

## **SEO Statistics You Need To Know**

*Below we'll share powerful search engine optimization statistics to improve your rankings. Using these easy to understand facts and figures, you pick SEO tricks to use for your website. Let us start.*

- *The average cost of buying a link is \$361.44.*
- *The average top-ranking page also ranks in the top 10 search results for nearly 1,000 other relevant keywords.*
- *Around 8% of search queries are phrased as questions.*
- *The number of comments, views, shares, and 'likes' has a strong correlation with higher YouTube rankings.*
- *60% of marketers say that inbound (SEO, blog content, etc) is their highest quality source of leads.*
- *Where to buy + near me mobile queries have grown by over 200% from 2017–2019.*

*A professional [SEO Agency](#) will keep themselves updated with the latest trends and techniques which are working well in the market.*

## **Gain Quality Backlinks**

*Text hyperlinks make up most of the backlinks across the internet, it's simply a word (or words) linked to another page or site. Backlinks ensure you have a steady referral traffic that is targeted. The targeted traffic comes about since only relevant clientele interested in a product or service in a specific field will click on the links. Many link builders end up begging sites for links. I get emails all the time asking me to link out to their sites. The worst part is, there is almost never anything in it for me. Getting links on popular sites is great for your site's SEO, but they also help to build your brand's authority. In the same way that Google looks at these links as a good indication that your website provides useful information, consumers see it as a good indication that your brand is one to take into account. It is the experience of working as a [Rocking Horse Restoration](#) that determines success.*

## **Building A Strong Community Through Local SEO**

*Make sure existing citations are correct and consistent. Local SEO includes managing online ratings and reviews, local-centric social media engagement, and beyond. Most customers prefer the "near me" option when performing a search on where to buy their products. If you are high in rankings thanks to local SEO, it means that more customers can see your website and products, saving you money that you would have otherwise channeled in other modes of advertising, such as putting ads on newspapers. Be 100% certain that you have*

the accurate name, address, phone number, hours and other data for each location. The range of services of a [Antique Rocking Horses](#) includes both off-page and on-page SEO optimization.

## **Establish A Strong Brand Presence Locally Through SEO**

International Web Optimisation is about optimizing your website for foreign countries and languages. Think local SEO, but at scale. Your impact will increase by speaking to your audience in a native voice that is colloquial, culturally appropriate and on brand. Each individual market/country has its own country specific search engine – e.g. google.co.uk in the UK, , google.de in Germany and google.fr in France. Search results on these local Google search engines are radically different to those on google.com. You may rank high on google.com but be poorly ranked on google.fr or google.co.uk. From your own blog to guest posts, social content and more, content marketing targeted at each local audience can have a significant impact when it comes to promoting your site. An experienced [SEO Consultancy](#) will help you to improve your ranking on the search engine while also not exceeding your budget.

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Stay on top of the developments and trends in the Search Engine Marketing industry and in your own. Be number one or number two in Google.

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