# Science for









## (Search Engine Optimization)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.













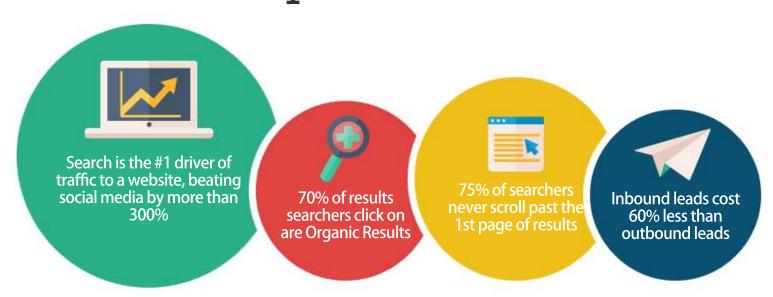
# Why SEO

- ✓ SEO Provides Your Business Credibility
- ✓ SEO is Good for Business Visibility and Branding
- ✓ SEO Brings Your Business Traffic
- ✓ SEO Has One of the Best ROI's in Advertising
- ✓ SEO Gives You Unmatched Insights Into Your Customers
- ✓ If you don't your competitor will and you will be left behind.





## Impact of SEO



Optimized Content Attracts Visitors & Leads

Writing new content and blogging has a bigger impact than you think. Businesses who Blog experience….







### **Mobile Optimized Sites**



1/3 of Google Searches are from a mobile device

Google favors "Mobile Friendly" websites in search results, based on factors such as:

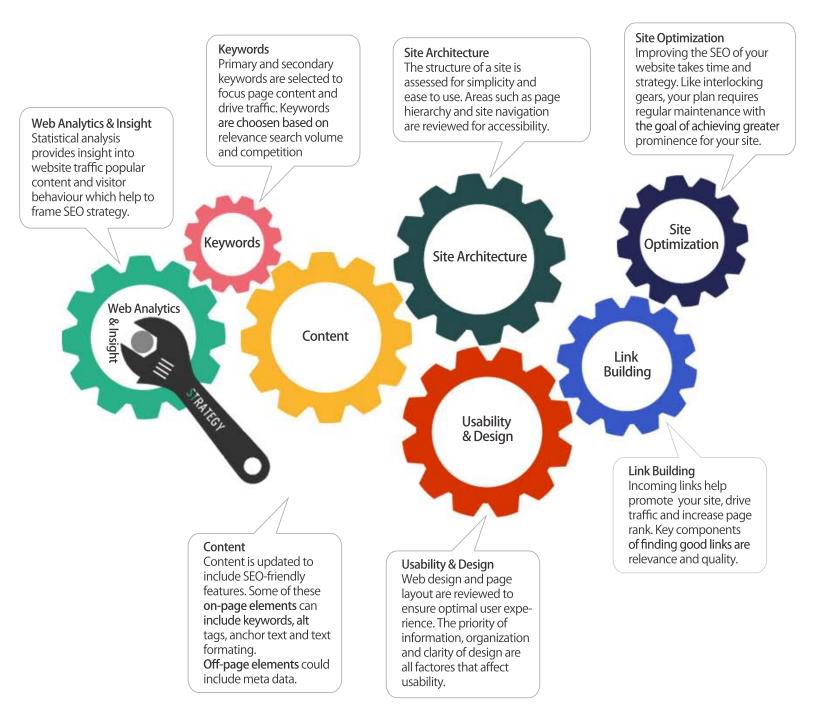






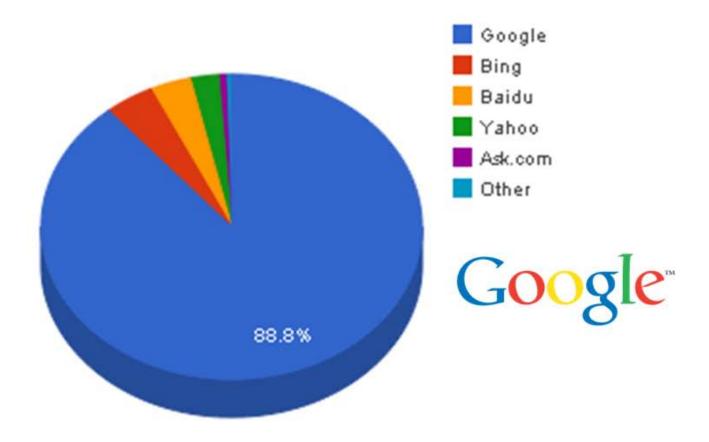
## How Does SEO Work?

Search Engine Optimization (SEO) is the process improving a website for better search engine results





## Search Engine Market Share



Google shares around 88% of Search Market Share in 2012





## Online Search Drives Offline Transactions



of consumer electronics purchasers research products online prior to purchase



of in-store computer purchasers conducted online research prior to purchase

The web is the #1 destination for customers looking for product information, reviews, and price comparisons





# Search is the most cost-effective channel to drive purchase

Approximate Customer Acquisition Cost Across Various Channels

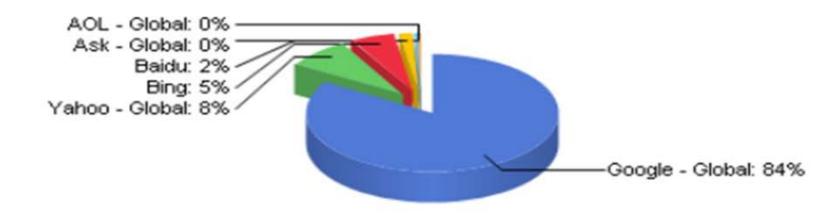






## Search Engine Market Share 2013

### Total Market Share

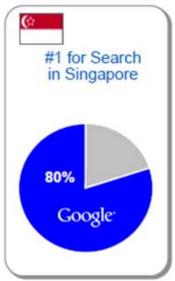


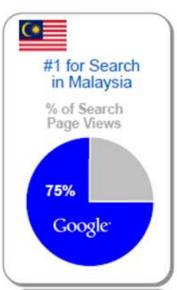


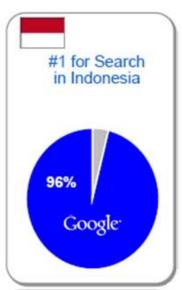


# Google

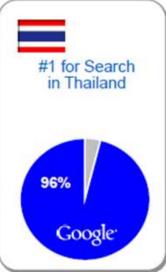
# Google's Search Leadership in Asia Pacific

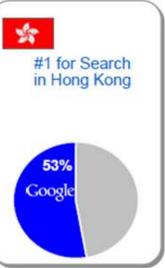












Reach 80% of internet users globally







## Our Premium Suppliers-SEO SUCCESS STORIES

"Its Google SEO service of TradeKey that has let many foreign companies to contact us directly which is great help for our business promotion"

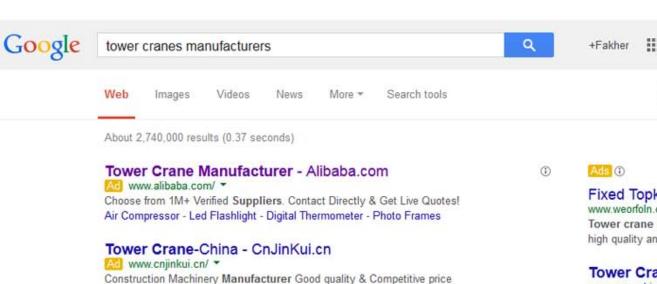
*Ms. Lilly Lee General Manager Modern Bridge International Co. Ltd* 







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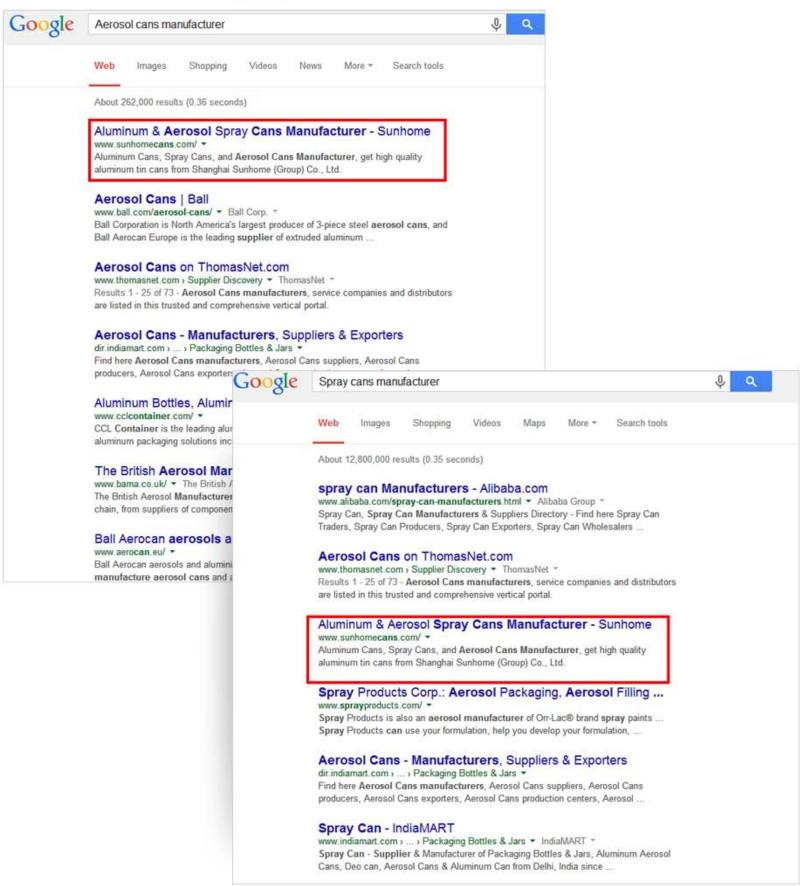
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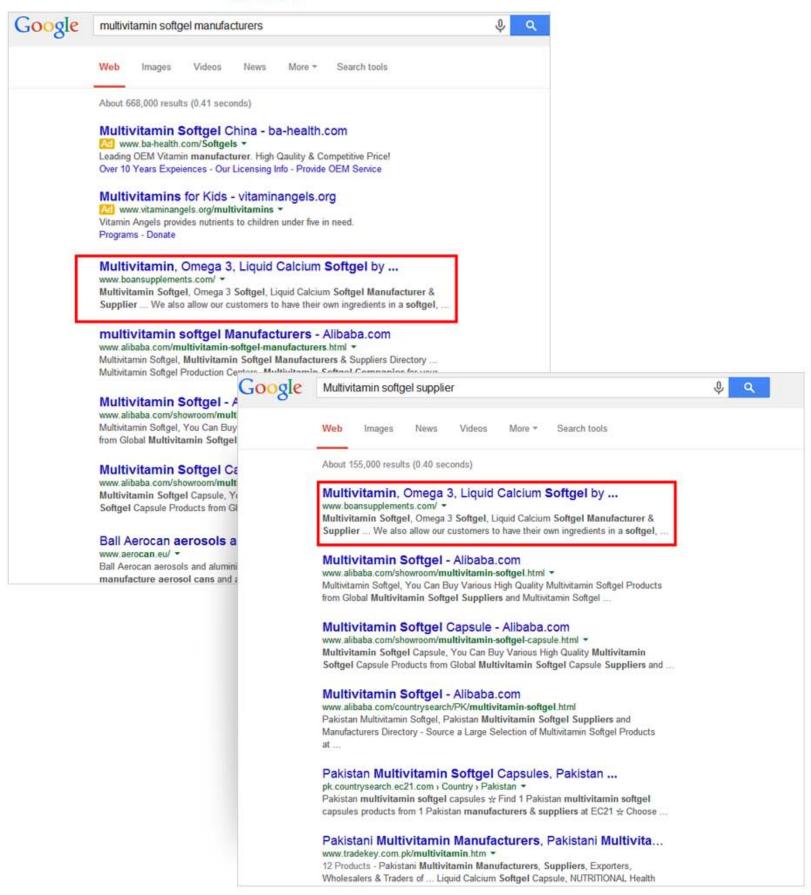






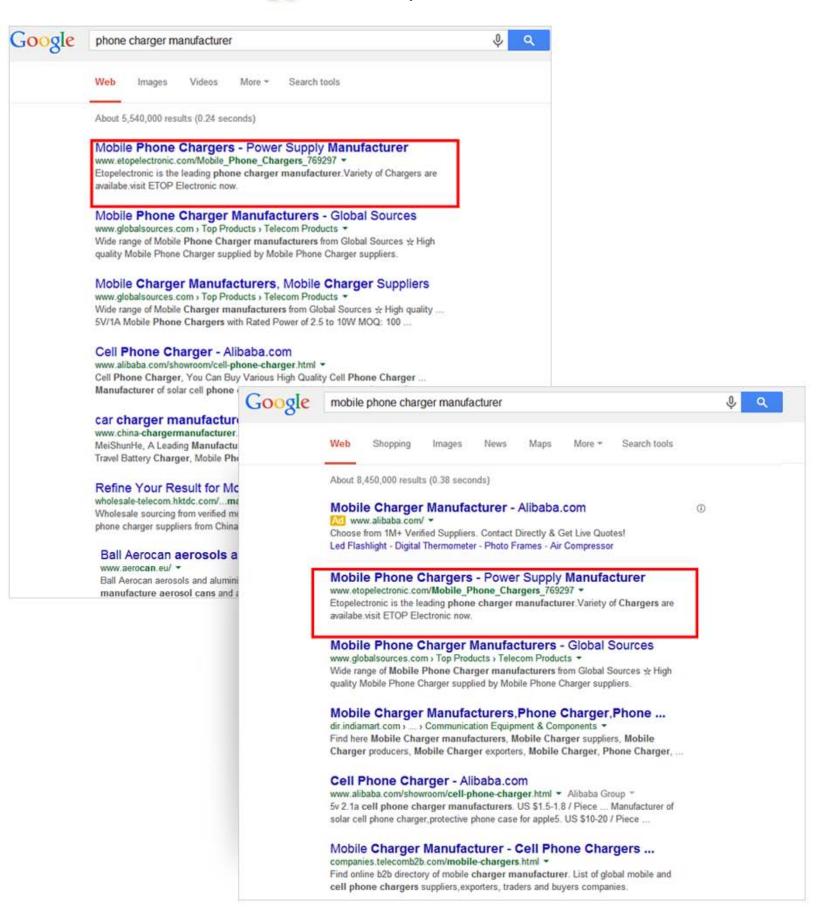


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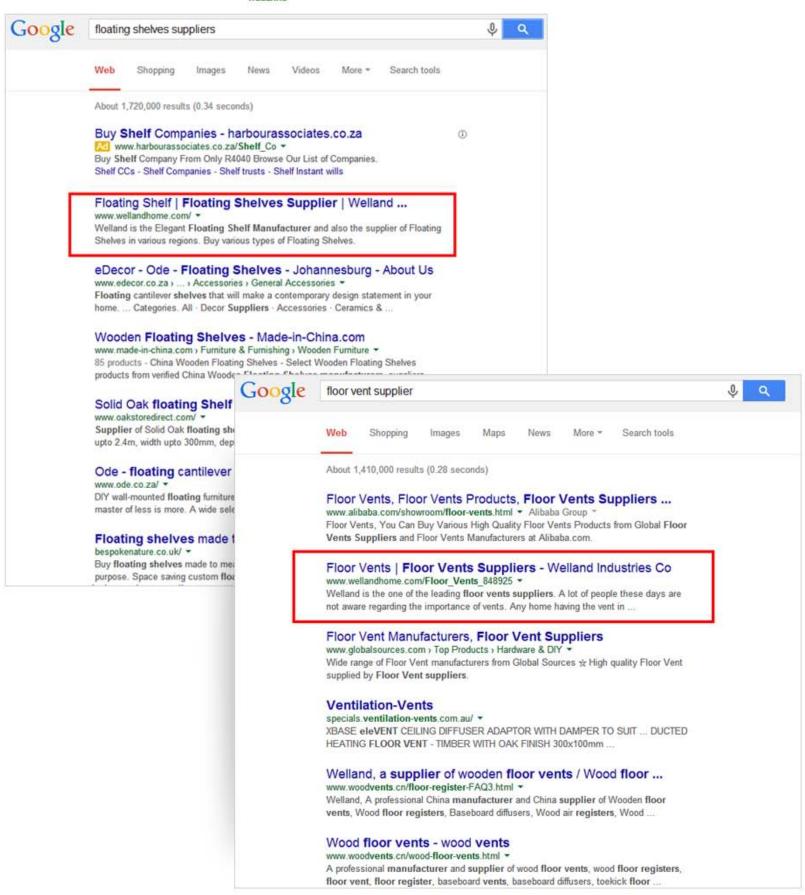






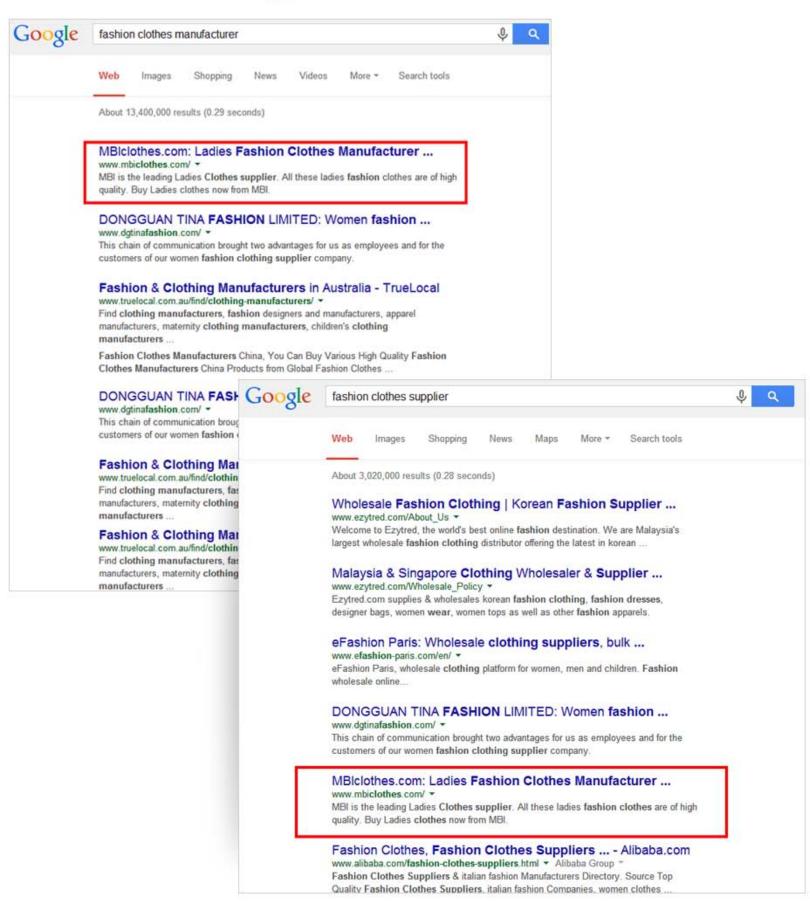




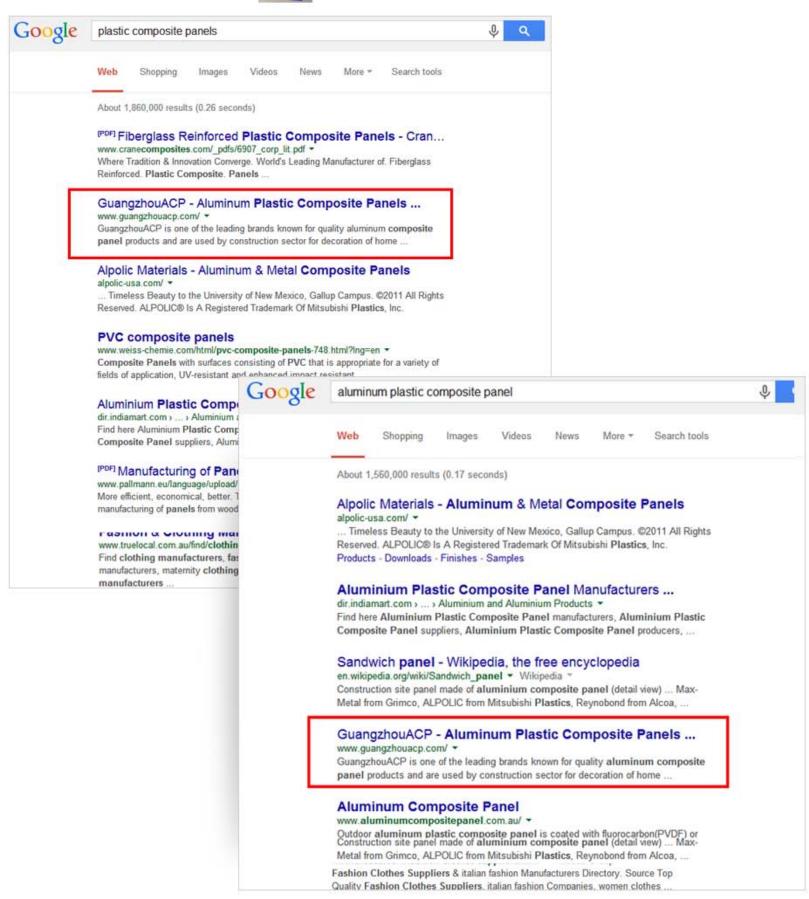






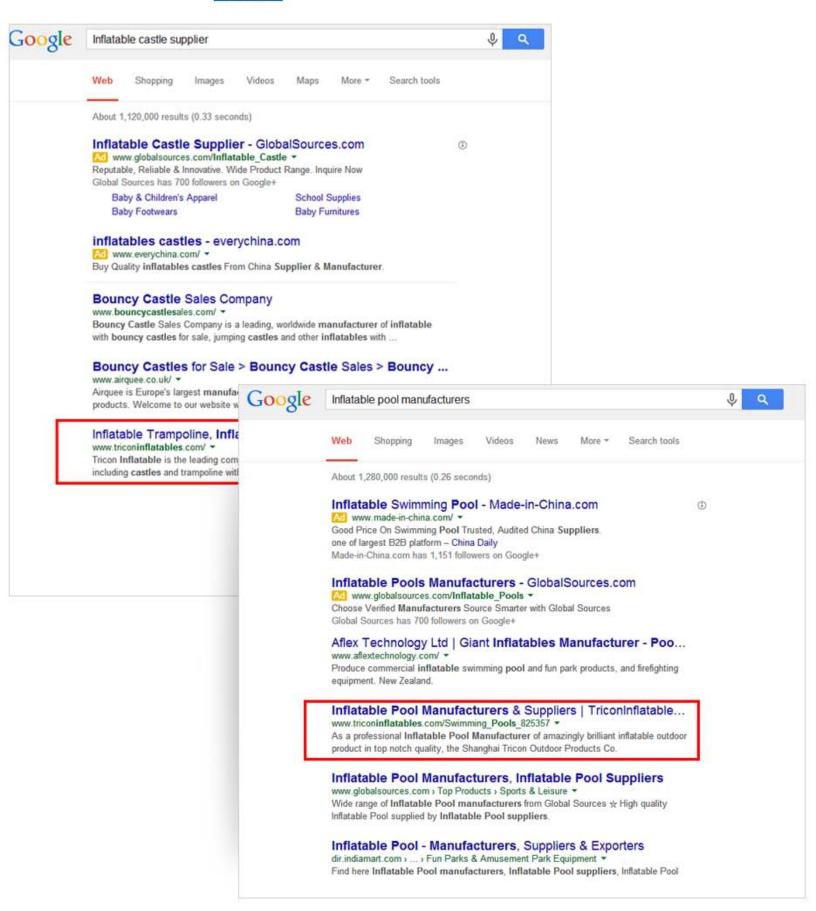








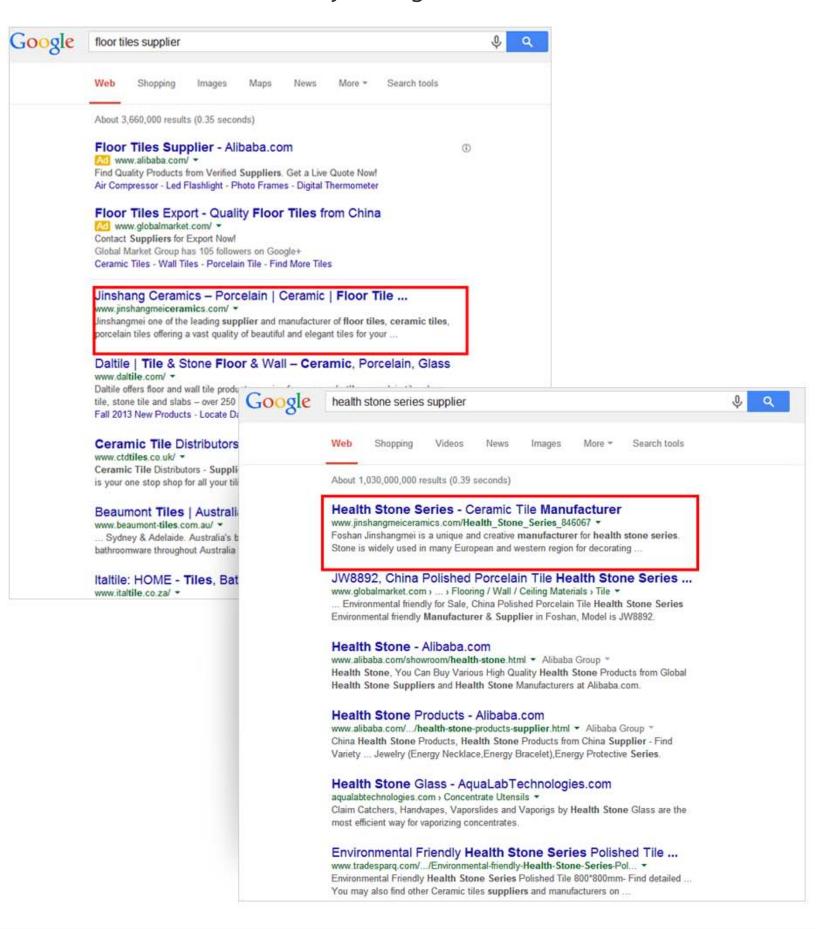








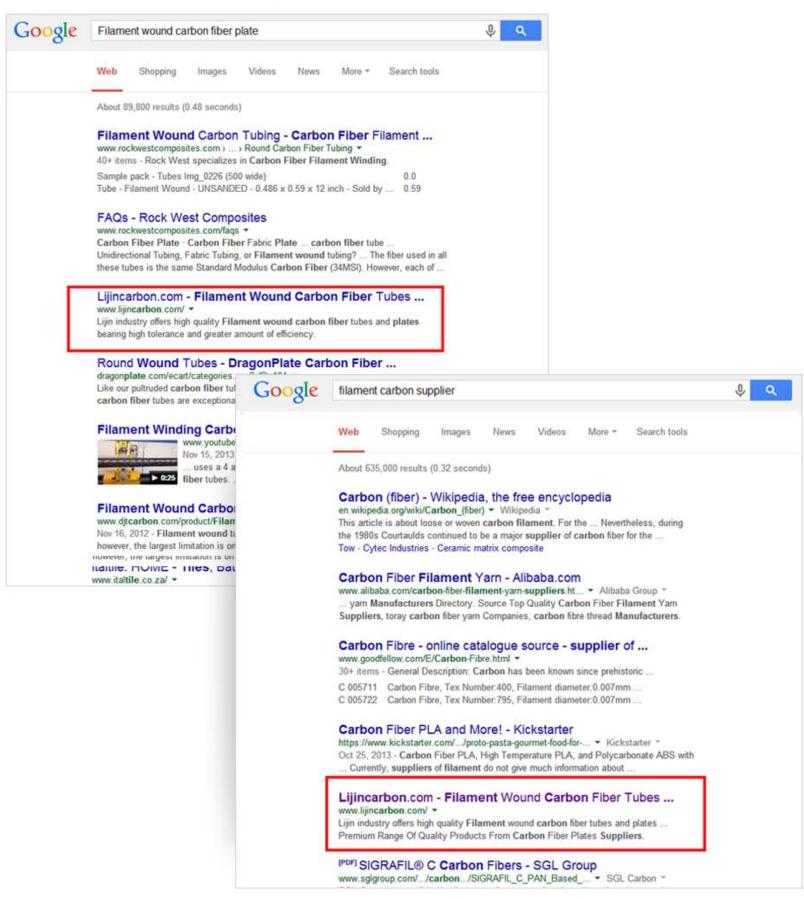
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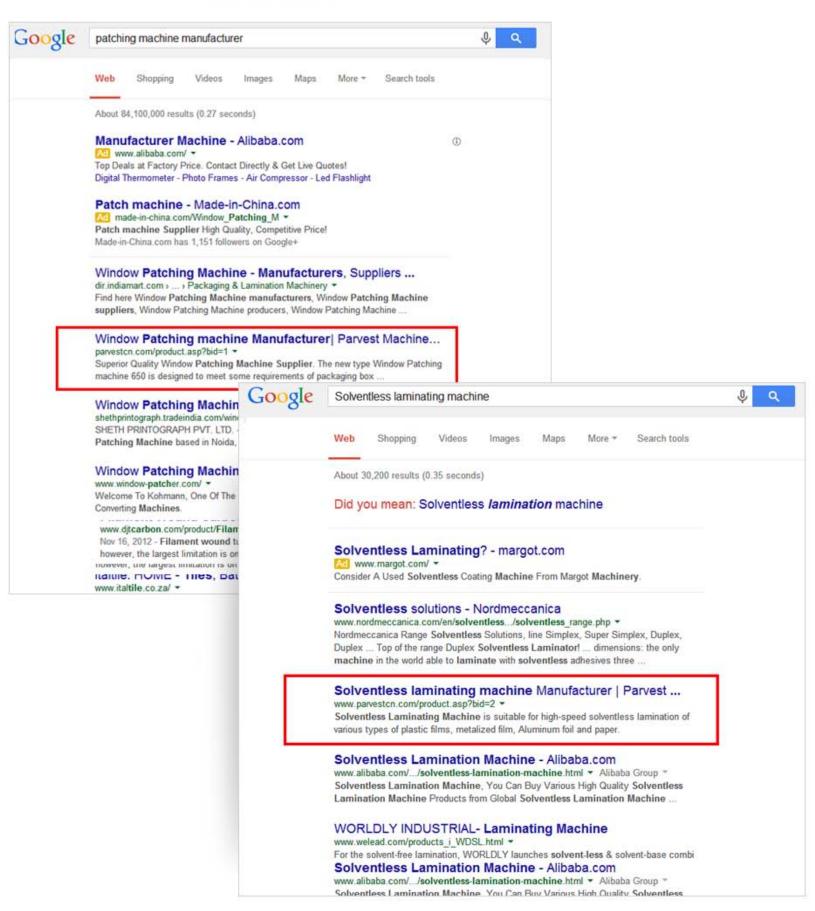


















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Make your business easy-to-find on





