



TRUE NORTH

What Do You Know About SEO?

Search engine optimization [SEO] is the use of techniques designed to increase a website's visibility in search engine results.

Wondering why you should care?

93% of online experiences begin with a Search Engine.¹



The top listing in Google's organic search results receives **33%** of the traffic.²

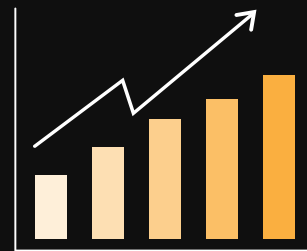
59% of consumers use Google every month to find a reputable, local business.³

SEO leads have a **14.6%** close rate, while outbound leads have a **1.7%** close rate.⁴

You Tube

has become **the 2nd largest search engine**—bigger than Bing, Yahoo, Ask & AOL combined.⁵

50%



of mobile searches are conducted in hopes of finding local results, and **61%** of those result in a purchase.⁶

Companies that generate more than **1,000 facebook likes** also receive nearly **1,400** website visits a day.⁷



Visit truenorthcustom.com/blog for more info [and infographics].

Sources: ^{1,4}Search Engine Journal · ^{2,3,6}Search Engine Watch · ⁵Social Media Today · ⁷HubSpot