



Seattle SEO Company Shows How To Benefit As Study Shows Search Engines Under Threat By Amazon

December 23, 2015

December 23, 2015 - PRESSADVANTAGE -

A Seattle SEO company wants to show businesses how they can benefit from the fact that Amazon is challenging the roles of the search engines. The company wants to point to a new piece of research that indicates how search engines are under threat from Amazon this holiday season. Nevertheless, the company believes that there are opportunities for both Amazon and the major search engines to each have a fair share.

"Google has always been the be all and end all of the internet," says Tylor Bennett from Seattle Web Works. "However, there is now a new giant in town: Amazon. And with the holiday season seeing an increase in online shopping, particularly through Amazon, it seems that the marketplace is actually taking over the internet. We believe that the two can coexist, and we're keen to show our customers how."

Because people are now shopping, the way they can find gifts and products is more important than ever before. Research has shown that some 87% of people will use Amazon to comparison shop and that 47% will do that for over half of their purchases. Additionally, 73% will actually buy through Amazon. In fact, 71% will spend at least a quarter of their entire budget there. Perhaps more importantly for those involved in search

engine optimization, however, is the fact that 39% of people find the product searching capabilities on Amazon better than those on Google.

"When the vast majority of people are currently online to shop, it is important that they have the opportunity to do so comfortably," adds Tylor Bennett. "The research has also shown that product listing ads influence how people click in 40% of cases. This is huge. It really shows how retailers, and particularly those that focus more strongly on the SEO elements, have to ensure their product ads appear correctly and in a way that people actually want to see."

The company has released a YouTube video on <https://youtu.be/pWKIYBB12iw> to show how businesses can leverage the findings of the study. This video clearly demonstrates how SEO can continue to work, even if Amazon seems to be taking over the world. For Seattle Web Works, the key is to find the happy medium and score well through both.

###

For more information about Seattle Web Works, contact the company here: Seattle Web Works Tylor Bennett 206-429-8237 tylor@seattlewebworks.com 2931 1st Avenue South Seattle, WA 98134

Seattle Web Works

Seattle Web Works offers search engine optimization. Search can be one of the most valuable channels to reach new customers.

Website: <http://seattlewebworks.com/>

Email: tylor@seattlewebworks.com

Phone: 206-429-8237

SEATTLE
Web Works