




7 THINGS YOU NEED TO KNOW ABOUT SEO

KEY SEARCH ENGINE OPTIMIZATION TERMS—AND WHY THEY MATTER TO YOU AND YOUR MARKETING

| KEY TERM | WHAT THEY ARE | WHAT TO KNOW | WHY THEY MATTER |
|--|---|--|--|
|  <p>KEYWORDS</p> | The word or words consumers type into search engines to research potential purchases | Businesses with a strong keyword in their name rank higher in search results than those without a keyword in their name. ¹ | Where your site shows up on search engine results pages (SERPs) has a major impact on whether consumers visit your website. |
| LONG-TAIL KEYWORDS | Strings of words, usually very specific, that consumers enter into search engines | 50% of search queries are four words or longer, ² while one-word keyword searches account for only about 3% of U.S. Google searches. ³ | The specificity of long-tail keywords gives you greater opportunity to rank high in search results and often results in significant search volume. ⁴ |
|  <p>KPIs</p> | The acronym stands for key performance indicators—measurements such as number of website visitors, click-through rate, and cost per click—that can help you assess the effectiveness of your marketing efforts. | It's up to you which KPIs you focus on. Choose those that are most relevant to your company's marketing goals. | According to HubSpot research, companies that don't know their KPIs are less likely to meet their revenue goals than companies that do. In a recent survey of businesses that failed to exceed revenue goals, 74% did not know their KPIs. ⁵ |
| MOBILE SEARCH | Searches made on smartphones | In the United States, Japan, and eight other countries, the majority of Google searches are done from mobile devices, ⁶ and 30% of mobile searches are related to location, as on-the-go consumers look for nearby products or services. ⁷ | As mobile searches continue to increase—by 30% from 2016 to 2017 ⁸ —your brand can benefit from a search strategy that focuses on local, mobile searches. |
| SEM | Search engine marketing—using paid search strategies that improve a company's position in search results | Paid search accounts for 5% of web traffic. ⁹ | Your company's listing, marked as an ad, will generally appear at the top of computer and mobile search results. That positioning can significantly increase the likelihood that you'll influence a buyer. ^{10,11} |
| GOOGLE | The most widely used search engine | Google receives more than 40,000 searches per second on an average day and 3.5 billion per day. ¹² Google “near me” searches doubled from 2015 to 2016. ¹³ | Your site must be optimized for Google if you want to bring consumers to you. In 2017, Google held almost 75% of the global search engine market share. ¹⁴ |
|  <p>BING</p> | The second-biggest U.S. search engine. Bing and Yahoo, which is powered by Bing, held about 14% of the global search engine market share in 2017. ^{15,16} | As of 2017, Bing averaged 874 million searches per day. ¹⁷ | Search engines use proprietary algorithms to determine search results, and because Bing changes its algorithms less frequently than Google does, it may be easier to optimize for good placement with Bing while still getting significant traffic from Google searches. ¹⁸ |

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