

Your Online Presence Matters

Websites

100,000,000,000
Google searches per month

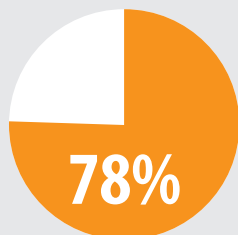
Percentage of consumers
conducting local searches:

all consumers **85%**

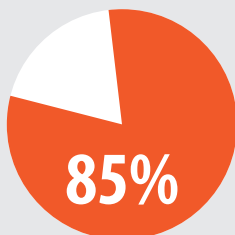
desktop users **96%**

tablet users **81%**

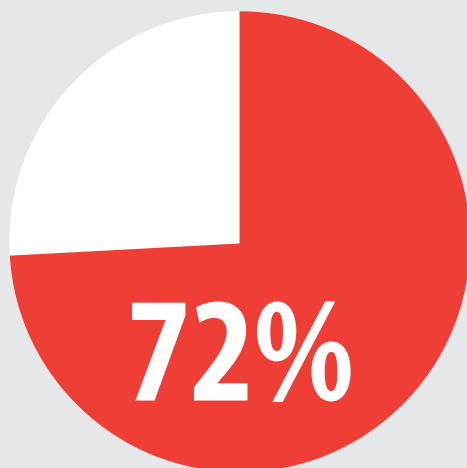
mobile users **79%**



of mobile local searches
result in purchase



of consumers search
for products, reviews,
and ratings before buying

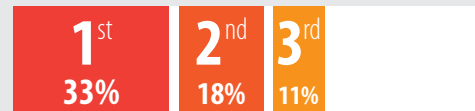


of online consumers prefer using a website
over phone or email to answer questions

SEO

(Search Engine Optimization)

Traffic share for Google search position:

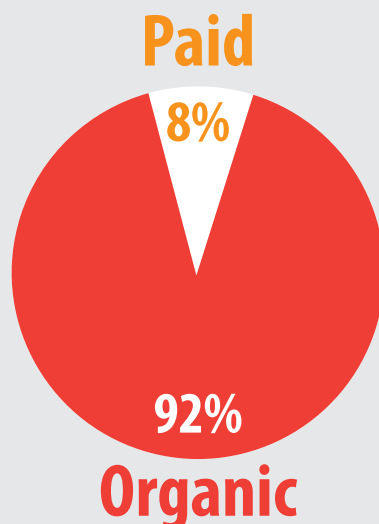


75%

of users never scroll past the
first page of search results



Percent of search engine clicks:



Sources:

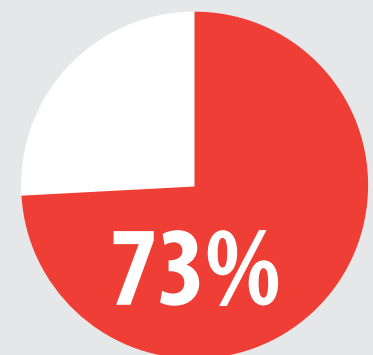
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Facebook

70%
of customers trust
consumer opinions
posted online

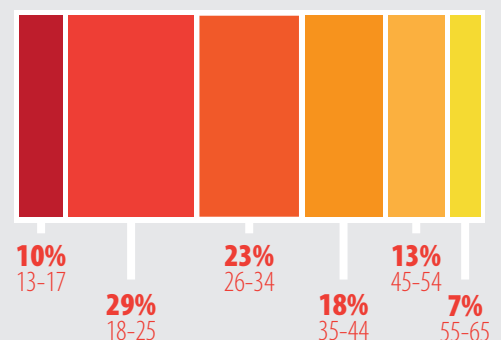


97%
had an online
experience influence
whether or not they
bought from a brand



of small business owners use
social media to power their brand

Facebook use by age group:



The 35-44 and 45-54 age
groups are the fastest-growing