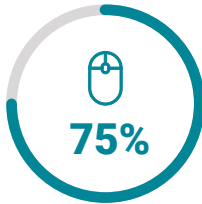


There are 99,000 reasons to create, implement, and optimize a solid SEO strategy – because that’s how many Google searches there are every single second. Search engines have become a personal assistant of sorts, generating quick answers and quick solutions whenever we need them.

But don't just take our word for it. Let the data tell you just how vital SEO is to your business:



The average person conducts **3-4** Google searches every day



75% of people never scroll beyond the first page of search results



The average click rate for a #1 organic position in Google is **32%**



91% of web pages get no organic search traffic from Google



61% of B2B marketers say that SEO and organic traffic generate more leads than any other marketing initiative



Over **60%** of Google's US organic search traffic comes from mobile devices



27% of search queries are full questions, instead of just keywords

Data sources: HubSpot, Search Engine Land, SparkToro, Statista, Blue Nile Research, Sistrix, Search Engine Journal, Ahrefs