

# Why

# CONTENT for SEO?

## CONTENT FOR SEO

The major search engines are focusing on creating the best possible user experience, which means sites that offer relevant information stand to gain the most visibility. Investing in original, quality content creation is essential to SEO success in the current search climate, and the benefits of producing visitor-friendly content go far beyond rankings.

### 92%

of marketers say that content creation is either "very effective" or "somewhat effective" for SEO

### 50%

of marketers cite **WEB PAGES** as "very effective" for SEO

### 40%

of marketers cite **WHITEPAPERS** as "very effective" for SEO

### 76%

of marketers who have strategic SEO campaigns in place invest in content creation

## THE BRAND EFFECT

Branding tells a story, and stories rely on content



"Try to make a site that is so fantastic you become an **authority** in your **niche**."

Blair Curtis, head of Google's anti-spam team ON WHETHER GOOGLE GIVES MORE WEIGHT TO BRANDS IN RANKINGS

## CONTENT CONVERTS SEARCH (AND OTHER) VISITORS



## MARKETERS' FORECAST FOR SEO

Predicted value of search factors

### PAID LINKS

Effectiveness of paid links

### AD-CONTENT RATIO

Impact of balancing ads and content

### SITE INTERACTION

Importance of CTR, bounce rate, etc.

### CONTENT

Value of content's usability and readability

### SOCIAL SIGNALS

Impact of page-level social signals (driven by content)



BRIGHT CO. 2014

Marketers are investing \$12.5 billion in online content

Brafton