

Learn what
website tactics
generate far
more leads
than others

BENEFITS OF A FULLY FUNCTIONAL & OPTIMIZED WEBSITE

from **BANNERVERVIEW.COM** Developers of BannerOS

Benefits of a Fully Functional & Optimized Website

75% of the buyers reported that their purchasing decision began as an informal search for information.

61% of online consumers use search engines to research and ultimately purchase a product online.

70% of the links search users click on are organic.

70-80% of users ignore the paid ads, focusing on the organic results.

75% of users never scroll past the first page of search results.

SEO-driven leads have the highest lead-to-close rate (**15%**) among common lead generation sources. Paid search leads average a **7%** rate, while outbound marketing leads (e.g., direct mail, telemarketing) close at a **2%** rate.

Companies that blog have **434%** more indexed pages. And companies with more indexed pages get far more leads.

B2B companies with blogs generate **67%** more leads per month on average than non-blogging firms.

The average cost to generate a lead through inbound marketing (**\$143**) is about half the average for outbound marketing (**\$373**).

Businesses with **40+** different landing pages/offers generate **10X** more leads than those with five or fewer landing pages, and those with **200 or more** total blog posts generate **3.5X** more leads than those whose blogs have **20 or fewer** posts

FOR MORE INFORMATION ON SUCCESSFULLY OPTIMIZING
YOUR WEBSITE FOR YOUR BUSINESS...

CONTACT BANNerview.COM AT 1(888) 221-8640