

# ONLINE CONTENT IS VITAL FOR YOUR BUSINESS

REACHING YOUR TARGET CUSTOMER HAS NEVER BEEN EASIER

Businesses worldwide are experiencing exponential growth through realising the power of content marketing and SEO, and the endless marketing opportunities that it offers.

SEO

AKA; Search Engine Optimization.  
A set of strategies, in line with search engine rules, that enable the recognition and presentation of your site when keyword searches match your content.

Any channel that allows you to give information about you or your business.  
Includes; blogs, videos, infographics, podcasts, newsletters etc.

CONTENT



Reach your customer, wherever they are in the world.



Build a relationship built on trust, with current and potential customers



Share compelling, informative content about your business, to be presented to searches and shared on social media



Drive traffic to your site, increase leads and make more sales



Get noticed, and have people talking about you and your content



See exponential growth in every corner of your business

## THE FACTS

**2.3 BILLION**

An estimated 2.3 billion people, half the world's population, are online and the stats are rising daily

**6%**

The percentage of internet users that visit the second page of Google

**400%**

The growth that one company saw in website traffic, after using SEO and content marketing

**100%**

The rise in sales one company saw, through applying SEO strategies