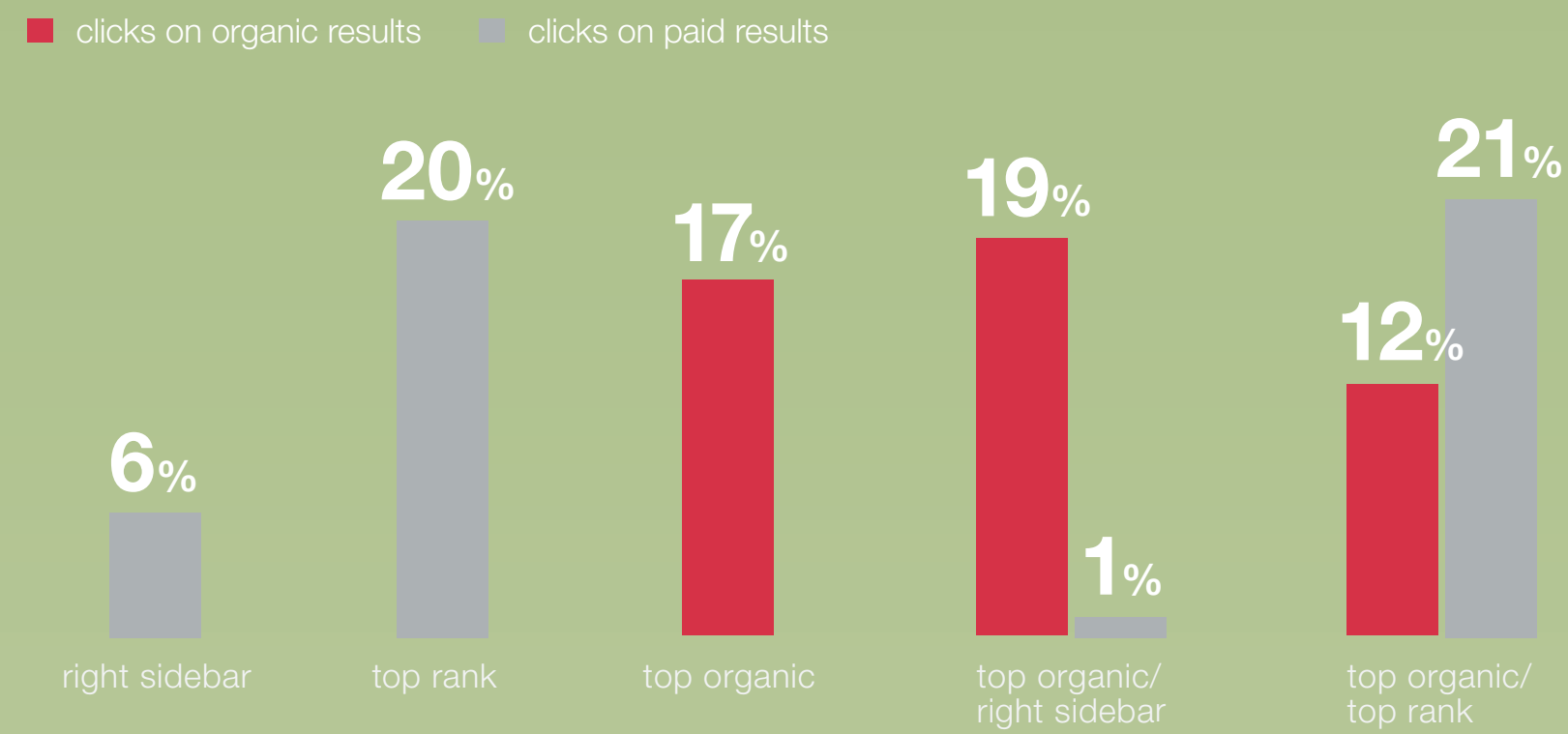
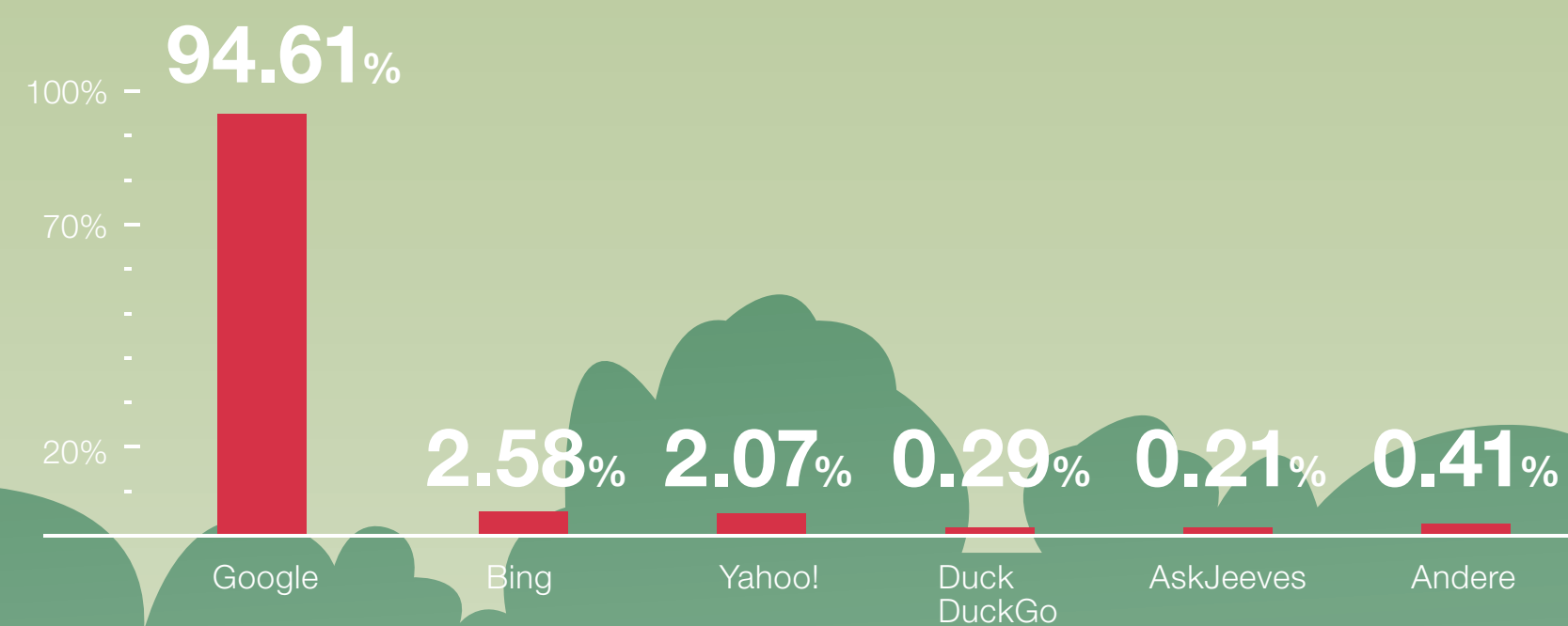




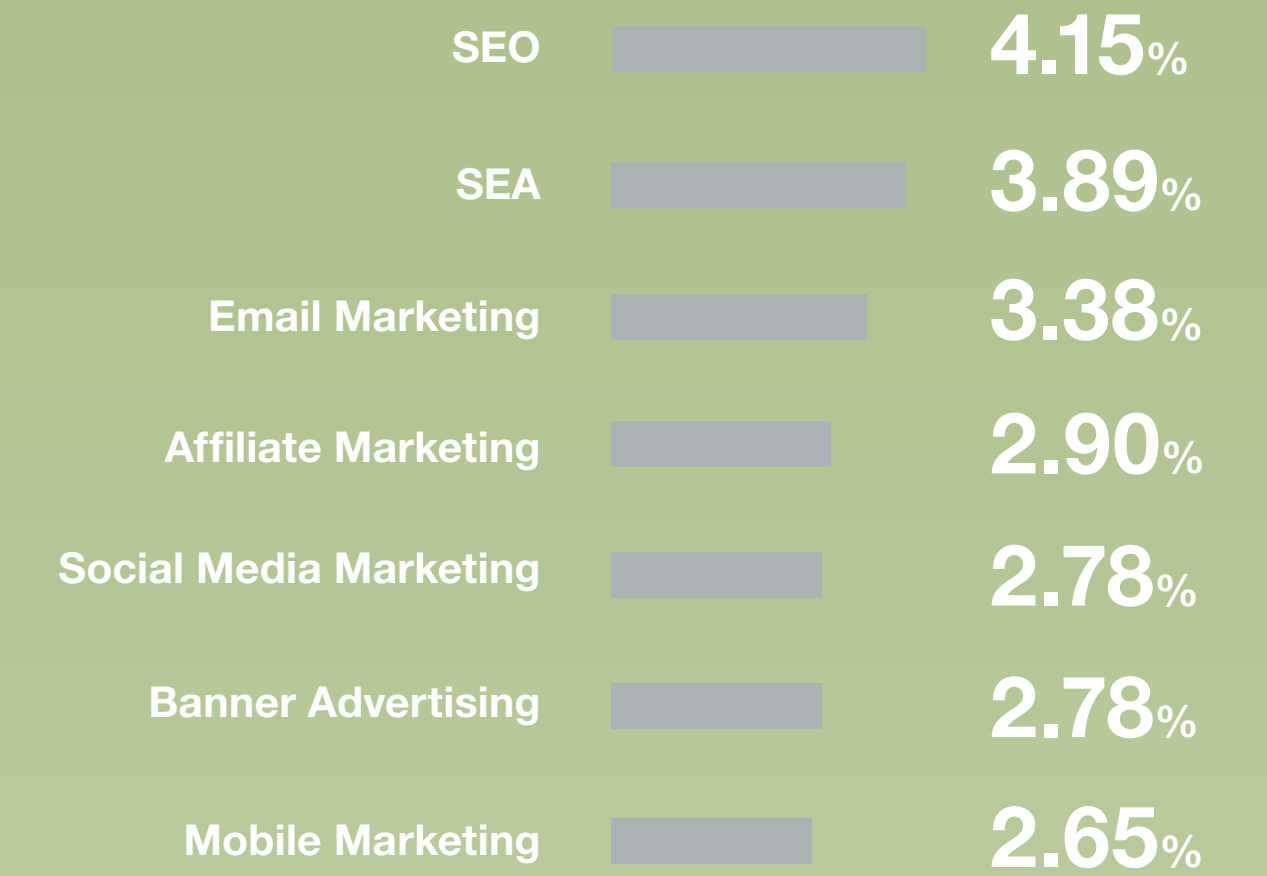
Paid vs. organic search: click rates of online shops



Market shares of the most commonly used search engines in Switzerland (May 2015)



Average significance of online marketing disciplines



SEO friendly PDFs

Search Engine Optimization: Secure Your Place in the Sun

Surveys among marketing experts show that search engine optimization (SEO) has become an important tool in engineering success online. Most website visitors arrive via organic search. Still, a mix of organic and paid search is commonly recommended as this approach ensures that a site gets in front of users' eyes once they have entered the relevant keywords in Google's search bar (which is unsurprisingly the most frequently used search engine). By the way: The rules of search engine optimization not only apply to HTML sites, but to PDF documents as well. Companies are advised to approach this with the necessary diligence and budget.

Sources:
Ascend2/Conductor: Search Engine Optimization Survey
Barketing: SEO Monitor
Google Research: Paid vs. Organic
Statista: Marktanteile der meistgenutzten Suchmaschinen in der Schweiz im Mai 2015

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