



**BrightLocal Local SEO Industry
Survey 2014**

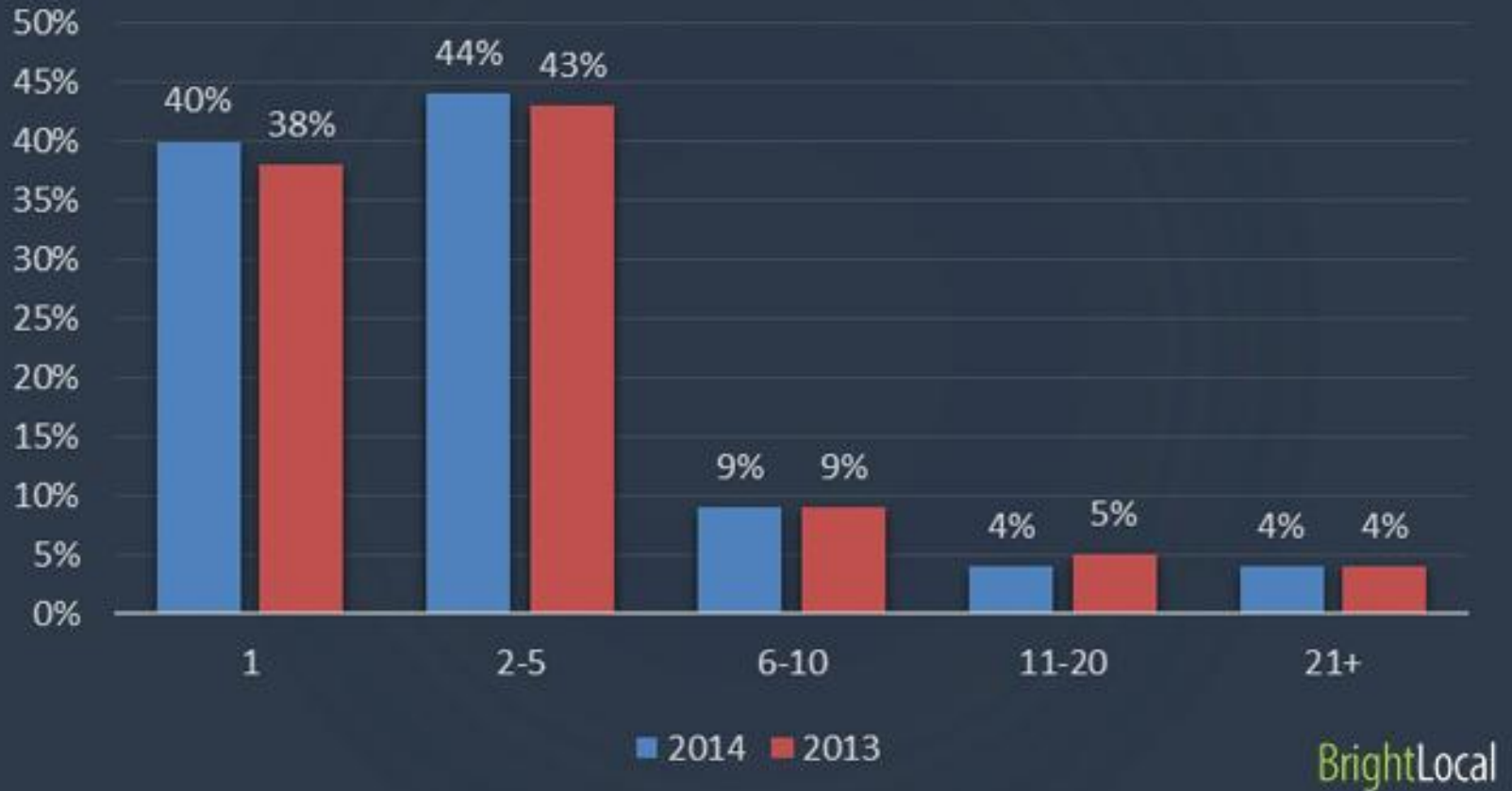
Which of these descriptions best describes you/your company?



■ 2014

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How many people in your company are 'SEO's'?



What was your turnover in the last 12 months?



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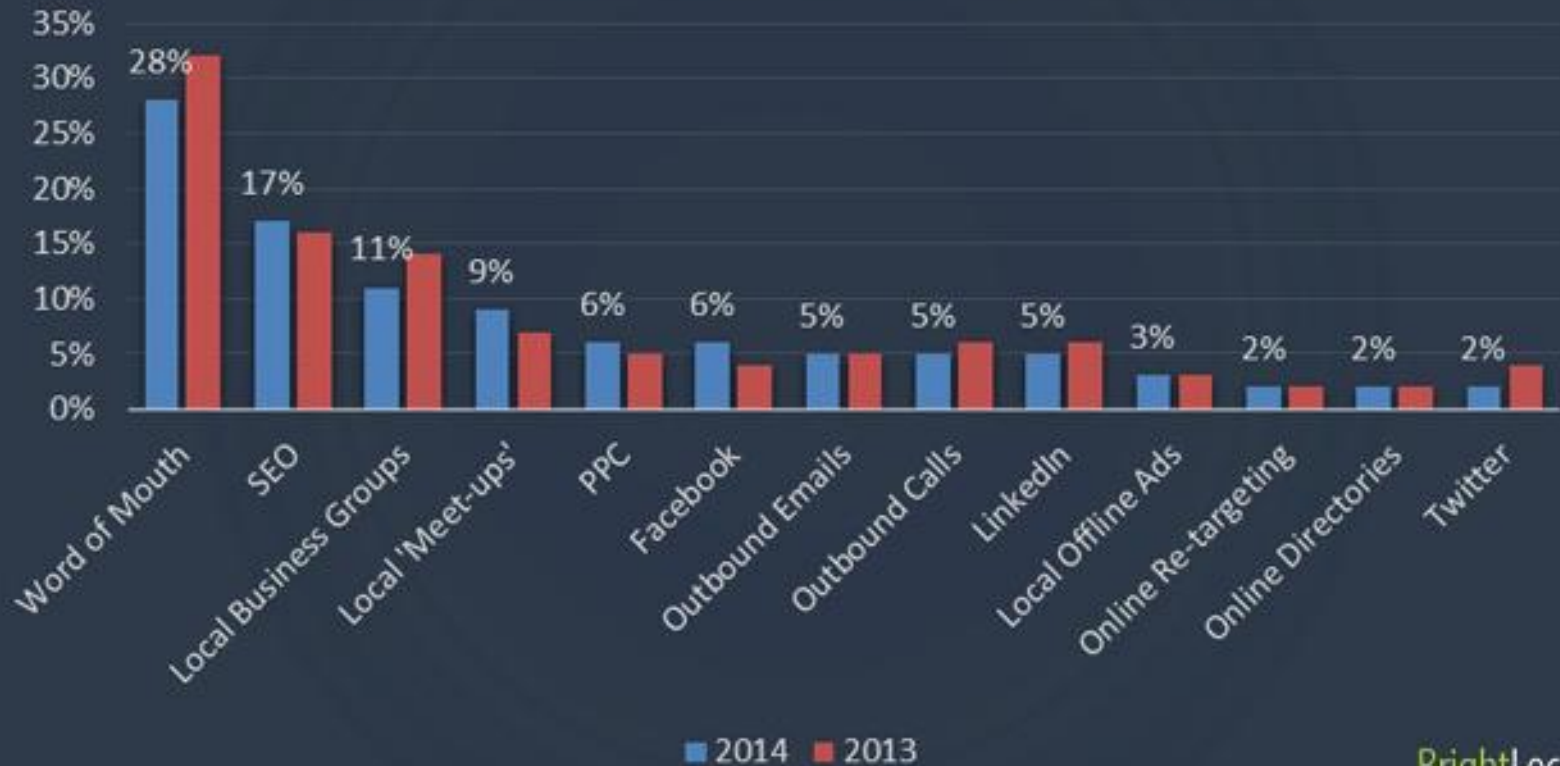
How many clients do you personally handle?



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Which channels are most effective for attracting new customers to your/your company? (select top 3)



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How many new leads do you proactively contact each month? (via outbound emails & calls)



What is your success rate at converting leads to customers?



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



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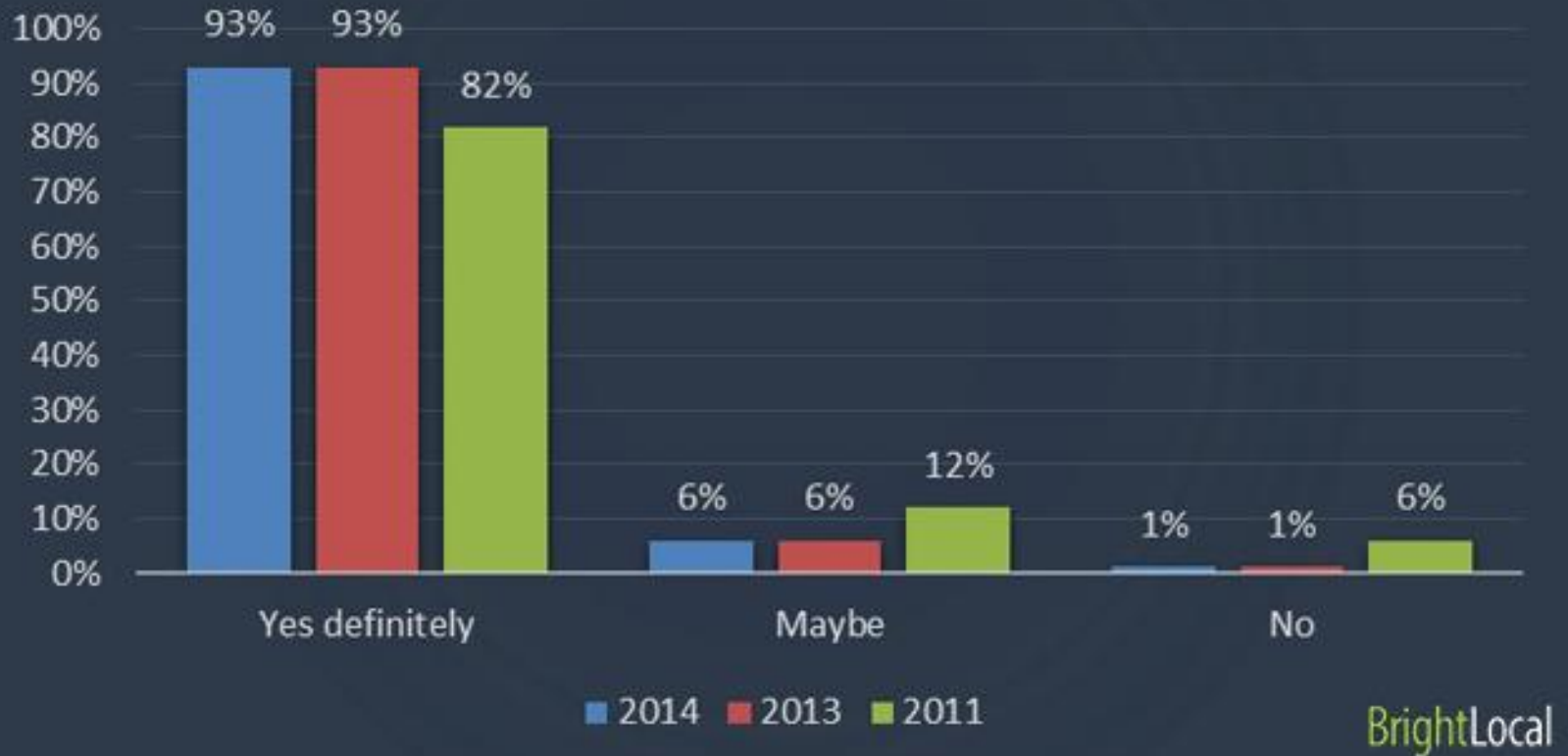
What does an average customer pay you each month?



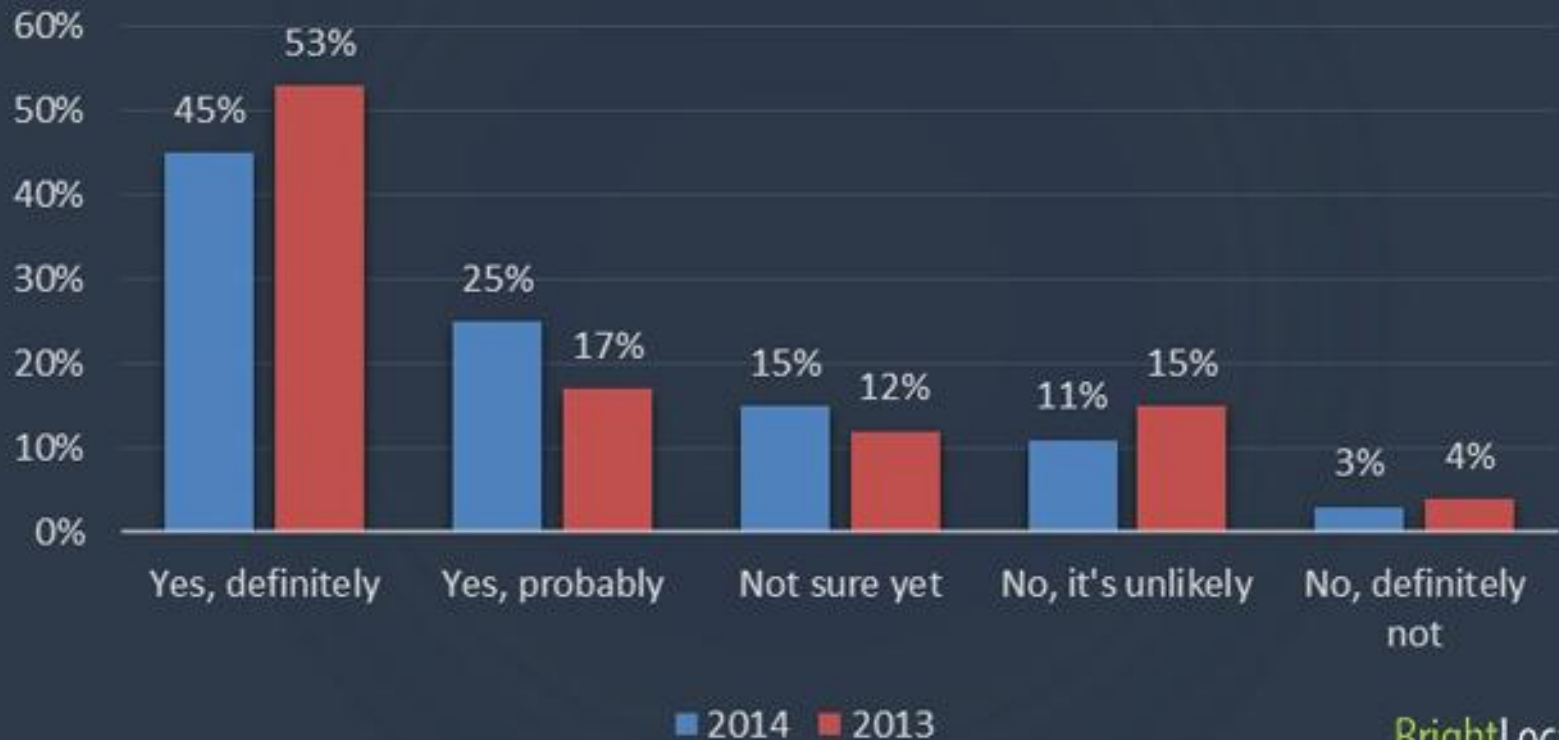
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Do you expect to grow your business in next 12 months?

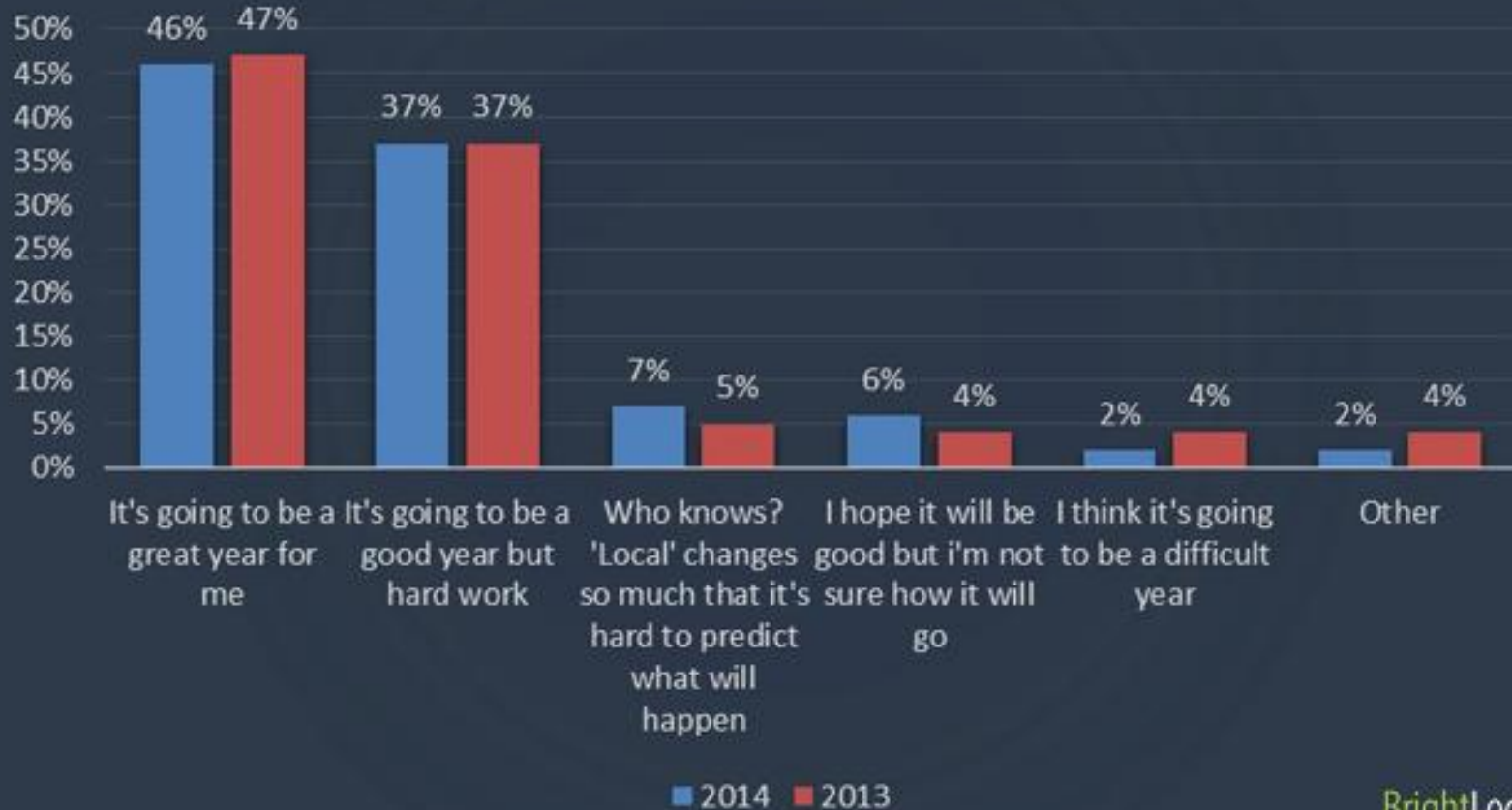


Are you planning to recruit more staff in next 12 months?



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Which of these phrases best describes your hopes & expectations for next 12 months?



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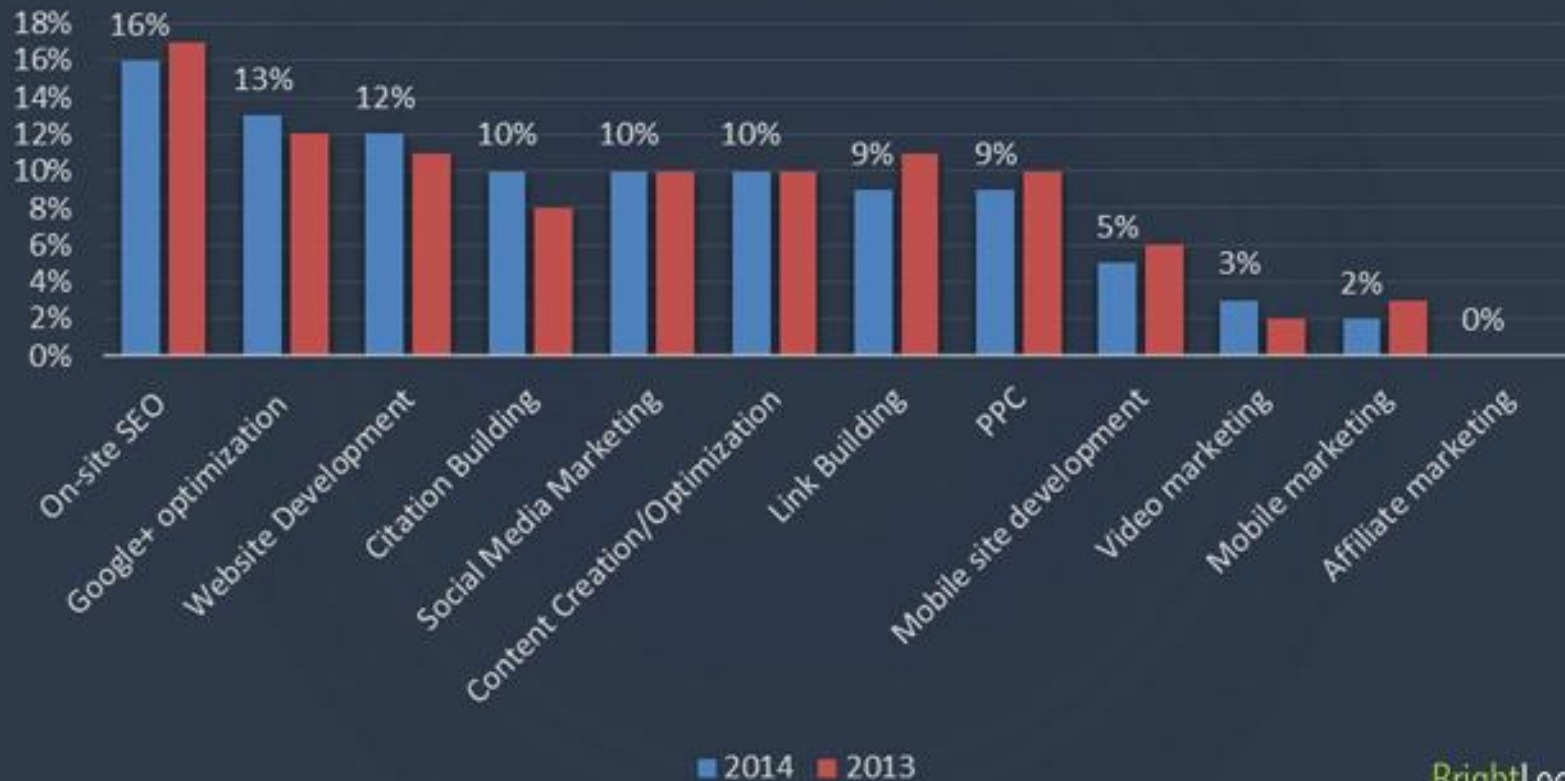
What SEO/online marketing services do you offer? (select as many as you want)



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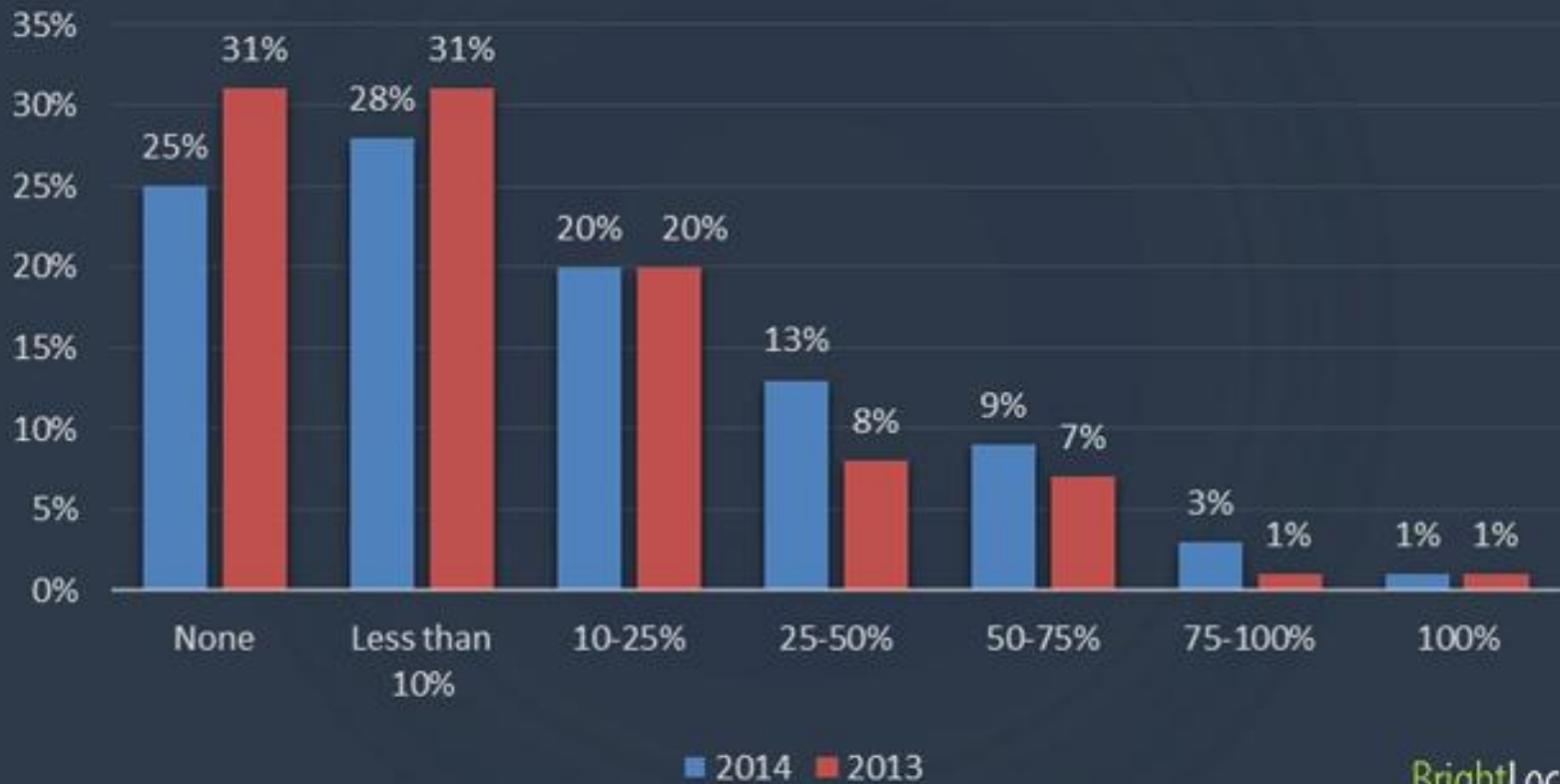
Which service is most in demand from your customers? (select as many as you want)



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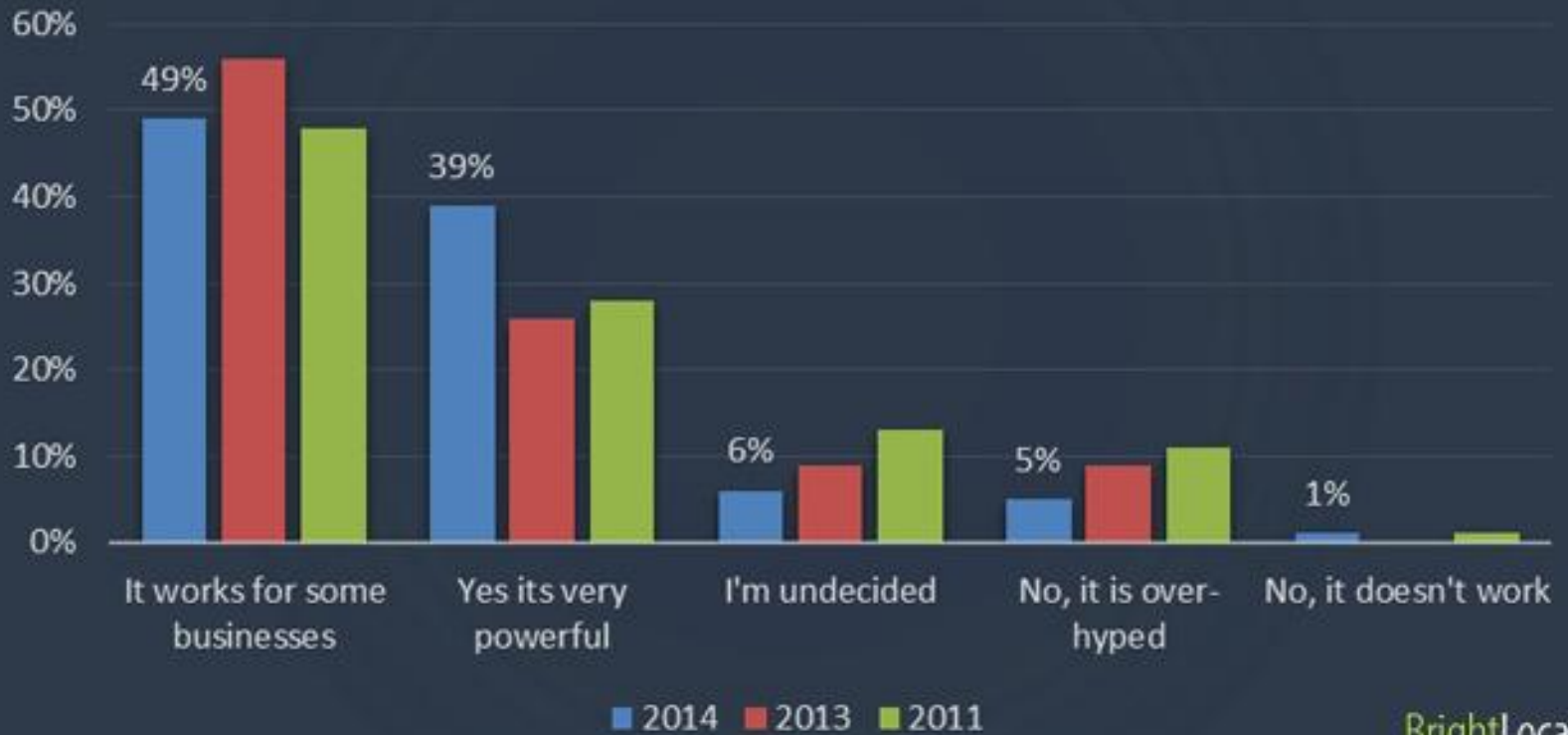
How much of your work do you outsource to 3rd parties & white-label SEOs?



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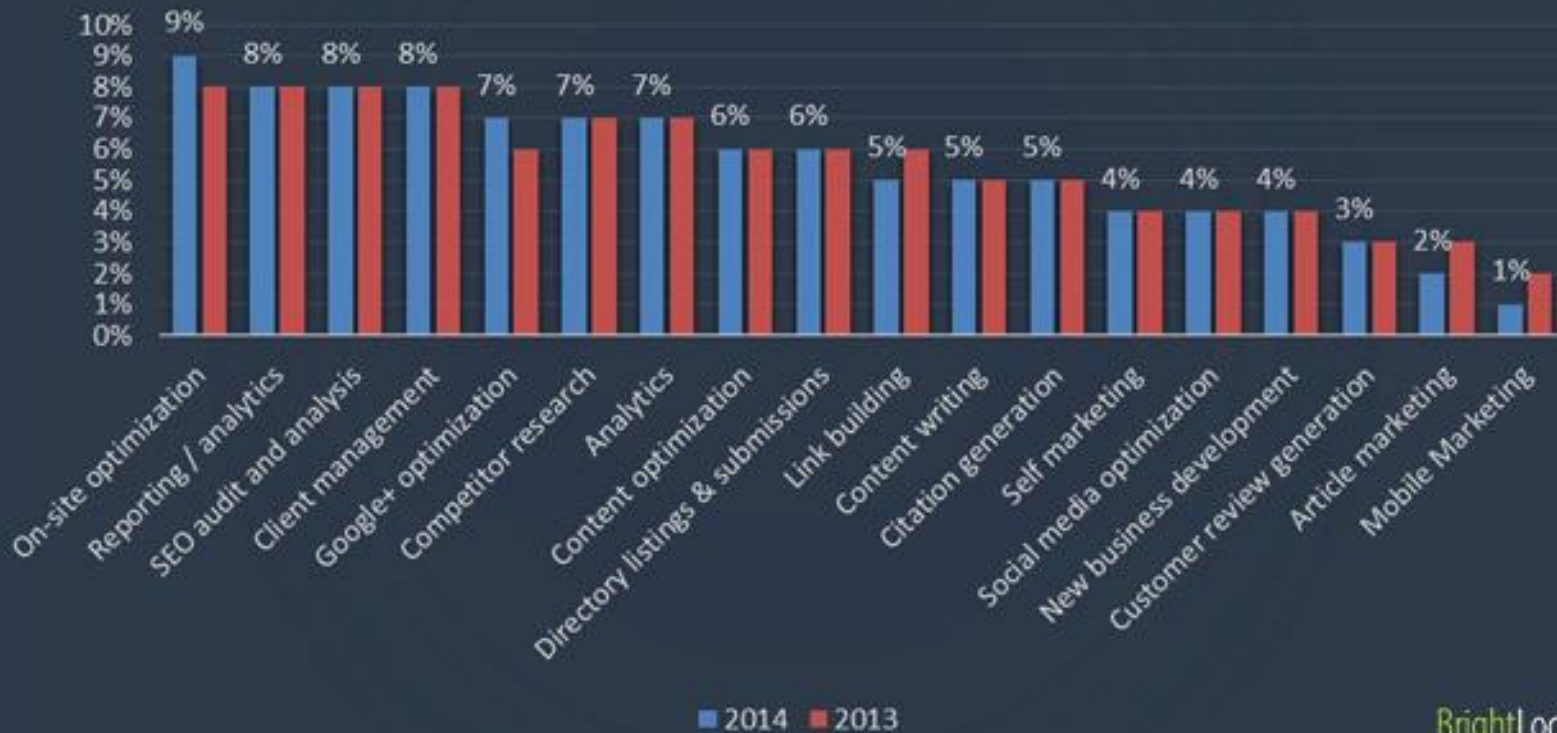
Do you believe that Social Media is an effective marketing channel for local businesses?



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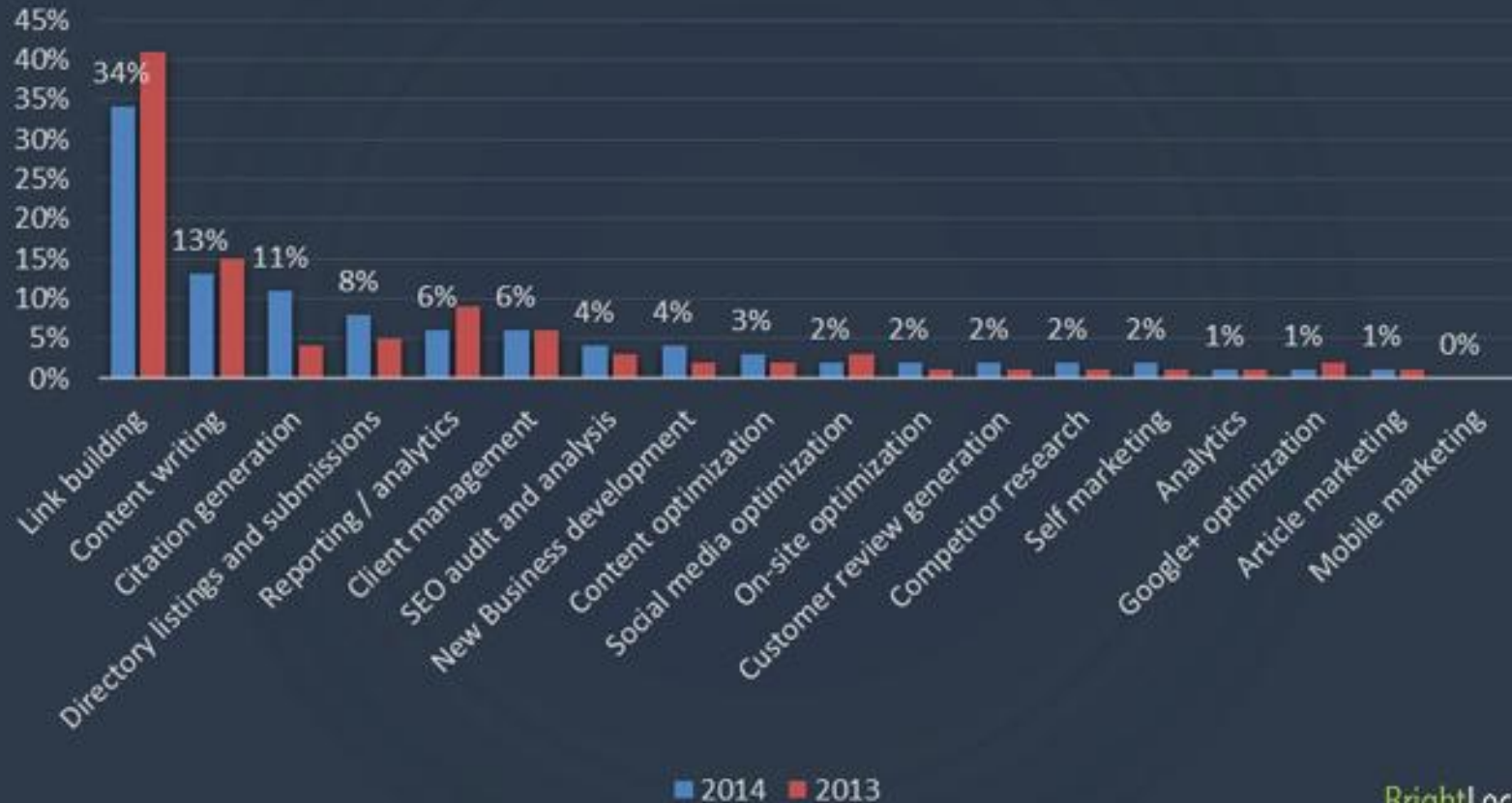
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Which of the following SEO & Business tasks do you tackle in a typical week?



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



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Which of the following SEO & Business tasks do you wish you could do more of? (select up to 3)

