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10 Stats on Local SEO and What Small Business Owners Need to Know



By **Freddy Vasquez**,
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Every minute there is someone searching for a local service. With some SEO stats, you can help maximize

your online presence.

Maybe it's for a new boutique, a dentist office, or a pressure washer. If you're a local business, how can you increase your online presence ahead of your competition? When you're searching online, what grabs your attention? What are your keywords? This is where SEO comes in.

It is urgent for all local business owners to maximize their SEO. SEO stands for Search Engine Optimization, and rules the way Google picks up information. Here are 10 facts to consider while optimizing local searches to help gain more traffic on sites, help increase your presence, and create more revenue.

1. 97% of people learn more about a local company online than anywhere else.

2. Mobile devices will influence more than 1.4 Trillion in local sales by 2021.

3. "Near me" or "Close by" searches are up 900% over the last two years.

4. 78% of location-based mobile searches result in an offline purchase.

5. Location-based coupons on mobile can lead to 9916% increase in incremental mobile revenue. (No, this is not a typo)

6. 92% searchers will pick businesses that are located on the first local search page.

7. Four in five consumers use search engines to find local information.

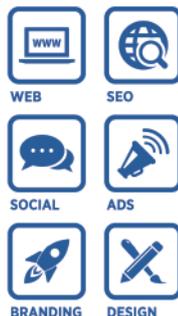
8. Search result information will send 70% of consumers to a physical store.

9. 72% of computer or tablet users and 67% of smartphone users want ads that are customized to their city or zip code.

10. 88% of searches for local business on a mobile device either call or visit the business within 24 hours.

Unsure if you're capable of maintaining your site for maximum optimization? FXV Digital Design offers premium website hosting and monthly website maintenance to help achieve the best result for your SEO. Give us a call today at 484.509.4285 or visit us online at www.fxvdigital.com.

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