

## King Kong Co.

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Internet Company · South Yarra, VIC

SEO is old news, right?

It DIED... along with Panda, Penguin and the rest of them, right?

WRONG!

While Social Media most certainly can't be ignored...

The fact is, the #1 highest-converting, most valuable and profit exploding traffic on planet earth comes from Organic Search (SEO)...

If you don't show up on Google when people search for what you're selling, you may as well not exist at all.

Now... If you've put all your eggs in the Facebook Ads & Google AdWords basket...these alarming stats will likely scare the pants off you...

AVERAGE CPC FOR Facebook INCREASED +171% IN 2017

And it's expected to more than DOUBLE again this year!

What about Google AdWords CPC's?

! 2014 \$1.02

! 2015 \$1.55

! 2016 \$2.14

! 2017 \$2.62

GOOGLE CPC INCREASED +244% IN 4 YEARS!!!

And things are only going to get worse...

Maybe you've done SEO in the past and were only left with empty promises...

Maybe you're thinking SEO doesn't work anymore and it's impossible to 'trick' Google into ranking your site?

Or perhaps you're telling yourself that you will stay with AdWords and Facebook Ads...as they are "predictable".

If so, you're literally serving up your most valuable customers, that are in hunt mode, specifically looking for your products and services...to your competitors for easy pickings...

But even if you're doing SEO there's a problem.

The problem is that the rules for SEO have completely changed.

The competition is tough.

You must know what you are doing or you'll get crushed into a fine powder.