

Analysis of the Customer Acquisition Funnel for SEO Services (USA)

Funnel stage	User goal	Barriers and concerns	Possible drop-off reason	Priority
Searching for SEO improvement information	Understand how to increase website visibility and find a suitable SEO solution.	Doubts about SEO effectiveness (many empty promises), fear of being misled, information overload; lack of understanding of what exactly needs to be done.	The user may leave if they don't find concrete advice or if the information feels too abstract; may choose competitors or abandon the idea altogether.	High
Reviewing the company's website offer	Evaluate whether this company's service is a good fit: identify the USP, understand the benefits, find reviews or case studies.	Unclear value proposition (no specifics on results, timelines, pricing); complex terminology; lack of real success examples.	The user loses trust and leaves if they don't see convincing case studies or clear differentiation from competitors; may decide to research on their own.	High
Registration / contact request	Get a consultation or commercial proposal: leave contact details to connect with experts.	Long or complex form; reluctance to share personal data; fear of spam or aggressive follow-ups; unclear next steps.	The user abandons the form if it requires too much time or information without a clear benefit; hesitates to share contact details.	High

Receiving and reviewing proposals	Compare received proposals and choose the best option: clarify service details and pricing.	All proposals look similar; unclear timelines and outcomes; doubts about pricing fairness; need to discuss internally with colleagues.	The user postpones the decision if there is no clear advantage (price vs. value) or if proposals are fragmented and hard to compare.	Medium
Decision-making and contract signing	Sign a contract for website optimization: agree on budget and terms and start working with the selected company.	Fear of financial risk (long SEO payback period); bureaucratic delays (internal approvals required).	Potential refusal or delay if new concerns arise during contract discussions or if budget approval becomes complicated.	Low

Brief analytical conclusion

Unclear positioning and lack of trust at the start. If, at the search stage and the first interaction with the website, the user does not get clear answers (“what will you do and for how much”), they will quickly lose interest and go to competitors. A lack of convincing case studies and a transparent offer reduces trust and sharply decreases progression to the next steps, which is critical for overall conversion.

Friction at the contact request stage. Complex forms or uncertainty about what happens after registration prevent many users from completing the request. Users fear spam and don't understand the benefit of sharing their data, so a large share of interested users is lost at this intermediate stage, significantly impacting the number of qualified leads.

Uncertainty around value and cost. At the final decision stages, users weigh costs against expected returns. If the value of SEO services is unclear and the budget feels high, many will choose to отказаться or look for alternatives. This factor is critical, because even after initial interest, doubts about payback and price slow down deal completion and reduce conversion.