

7 Key Benefits of Search Engine Optimisation (SEO)

68% OF ALL ONLINE EXPERIENCES START ON A SEARCH ENGINE

MORE THAN HALF OF USERS CLICK ON AN ORGANIC SEARCH RESULT

HERE IS HOW YOUR BRAND CAN BENEFIT FROM SEO:

- 1. HELPS YOUR SITE RANK MORE FAVOURABLY FOR NON-BRANDED KEYWORDS**

A solid SEO strategy will help your site rank and gain visibility for valuable, competitive non-branded keywords.
- 2. IMPROVES YOUR BRAND AWARENESS & CREDIBILITY**

Increasing your visibility for core keywords in organic results means that audiences will start to associate your brand with these topics, and will keep it top of mind.
- 3. ALLOWS YOU TO TAP INTO NEW AUDIENCES & MARKETS**

Whether it's through international growth or gaining new customers in existing markets, SEO allows you to increase traffic avenues to your site.
- 4. PROVIDES MARKET SPECIFIC TREND & COMPETITIVE INSIGHTS**

An effective SEO strategy should involve market-specific trend and competitor analyses, helping you stay up-to-date with the latest developments.
- 5. CONTRIBUTES TO IMPROVED USER EXPERIENCE (UX)**

From relevant content and an easy-to-navigate structure, to a speedy and mobile-friendly site, SEO contributes to an enhanced experience for your customers.
- 6. IT SUPPORTS OTHER CHANNELS**

Whether it's by boosting UX, guiding content production, or providing insights into market trends, SEO helps guide and maximise performance across channels.
- 7. IT'S A COMPOUNDING INVESTMENT THAT SUPPORTS EXPONENTIAL GROWTH**

A strong SEO strategy builds strong foundations and can contribute to exponential traffic growth.

Want to build out an SEO strategy? ...we can help. Get in touch.
