

Beyond Basics

Increase Website Visibility Cheat Sheet

The Art of Increasing Website Visibility

Expressing Google Ads and Organic SEO

CHEAT SHEET WITH DATA-BACKED INSIGHTS



List on Third-Party E-commerce Sites

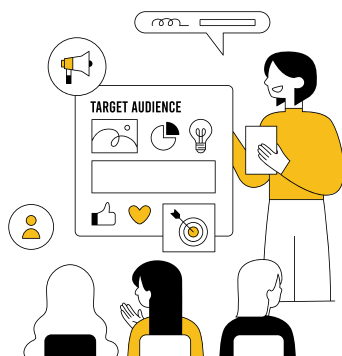
- 63% of online shoppers start their product search on platforms like Amazon, Flipkart, and eBay.
- Third-party marketplaces contribute to 55% of total global e-commerce sales.

Perform SEO for Organic Traffic

- 53% of all website traffic comes from organic search.
- Companies that blog consistently generate 67% more leads than those that don't.
- The top organic result in Google gets 10x more clicks than the 10th result.

Leverage Google Ads for Instant Reach

- Paid Google Ads can increase brand awareness by 80%.
- PPC visitors are 50% more likely to convert than organic visitors.
- Businesses earn an average of \$2 for every \$1 spent on Google Ads.



Utilize Social Media Marketing

- 80% of users follow at least one business on Instagram.
- Social media advertising revenue is expected to reach \$219 billion by 2025.
- Video content generates 1200% more shares than text and images combined.



Optimize Local Listings (Google My Business & Directories)

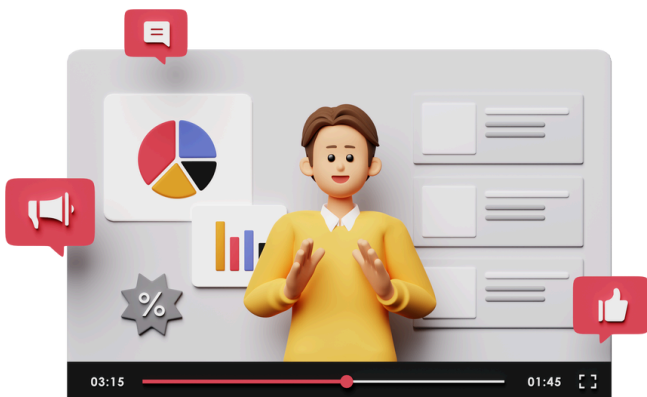
- 76% of people who search for a local business visit it within 24 hours.
- Businesses with complete Google My Business profiles get 70% more location visits.
- 28% of local searches result in a purchase.

Email & Content Marketing for Retention

- Email marketing generates \$42 for every \$1 spent, making it one of the highest ROI channels.
- Companies using content marketing see 6x higher conversion rates.
- Personalized email campaigns increase open rates by 26%.

Influencer & Affiliate Marketing for Brand Growth

- Influencer marketing has a ROI of \$5.78 for every \$1 spent.
- 92% of consumers trust influencer recommendations over traditional ads.
- Affiliate marketing contributes 16% of all e-commerce sales.
- 81% of brands use affiliate programs to drive conversions.



Video Marketing & YouTube Ads

- YouTube is the second-largest search engine after Google.
- 86% of businesses use video marketing, and 88% report a positive ROI.
- Users retain 95% of a message when watching a video compared to 10% from text.
- 80% of consumers are more likely to buy a product after watching a demo.

Pro Tip: A combination of SEO (long-term growth) + Google Ads (instant visibility) + social media engagement can maximize brand reach and conversions effectively.

