



Kelowna SEO Company Highlights Increasing Importance of SEO as More People Shop Online During the COVID-19 Pandemic

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The Sherman Hu SEO agency based in Kelowna, BC, Canada, wants to emphasize the increasing importance of SEO for businesses as more people shop online due to the COVID-19 pandemic. According to a UNCTAD study, there has been an increase of 6 to 10 percentage points of online purchases across most product categories as consumers are self-isolating and staying home as much as possible to minimize the spread of the coronavirus. Furthermore, according to Forbes, 61 percent of consumers will not return to a mobile site that they have had difficulty in accessing. And in a Moz report, organic search has a 5.66 times more likely chance of getting clicked than paid search.

The COVID-19 pandemic has also encouraged more business owners to try and sell their products or services online. For instance, counsellors are now offering private online sessions. More schools are providing more online learning options. Brick and more retail stores have started launching e-commerce stores, and more restaurants are introducing online ordering.

Sherman Hu says, "It is important to realize that the real winners of 2020 were businesses that previously invested in online marketing. Consumer spending did not disappear; they just changed how they bought things. Online ordering became the key to businesses' survival during this time. For example, Chipotle has reported that its digital sales increased by 216.3 percent year over year to \$892.3 million during the second quarter of 2020, with online sales accounting for 60.7 percent of overall sales."

The Kelowna SEO specialist also noted that consumer spending has increased, as evidenced by online sales during Cyber Monday 2020 growing by 15.1 percent. Consumers had spent a record \$10.9 billion on Cyber Monday. And with people getting used to online ordering, they are not likely to be returning to their previous buying habits. It is easy to see that the businesses that will survive and thrive in 2021 will be the ones that can adapt quickly to these new buying habits.

As such, businesses will require a quality website, custom SEO, and online visibility. Sherman Hu can help companies design high-quality websites with relevant and in-depth content, easy-to-use navigation, and helpful resources, which online buyers will find useful.

And search engine optimization or SEO is expected to be the most crucial marketing strategy for businesses as they focus on online sales. According to Sherman Hu, the key is to beat the competitors' online marketing efforts, and this is where his SEO firm can help. He suggests that business owners take a simple three-step process to help them get a website that appears on the first page of search engine results and has significant online visibility, which will translate to more customers. The first step is for business owners to call or contact Sherman Hu to set up an appointment to discuss the client's specific goals for the business. In the second step, Sherman Hu and his team will develop a customized online marketing plan. And the third step is to start to benefit from the increased traffic to the website, increased calls, bookings, and sales.

The goal will be for the next six to 12 months, where the business will experience growth due to increased online visibility. The SEO agency will determine the baseline metrics for the company and monitor traffic and conversions. During the first 30 days, they will help optimize the website, Google Maps listings, and other business assets. They also offer a money-back guarantee.

Business owners searching for a Kelowna SEO marketing agency may want to check out his Kelowna SEO website or contact Sherman Hu on the phone or email.

Most businesses lack the time and expertise to execute Google Ads, Search engine optimization & digital marketing that gets results. Leveraging 18 years of expertise as an award-winning SEO and Google Trusted Street View Photographer, Sherman Hu helps businesses stand out from their competition and get more leads that turn into clients.

Source:

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Sherman Hu Kelowna SEO

Top-rated SEO service for over 17 years serving Kelowna BC businesses and helping clients beat their competition on Google and help them win more sales.

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