



THE SKEPTICS GUIDE TO

SEO

FOR

B2B

2014 E-Book

IF MARKETING IS WHERE YOU  
**earn the right to sell**

THE **GAINING** THE CUSTOMER'S  
ATTENTION  
is where you earn the

**RIGHT** TO **MARKET**

# SEO | Search Engine Optimization

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The process of increasing the ranking of your website on search engine results pages in order to drive traffic from these organic results to your website.

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**Ranking** - The order that a link appears on the search engine's results page.

**Organic** - Search results that are not paid for such as ones that appear in the "Ad" or "Promoted" section of a search results page.

# Here's what you need to know

All search engines rank web pages and content, such as videos or local listings, based on what the search engine considers to be the most relevant to its users. Inversely, users are the ones that determine what is most relevant based on what they share, search for, blog about, recommend, and care about.

Search engines use complex algorithms to thoroughly comb through, analyze, and index webpages and then rank them based on quality and relevance. to determine how useful they will be to the person searching. Weather it's "Indian's Scores", "Best Restaurants in Westlake", or "Antique Upraising in East Cleveland" - for every search query there are thousands, if not millions of webpages with useful information.

The goal is to help you're website fall in the top search results, subsequently channeling more businesses to your site. It's all about the way search engines work, and it's the first step to drawing perspective clients into the top of the marketing funnel and converting them into your customers.

Even for businesses that operate B2B  
**you have to remember,**  
**YOU ARE STILL DEALING WITH PEOPLE**  
and people use search engines to  
**SEARCH for SOLUTIONS**

# Consider this...

- ▶ Your website can be the sales person in areas you cant afford to put a distributor in.
- ▶ 90% of companies already engage in SEO. That includes your competitors.
- ▶ Buyers using search engines have a need and are seeking someone to fulfill it. The very act of searching makes them qualified buyers.
- ▶ Top rankings on search engines equate to a perception of market leadership.
- ▶ Over 60% of Google search traffic goes to the top 3 results.
- ▶ High SERP rankings assures prospects that you are a market leader and reassures current customers you are a top supplier, confirming their past purchase decisions.

## Ask Yourself...

- ✓ Is my website optimized to reach the type of buyer that I'm trying to sell to?
- ✓ How is my website being used? Is it to generate leads? Is it a sales tool? Is it a validation tool employees use in the field?
- ✓ Is my website optimized for the keywords that sourcing professionals are using for search?
- ✓ Is my content being engaged with and shared across blogs, social media, etc?
- ✓ Am I doing enough to beat out my competitors in search engine results?

93%

of online experiences  
begin through a

**SEARCH  
ENGINE**

90%

of buyers are now

**SEARCHING**  
for vendors

**ONLINE**



# Steps to get you started

## 1. Evaluate Yourself

It's important to know where your website stands. **QuickSprout.com** is a great website analyzer tool that determines all the strong and weak points of your website.

## 2. Generate Some Awesome Content

Content can come on all shapes and sizes. Some of the best stuff may be a little outside the box, but that's what makes you stand out. **ContentMarketing.com** created a great list to get you started with "100 Content Marketing Examples".

## 3. Start Building A Social Following

Facebook and Twitter are an excellent start, but also consider making videos on Youtube, creating professional manufacturing groups on LinkedIn, share news and updates on the manufacturing industry on Digg and BuzzFeed, and publish blogs pertaining to manufacturing.

## 4. Invest in SEO

Let us help you out!

# SEO Myths & Misconceptions

## My website is already great

That's great, but it has nothing to do with SEO. Design is crucial but is trumped by content, links, etc. A good majority of SEO is behind the scenes and things visitors will never see.

## SEO only needs to be done once

The initial optimization and possible site redesign is the largest part but, SEO needs to be managed and updated because...

- ...Search engine rules change
- ...Competitors SEO changes
- ...Marketing methods change

## I have SEO so I don't need to worry about social media and content

Social media & content are the meat and potatoes of SEO and the real key lies in the integration of these elements. Social Media builds external links to your site and social sharing further increase links. Content is the STUFF on your site that web bots crawl through to determine if your website has substance. Quality content is what people are interested in discovering.

# SEO Myths & Misconceptions (Cont.)

## SEO is expensive or SEO is really cheap

On average, Inbound leads such as through SEO cost 61% less than traditional outbound leads. It really depends on the size of your company and how much work needs to be done. It's important to realize that SEO has one of the highest ROI's of any marketing method. On the other hand, cheap SEO not only doesn't work, but the methods used can actually get your site BANNED from search engines.

## I have to redo my entire website

Optimization doesn't necessarily mean you have to redo your entire website. Some changes will be visible but most will be in the background and unknown to visitors. In some cases an overhaul may be recommended in order to fully optimize your website from both an SEO and a design standpoint.

## You can't get clients from search engines

Simply wrong! We've already stated that 90% of buyers are searching for vendors online and 93% of online experiences begin with a search engine. While outbound leads (such as direct mail or print advertising) have around a 2% close rate, SEO leads have a 15% close rate.

# FOR THE RESOURCEFUL

Everyone can't be an expert at everything. That's why we've compiled a list of some of the most popular web resources on SEO to help get you started.

## Guides

Moz - Beginners guide to SEO

Search Engine Land

Search Engine Journal

Google's SEO Guidelines

## Tools

QuickSprout - Website Analyzer

HubSpot - Marketing Grader

Google - Keyword Planner

Moz - Tools & Resources