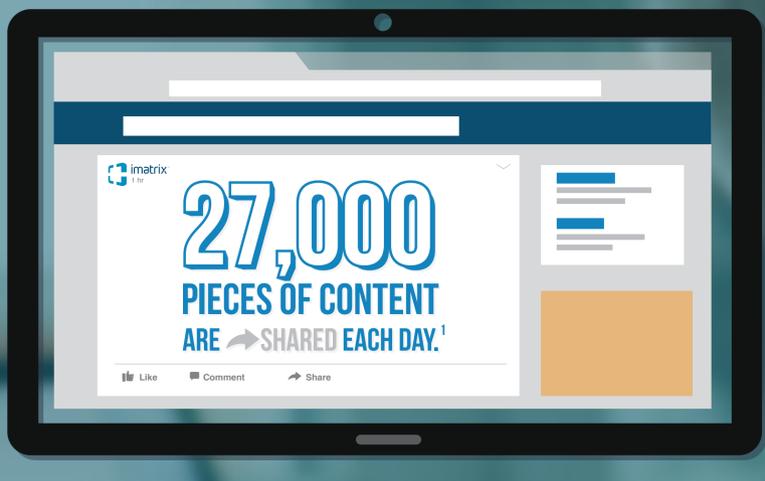




CONTENT IS KING!

ABOUT FEATURES CONTACT US LOG IN

In many ways, content is the foundation of success online. Google loves unique content, and online users do to.




70% of consumers prefer getting to know a business via articles over ads.²



90% of consumers find custom content useful and 78% believe that organizations providing custom content are interested in building good relationships with them.³



68% of consumers spend time reading content from a brand or business they are interested in.⁴

CONTENT CONVERTS

Content creation is ranked as the single most effective SEO tactic by 53%.⁵



On average, organic search leads have a 14.6% close rate, compared to 1.7% for outbound marketing leads.⁶



SOCIAL MEDIA & SEO

Many people overlook social media networks when they plan their content strategy. However, posting regularly on the major social media platforms, including Facebook, Google+ and Twitter, has a positive impact on search engine optimization. Plus...



People spend more than 50% of their time online with content and an additional 30% of their time on the social channels where content can be shared.⁷



Clicks from **SHARED** content are **5X** more likely to result in a purchase.⁹

80% of users prefer to connect with businesses on Facebook.⁸



BLOGS

Businesses with blogs receive 97% more leads than those without. Adding a blog to your practice website is a simple and effective way to improve your online ranking, and also establish yourself as a trustworthy resource for your patients online.

Each Month, **329 MILLION** people read blogs.¹⁰



Companies that **blog 15+ times per month** get **5 times more traffic** than companies that do not blog.¹¹



Blogs give sites **434%** more indexed pages and **97%** more indexed links.¹²



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Your Website and Internet Marketing Partner

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If you have any questions about how to develop a robust content strategy that adds authority to your practice's website and enhances your online visibility, schedule a free, one-on-one consultation with an iMatrix website specialist.

-  imatrix.com
-  1.800.462.8749
-  facebook.com/imatrixmarketing

Resources:
¹ <http://marketingland.com/what-is-the-future-for-content-marketing-59074>
² <http://www.sproutcontent.com/blog/bid/176938/How-to-Get-a-Stamp-of-Approval-on-your-Content-Marketing-Budget>
³ <http://www.smartbugmedia.com/blog/26-stats-that-prove-content-marketing-increases-lead-generation-sales-and-roi>
⁴ <https://www.salesforce.com/blog/2013/06/content-marketing-stats.html>
⁵ <http://marketeer.kapost.com/blog-content-vs-ads/>
⁶ <http://www.hubspot.com/marketing-statistics>
⁷ <http://www.brainshark.com/ideas-blog/2014/September/6-content-marketing-stats.aspx>
⁸ <http://blog.hubspot.com/blog/tabid/6307/bid/25609/80-of-Social-Media-Users-Prefer-Facebook-for-Connecting-With-Brands.aspx>
⁹ <https://www.convertwithcontent.com/content-marketing-bring-sales/>
¹⁰ <http://webbiquity.com/business-blogging/104-fascinating-social-media-and-marketing-statistics-for-2014-and-2015/>
¹¹ <http://blog.hubspot.com/blog/tabid/6307/bid/33742/12-Revealing-Charts-to-Help-You-Benchmark-Your-Business-Blogging-Performance-NEW-DATA.aspx>
¹² <http://blog.hubspot.com/insiders/inbound-marketing-stats>
http://www.slideshare.net/NewsCred/50-best-stats-presentation/61-Follow_NewsCred_for_more