stronger it will be. That's what makes building an effective SEO strategy so important; it allows you to play on your strengths and make what could potentially be an extremely weak link shine. An experienced [SEO Consultancy](#) will help you to improve your ranking on the search engine while also not exceeding your budget.

Consider The Benefits Of Local SEO

Local links are done with the intention to build relevance for a website towards its locality. Increasing a business's ranking in search is a result of applying local SEO tactics that can move a business from the bottom of the SERPs up to the top. It might even be included in the Google 3-Pack when a local search is conducted for a certain business type. By taking care of your local SEO, you help to build a healthy local SEO ecosystem that can ultimately become mutually supportive. When you target local consumers, your encouraging web visits from people who may actually come and visit you. A [SEO Consultant in London](#) will ensure high visibility and growth of your business across your desired location.

Fit The SEO Needs Of A New Market

Many cities/regions have their own different characteristics and dialects and you want to make sure that's top of mind when creating and optimizing content for International SEO. Your site may already be optimized for search engines in your native language but as you grow your business into international markets, you'll need to prep it for multilingual SEO, also known as Global SEO. SEO is just part of a larger conversation, so the right approach should be determined by the wants and needs of the target customer. Search engines want to return results most relevant to a user's location and language. It is the experience of working as a that determines success.

You don't need the world's greatest outcome with Search Engine Marketing, you just need a very good outcome. Start winning in organic search and turn SEO into your most efficient marketing channel.

You can check out additional facts on the topic of Search Engine Optimisation Consultants at this [Wikipedia](#) link.

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