

SEO – 2021 – The Future is NOW with AI Driven Software – The Keyword Game-Changer \$8-10k annually

AI driven software designed to monitor and auto-respond to the ever-changing technical ranking factors of Google's search algorithm.

That means if Google changes – or even slightly adapts – one of its 200-plus ranking factors, we know about it instantly.

Having a strong online presence backed by killer SEO has long been important for any serious business.

At a time when much of the world has been forced inside and online, it's never been more important.

Includes Desktop, mobile, voice search (accounts for 50% of all search)
Google Ads, Social Media.

Google now accounts for more than 79% of total desktop search traffic.

That amounts to:

63,000 searches per second.

4 million searches per minute.

5.5 billion searches every day.

2 trillion searches a year.

Like it or not, Google is still The Search Engine King, which means getting onto **Page 1** is crucial for your business' success.

Bottom line: Without superior SEO pushing your website to the top of Google's search pages, your business is practically invisible online.

Consider the latest (2020/2021) stats:

- 92% of all this traffic goes to Page 1 of Google Search. This means every time your business drops down to page 2 or 3 of Google, you've lost 9 out of 10 users.
- Page 1 results get an average 34% Click Through Rate (CTR) – or more than one-third of all users.
- 75% of users will not scroll past Page 1 – the lower your ranking, the lower your CTR.
- SEO is 5.66 times more effective than paid search advertising (70% of clicks in Google search results go to organic, with only 30% going to Google Ads).
- 61% of marketers remain convinced SEO is still the key to online success.
- Businesses are investing an average of 41% of their marketing budget on SEO, and this percentage is expected to grow to more than 45% in 2021.

Sources: Safari Digital: SEO Stats & Facts for 2021; Business Insider; Deloitte Trend Report 2021.