

How Important are Search Rankings?

Search engine marketing (SEM) is the practice of marketing a business using paid advertisements that appear on search engine results pages (SERPs). Used in conjunction with Search Engine Optimization, SEM, can result in more traffic, more engagement, and more conversions on your website.

93% of online experiences begin with SEARCH

Even with SEM, content is king. If you place an ad with Google, but the website it links to doesn't have relevant content on it, Google will turn off that ad.

TIP Have a targeted and specific strategy before you run advertising and make sure that you have created the content before engaging in a target keyword campaign. Or, seek professional help.

It is important to have a mobile friendly website. **Nearly 60% of online searches are done via mobile devices.** If your site is not responsive, Google will not show it in the results; even if you are paying for ad space.

TIP Review your website and make sure it is mobile friendly, or miss out on more than half of your potential traffic.

Add quality landing pages to your site and link your ads to these pages. Landing pages help convert viewers and adds legitimacy in Google's eyes.

TIP Use HubSpot or hire a professional marketing agency to help with the creation and maintenance of landing pages.

75%

of users don't scroll past the first page of search results.



64%

of customers turn to the internet **first** when looking for products and services.

Hollinden can help turn your website into a lead generation tool.

Contact us today!

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