



# CONTENT IS KING!

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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.<sup>2</sup>



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



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

## CONTENT CONVERTS

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

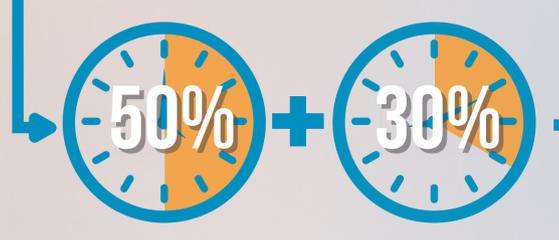


On average, organic search leads have a 14.6% close rate, compared to 1.7% for outbound marketing leads.<sup>6</sup>

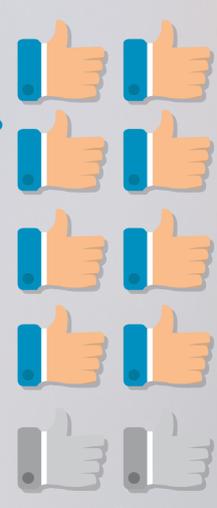
## SOCIAL MEDIA & SEO



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.<sup>7</sup>



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

**80%** of users prefer to connect with businesses on Facebook.<sup>8</sup>



## 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.<sup>10</sup>



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



Blogs give sites **434%** more indexed pages and **97%** more indexed links.<sup>12</sup>




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](http://imatrix.com)
- 1.800.462.8749
- [facebook.com/imatrixmarketing](https://facebook.com/imatrixmarketing)

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