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10 Reasons to Implement an SEO Campaign

Search engine optimisation (SEO) is more than a buzz word - in fact, it is a very important aspect of a company's overall marketing mix and business success. Search engine optimisation is a cost effective way of driving 'qualified' traffic to your website leading to increases in lead generation and sales volume. By implementing a professional SEO campaign you can be assured of increasing the visibility of your website and gaining a competitive advantage over your competitors who have not implemented such an online marketing strategy.

So what are the benefits of conducting a professional search engine optimisation campaign?

1. Firstly, research has found that search engine optimisation gives a **better return of investment** than conventional forms of marketing such as television, radio, direct mail, print ads or trade shows (Jupiter Media). In fact, according to a study among marketing executives search engine optimisation was considered the most profitable website marketing activity and far

more effective than, for instance, offline marketing (WebCMO).

"Continuum advised us on online marketing from the inception of the design process. They continue to grow the quantity and quality of CV's received month on month. All of our online activities have been a huge success since partnering with Continuum".

Aldagh McDonogh, Joint Managing Director, Alternatives.

the most important medium for **maintaining high brand awareness**. A study carried out by the NPD Group showed that more than twice as many of those asked could recognise the names of the companies in the top three placements of the search engines as could recognise the names of companies which used banners. In fact, in terms of maintaining high brand awareness it is even more

2. The use of search engines and directories is the number one way that people find websites. More than 80% of Internet users rely on search engines & directories as their **preferred method for locating websites** (GVU 10th User Survey)

3. Having a strong search engine presence in terms of visibility and ranking has been shown to be

Clients



important than printed media, radio or TV commercials ([Sales & Marketing Management Magazine](#)).

4. A study by [Direct Marketing Association](#) reported that two thirds of online marketers believed that search engine optimisation is the single most important activity for **generating traffic** to a website.

5. Search engines have become an **integral part of online behaviour**. It is reported that 98.9% of Internet users use search engines. Given the popularity of search engines, it is not surprising that the majority of Web users use a search engine every day to search the web ([iprospect](#)). Search engines have been found to be the busiest and most used websites on the net ([Media Metrix](#)). Each day, there are more than 320 million searches made through search engines.

6. Internet users **trust** and find **relevant** the results they obtain through search engines.

7. Given such a high degree of customer trust and relevancy, it is perhaps not surprising that a study published by [NPD Group](#) reported that 92% of online users making a purchase over the net use search engines to find the relevant website.

8. Search engine optimisation is one of the most cost efficient means of **generating 'qualified' site traffic** and activity. Search engines reach valuable, motivated, and ready-to-purchase customers and as a result search engine optimisation brings together buyer and seller in a trusting arena.

9. Research has found that **80% of users do not proceed past the first 10 results**. This means that it is imperative that your website has high

visibility. If your site cannot be accessed easily through a search engine, then potential customers and sales will be lost. Failing to have your website appearing on the first page of results for a key word will result in 40% of users not finding your site.

10. With search engine optimisation being a new but extremely fast growing area, by implementing a search engine optimisation strategy today, enables your company to gain a **competitive advantage** over your competitors. However given the facts above it is not surprising that Search Engine Optimisation is an area where marketing professionals plan to increase spending in the next year.



Continuum Online Marketing

At Continuum Online Marketing, our goal is simply *"to work in partnership with our clients to harness the internet and associated media to further develop our customers business and exploit the efficiencies of web-based technologies."*

For more information on our Search Engine Optimisation services offered by Continuum Online Marketing and to see how we can help you achieve your internet marketing ambitions, please call +353 1 855 8860 or e-mail info@continuumonlinemarketing.ie.

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