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# **33 MIND-BLOWING SEO STATS**

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# 33 SEO Stats You Cannot Afford to Ignore

The majority of business owners realise that Search Engine Optimisation (SEO) is an essential part of success in the online marketplace. *However, did you know that what you do not know about SEO has the potential to ruin your business?*

If you are considering all of the various areas you can place your advertising money, you are not alone. Zeroing in on the biggest bang for your buck is as old as paid advertising itself. Here are some interesting facts regarding where you should invest your advertising dollar.

- In 2017, for the first time ever, **digital ad revenues outpaced returns** of both cable and broadcast television combined.
- Mobile video revenues topped desktop for the first time as well. According to statistics from the **Internet Advertising Bureau**, the monies peaked at an all-time high of 6.2 billion dollars.
- In the same study, the IAB noted **mobile devices captured over half** of the money spent on advertising in 2017. This stands to reason as those who use mobile devices tend to have them in hand (or close at hand) from the first thing in the morning until they close their eyes at night.



There is no debating who the top dog in the search world is, however, the juggernaut that is Google may surprise you. If you have ever been tempted to toss your hands in the air and mentally write-off Google, read on and find out why that is an awful idea.

- Google presently holds just over **81 per cent** of the total of search engine market shares.
- In 2017, Google revealed a monthly total of **more than 2 billion Android devices** active on the search engine giant. Additionally, monthly iOS users are at well over 1 billion. Apple has not updated the amount of iOS users in close to two years.
- **Google Assistant** is available on more than 100 million devices
- A total of **seven Google services** have more than a billion users. The list includes Android, Google Play, Chrome, Search, Maps, YouTube, and Gmail.
- Google has more than **two trillion** searches a year. For the mathematically minded, that averages to be approximately 63,000 searches each second.



- Nearly **12 per cent** of all Google searches will route to a Google service.
- Out of all daily searches, **15 per cent** are queries Google has never seen in the past.

It turns out that little things do mean a lot, at least in the global marketplace. The importance of managing **micro-moments** (also called the “I-want-to-know, I-want-to-go, I-want-to-do, I-want-to-buy moments”) is more important than ever.

- When faced with an “I-want-to-buy” moment, **65 per cent** of people turn to their phones.
- **79 per cent** of consumers took a relevant action on their phone before making a purchase.
- In an “I-want-to-go” moment, **69 per cent** of people used search.
- For information in an “**I-want-to-know**” moment, 81 per cent of potential customers used search.
- **Relevant search** impacted 58 per cent of consumers in an “I-want-to-do” moment.



A key component to engaging a potential customer is understanding them. Gauging a human response is challenging, yet careful compilation of data helps create a clearer picture of what your customers are doing online.

- Consumers are not content to blend in with the pack, and they are showing it. Searches using the phrases “me” or “for me” have increased by 130 per cent in the last two years.
- Convenience is an ever-growing commodity with “near me” searches rising by more than two times.
- **Consumer loyalty** to brands and businesses is still for sale as 33 per cent of consumers admit to buying a different brand of product than they had intended because of information revealed in a search.
- Mobile searches help unite buyers and new businesses, as 51 per cent say they found a **new product or brand** during a search.
- Most search **queries** contain 3 or 4 words.
- Only 8 per cent of search users will go through **several sites** that show up on their results page.
- Potential customers tune into YouTube to watch over **1 billion** hours of video each day.



Heading forward, a stellar website with a strong focus on capturing those who use voice search is crucial for success. As it is no secret that voice search is a true game changer for everyone.

- Well over **one-quarter** of the searches on Google and Android devices are voice searches.
- Of consumers who use voice search, **56 per cent** use a smartphone.
- Roughly 2/3 of people **who use digital voice assistants** at home will use their other mobile devices less frequently.
- Of searchers who use digital speaker assistants, 54 per cent **use them daily**.
- **27 per cent** of voice searchers will go to a business's website afterwards.
- The **majority of voice searchers** want the same things: to use voice search for reservations, to learn business prices, and to discover products businesses offer.
- Because **one-quarter of consumers** have not used voice search yet, prepare for the market share (and relevance) of voice to continue to grow.

While these statistics are compelling, here are a few key points that make an unshakeable impression on those who are on the fence about how important SEO is to their success.

- **Search** generates more site traffic than any other option; outpacing social media by 300 per cent.
- Of those who use search, **75 per cent** do not scroll beyond the first page of results.
- Between 70-80 per cent of those using search **ignore the paid ads**.
- A whopping 93 per cent of **face to face** transactions start with using a search engine.

The world of digital marketing is inexorably tied to search engine optimisation, and by virtue of this fact, tied to Google and its algorithm changes.

Additionally, consistent advances in the tech sector also create a need for consistent monitoring and updating of SEO as consumers preferences shift with the hottest technology at the time. A perfect example of this is the growing dominance of voice search.

As long as there is room for growth and development, SEO will continue to challenge business owners. For this reason, many companies are turning to experts who not only understand winning SEO strategies but also use their expertise to help business people navigate the murky waters of SEO.

## Need Help?

As one of Australia's leading SEO experts with 12+ years experience, I can take your business to the next level. [Contact me today](#) for a free, no-obligation health check on your website.