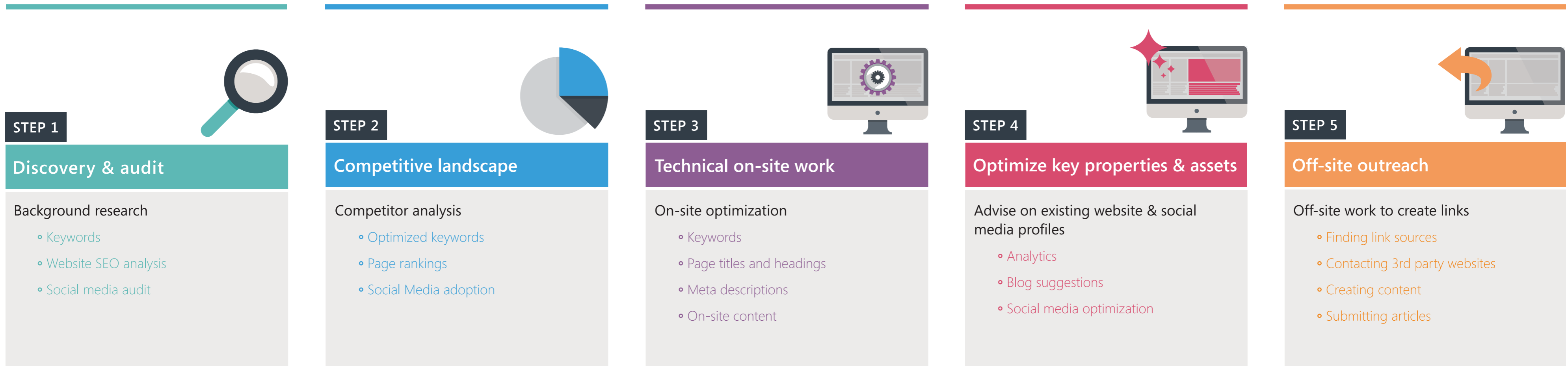
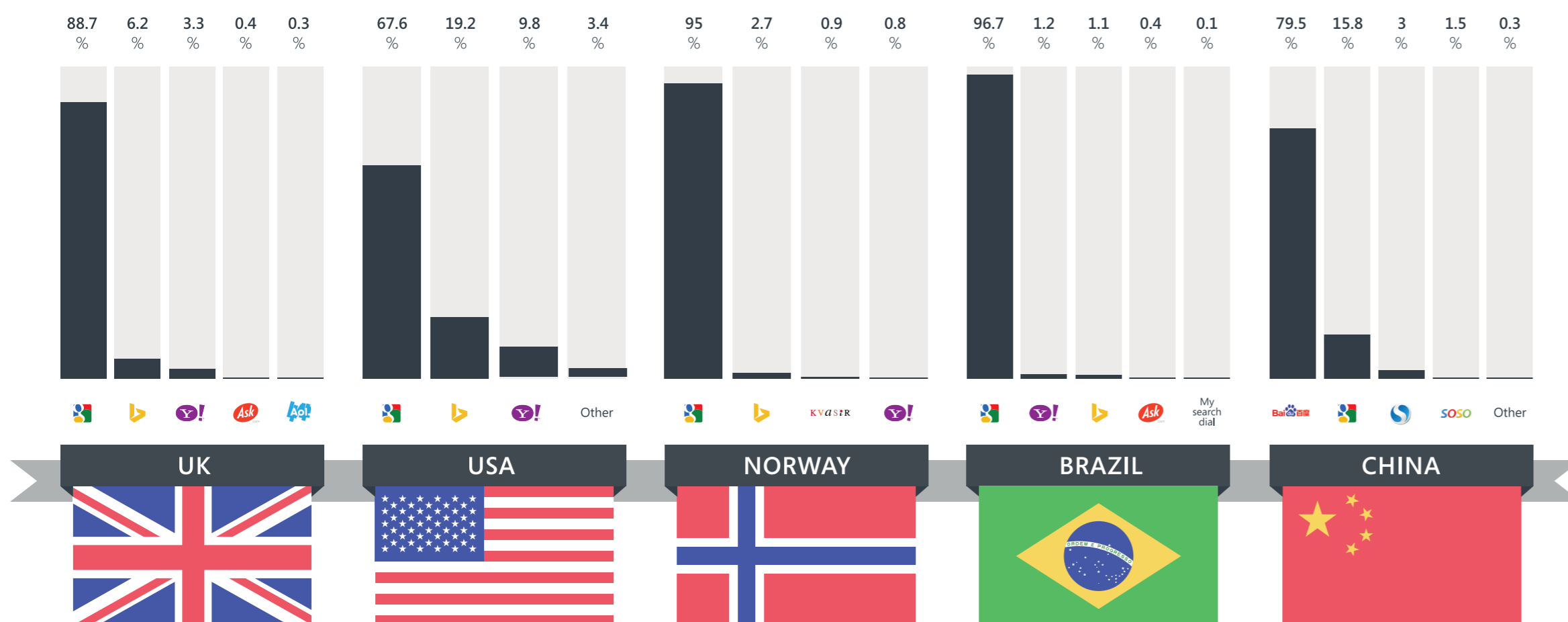


5 steps to SEO campaign success



Search Engine market share in selected countries



Mobile SEO

85.9 billion

By 2015 Google predicts mobile searches will overtake desktop searches.

84 billion

Search stats

93% of online experiences begin with a search engine.

75% of users never scroll past the first page of search results

70% of the links search users click on are organic

Search boosts sales

Inbound leads
(e.g. Search Engines) cost 61% less than outbound leads (e.g. cold calls).

SEO leads
have a 14.6% close rate, while outbound leads (e.g. direct mail or print advertising) have a 1.7% close rate.

MarketingCharts
reports that over 39% of customers come from search.