



**BrightLocal Local SEO Industry  
Survey 2013**

# About BrightLocal Local SEO Industry 2013

The objective of this survey is to gain greater understanding about the health & nature of the local SEO Industry. Through this survey we aim to find out what life is like 'on the ground' for those in the local SEO industry and to share those findings publicly to help improve the knowledge and insight within our industry.

This is 2<sup>nd</sup> wave of the Local SEO Industry survey. Wave 1 was conducted in July 2011.

This year's survey was conducted between January-February 2013 and consists of 17 questions covering 5 key areas of SEO/Agency operations. Some questions were added or updated since the original survey to reflect changes in the industry since 2011.

Over 1,400 SEOs generously gave up their time to take part in the survey – and we Thank them for their time & information.

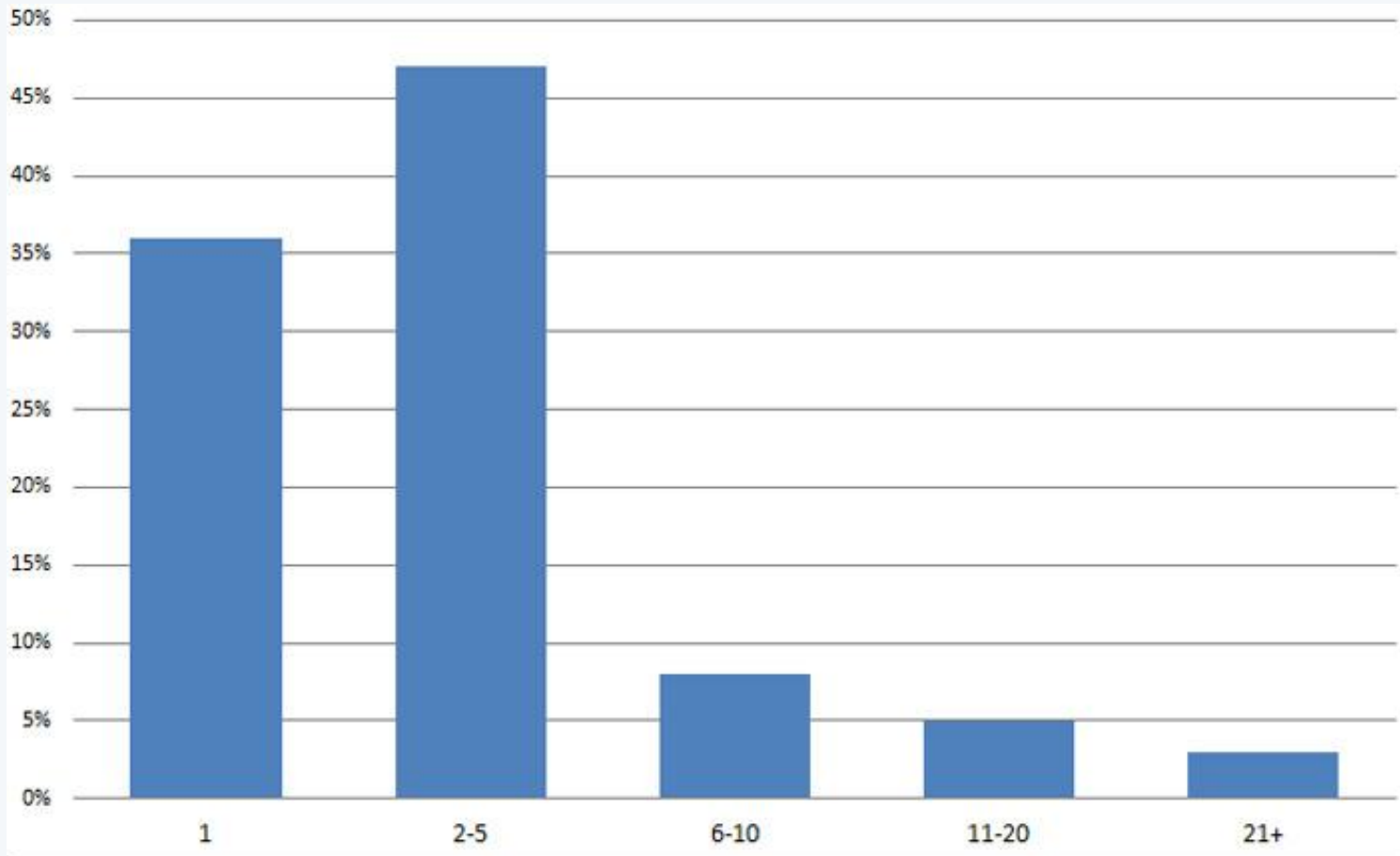
# Permission to re-use charts and data

We have made the following set charts available for download in PDF format.

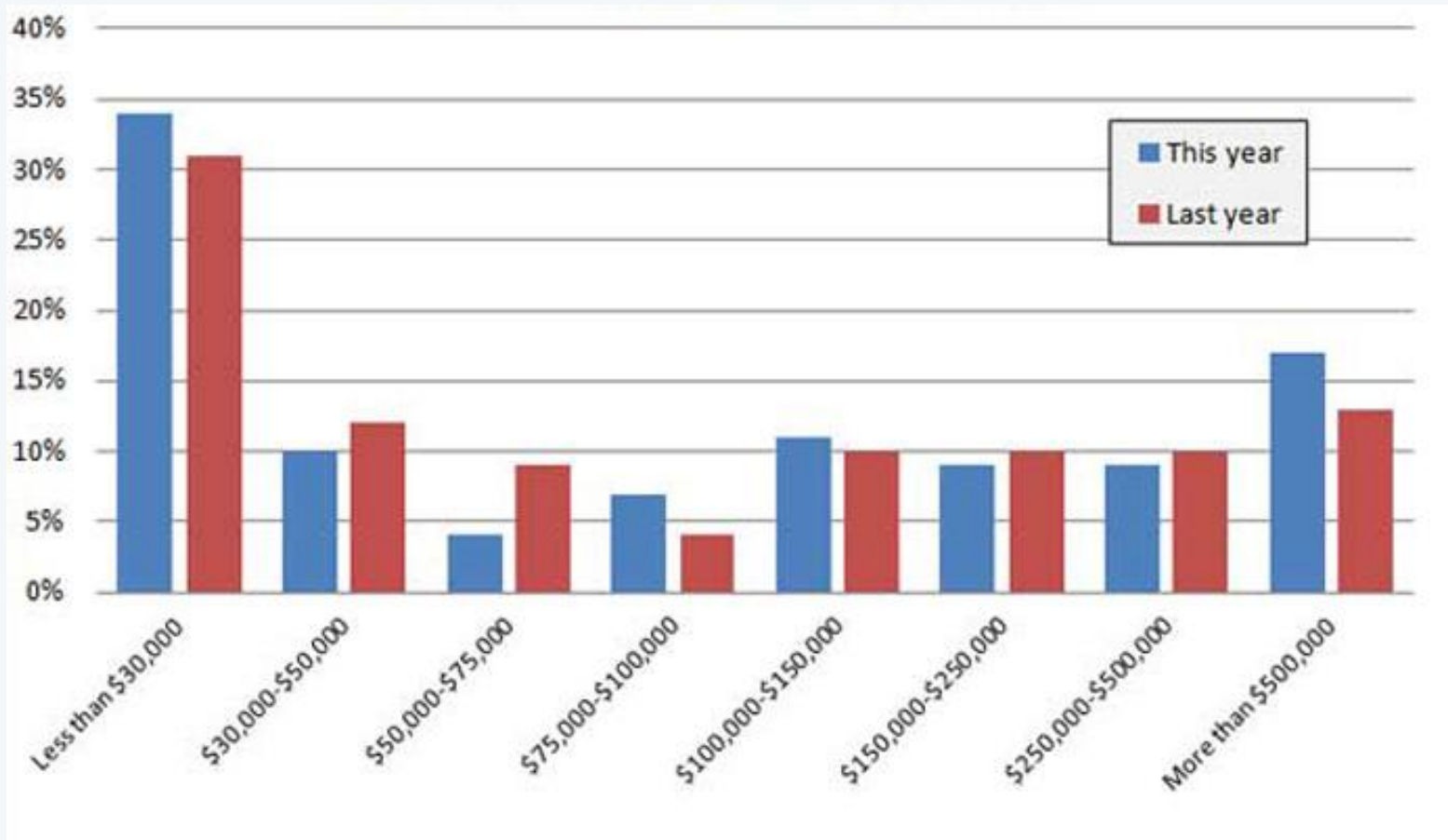
We give you permission to download & use the charts in your own presentations & reports.

We have kept the charts free of BrightLocal branding but request that any online publication comes with attribution back to BrightLocal.

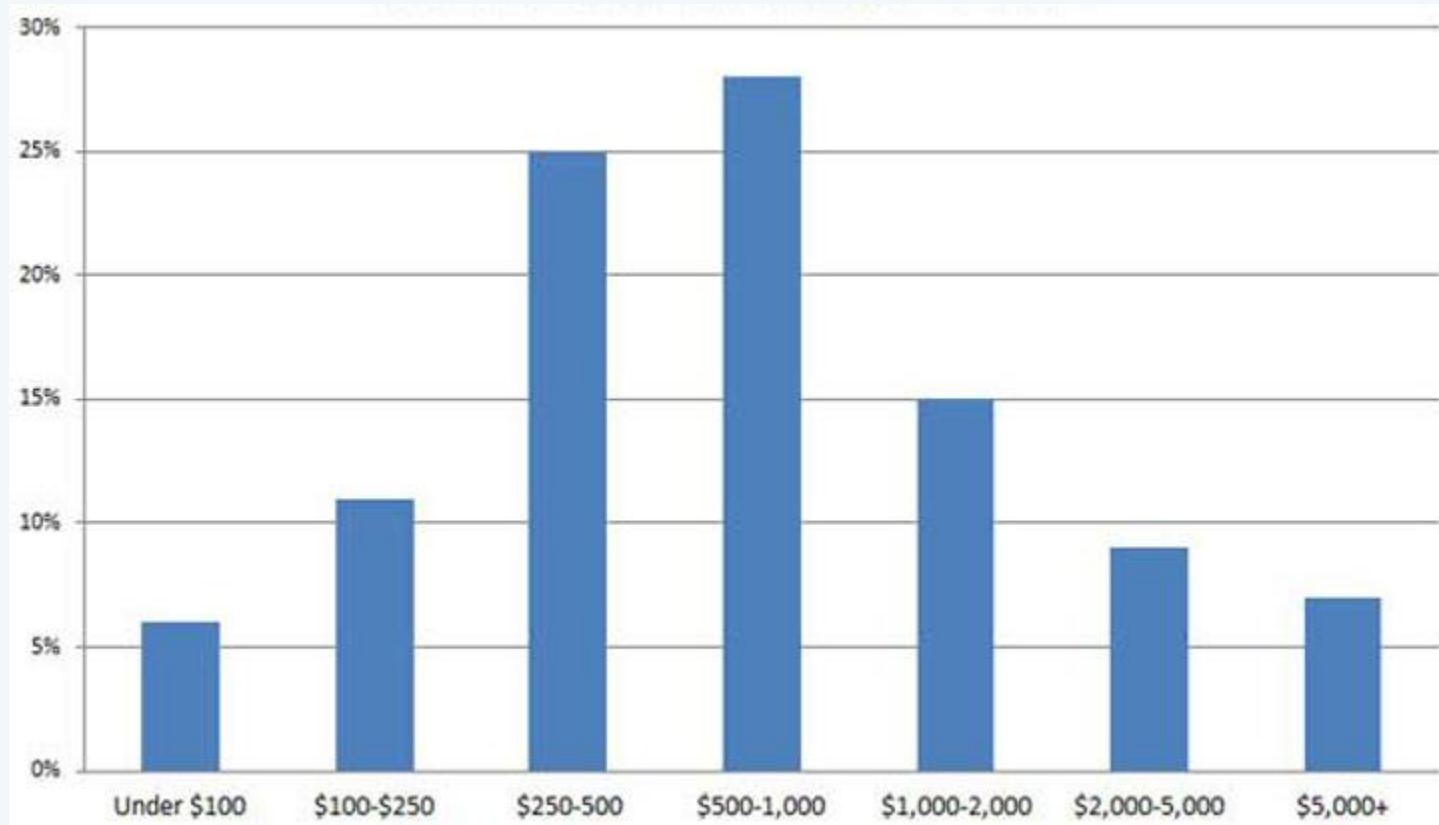
## How many people in your company are SEOs?



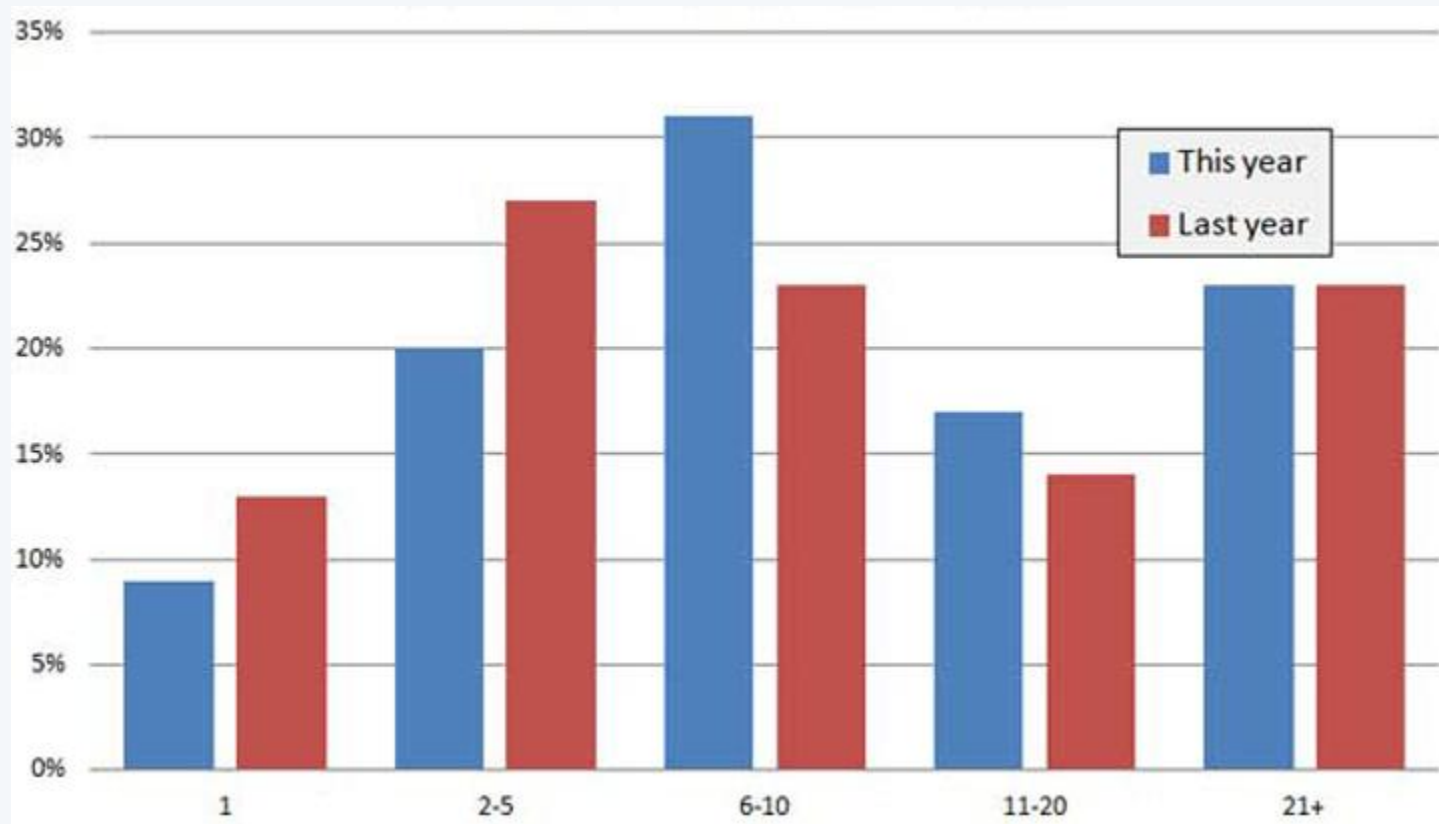
# What was your turnover in the last 12 months?



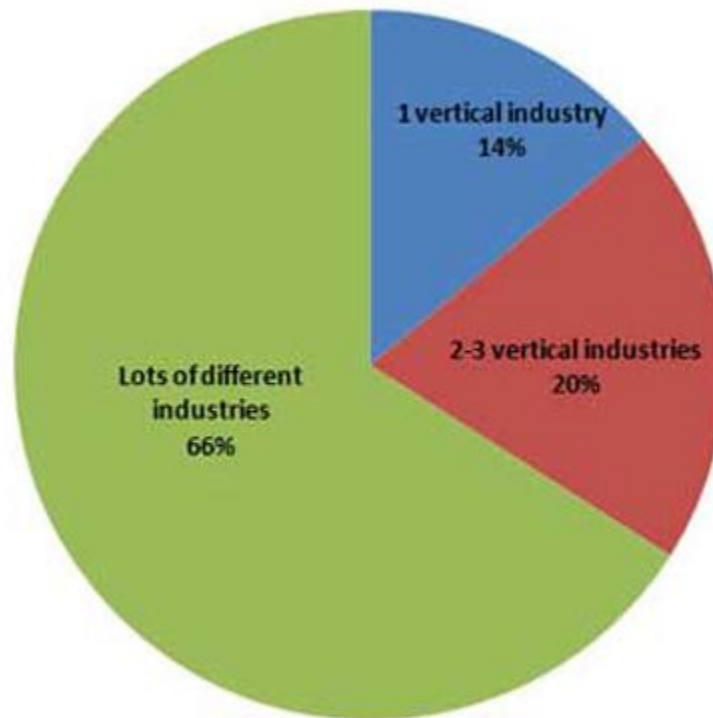
What does an average customer pay you each month?



## How many clients do you personally handle?

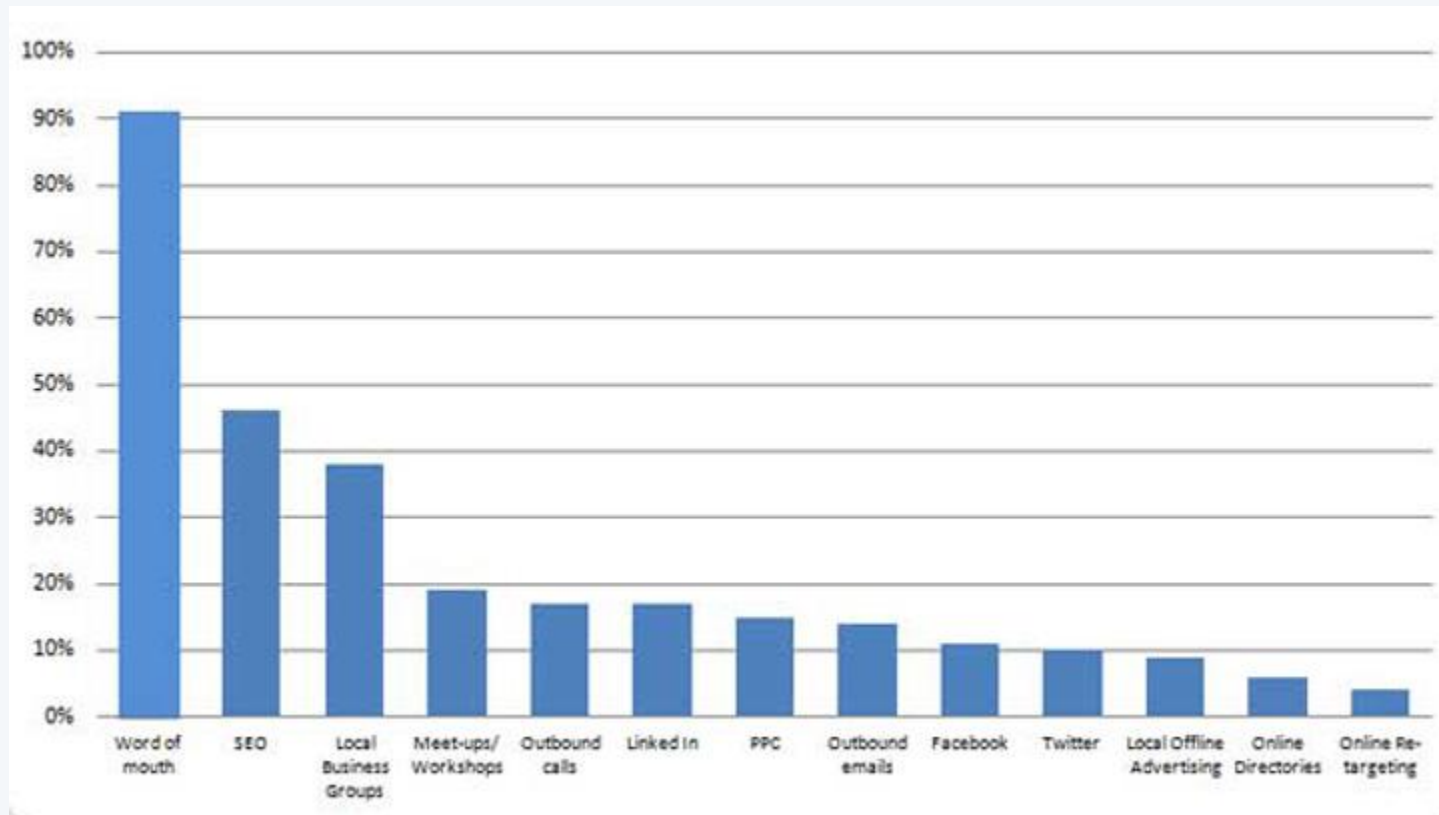


Do you serve a particular vertical industry or do your clients come from many different industries?

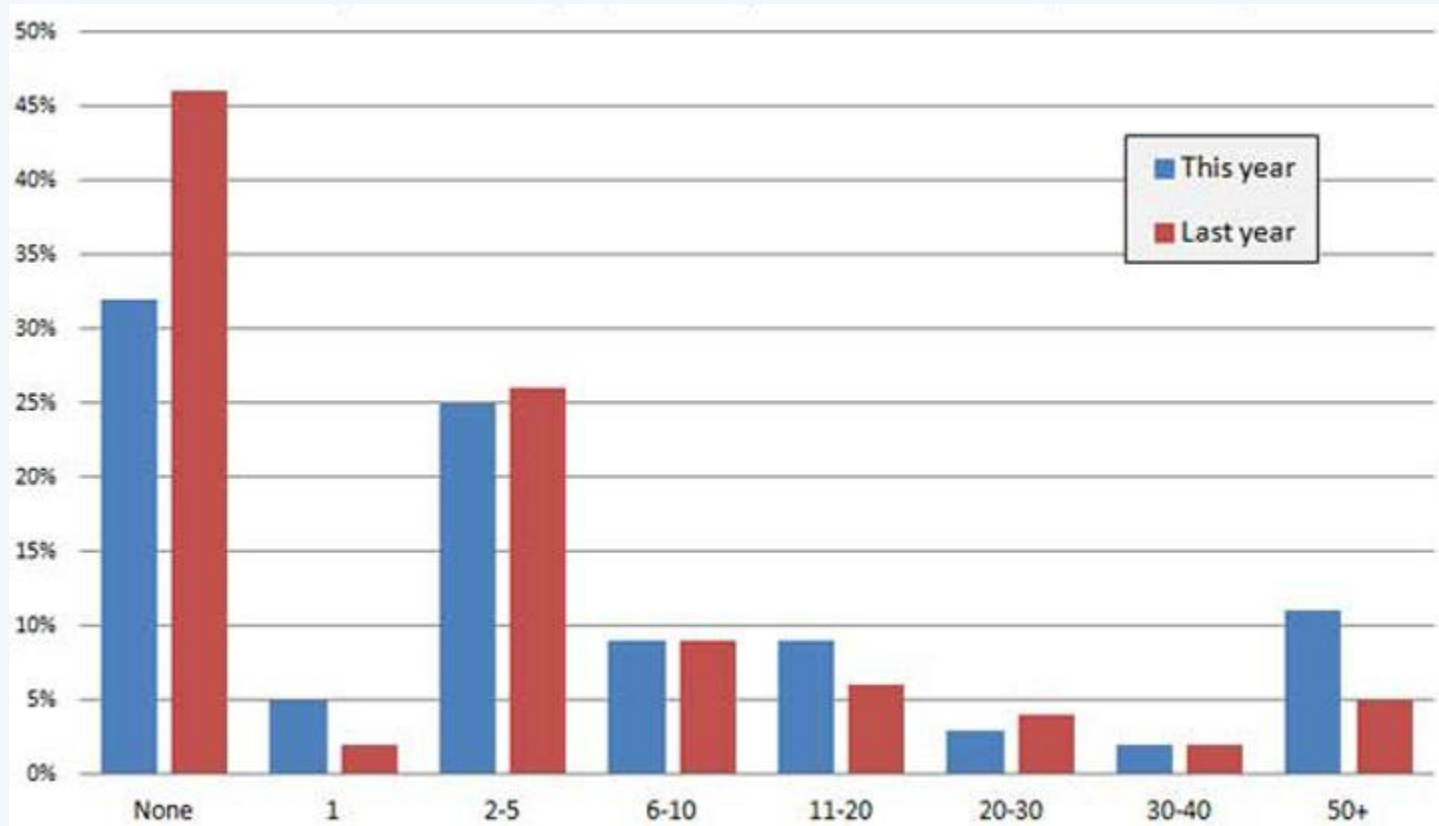




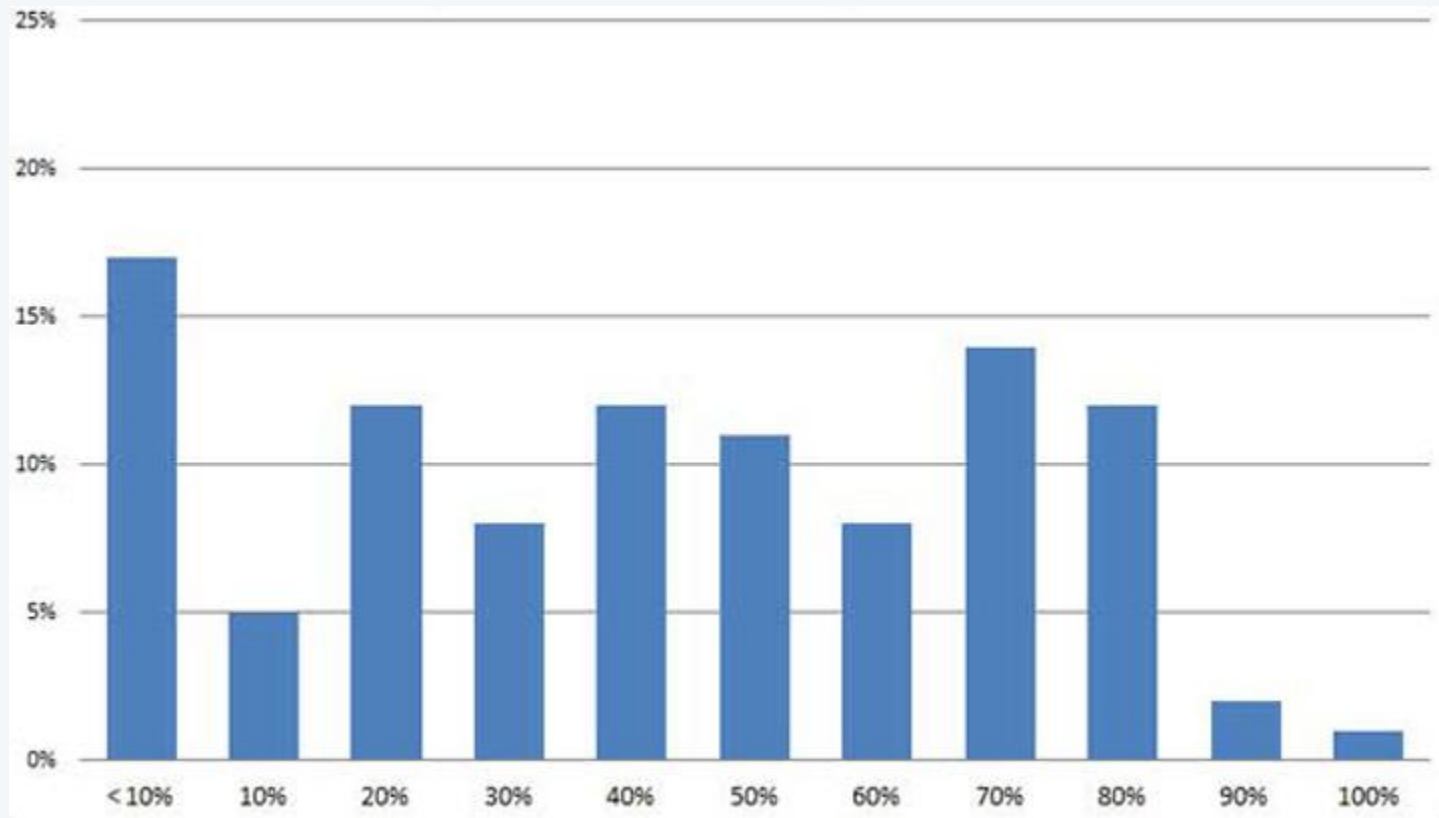
Which channels are most effective for attracting new customers to you / your agency?



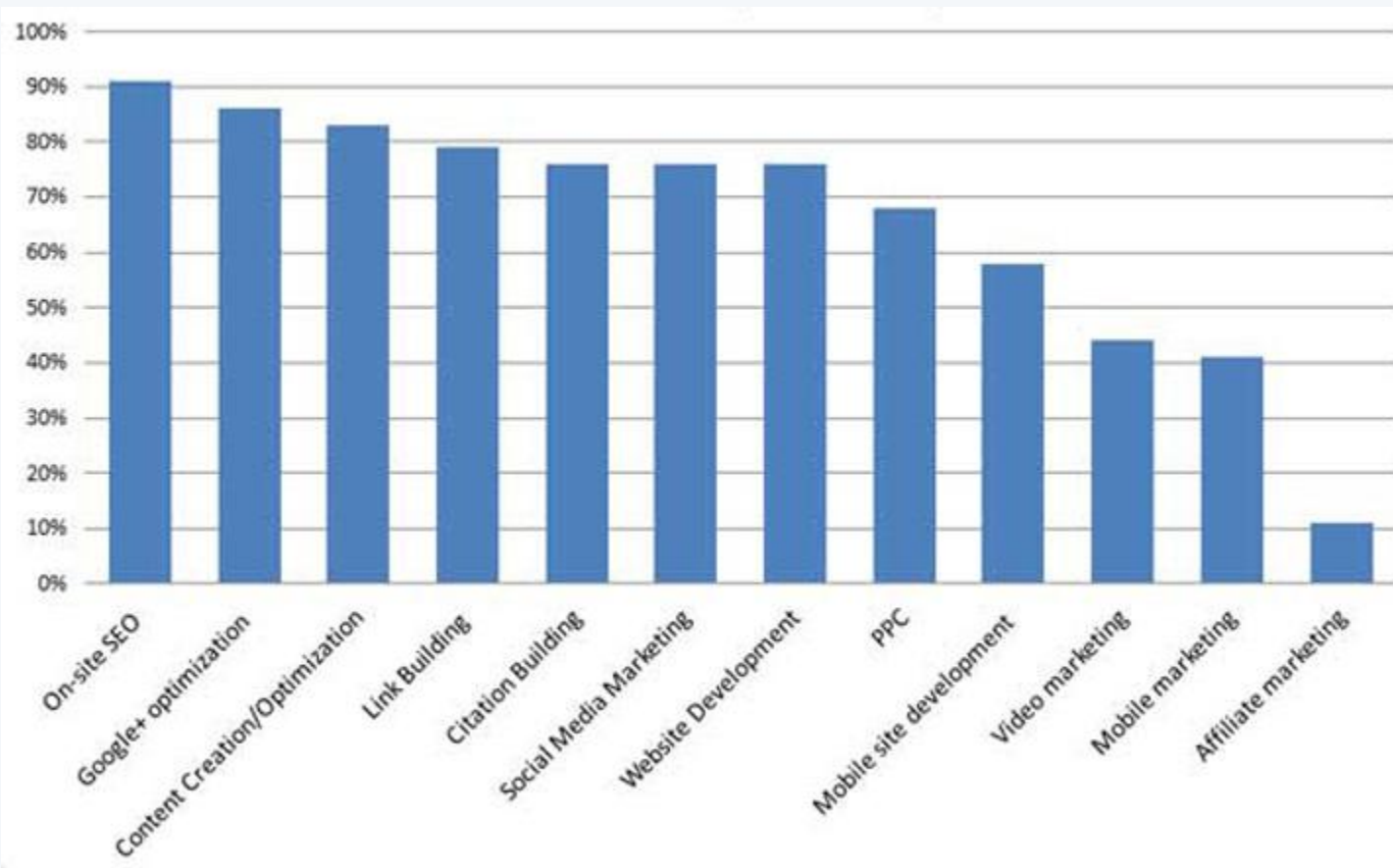
How many leads to you proactively contact each month?



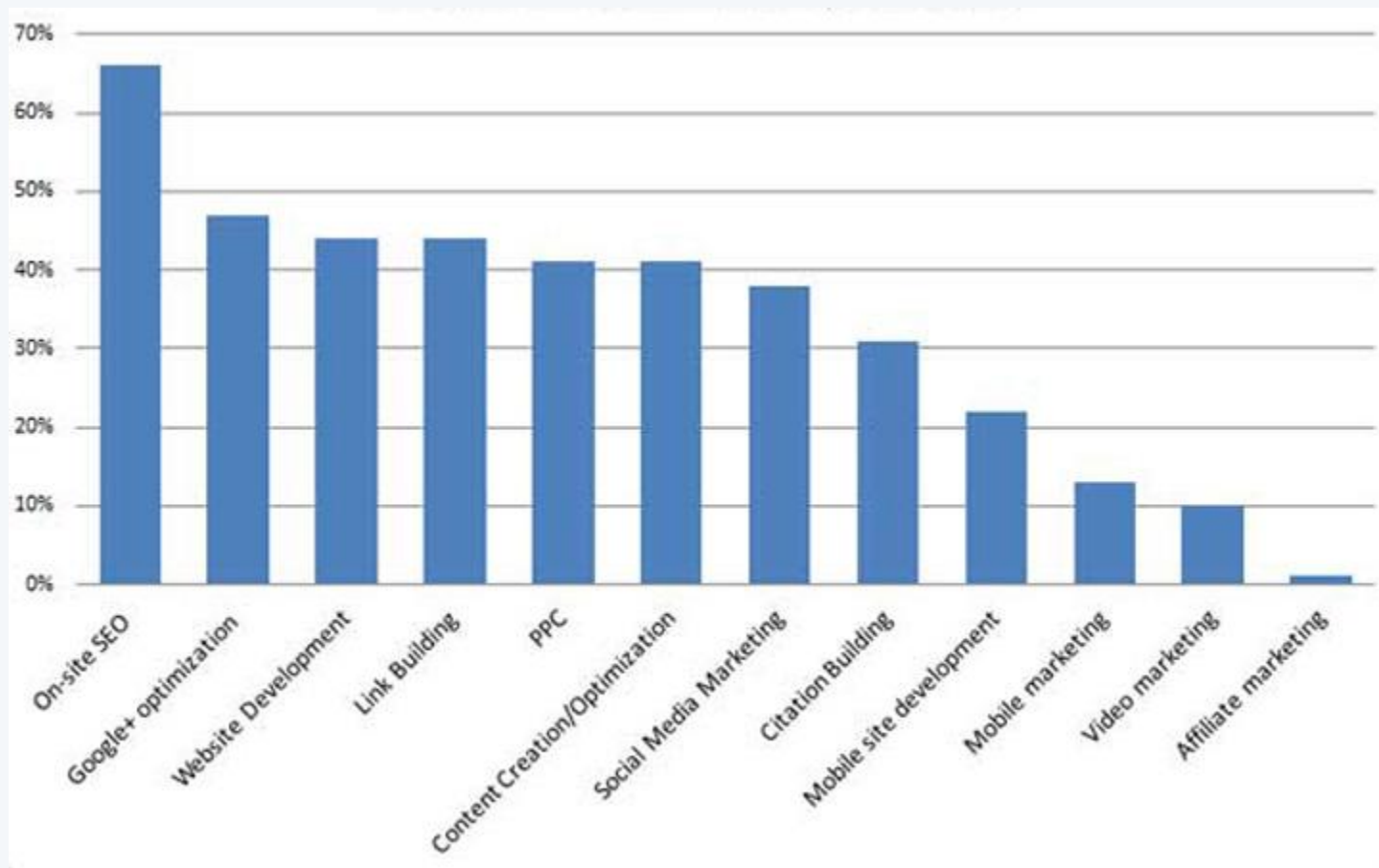
What is your success rate at converting leads to customers?



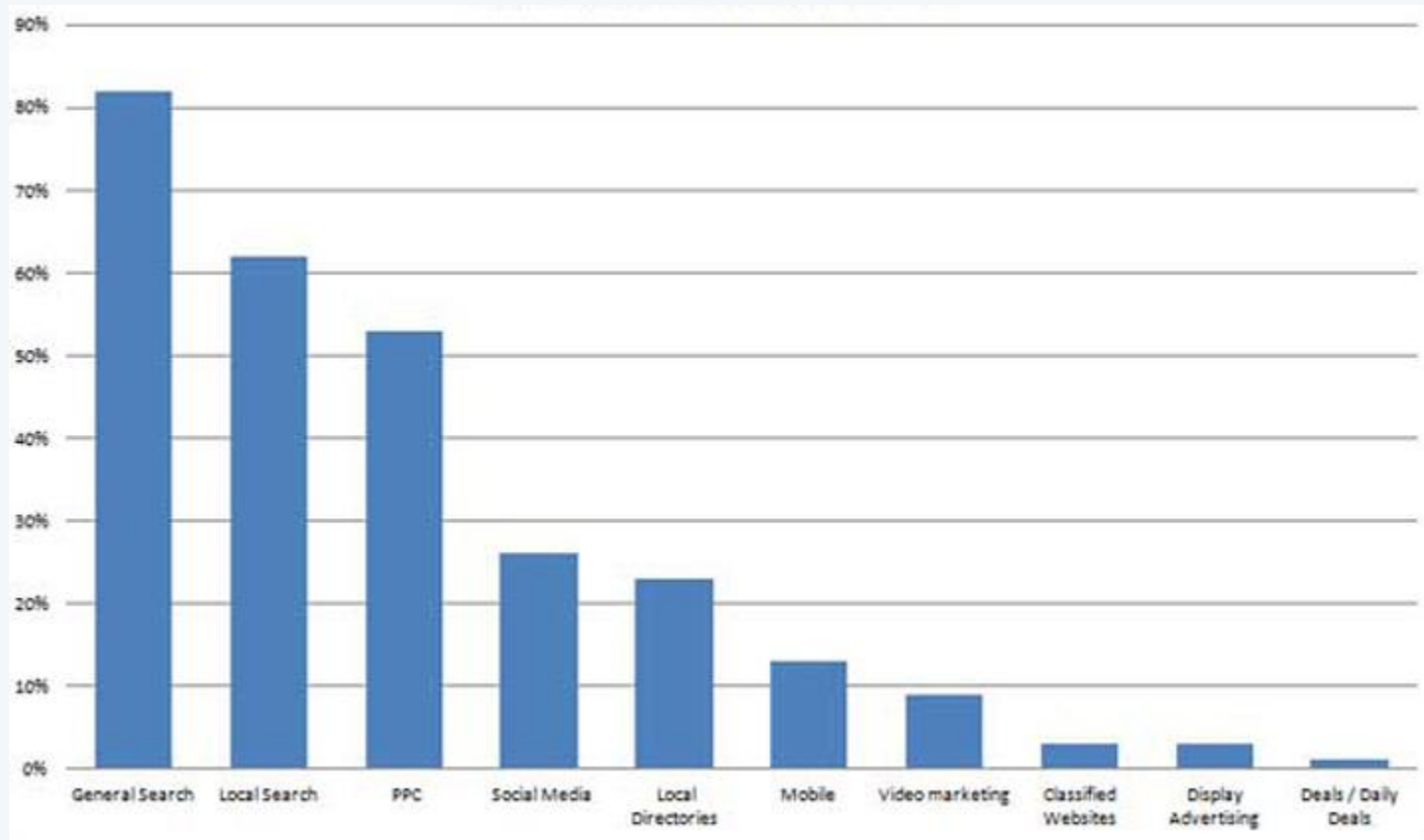
## What SEO / online marketing services do you offer?



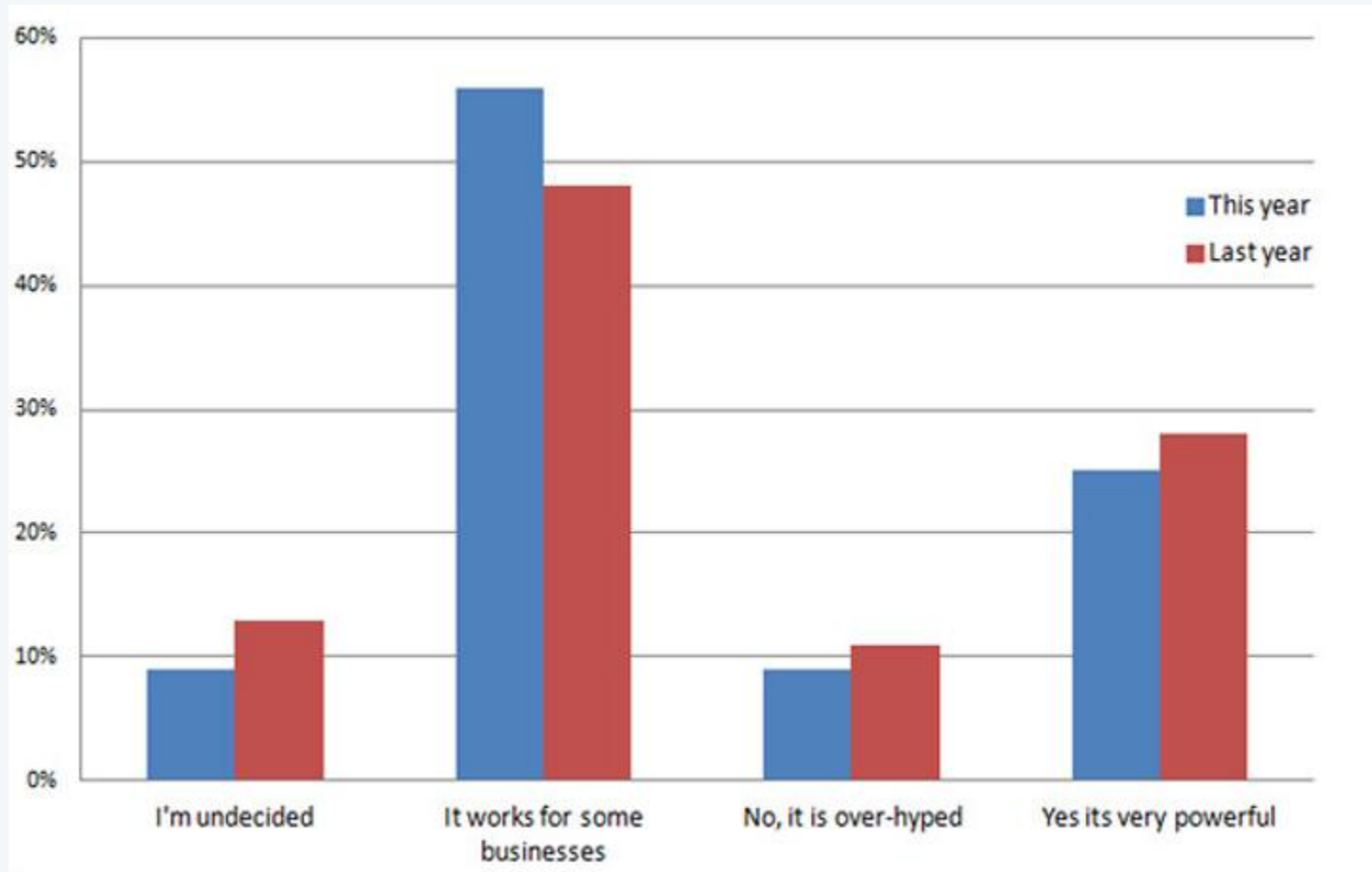
Which service is most in demand from your customers?



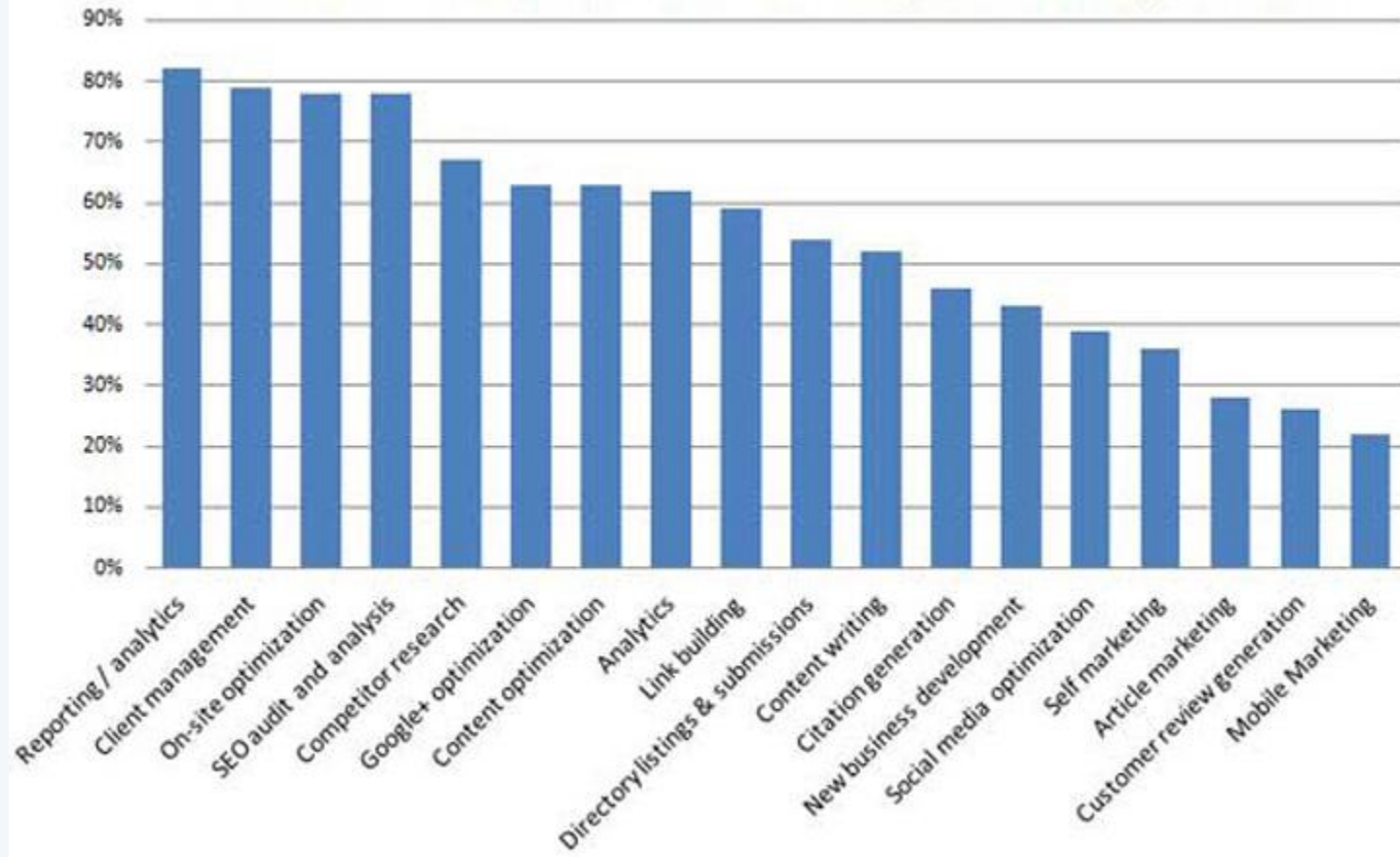
Which of these online channels is most effective at generating leads for your clients?



# Do you believe that social media is an effective marketing channel for local businesses?

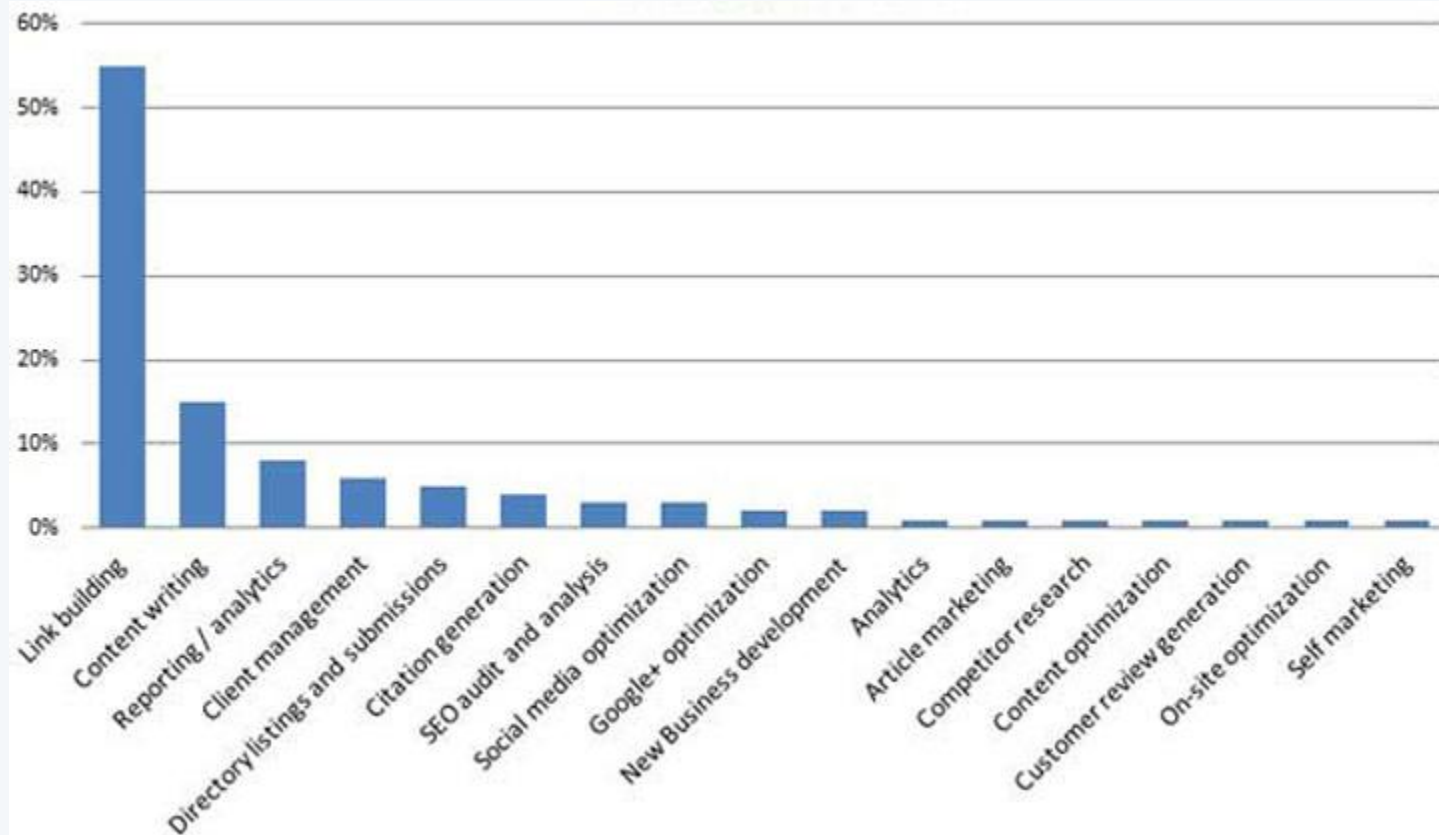


Which of the following SEO & business tasks do you tackle in a typical week?

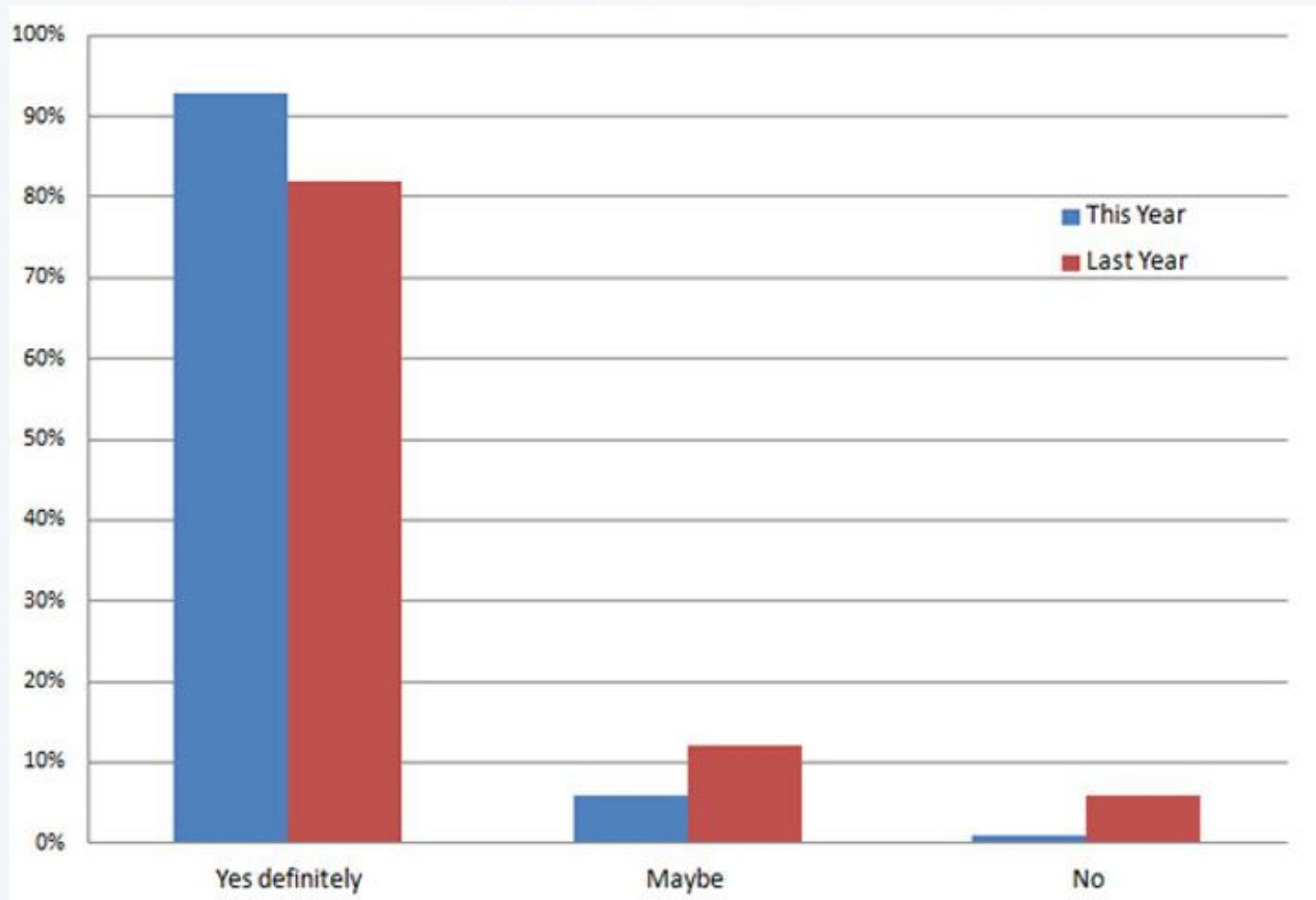




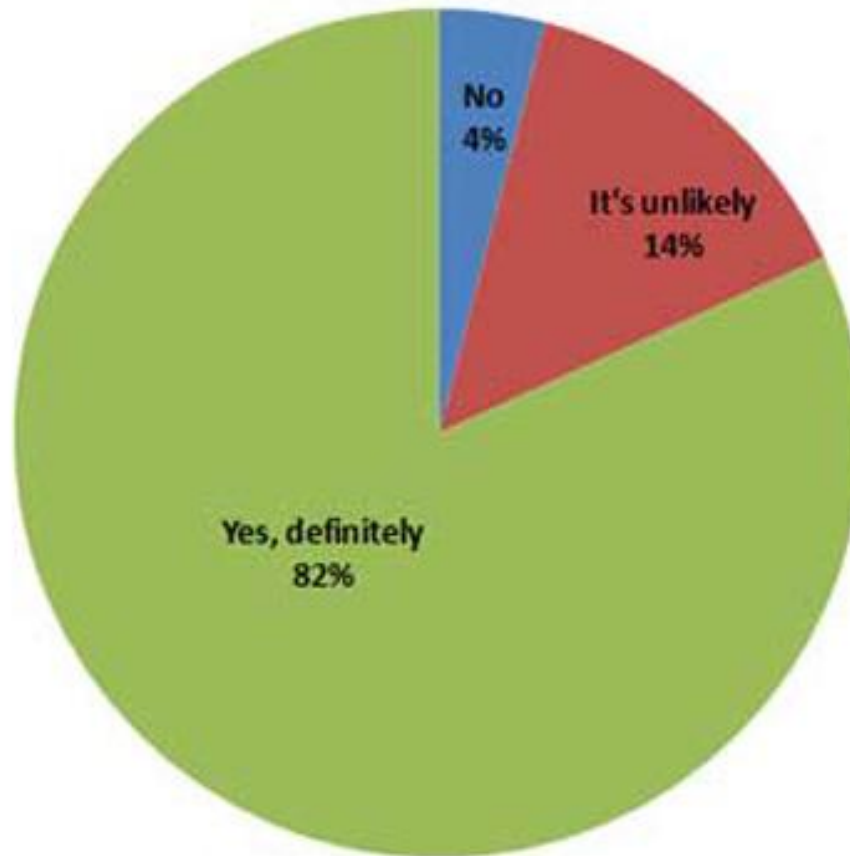
Which of the following SEO & business tasks do you find to be the most time consuming and tedious?



## Do you expect to grow your business in 2013?



Are you planning to recruit more staff in 2013?



# Which of these phrases best describes your hopes and expectations for 2013?

