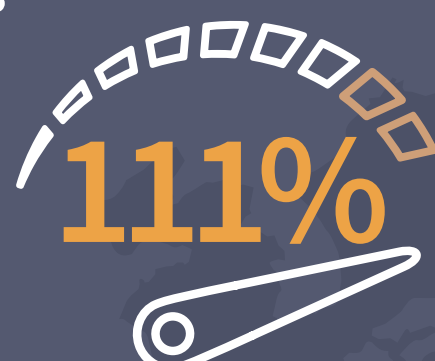


7 REASONS SEO

WHY YOU SHOULD CARE ABOUT

Updating and republishing old blog posts with new content and images can increase organic traffic by as much as



Google receives over **57,000 searches per second** on any given day.

More mobile search is happening on smartphones, with nearly **40% of people searching only on a smartphone** in an average day.



1 in 10 blog posts are compounding, meaning organic search increases their traffic over time.

According to Andrey Lipattsev, Search Quality Senior Strategist at Google, **high quality content and link building** are the two most important signals used by Google to rank your website for search.



72% of consumers who did a local search visited a store within five miles.

Back in 2014, Google announced that HTTPS was a ranking signal. Now, over **30% of page-1 Google results use SSL** – and that percentage is only growing.



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