

The State of SEO 2019



We asked thousands of marketers to share their opinions on the current SEO landscape, to see what drove a light in the successes and challenges in the industry in 2019. In the last 12 months...

Budgets

Less than a quarter of budget is spent on such an important channel.



Importance and effectiveness

Both importance and effectiveness of SEO have grown over the last 12 months.



How effective is SEO for your brand?



Best practices

The number of marketers who have best practices has suffered – those who consider themselves 'best' has grown 2%, but those who consider themselves 'average' has shrunk 20%.

In your opinion, would you say your organization is clear on how best to use an effective, successful SEO strategy?



And marketers are desperate for further transparency on best practice guidelines.

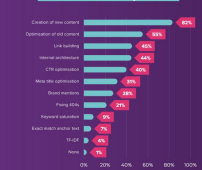
What utility do you want Google to improve?



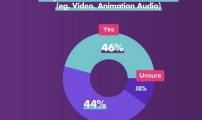
Most effective and least effective SEO practices

Content of content still reigns supreme. And marketers need to ensure they are creating more search forms of content for the year ahead, at least half of our respondents agree with this statement.

Which of the following SEO practices do you feel are most effective for your brand?

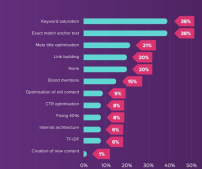


Is it easy for you to access rich media production for your own brand content creation (eg. Video, Animation, Audio)?



And what's not working?

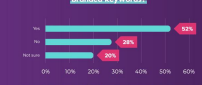
Which of the following SEO practices do you feel are most ineffective for your brand?



Do you feel you spend an hour, spend sufficient time investigating your competitors?



Do companies actively target your branded keywords?



It appears that marketers need to be keeping a closer eye on their competitors.

And what's all for?

Marketers are open to this, but in our early, qualitative than other research we used as brand awareness. 28% of our respondents to be interested in brand for a marketing campaign for 2019.



Want to know more?

Go to www.zazzlemedia.com/state-of-seo-2019