south coast digital marketing

Statistic Infographic

SEO

70% of users will not look any search results past the first page on Google.

97% of users will learn about a local company through online than other methods.

46% of all Google searches made are seeking local information.

92% of people who conduct a search will choose a business that appears on the first page of a local search.

Globally, over 92% of website traffic is conducted on Google, Googles Images and Google Maps.

Website Design

Websites that load within the first five seconds will have a higher conversation rate.

75% of users will base the credibility of a business off their site design.

94% of first impressions are related to the design of a site.

Two-thirds would rather read something that is beautifully designed over plain content.

38% of people will choose to stop interacting with a site/business if their website layout and content is deemed unattractive.

Mobile Search

click to call

60% of smartphones have contacted a business through call-to-action buttons on their site.

89% of people will recommend a brand once they have had a positive experience on a mobile device.

Around 69% of internet users will use their phone for product research.

There has been **a growth in mobile search of 250%+** in the last two years for "store open near me".

Nearly **half of the global website traffic** is conducted on mobile devices.

Blogging

Businesses will **produce 67% more leads** compared to companies that do not blog.

Businesses that do blog will often receive 55% more visitors to their site than companies that do not.

80% of users will interact with social media and site blogs.

Blogging can help increase a website indexed pages by 434%

59% of business-to-business marketers consider having a blog an essential channel.

90% of businesses will use content marketing tactics including blogging to help market their company.