

17 SEO STATISTICS

THAT EVERY LAW FIRM MUST KNOW FOR 2022

Type the changing reality of the search ecosystem is equal parts fascinating and intimidating

As a lawyer, you are also a business owner and a marketer. Keeping abreast of the hundreds of Google algorithm updates and SEO best practices is daunting and yet vital for positioning your digital content, increasing your organic search results, and improving your digital footprint. At the same time, you're also managing a busy practice and representing your clients. Your time is limited. That's why you must focus on the right strategies that matter most.

With this in mind, we've gathered some of the most important SEO statistics to help you make masterful digital marketing decisions in 2020. These 17 stats will help you tap into an enormous amount of digital traffic and potential leads- and thus allow you to attribute real value to your investment in content.



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Google

has dominated the search engine market, maintaining a **92.47%** market share.

Bing

5.56%

YAHOO!

2.71% as of June, 2021.



As of June, 2021 Google processed **13.6 MILLION** search queries

There are more than **3.5 BILLION** Google searches conducted every day



Of the more than **3.5 BILLION** Google searches daily, **16%-20%** are **NEW**

On the first page, the first five organic results account for **67.60%** of all the clicks



Google's Search Algorithm uses more than **200 FACTORS** to rank websites

The average article word content for the top position in Google contain **2,416 WORDS**



91%

91% of all pages never get any organic traffic from Google, mostly due to the fact they don't have **backlinks**.

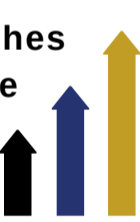
55.24%

55.24% of pages don't have a single **backlink**



The more **backlinks** a page has, the more search traffic it gets from Google. ● ● ●

Long-tail keyword searches have a click-through rate **3%-5% HIGHER** than generic searches.



70% of marketers see **SEO** as more effective than **PPC**



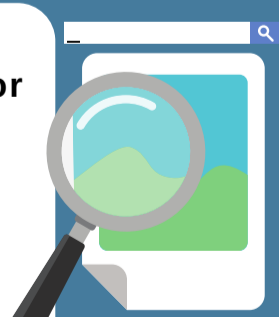
61% of marketers say improving **SEO** and growing their organic presence is their top inbound marketing priority.

72% of consumers that did a local search visited a business within 5 miles

Updating and republishing old blogs with new content and images can increase organic traffic by as much as **106%**



Images are displayed for **27.9%** of search queries on Google.



"BEST" + "RIGHT NOW"

mobile queries have grown by over **125%** in the last two years.



ABOUT US:

At Law Firm Marketing Pros our mission is to help 500 Law Firms triple their Profit Per Partner over the next 5 years. By achieving this mission, we can have a significant impact on 1000's of lives and have a positive economic impact of over 1 billion dollars. We will achieve this by providing a holistic approach to the way Law Firms market their services leveraging the power of The Law Firm Client Generation System.

QUESTIONS?

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