

www.Savvy-Writer.com



Amandah T.
Blackwell

SEO ROI: Proving the Value of Organic Search

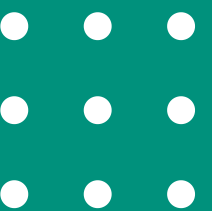
<https://www.linkedin.com/in/amandahblackwell/>

Swipe to know >>>

SEO: The gift that keeps on giving

While paid ads stop the moment you pause your budget, SEO continues to drive traffic long after implementation. Here's why SEO is the ultimate long-term investment:

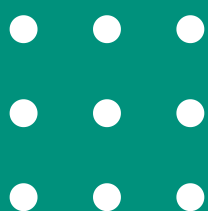
- 53% of website traffic comes from organic search
- SEO leads have a 14.6% close rate, compared to 1.7% for outbound leads
- 70-80% of users focus on organic results, ignoring paid ads



Use SEO To Improve Your Business



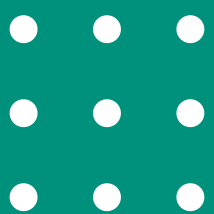
- Long-term cost-effectiveness: Unlike paid advertising, which requires continuous investment, SEO efforts compound over time. Once you rank for key terms, you can maintain your position with relatively less ongoing investment, leading to a decreasing cost per acquisition over time.
- Higher conversion rates: Organic search traffic often has higher intent, leading to better conversion rates. Users who find your site through organic search are typically looking for specific information or solutions, making them more likely to engage with your content or services.



Use SEO To Improve Your Business



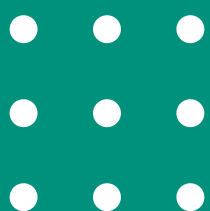
- Brand credibility and trust: Ranking high in organic search results builds trust with users. Many consumers view top-ranking sites as more credible and authoritative in their field.
- Measurable impact across the funnel: SEO doesn't just drive top-of-funnel traffic. It can impact the entire customer journey, from awareness to consideration to decision. Tracking how organic search contributes to different stages of the funnel can demonstrate its full value.



Use SEO To Improve Your Business

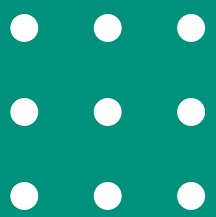


- Market share and competitive advantage: Strong organic rankings can help you capture market share from competitors. As you rank for more keywords, you increase your digital footprint and visibility in your industry.
- Data insights for business strategy: SEO efforts generate valuable data about customer behavior, preferences, and needs. This information can inform broader business and marketing strategies beyond just search.
- Synergy with other marketing channels: SEO can amplify the effectiveness of other marketing efforts. For example, content created for SEO can be repurposed for social media, email marketing, or sales collateral.



How to Prove the ROI of SEO

- Set clear KPIs aligned with business goals
- Use attribution modeling to understand SEO's role in conversions
- Compare the cost and performance of SEO to other marketing channels
- Showcase the long-term value and compounding returns of SEO investments



SEO: Your Strategic Investment in Digital Growth

SEO isn't just about rankings—it's investing in your digital future. The long-term benefits outweigh initial efforts, delivering increased traffic, higher conversions, and improved brand credibility. As search evolves, SEO remains core to digital success. Prioritize SEO to optimize not just for search engines, but for sustainable business growth in the digital age.

