

# UnReal Web Marketing

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## The Top 26 Benefits Of SEO

Why Having a Killer SEO Strategy Has  
Become “Do or Die”



SEO | PPC | Web Design | Social Marketing

**UNREAL**  
WEB MARKETING™  
A Reach Marketing Company

## THE TOP 26 BENEFITS OF SEO

Why Having a Killer SEO Strategy Has Become “Do or Die”

*By David Montalvo, VP Web Marketing Services, UnReal Web Marketing, A Reach Marketing Company*

The success of every business depends on its ability to attract more customers.

More than ever before, businesses and individual consumers alike use search engines to find answers to their problems and solutions for their needs. Today a whopping [93%](#) of online experiences begin with a search engine.

In this modern digital marketplace, no organization can afford to lose out on that large share of potential new business. When you implement a robust Search Engine Optimization (SEO) strategy, your website can achieve page-1 rankings on Google, customers will find you, and you'll watch your sales dramatically soar.

If you haven't already done so, it's time to create and implement a solid SEO strategy now.

Effective SEO produces many critical results. Listing only five or eight benefits of SEO just won't cut it. Use this extensive 26-item list to help you fully understand SEO, learn why it's crucial and discover what you can achieve when you implement your SEO program. (We could've listed many more but really, who has time to read that much these days?)

### 1. Search Engines are the Gatekeepers

SEO refers to the measures businesses take to help their websites rank on Google, Bing, Yahoo, etc. When websites align themselves with what search engines want, they're optimized for high placement on search engine results pages. That, in turn, drives more traffic to those sites.

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## 2. SEO Helps You Land on Page 1, and That's the Key to Massive Growth Opportunities

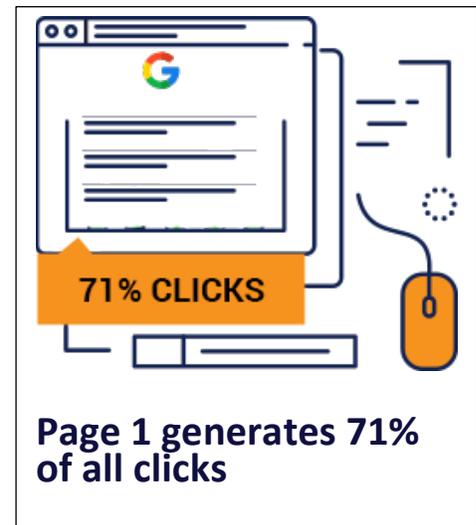
Less than [20%](#) of searchers look past page-1 results, so it's critical to understand and use SEO essentials – including your site's structure, content and social signals – to propel it to first-page status on search engine results. Simply put, more hits mean more potential sales.

## 3. You'll Increase Traffic to Your Site

Buyers want information. Once you create and implement an effective SEO strategy, far more people can find your site easily via a basic online search, where they can educate themselves through your carefully curated content that will inspire them to buy from you.

## 4. Gather Data to Continually Improve Results and Measure ROI

A solid SEO strategy includes data, which means that SEO is measurable. This allows you to track a wide range of information, including successful keywords, customer data, conversions and the source of those conversions. You can also prove Return on Investment (ROI) by reporting on the sales resulting from your efforts to management. And that barely scratches the surface of all you can learn from SEO data.



## 5. Build Awareness of Your Brand

People trust that the first organic listings on a Google results page are reputable companies. That's why appearing on the first page of major search engines gives your organization a strong web presence – status. The more often it shows up, the more people become aware of your brand.

## 6. Leave Your Competition in the Dust

When you optimize your website for SEO, you'll rank above your competition and attract more customers – to your site and away from your competitors. With each hit you get and they don't, your organization moves farther ahead.

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## 7. Offer Solutions to Customers' Pain Points

SEO helps buyers find companies that can provide solutions and relief for their actionable pain. These people are searching for answers, and when they easily find your website, that's your chance to solve their problems and convert them to loyal customers.

## 8. Gain Market Share by Leading Buyers Right to You

When you use smart SEO strategies to show up first in searches, you begin to dominate the marketplace as your brand, and offerings become synonymous with the terms you are ranking for on search. As more searchers see your page-1 rankings the more market share you will begin to gain.

## 9. Make Prospects Happy with User-Friendly Websites

No longer is SEO only about optimizing for search engines. Now it also involves improving the user experience by including attractive, intuitive website design and quality content. These elements invite users to stay on the site longer, increase page views and decrease bounce rates.

## 10. Win More New Customers

Marketers build websites for many reasons, but most importantly they do it to increase the company's customer base. SEO-optimized websites attract more prospects that become new customers and can help companies grow significantly faster than those that don't.

## 11. Attract Quality Traffic

Traffic is good, but the right traffic is key – which is why SEO is instrumental in attracting only prospects who are actively seeking to find your product or service. Search traffic is already interested in the solutions you can provide to solve their issues, and those visitors are much more likely to convert to customers.



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## 12. Achieve Laser-targeting

Seeking our perfect prospects is possible. Since one element of SEO is keyword-based, listings can appear as long-tail terms meaning that they are particular to your searcher's needs, such as, "female puppy with brown fur and really cute long tail." The longer the tail, the more specific and typically ready the searcher is to make a purchase. Including the right keywords in your SEO strategy will help you reach people who are looking for exactly what your business offers.

## 13. Achieve Higher Conversion Rates with a SEO/CRO punch

Once your SEO tactics drive more traffic to your site, you'll combine them with Conversion Rate Optimization (CRO) strategies such as infographics and personalized content to convert these visitors into leads and customers. In the end, search traffic has the [best](#) conversion rates for most websites.

## 14. Reduce Per-acquisition Spending

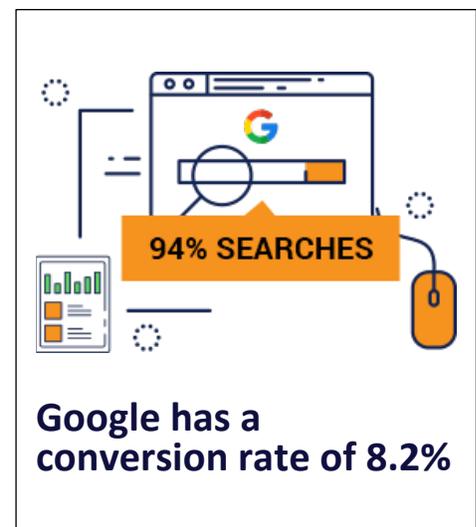
SEO is far less expensive than traditional advertising to acquire customers. The main cost involves hiring a company that specializes in SEO strategy and implementation. Unless you slay at Google algorithms and website coding, you'll want to make this investment to maximize results, improve your rankings, and boost the bottom line.

## 15. Shine Among Millions of Websites Out There

Sure, there is something like 1.3 billion websites existing today, but you can be sure that most of them don't have seriously dialed-in SEO strategies. Your smart SEO tactics will make your brand stand out from the masses, sending prospects your way to buy what you're selling.

## 16. Drive Both Online and Offline Sales

Your prospects and customers do much of their research online before making purchases. While SEO drives sales through the website, it also allows people to gain knowledge before they visit stores or order by phone.



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## 17. Bridge the Divide between Small and Large Companies

Big competitors have big marketing budgets, but SEO helps to even the playing field. While giant companies rely largely on traditional advertising techniques, you can focus on creating a savvy SEO strategy to compete with the best of them.

## 18. Optimize your Local Search Presence

Many buyers like to spend their money locally, and this can benefit your organization. Google stats reveal that about 20% of search queries are related to location. When prospects easily identify you as a local business, it increases your online and offline visibility, helps you connect with customers, and provides sales with a nice boost.

## 19. Break into New Markets

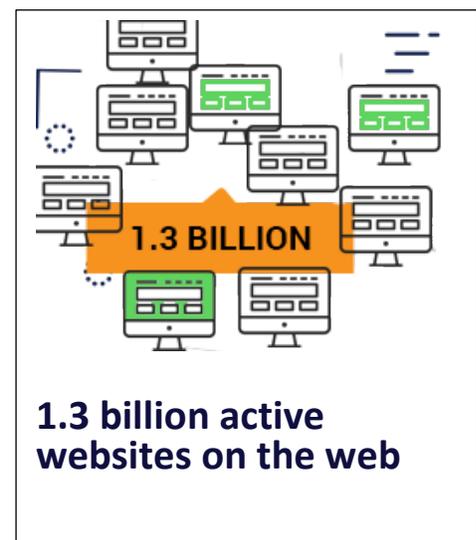
Getting your website SEO-optimized is a great start, but why stop there? After that, you can expand the site to target additional keywords regarding your newest products and services. This will help search engines drive qualified traffic that's interested in your new offerings, swiftly helping you enter new markets.

## 20. Your SEO Strategy can Evolve

Planning, implementing and refining your SEO approach will be a long-term process. Landing on page 1 after a Google search doesn't usually happen overnight. As technology advances, search engines adapt by altering their algorithms, and that can define how your website gets ranked. It's important to stay tuned in and make adjustments when these changes occur.

## 21. Increase the Value of your Organization

Because SEO rankings tend to hold their value, high SEO rankings can increase the value of your business. They are often considered to be a valuable intangible asset as anticipated search trends continue to skyrocket.



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## 22. SEO Keeps Growing Because It Works

Industry experts [forecast](#) that the SEO industry will increase to \$80 billion by 2020. By then, SEO spending is predicted to soar over online advertising spending. The reason SEO is growing? It works! Bringing engaged, interested prospects directly to your website is the very best way to grow your profits and your business.

## 23. SEO is Mobile-friendly

Everybody's got a hand-held device, and they want to use it! Search engines favor websites that optimize for mobile.

## 24. SEO is the Savvy Marketing Investment

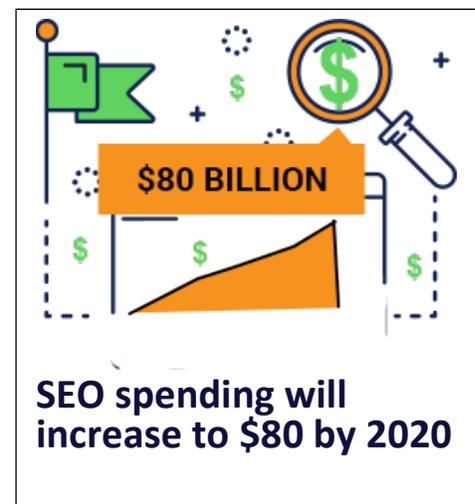
SEO is simply the smartest marketing investment you can make in this era's digital marketplace. Although we're covering 26 of the benefits of SEO here, the list goes on and on. SEO produces legitimacy, traffic, leads, and sales, yet it doesn't require any advertising. People are searching for your products or services on search engines right now... are they finding you or your competition?

## 25. Opportunities Abound

With over 2 billion people online performing 7 billion searches per day, imagine the opportunities for your business if multiple search engines easily find your website. You can't afford to wait. If you're not easy to find, someone else is attracting prospects that could be yours.

## 26. You Don't Have to Do It by Yourself

Okay... search engines are the gateway to your organization's success, getting your SEO content on top is mission-critical, you've got to understand coding, content, links and algorithms and, and, and... yikes, it's a lot, right? No worries – we've got your back and will get your SEO game on-point. Our UnReal Web Marketing SEO team is abreast of the latest marketing trends, search engine updates, and much more. We'll do all the work so that you can reap all the benefits.



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## ABOUT UNREAL WEB MARKETING

Our vast expertise has allowed us to create and optimize over one thousand full-featured websites for some of the country's leading companies. Our web marketing initiatives have achieved top search engine rankings for these companies, allowing them to enjoy increased website traffic and accelerated business growth. UnReal Web Marketing has achieved over 30 Million top 10 positions for Fortune 500 companies since 1997.

The diverse talent at UnReal Web Marketing has over 50 years of combined experience in Internet marketing and web design and has been instrumental in creating and optimizing more than 2,200 websites generating close to \$120 million in sales for small to mid-sized companies throughout the United States.

The success UnReal Web Marketing has attained for its clients is the product of our passion for online marketing and the belief that by providing unique, creative solutions and thoughtful service, we will build long-term relationships with our clients. Call us today at (631) 743-9666.



David Montalvo is the Founder of UnReal Web Marketing with over 21 years of experience in SEO. He has worked with some of the largest companies in the U.S. such as jetBlue, Steinway Pianos, Yamaha, Daniel Gale, MLS, Goodyear, Grainger, U.S. General Services (GSA), and the State of Connecticut. David is a frequent keynote speaker on SEO, digital marketing and entrepreneurship topics.

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