

SEO Stats To Improve Your Ranking

Social may be sexy, but search still pays the bills. How can marketers get the most out of search? The search engine optimisation stats and facts below provide some useful guidance.

- 43.7% of the top-ranking pages have some reciprocal links.
- Around 8% of search queries are phrased as questions.
- 73% of in-house marketers and 76% of US agencies said SEO provides an excellent or good return on investment.
- The number of comments, views, shares, and 'likes' has a strong correlation with higher YouTube rankings.
- 13.53% of keywords with ten searches per month or fewer consist of only one or two words.
- SEO leads have a 14.6% close rate.

An experienced [SEO Consultancy](#) will help you to improve your ranking on the search engine while also not exceeding your budget.

Links Back To Your Site

In the opinion of Gaz Hall, a top UK SEO Consultant: Your backlinks should come from trustworthy and reputable websites. These are websites of universities, public institutions, etc., which have a high domain trust and thus also increase the trustworthiness of your own site. High authority backlinks can also make a search engine more likely to show you in its results because what it sees is a page that lots of other reputable websites are linking to. That means improved discoverability, which means more people finding what you have to offer and what makes your website unique. What you want are links coming from websites where what the page is about matches what your website is all about. And what you don't want is a link from one site to another or from what happens to be an affiliate link. Backlinks are a key part of SEO or search engine optimisation. The main aim is to link between your website and others. It creates an environment where relevant people in your industry vouch for your website. Potential clients have to trust the judgment of the [SEO Agency Yorkshire](#) as to how strong the competition is, what site optimization is required, and what opportunities exist.

Local SEO Is A Cost-effective Marketing Strategy

While general SEO focuses on acquiring high rank in niche-specific queries, local SEO pulls geographical location into the equation. Local search has been around for years, but it was

limited due to people only using their desktop computers. A core strategy for local SEO is generating online reviews. Having a good amount of reviews and a good average review score is one of the main local rank factors. The reason why is because 97% of consumers surveyed said that reviews do influence their purchases. Engage on social media and add posts to Google My Business. A [SEO Specialist](#) knows that content quality and user experience are the most important elements of search engine optimization.

The Internationalisation Of SEO

When you hear the term International SEO, what do you think of? When starting with international SEO too many think about hreflang or whether using ccTLDs or subdirectories or if it's okay to feature too similar content across different countries. These and any other tech and content configurations at the end should reflect the site international targeting and identified user search behavior in each target market. A sharp increase in foreign traffic does not guarantee Global Search Engine Optimisation success. Images are a good example of content that may need to change because of cultural differences. A [SEO Expert](#) will ensure high visibility and growth of your business across your desired location.

“Increasing rankings” is not, by itself, a meaningful SEO goal. SEO campaigns, like any other marketing campaign, need to align with meaningful business objectives. The key to effective SEO is knowing what people looking for your products, services or information are typing into that little box on the search engine home page.

You can check out additional intel relating to SEO Experts at this [Wikipedia](#) web page.

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