

Ensure Maximum Brand Visibility: Why Your Business Should Invest In Organic Search Marketing Right Now

If a prospective customer types in a topic relevant to what your business can provide, don't you want to be on that first search results page alongside your competitors? If you aren't in one of those top ten search spots, another business just gained a new customer—or, you just lost one. One of the most significant advantages of SEO is that you'll obtain quality traffic for your business. SEO requires optimizations to help you appear in relevant search results. Search traffic is the best source of traffic. This is because people are actually searching for something. Most of the time they are actively searching for solutions to their problems. When your business offers the solution they are eagerly searching for, they will end up on your site.

The screenshot shows the Google Structured Data Testing Tool interface. At the top, there's a navigation bar with 'Products > Search > Structured Data > Testing Tool'. Below it is a large blue header with the 'G' logo and the text 'Structured Data Testing Tool'. The main area has two sections: a code editor on the left and a results panel on the right. The code editor contains the following schema.org/Review markup:

```
1 <div itemscope itemtype="http://schema.org/Review">
2   <div itemprop="itemReviewed" itemscope
3     itemtype="http://schema.org/Restaurant">
4       <span itemprop="name">Legal Seafood</span>
5   <span itemprop="reviewRating" itemscope
6     itemtype="http://schema.org/Rating">
7     <span itemprop="ratingValue">4</span>
8     <span> stars -
9     <b><span itemprop="name">A good seafood place.</span></b>
10    <span itemprop="author" itemscope
11      itemtype="http://schema.org/Person">
12        <span itemprop="name">Bob Smith</span>
13    </span>
14    <span itemprop="reviewBody">The seafood is great.</span>
</div>
```

The results panel shows a summary: 'Results - Reviews Rich Snippets - (what's this?) All good ✅'. It also displays a detailed breakdown of the review data:

Review (1)	All good ✅
Review	
name:	A good seafood place.
reviewBody:	The seafood is great.
itemReviewed [Restaurant]:	
name:	Legal Seafood
reviewRating [Rating]:	
ratingValue:	4
author [Person]:	
name:	Bob Smith

Get On Top Of Technical SEO

Technical SEO impacts your website visitor's actions and decisions. Google PageSpeed gives you insights straight from the source that matters the most. Their recommendations are broken down in Lab Data, Opportunities, and Diagnostics. One of the advantages of using breadcrumb menus is that they enhance the presentation of your search snippets in mobile search results. Check that all your pages define a canonical URL. The best [SEO Consultant](#) is someone who has a thorough knowledge of such SEO techniques that bring your content to the forefront of the search results page.

Content Helps You Get Found

Gaz Hall, one of the UK's leading SEO Consultants, says: Few things will hurt your brand's reputation faster and more thoroughly than developing a reputation for producing and sharing poor-quality content. When it comes to the top SEO content writing benefits, the numbers don't lie. High-quality SEO articles can be a huge asset to your business strategy. Content strategies can range in terms of complexity, but in general the aim is to provide a complex view of what organic content types and topics should be created or written. The content strategy deliverable can vary depending on what type of role or team member creates it. SEO content writers take on distinct types of content projects – those that usually have an end goal of increasing organic traffic. A secondary aim will be to attract links to a website, although this is harder than people think. Potential clients have to trust the judgment of the [SEO Agency](#) as to how strong the competition is, what site optimization is required, and what opportunities exist.

Increasing Your Market Share Through Competitive Analysis

While conducting your competitive intelligence gathering, it's important to record as many insights and data points as possible. Understanding who your competitors are and the keywords they're optimizing for is critical to staying relevant, competitive and profitable. Featured snippets, or position zero, are very important for your overall ranking and authority within a niche. If your competitors rank for many featured snippets, you might be able to do the same. Competitive research can reveal trends in the marketplace and gaps in your own business plan. With a [B2B SEO Agency](#) ensuring the success of your online marketing program, you can focus your attention back on running your business.

Why Keyword Relevancy Is So Critical For Strong Google Rankings

Keyword ideas can be found everywhere. But not all keywords were created equal. Keyword research is important because it helps you understand your customers' buying journey, your competitive landscape, and how to shape your content strategy. Keywords (sometimes referred to as "SEO keywords") are any words or phrases that a user types into the search engine to find certain information on the internet. Google wants to rank the most relevant and helpful sites for the keyword or search term that was searched for. An experienced [SEO Agency Yorkshire](#) will help you to improve your ranking on the search engine while also not exceeding your budget.

Essential SEO Statistics

Stats help us turn data into information, allowing us to make informed and rational decisions. The search engine marketing statistics below are aimed at helping you make better-informed decisions about the running of your SEO campaigns.

- The average cost of buying a link is \$361.44.
- 76% of people who search on their smartphones for something nearby visit a business within a day.
- 39% of purchasers are influenced by a relevant search.
- 60% of marketers say that inbound (SEO, blog content, etc) is their highest quality source of leads.
- The typical voice search result is only 29 words in length.
- On average, ranking in position #1 on mobile gets you 27.7% of the clicks, whereas ranking in position #1 on desktop gets you 19.3% of the clicks.

A [SEO Expert](#) knows that content quality and user experience are the most important elements of search engine optimization.