

# SEO: Every Business Needs It!

Organic searches make up the bulk of all clicks on Google, and Search Engine Optimization (SEO) gets businesses to show up at the top of these organic search results.

**8.5 billion**

Google searches  
every day

**99K**

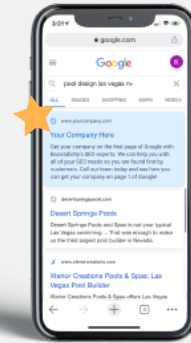
Google searches  
every second

**81%**

of people research  
online before buying

## Why is it important to be at the top?

- **68%** of online experiences begin with a search engine
- **84%** of searchers skip paid ads and click on organic search results
- The #1 result in Google gets approximately **28%** of all clicks
- **90%** of searchers responded they are likely to click on the first set of [search] results



### Sources

Oberlo  
GE Capital Retail Bank  
Ahrefs  
Search Engine Land

Learn more about how we can boost your online presence! **Contact us today!**