



2017 STATE OF DIGITAL MARKETING

SEJ Search Engine[®]
Journal



We asked over **230 digital marketers** in the business **how they work, what they spend, and how they measure success.** The sometimes surprising results gives us a peek into how the industry is changing — and how it's staying the same.

Here's what our marketers revealed about the state of digital marketing in 2017.

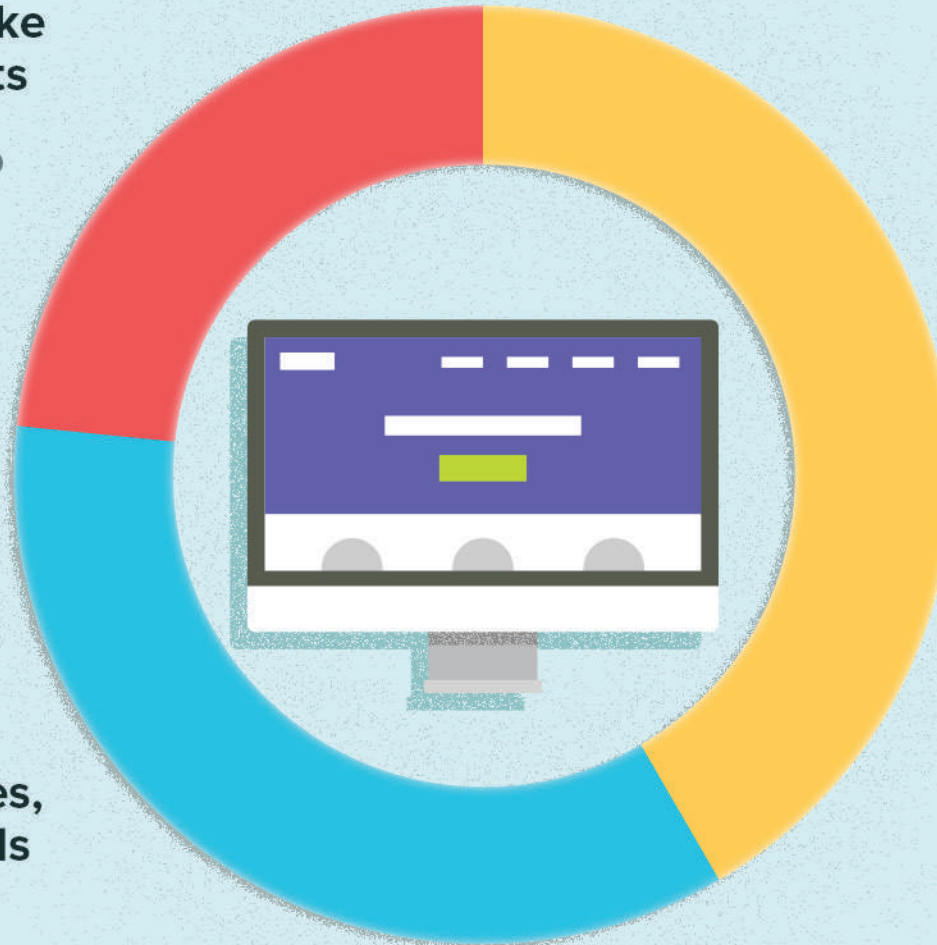
SEARCH ENGINE OPTIMIZATION



Do You Perform Audits For New SEO Clients?

Less than half (43%) of SEO professionals always audit a new client's website.

I don't take
on clients
24%

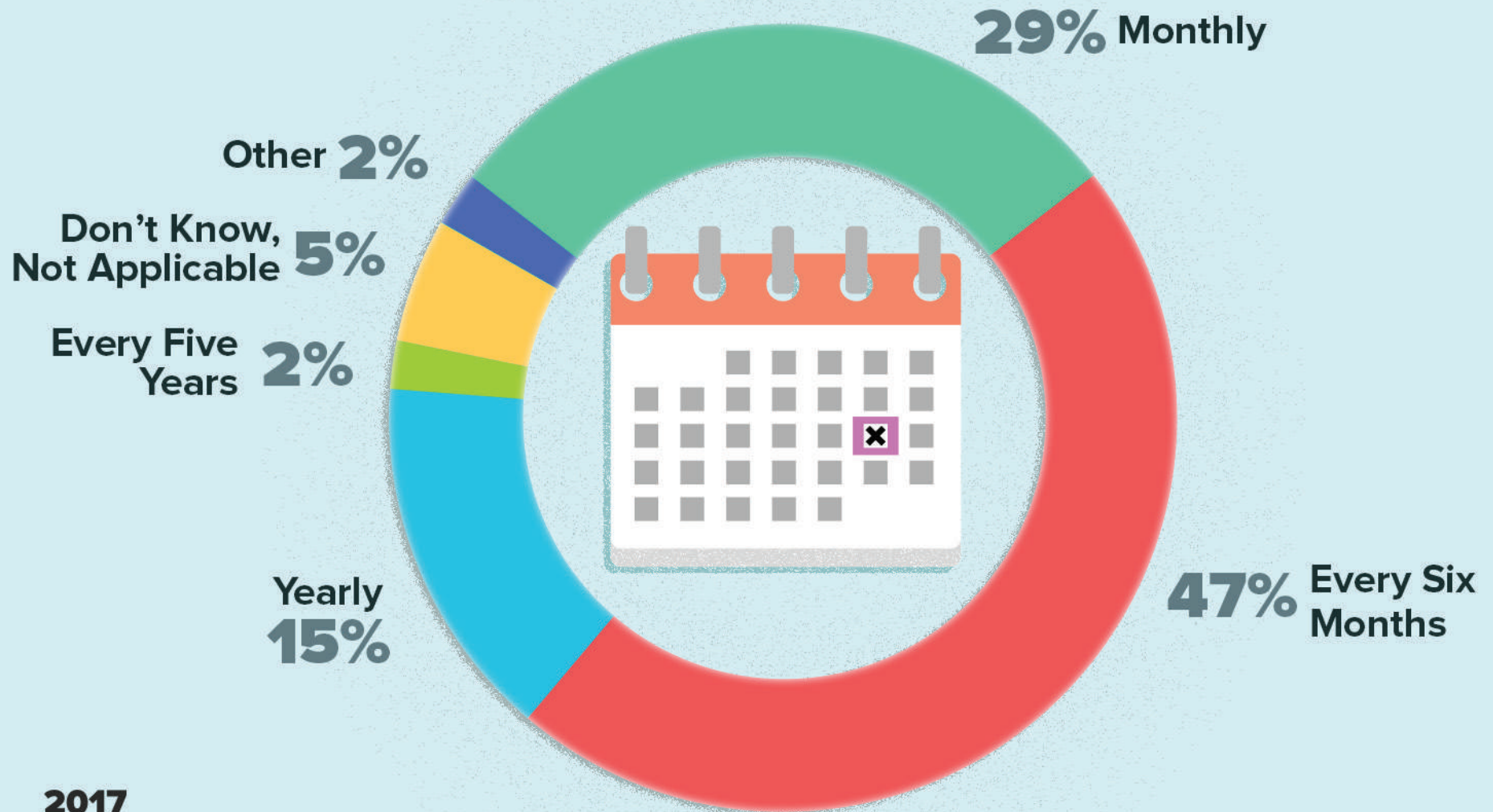


Always!
43%

Sometimes,
it depends
33%

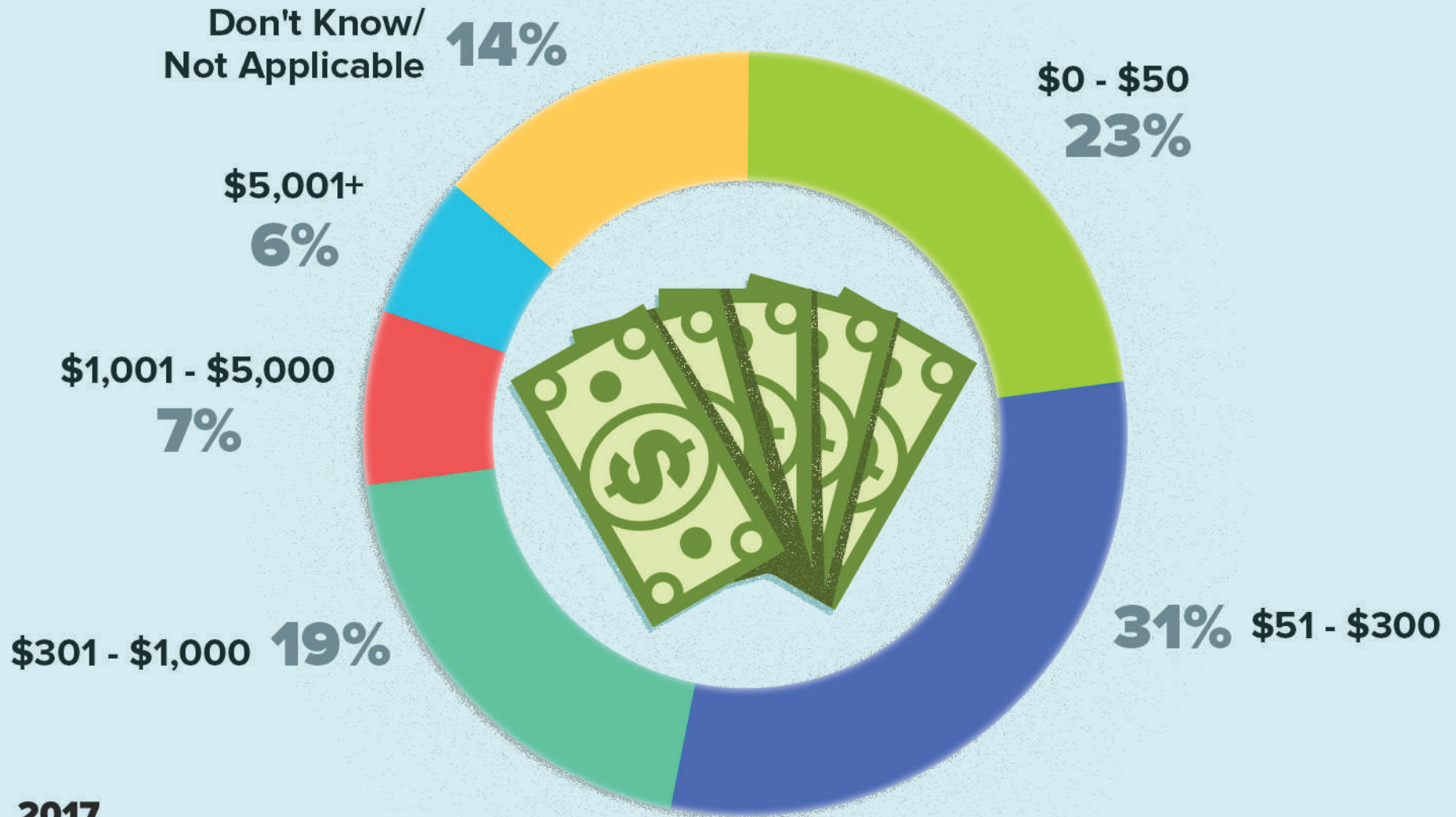
How Often Should Businesses Perform A Full SEO Audit?

“Six months” is the most popular frequency for performing an SEO audit, though a surprisingly large number of respondents (29%) say they perform an audit every month.



On Average, How Much Do You Spend On SEO Tools Each Month?

Big spenders: 32% spend more than \$300 on tools each month. And an elite 13% spend more than \$1000.

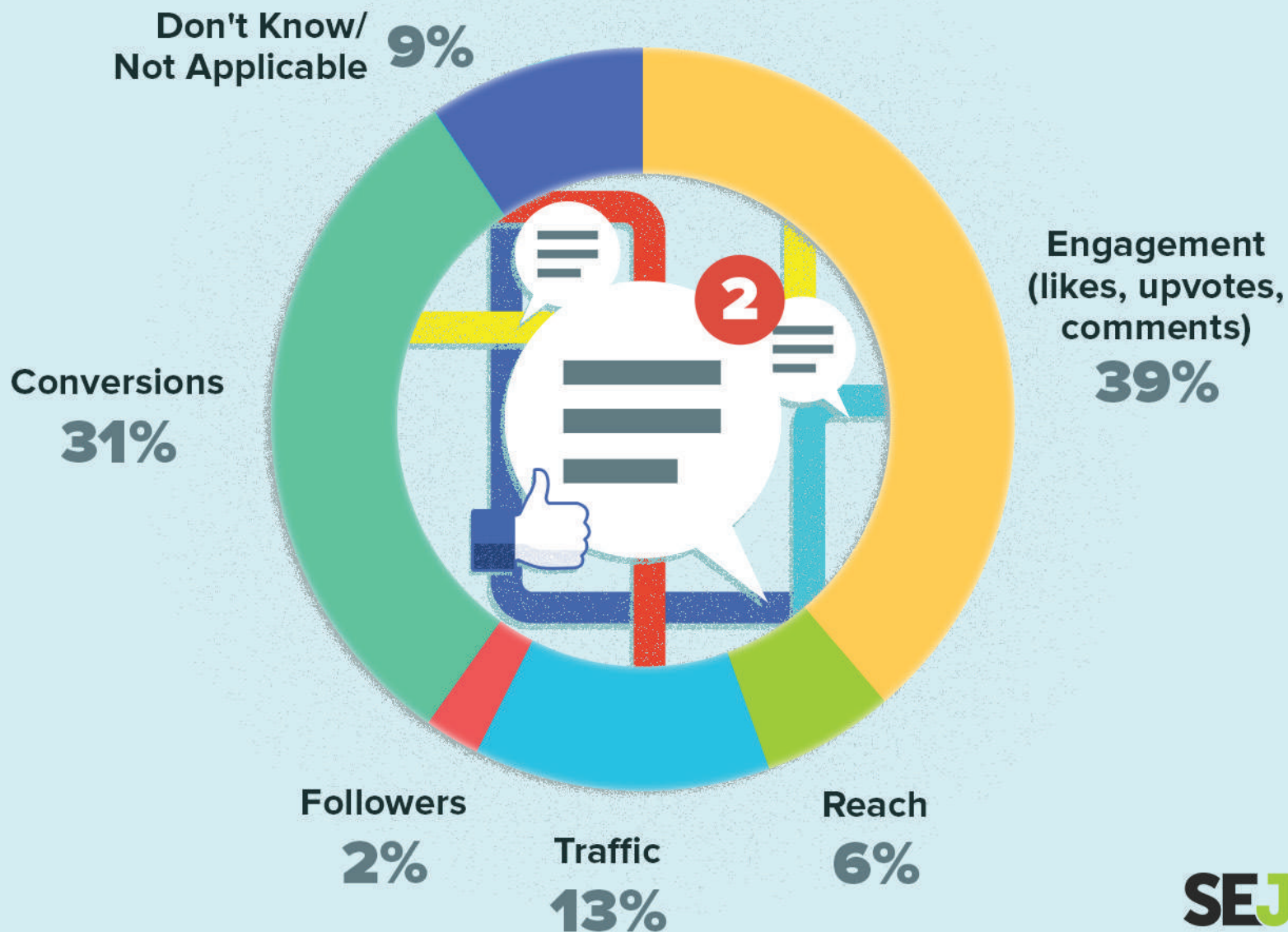




SOCIAL MEDIA

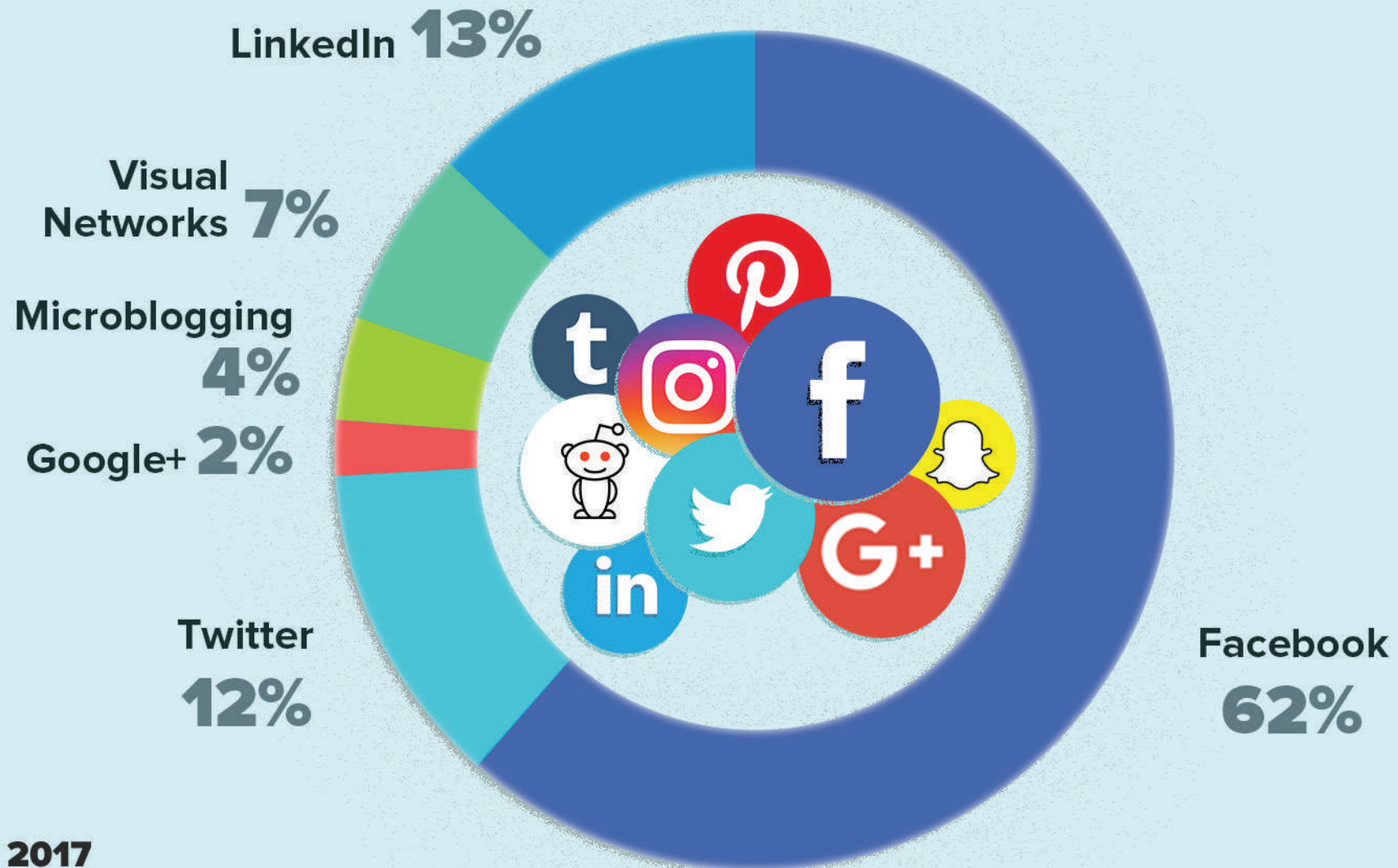
When running social media campaigns, what metrics do you track to determine the effectiveness of your work?

Engagement is seen as the most valuable social media metric, but conversions is a close second.



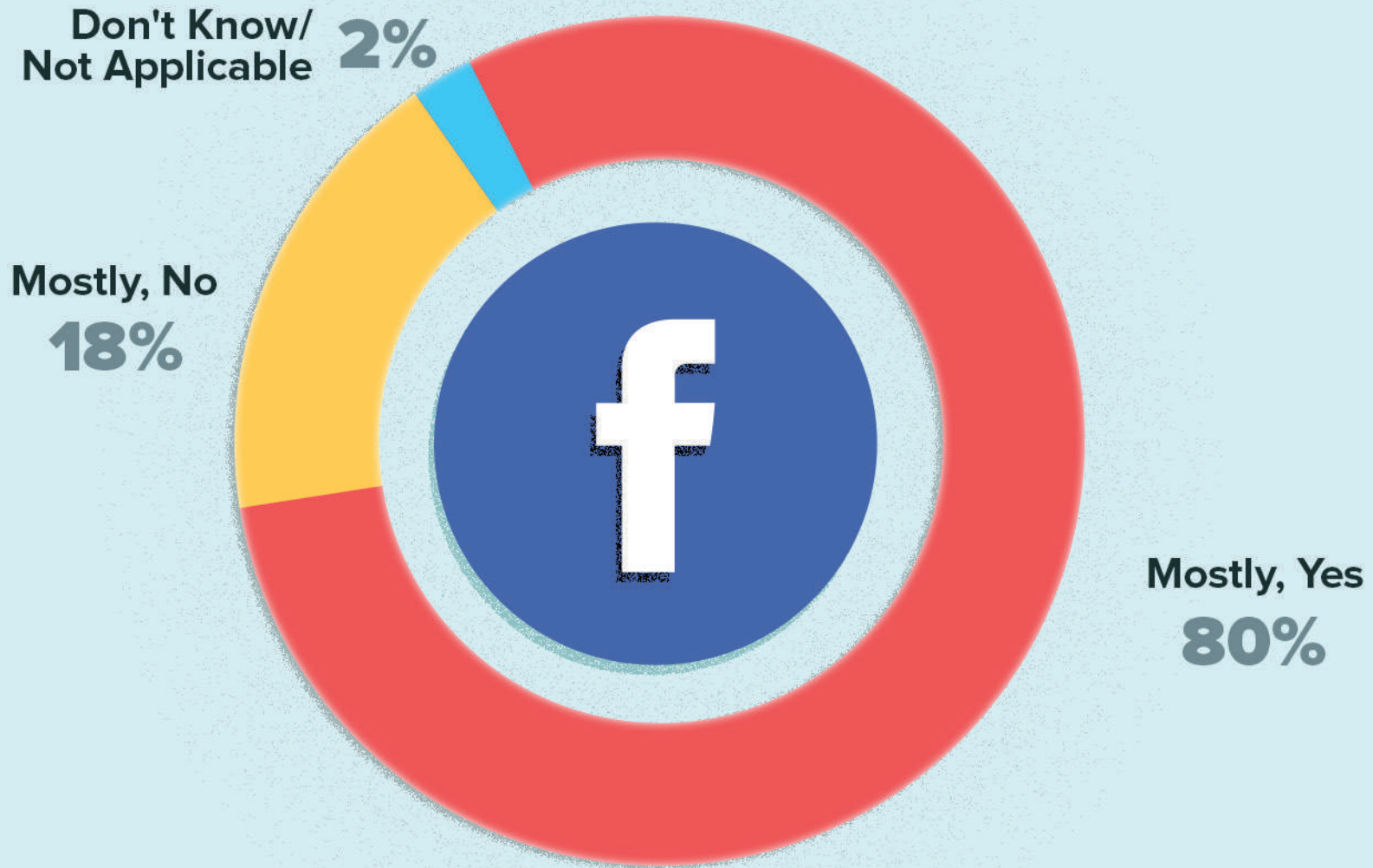
If you could only have one social media profile, which site would it be on?

Facebook is still the favorite social media network for digital marketers. The majority said they'd pick it over every other network available.



Do you think Facebook is still an effective use of resources for small businesses?

Digital marketers are in consensus that Facebook is good for small business, with 80% of respondents saying that it's an effective use of resources.

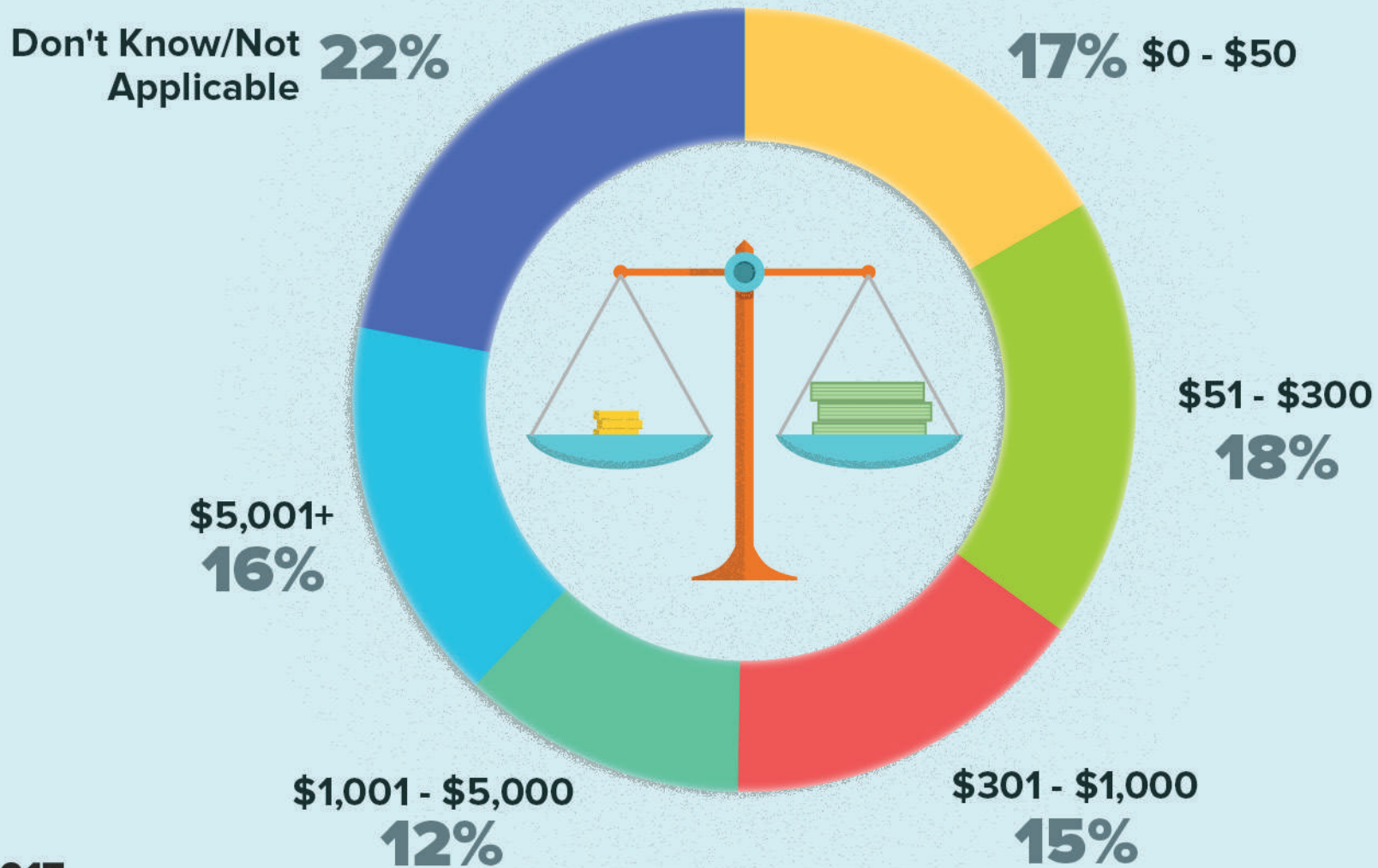


PAY PER CLICK



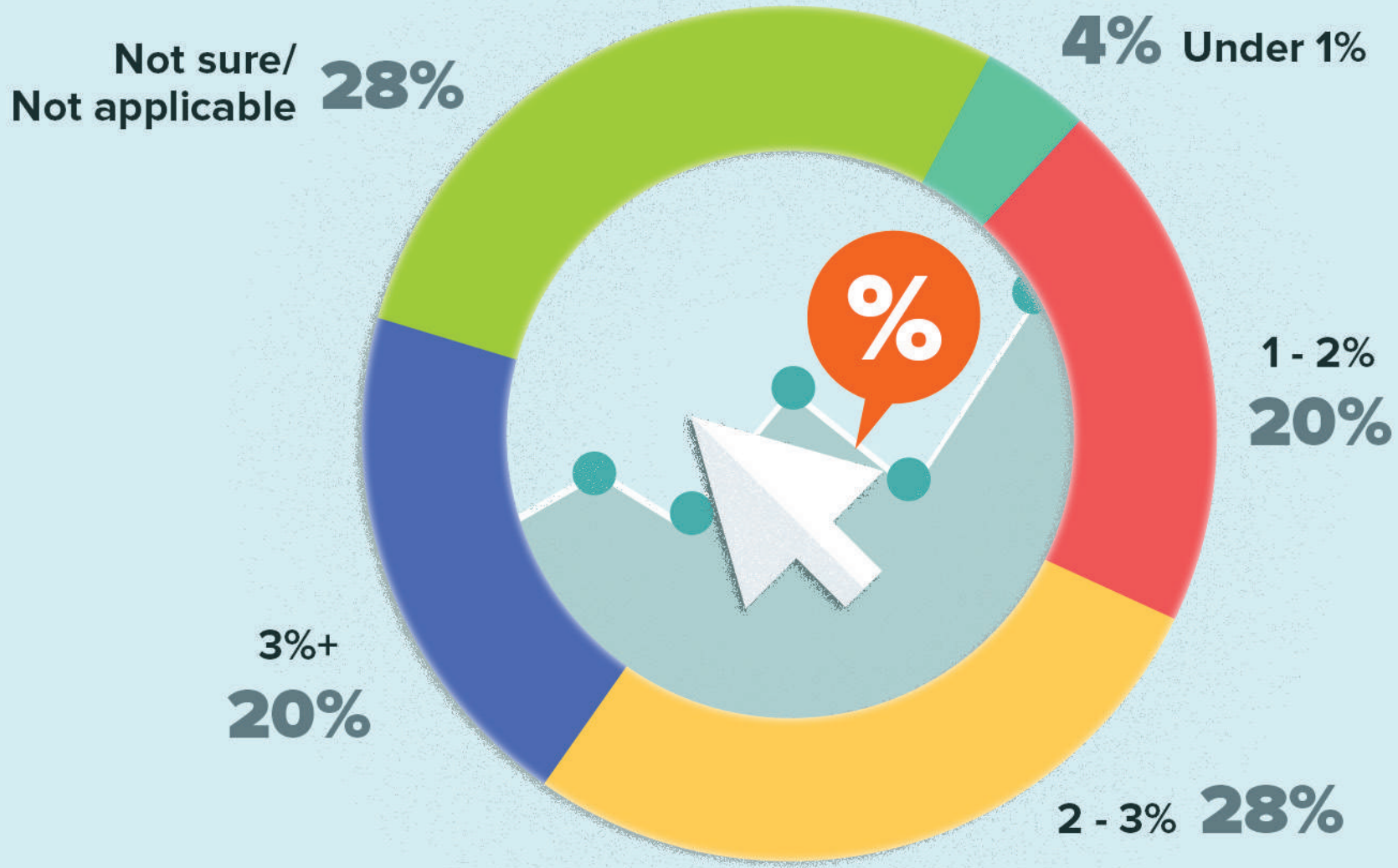
On average, how much do you spend on PPC campaigns per month?

There's an even distribution of PPC budgets, with almost as many marketers spending under \$50 as there are spending over \$5,000.



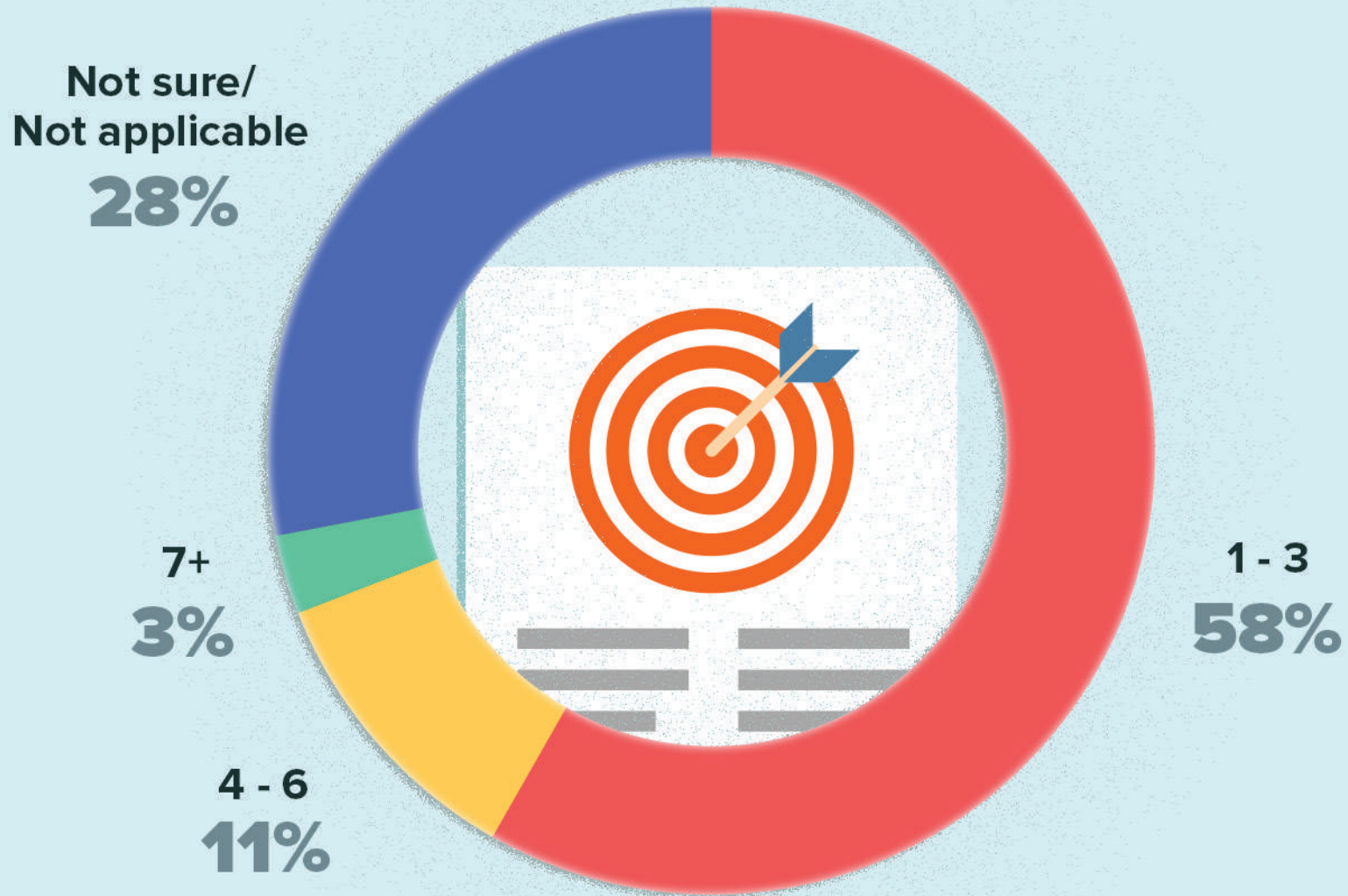
What is your average CTR for PPC campaigns?

The most common CTR is between 2-3%



What SERP position for your ads results in the highest number of clicks?

The top of the page is still the best place to be. The majority of respondents earn the most clicks when their ad is in position 1-3.

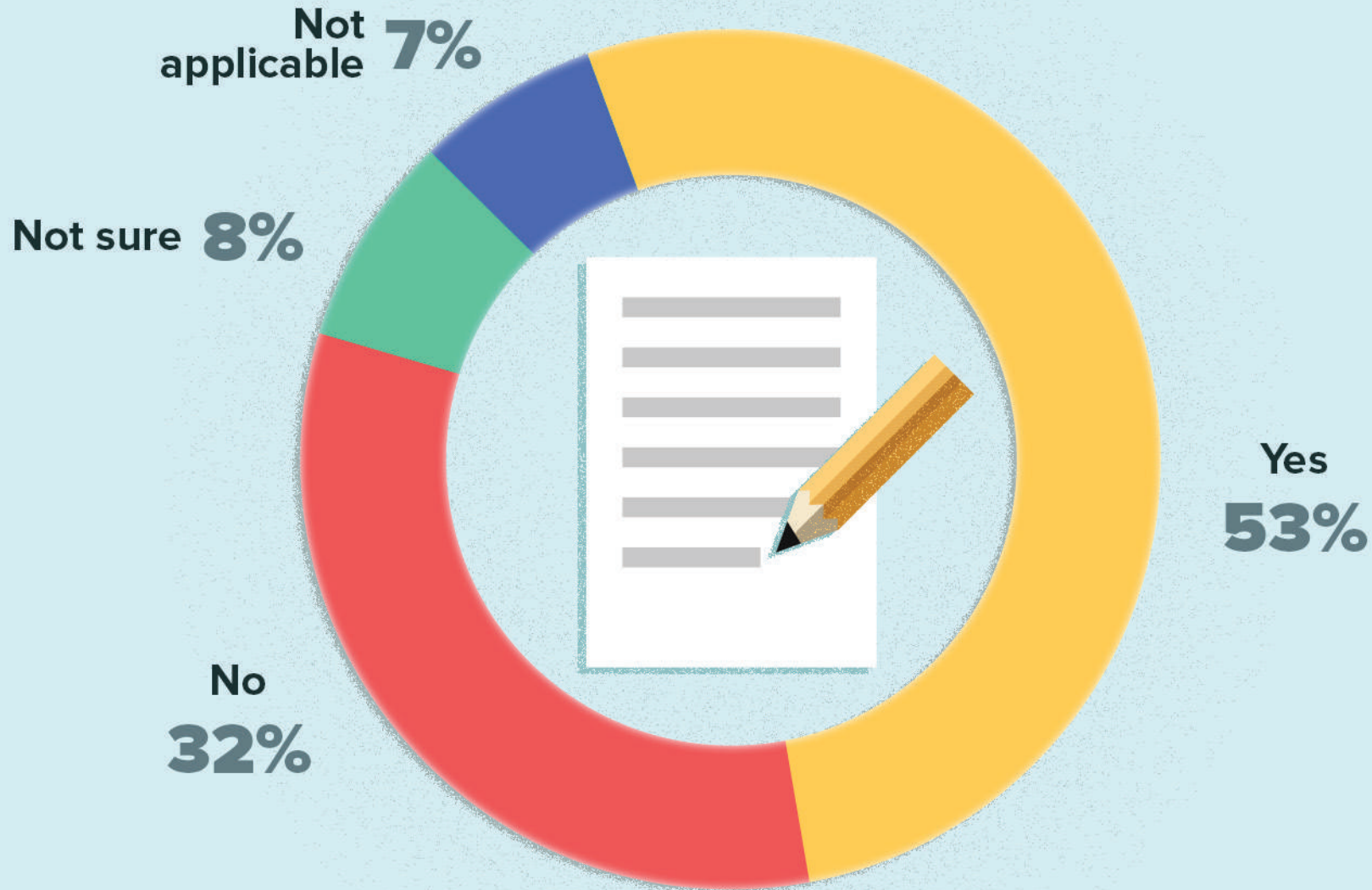


CONTENT MARKETING



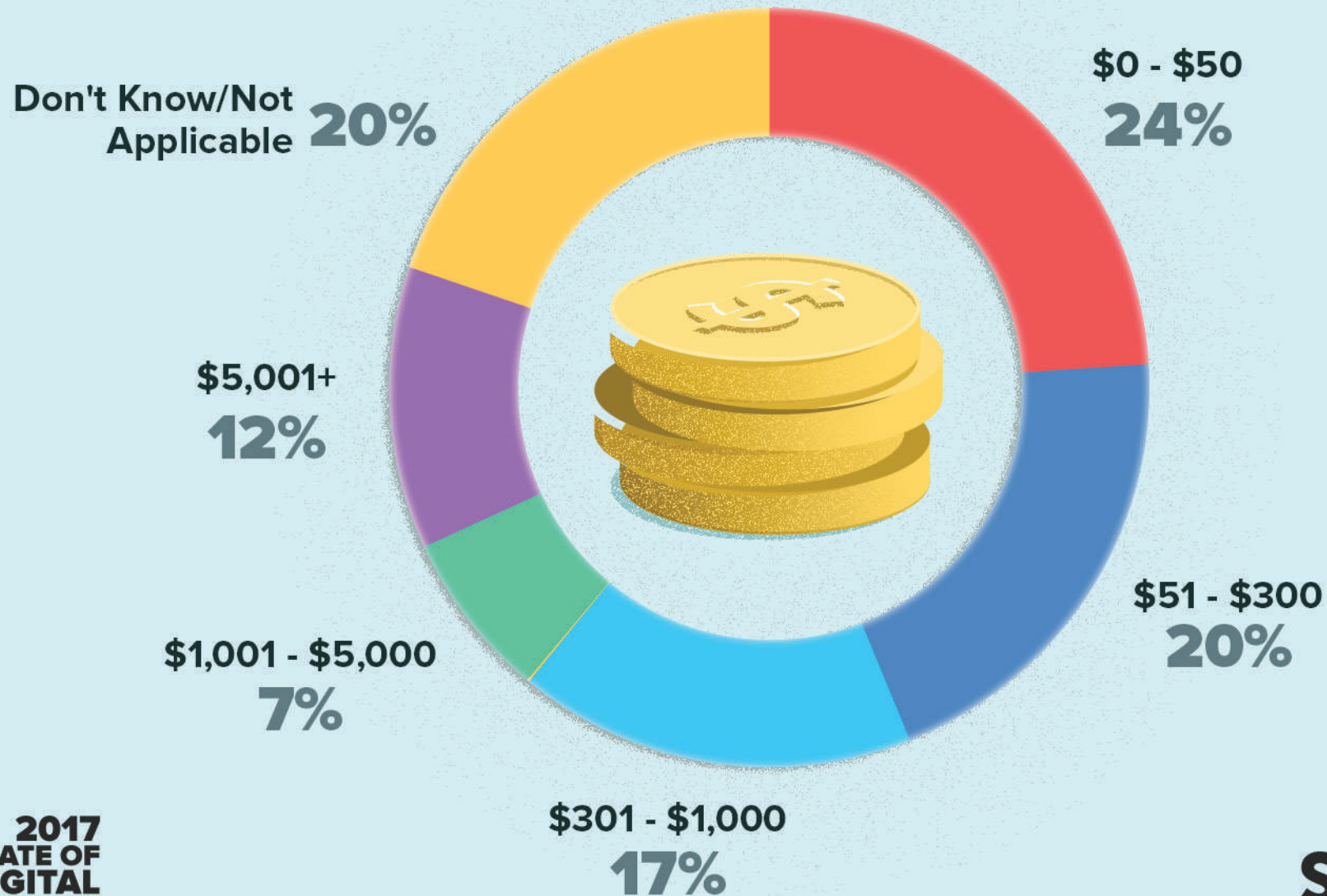
Do you have a documented content strategy?

A little over half of respondents say they put their content marketing strategy in writing.



On average, how much do you or your brand spend on content marketing?

Despite its popularity, most digital marketers don't have a big budget for content marketing. Respondents usually said they spend under \$50 a month.



What types of content have you (or your brand) found to be the most effective at bringing in qualified leads?

Blog posts are still the most effective type of content. Whitepapers and ebooks a distant second.

