In Bed With Google (SEO For B2B Marketers)

@benalfrey

SESSION
MEDIA

Organic traffic [i] 2,424 /month

ahrefs

3K

2K

1K

Jul · Jan 2016 · Jul · Jan 2017 · Jul · Jan 2018 · Jul · Jan 2019 · Jul · 0

SEO for B2B Marketers

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W: https://session-media.com

3 Things You Must Know

Before We Get Started

SEO for B2B Marketers

- You can never guarantee position 1 for a keyword

- Usually high barriers to entry

- It takes time to rank a competitive keyword

SEO for B2B Marketers
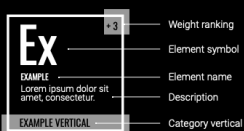
The 3 Pillars of SEO

Technical SEO

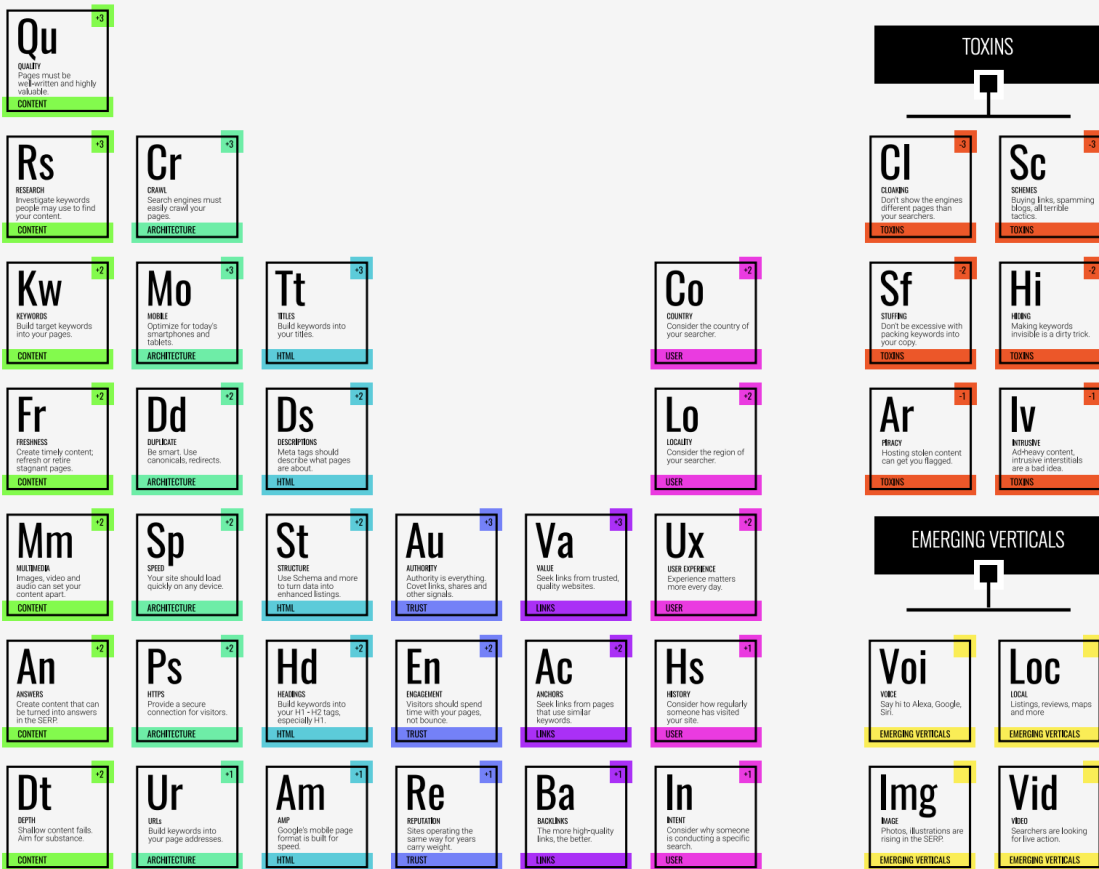**Content & On-page**

Backlinks & Off-page

PERIODIC TABLE OF SEO FACTORS 2019

Search engine optimization seems like alchemy to the uninitiated. This guide to success factors, best practices and potential pitfalls can build the framework for your SEO strategy.

Ex +3
EXAMPLE
Lorem ipsum dolor sit amet, consectetur.
EXAMPLE VERTICAL

- Weight ranking
- Element symbol
- Element name
- Description
- Category vertical

Search Engine Land

SEO Factors

Symbol	Weight	Name	Description	Vertical
Qu	+3	QUALITY	Pages must be well-written and highly valuable.	CONTENT
Rs	+3	RESEARCH	Investigate keywords people may use to find your content.	CONTENT
Cr	+3	CRAWL	Search engines must easily crawl your pages.	ARCHITECTURE
Kw	+2	KEYWORDS	Build target keywords into your pages.	CONTENT
Mo	+3	MOBILE	Optimize for today's smartphones and tablets.	ARCHITECTURE
Tt	+3	TITLES	Build keywords into your titles.	HTML
Co	+2	COUNTRY	Consider the country of your searcher.	USER
Fr	+2	FRESHNESS	Create timely content; refresh or retire stagnant pages.	CONTENT
Dd	+2	DUPLICATE	Be smart. Use canonicals, redirects.	ARCHITECTURE
Ds	+2	DESCRIPTIONS	Meta tags should describe what pages are about.	HTML
Lo	+2	LOCALITY	Consider the region of your searcher.	USER
Mm	+2	MULTIMEDIA	Images, video and audio can set your content apart.	CONTENT
Sp	+2	SPEED	Your site should load quickly on any device.	ARCHITECTURE
St	+2	STRUCTURE	Use Schema and more to turn data into enhanced listings.	HTML
Au	+3	AUTHORITY	Authority is everything. Covet links, shares and other signals.	TRUST
Va	+3	VALUE	Seek links from trusted, quality websites.	LINKS
Ux	+2	USER EXPERIENCE	Experience matters more every day.	USER
An	+2	ANSWERS	Create content that can be turned into answers in the SERP.	CONTENT
Ps	+2	HTTPS	Provide a secure connection for visitors.	ARCHITECTURE
Hd	+2	HEADINGS	Build keywords into your H1+H2 tags, especially H1.	HTML
En	+2	ENGAGEMENT	Visitors should spend time with your pages, not bounce.	TRUST
Ac	+2	ANCHORS	Seek links from pages that use similar keywords.	LINKS
Hs	+1	HISTORY	Consider how regularly someone has visited your site.	USER
Dt	+2	DEPTH	Shallow content fails. Aim for substance.	CONTENT
Ur	+1	URLs	Build keywords into your page addresses.	ARCHITECTURE
Am	+1	AMP	Google's mobile page format is built for speed.	HTML
Re	+1	REPUTATION	Sites operating the same way for years carry weight.	TRUST
Ba	+1	BACKLINKS	The more high-quality links, the better.	LINKS
In	+1	INTENT	Consider why someone is conducting a specific search.	USER

TOXINS

Symbol	Weight	Name	Description	Vertical
Cl	-3	CLOAKING	Don't show the engines different pages than your searchers.	TOXINS
Sc	-3	SCHEMES	Buying links, spamming blogs, all terrible tactics.	TOXINS
Sf	-2	STUFFING	Don't be excessive with packing keywords into your copy.	TOXINS
Hi	-2	HIDING	Making keywords invisible is a dirty trick.	TOXINS
Ar	-1	PIRACY	Hosting stolen content can get you flagged.	TOXINS
Iv	-1	INTRUSIVE	Ad-heavy content, intrusive interstitials are a bad idea.	TOXINS

EMERGING VERTICALS

Symbol	Name	Description	Vertical
Voi	VOICE	Say hi to Alexa, Google, Siri.	EMERGING VERTICALS
Loc	LOCAL	Listings, reviews, maps and more	EMERGING VERTICALS
Img	IMAGE	Photos, illustrations are rising in the SERP.	EMERGING VERTICALS
Vid	VIDEO	Searchers are looking for live action.	EMERGING VERTICALS

Technical SEO

Indexability

Website load speed

Indexability

Making sure Google can crawl, understand and store your site in their index.

- Google "site:yourwebsite.com"

- Check the number of pages indexed, does it reflect the number of pages live on your site?

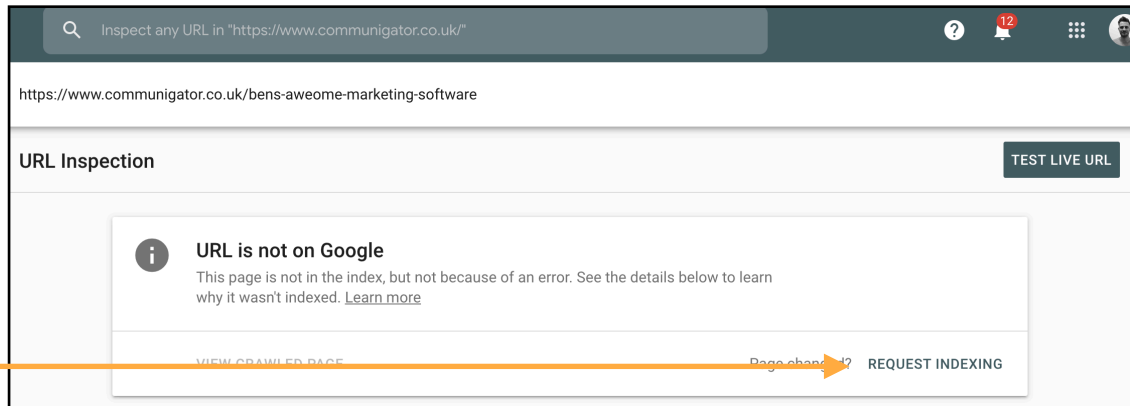- Check to see that your home page and key sales pages are listed.

Indexability

Notice a page missing? This could be solved by reindexing via Google Search Console

- Put in the missing URL here

- Click 'Request Indexing'

Within the screenshot:

Inspect any URL in "https://www.communigator.co.uk/"

https://www.communigator.co.uk/bens-aweome-marketing-software

URL Inspection   TEST LIVE URL

ⓘ **URL is not on Google**
This page is not in the index, but not because of an error. See the details below to learn why it wasn't indexed. Learn more

VIEW CRAWLED PAGE   Page changed?   REQUEST INDEXING

Website Load Speed

Since 2018, it became a ranking signal for mobile searches in Google…

Google Webmaster Central Blog

Official news on crawling and indexing sites for the Google index
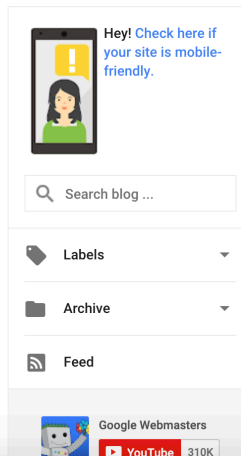
Using page speed in mobile search ranking

Wednesday, January 17, 2018

Update July 9, 2018: The Speed Update is now rolling out for all users.

People want to be able to find answers to their questions as fast as possible — studies show that people really care about the speed of a page. Although speed has been used in ranking for some time, that signal was focused on desktop searches. Today we're announcing that starting in July 2018, page speed will be a ranking factor for mobile searches.

The "Speed Update," as we're calling it, will only affect pages that deliver the slowest experience to users and will only affect a small percentage of queries. It applies the same standard to all pages, regardless of the technology used to build the page. The intent of the search query is still a very strong signal, so a slow page may still rank

Hey! Check here if your site is mobile-friendly.

Search blog …

Labels

Archive

Feed

Google Webmasters

YouTube   310K

Website Load Speed

What speed should you be looking to target?

As page load time goes from:

1s to 3s the probability of bounce in...

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

https://www.thinkwithgoogle.com/marketing-resources/data-measurement/mobile-page-speed-new-industry-benchmarks/

We usually aim for 4 seconds

Okay, I get that it's important, but **how do I see** what my speed is?

Website Load Speed

Pagespeed insights

Google Search   I'm Feeling Lucky
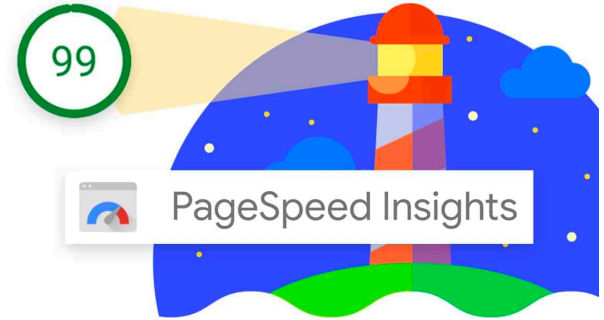
PageSpeed Insights

Right, that's great, but **how do I speed up** my site?

Website Load Speed
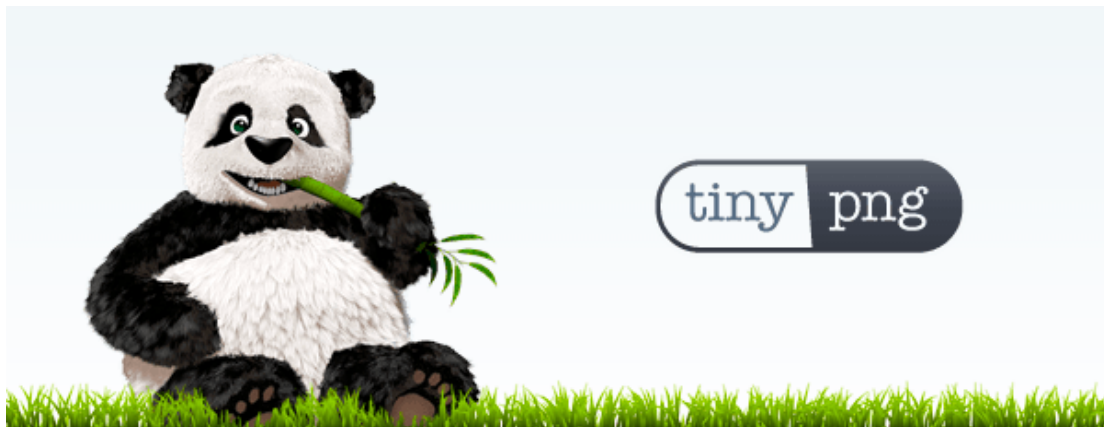
- Typically aim for 100kb - 300kb

- tinypng.com

- tinyjpg.com

Consider limiting your apps & widgets!

Summary

- Ensure that Google can index your key pages

- Ensure your key pages can load in under 4 seconds

- Use image compression software to reduce the size of your images

- Remove unnecessary plugins and keep your pages light

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On-page SEO

Keyword Research & Intent

Optimising Content for SEO

"Creating high quality content takes a significant amount of at least one of the following: time, effort, expertise, and talent/skill. Content should be factually accurate, clearly written, and comprehensive."

Google Webmaster Guidelines

Number of words on a page (median)

ahrefs

800
700
600
500
400
300
200

1 2 3 4 5 6 7 8 9 10

Google position
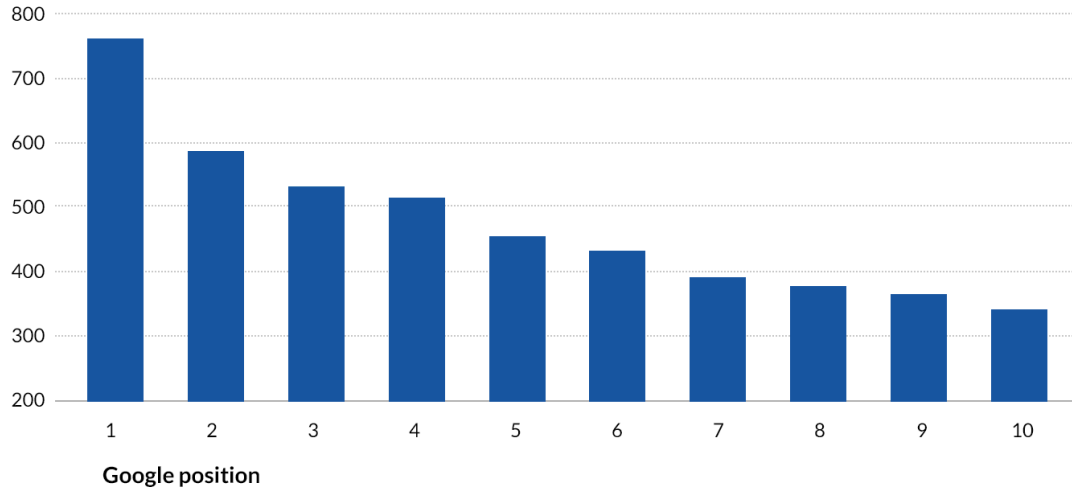
Correlation 0,0826 | High vol. kw. 0,0861 | Medium vol. kw. 0,0722 | Low vol. kw. 0,0626

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Average Shares by Content Length
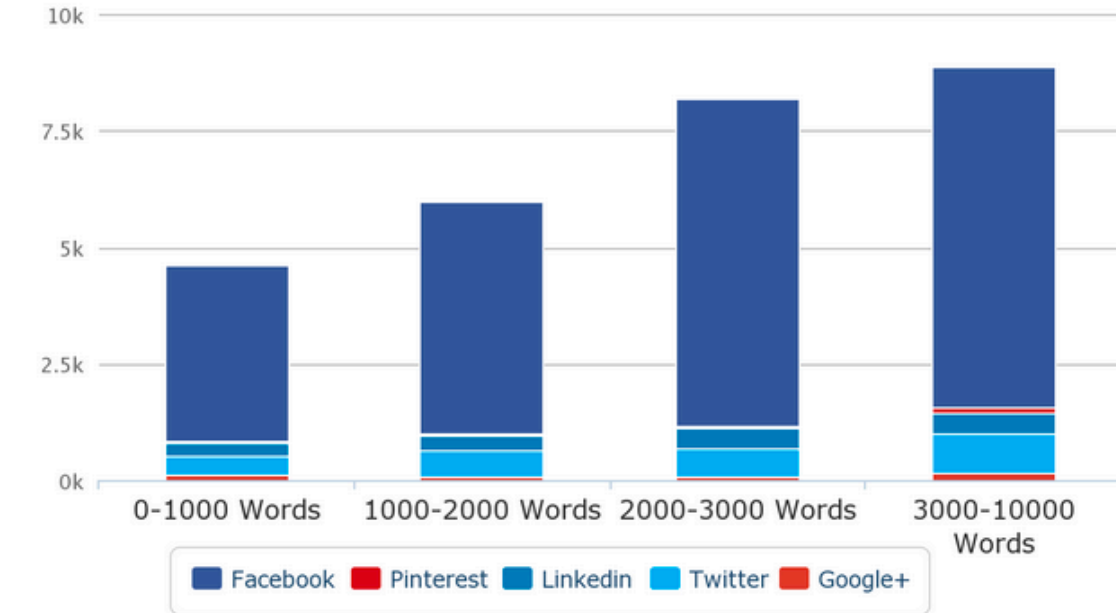
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Keyword Research

Keyword Research

A keyword can be a single word or a phrase

"leads"

"how to generate leads"

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Keyword Research

Select Performance & remove brand from the search

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Keyword Research

Keywords with 100+ impressions

Average Position #15 - #50

Query	Clicks	Impressions	↑ Position
	1	707	34.6
	2	789	35.6
	1	181	36.3
	2	335	37.8

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Keyword Research

Primary Keyword

Paste those keywords into a keyword planner

	Keyword (by relevance) ↓	Avg. monthly searches	Competition
☐		4,400	High
	Keyword ideas		
☐		1,000	High
☐		590	Medium
☐		30	Low
☐		480	Medium
☐		210	Medium
☐		210	Medium
☐		110	Low
☐		40	Medium
☐		170	Medium
☐		390	High

Secondary Keywords

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But wait, we need to check the **keyword intent** is correct

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Google

Marketing Automation Software

Google Search   I'm Feeling Lucky

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Google   marketing automation software

All   News   Images   Shopping   Videos   More   Settings   Tools

About 289,000,000 results (0.43 seconds)

Marketing automation software is designed to help **marketers** capture leads, develop relationships, and move prospects through the sales funnel at scale. This includes several categories of functionality: email, social media, web **marketing**, multi-channel **marketing**, and analytics.

blog.hubspot.com

technologyadvice.com › marketing-automation

The Best Marketing Automation Software in 2020 ...

? About Featured Snippets   ▭ Feedback

People also ask

What is the best marketing automation software?   ⌄

What is the best automation software?   ⌄

Is Salesforce a marketing automation software?   ⌄

What are the benefits of marketing automation?   ⌄

Feedback

blog.hubspot.com › marketing › marketing-automation-software-tools ▾

The 11 Best Marketing Automation Software Tools in 2020

12 Apr 2019 - Take a look at this list to help you sort through your options and feel confident choosing the best **marketing automation** solution for your team.

www.capterra.co.uk › directory › marketing-automation › software ▾

Marketing Automation Software - Pricing and Reviews ...

Compare all **marketing automation software** products & check more than +1M verified user reviews. Try Capterra UK free service now!

The benefits of marketing ... · Typical features of ...

www.ventureharbour.com › best-marketing-automation-software-infu... ▾

The 7 Best Marketing Automation Tools & Platforms of 2020

Jump to The pros and cons of each **marketing automation software** ... - I know several friends who signed up for **marketing automation software**, only to ...

neilpatel.com › Blog › Online Marketing ▾

23 Marketing Automation Tools You Need to Use - Neil Patel

But **marketing automation** tools make your job a little more painless, so you and your ... This marketing **software** lets you drive revenue with lead management, ...

www.pcmag.com › Best Products ▾

The Best Marketing Automation Software for 2020 | PCMag

★★★★½ Rating: 4.5 - US$1,000.00
Marketing automation software is an important tool to help you deliver messages to your customers. Here we test the leading options in this class.

www.g2.com › categories › marketing-automation ▾

Best Marketing Automation Software in 2020 | G2

1 Oct 2019 - **Marketing automation software** automates marketing actions or tasks, streamlines marketing workflows, and measures the outcomes of ...

www.leadfeeder.com › blog › marketing-automation-tools ▾

34 Marketing Automation Tools for 2020 (By Use Case ...

Now part of Keap, Infusionsoft is **marketing automation software** designed to streamline communication between your company and potential leads and ...

www.softwareadvice.com › marketing › automation-comparison ▾

Best Marketing Automation Software - 2020 Reviews & Pricing

Products 1 - 20 of 231 - Compare leading **Marketing Automation Software** to find the best solution for your business. Reviews, free demos, and price quotes.

en.wikipedia.org › wiki › Marketing_automation ▾

Marketing automation - Wikipedia

Marketing automation refers to **software** platforms and technologies designed for marketing departments and organizations to more effectively market on multiple ...

All results are informational

Questions easier to define intent

No longer does a URL rank for a single keyword

7 Vital Stages of The Consumer Decision Making Process
www.communigator.co.uk/blog/consumer-decision-making-process/ ▼

@ How to use

Ahrefs Rank [i]	UR [i]	DR [i]	Backlinks [i]	Referring domains [i]	Organic keywords [i]	Organic traffic [i]	Traffic value [i]
194,887	23	63	36 +1	23	713 –81	774 –66	$956
			Recent 63 Historical 103	Recent 26 Historical 27	PPC 0		PPC $0

This page ranks for 713 keywords alone!

SEO for B2B Marketers

Optimising Your Content

| Keyword	Monthly Searches	Keyword Type
Consumer decision making process	1,300	Primary
Buying choices	300	Secondary
Buying process	200	Secondary
Explain key stages in the decision making process	40	Secondary

Optimising Your Content

- **What is the word count?**

- **How many images / videos have been used?**

- **How many mentions of the primary & secondary keywords?**

- **What are the headings on the page?**

- **What is the title tag**

- **What is the meta description?**

Use competitors as a benchmark.. then create something better!

Optimising Your Content

SURFER
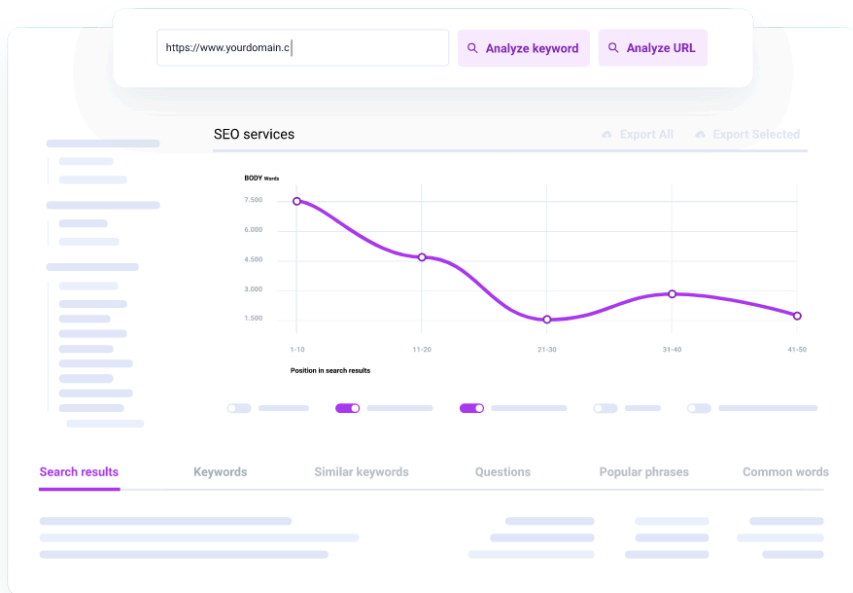
@benalfrey

SEO for B2B Marketers

Summary

- **Ensure you do keyword research for a handful of keywords**

- **Ensure that the intent of the keywords is aligned with your offering**

- **Provide more value than what is currently ranking on Page #1**

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Off-page SEO

What is link building

The link building process

Link building examples

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Off-page SEO

"Off-Page SEO refers to all of the activities that you and others do away from your website to raise the ranking of a page with search engines."

Neil Patel

Linkbuilding

Backlinks are third party hyperlinks back to your website.

Links can take up to 10 weeks for Google to attribute any authority

Referring domains VS number of keyword rankings
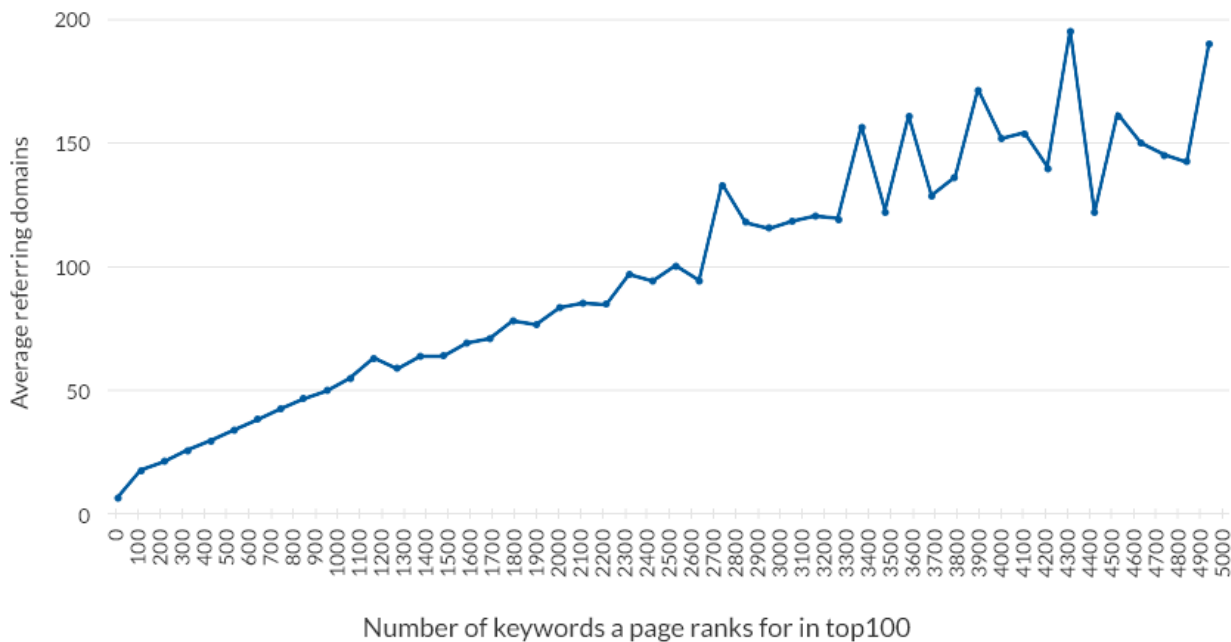
(based on a study of ~920 million web pages in Ahrefs' Content Explorer index)

ahrefs

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Referring domains VS search traffic

(based on a study of ~920 million web pages in Ahrefs' Content Explorer index)

ahrefs

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Consider the quantity and quality of links

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Linkbuilding

bens-website.com

sams-website.com

johns-website.com

your website

BBC

The Guardian

COSMOPOLITAN

Linkbuilding

"Domain Rating is a metric showing an idea of how authoritative a website is. It is calculated by looking at the quality and quantity of domains linking to it"

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Linkbuilding

https://ahrefs.com

Marketing Automation and Lead Generation Platform | Communigator
communigator.co.uk ▼

? How to use

Ahrefs Rank [i]	UR [i]	DR [i]	Backlinks [i]	Referring domains [i]	Organic keywords [i]	Organic traffic [i]	Traffic value [i]
194,712	16	63	11.3K +1K	607	4.4K −282	2.0K −95	$2.9K
			Recent 12.2K	Recent 676	PPC 8		PPC $791
			Historical 34.9K	Historical 1.79K			
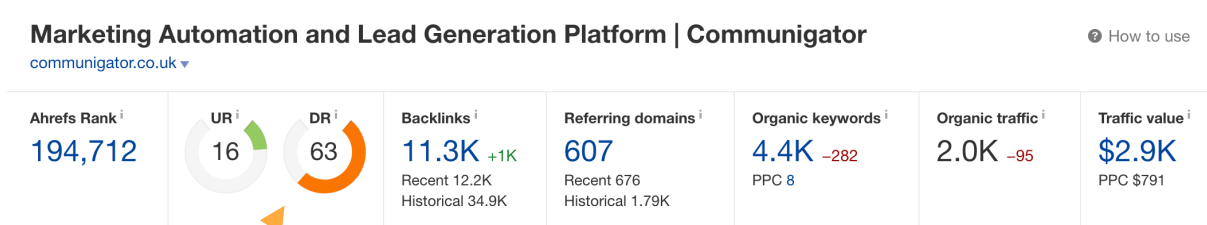
Domain Rating for CommuniGator

Metric made up of 11.3K backlinks from 607 referring websites.

Benchmark against competitors

SEO for B2B Marketers

Target links with a `higher` Domain Rating than your website that also have `market relevance.`

SEO for B2B Marketers

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The Process

Create something linkable → Email the owner of the website you want it featured in → Secure the link.
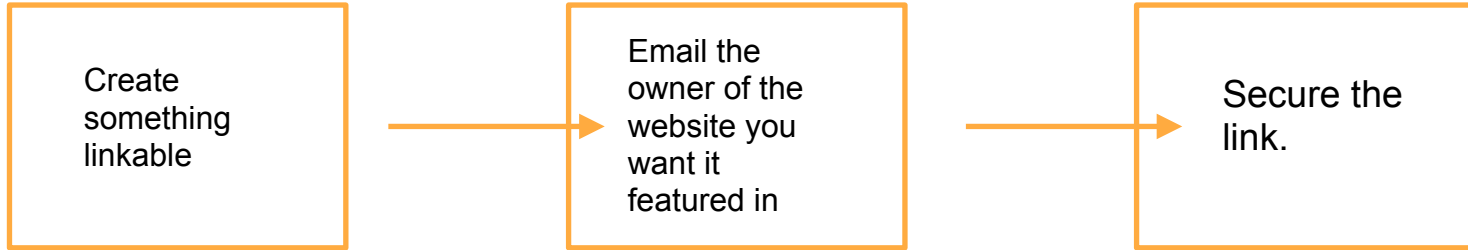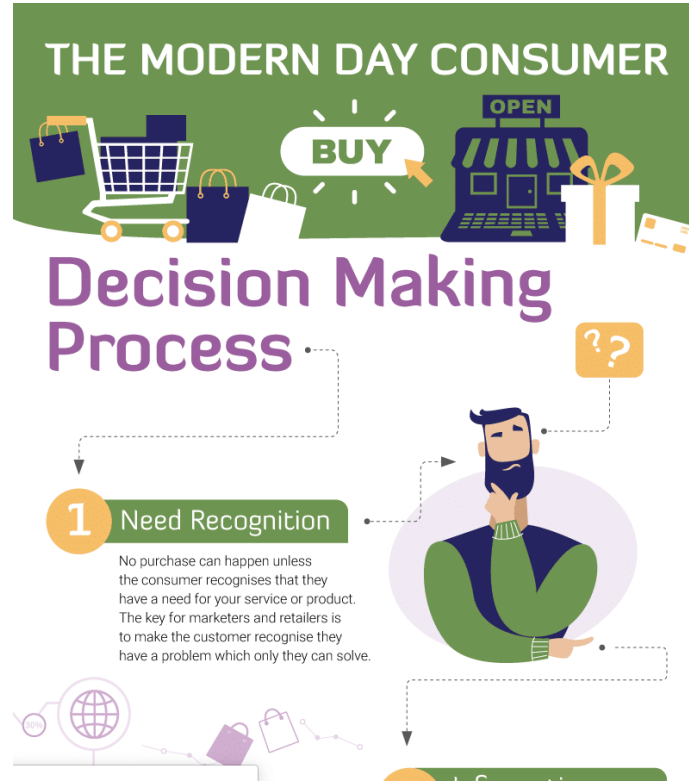
CDMP Infographic

CDMP Infographic

From: **Jason Trillo**
Date: Fri, Apr 12, 2019 at 11:32 AM
Subject: martechseries.com Infographic Enquiry
To:

Hi Sudipto,

I hope you're well. My name is Jason and I do a lot of work with an automation company called **Communigator** over in the UK, more specifically to do with content writing and media creation. We've been fortunate enough to work with the likes of **Smart Insights and MarketingProfs** in the past creating content tailored to different audiences all over the web.

I recently came across Bob Gaito's guest post on your website about **consumer targeting and using purchasing intent to close the deal,** and shared some of the insights with my team:
https://martechseries.com/mts-insights/guest-authors/consumer-targeting-using-purchasing-intent-close-deal/

The team and I here at Communigator have spent the last few months creating a **killer piece of content showcasing 7 stages of the psychology behind the buying process in 2019 and beyond**.

Our research led us to some outstanding and unique findings, for example did you know that the sales process now takes 20% longer than it did in 2009 and that 90% of B2B buyers use online search in the product research process? We also examined the influence and psychological effects that social media and digital have had on this process, how modern day decision making has changed over the last ten years and how it will again in years to come.

We've packaged this up into one easily digestible and up to date infographic that I feel would fit right in with your existing readership wanting to know more about the psychology behind decision making and the role that digital now plays in this. I know you're probably sat there thinking "oh not another infographic, yawn", but I'm convinced that this one would be worth your time and so I've shared it below!

The infographic is just after the introduction section near the top: https://www.communigator.co.uk/blog/consumer-decision-making-process/

If you like the look of the infographic, I thought it could be referenced in Bob's guest post, should readers wish to know more about the psychology behind the decision making process:
https://martechseries.com/mts-insights/guest-authors/consumer-targeting-using-purchasing-intent-close-deal/

Alternatively, I'd be more than happy to write a custom post using the data that we've pulled to tailor something that is completely on brand for you.

Would you mind letting me know if either of these options are viable for you?
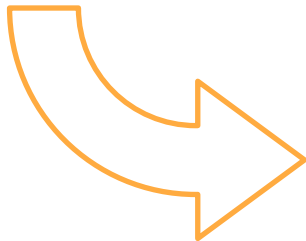
Thanks in advance,

Email the site owner
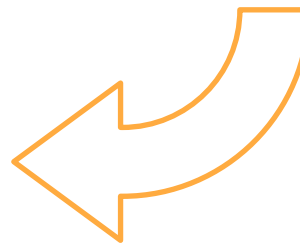
CDMP Infographic

They may or may not reply

Hi Jason,

Thank you for sharing a brief summary of the byline and the infographic that you want to contribute.

We would like to see the final draft.

I have attached the editorial guidelines for Guest Author series with this email.

Feel free to reach out with any questions that you may have.

We expect our guests to contribute a researched and plagiarism-free copy, which should be at least 450 words and includes clear titles and references to the topic.

We would need the following to get a post published-

- Author's latest mugshot
- Author bio under 50 words
- Company boilerplate and PNG Logo
- LinkedIn and Twitter profiles

Let me know if you need any more information from us.

Sudipto Ghosh
Associate Director · Content

MarTech Series | **[AI]Thority** | **SalesTech Star** | **TecHR Series**
+1 408-520-9122 | 3503 Jack Northrop Avenue · Suite #C3873 · Hawthorne, CA 90250 · USA

CDMP Infographic

How Does Digital Marketing Impact The Consumer Decision Making Process?

These days in the era of digital marketing, the process of consumer decision making has changed beyond all recognition. User behavior has been streamlined and today's business model is a much briefer one than in the past. Now, when a consumer decides they need a product, they can surf the internet immediately, find exactly what they need virtually instantly and make a snap purchasing decision. Researching online takes a matter of minutes or hours rather than days trawling around stores and calling suppliers. Reviews are right there at the consumer's fingertips and produc... standard bu... heart.

MarTech Series	MarTech News, Views and Interviews						How to use
martechseries.com/							
Ahrefs Rank	UR	DR	Backlinks	Referring domains	Organic keywords	Organic traffic	Traffic value
12,798	40	80	506K +5K	5.38K	154K +3K	25.7K +1K	$53.0K
			Recent 1.27M	Recent 7.09K	PPC 0		PPC $0
			Historical 2.47M	Historical 11.2K			

CDMP Infographic

7 Vital Stages of The Consumer Decision Making Process
www.communigator.co.uk/blog/consumer-decision-making-process/ ▼

? How to use

Ahrefs Rank	UR	DR	Backlinks	Referring domains	Organic keywords	Organic traffic	Traffic value
194,712	23	63	37 +2 Recent 57 Historical 104	23 Recent 24 Historical 27	694 −74 PPC 0	785 −55	$1.0K PPC $0

+47.48% Organic Sessions
+58.33% New Users
2nd most visited page on website

Keyword		Volume	KD	CPC	Traffic ↓	Position
consumer decision making process	4	1,300	12	—	109	3
buying choices	2	300	40	—	17	5
consumer decision making	5	100	17	—	10	4
customer decision making process	5	150	11	—	9	4
the consumer decision making process	5	70	12	—	6	4
buyer decision making process	5	70	18	—	4.9	5 ↑1
consumer buying process	4	150	17	—	4.8	8 ↑6
consumer decision making process model	5	60	10	—	4.5	5
consumer decision making model	4	150	8	—	4.3	8
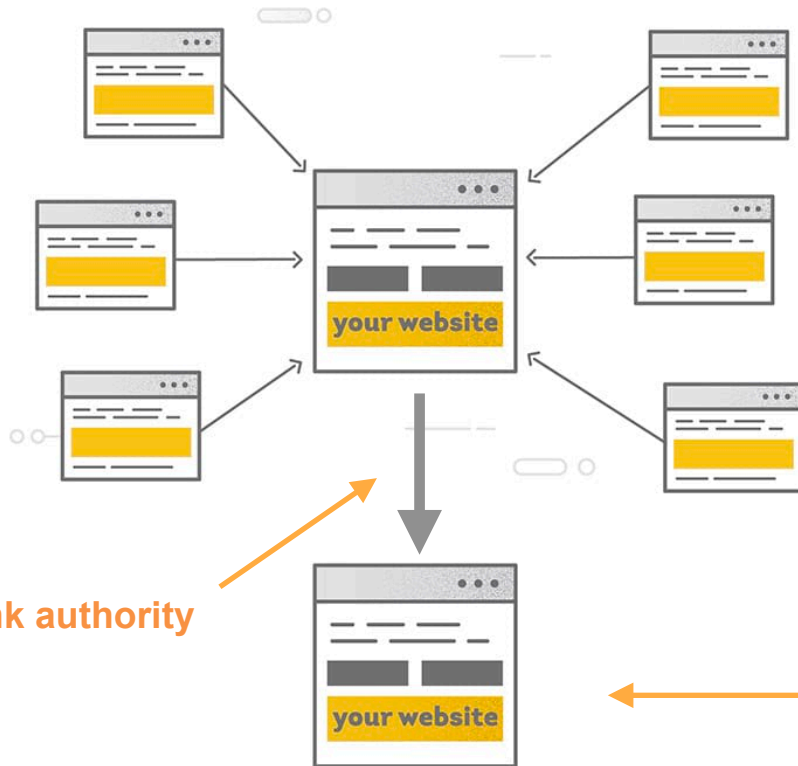
The asset you on your website

This passes the link authority

The service page you want to rank on your website

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SEO for B2B Marketers

Off-page SEO #2

9 LESSER KNOWN THINGS
TO LOOK FOR
WHEN BUYING A HOUSE

1 DON'T BE RESTRICTED
BY A COVENANT
(RESTRICTIVE COVENANT)

Many houses are subject to restrictive covenants.
This means, **even though you own the house this
covenant determines what you can or can't do
with your house/land** under certain circumstances.
For example, they can state whether you can put
a satellite dish on your home, or even keep a dog!
These 'restrictive covenants' can be found on the title
deeds of the house.

2 THE AGEING ROOF

**New roofs can have a life of around
15-20 years**, so make sure your
new property isn't going to need
a new lid any time soon.
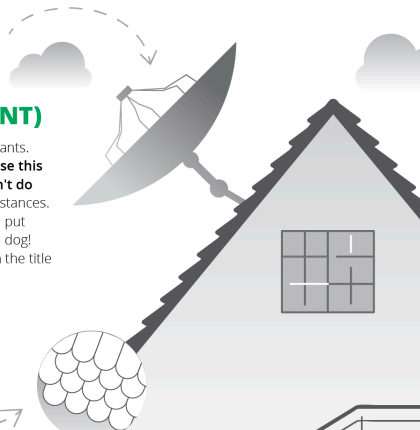
@benalf...

your solicitor can take out restrictive covenant indemnity
insurance which will protect you in the event of a claim

**Internally hyperlink to our
service page we want to rank**

Off-page SEO #2

SEO for B2B Marketers

Off-page SEO #2

Positions history for "restrictive covenant indemnity insurance"

Top 10 | Top 20 | Top 50 | **Top 100**

7
www.lawsureinsurance.co.uk/our-products/title-protection/restrictive-covenant/
Tue, 10 Sep '19

☑ 🔒 www.lawsureinsurance.co.uk/our-products/title-protection/restrictive-covenant/
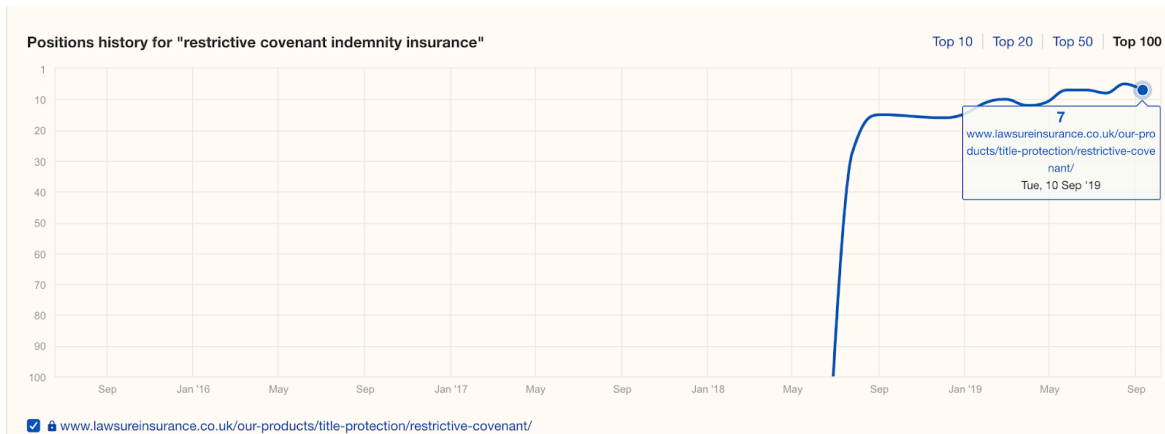
June 19 vs. August 19.

+10% Organic Traffic

+30% Inbound Leads

+39% Top 10 Keywords

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SEO for B2B Marketers

Off-page SEO #3

TOP GROSSING FILMS IN
HAMPSHIRE & SURREY
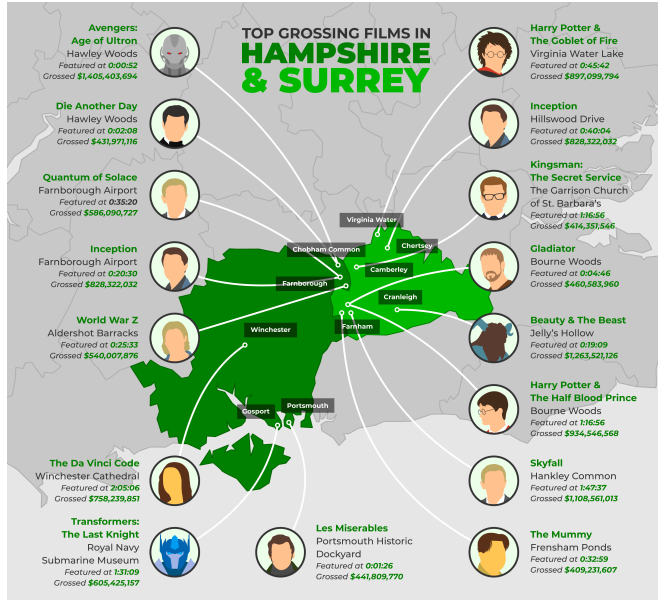
We've collated the highest-grossing blockbusters that have taken advantage of the ample and assorted locations throughout Surrey and Hampshire. Who knew video production in Hampshire and Surrey could be so popular?

Hyperlink to page we want to rank

SEO for B2B Marketers

Off-page SEO #3

SEO for B2B Marketers

Off-page SEO #3

**Oct 19 - Jan 19 vs.
June 2019 - Sep 2019**

+54.6% Organic Traffic

+100% Inbound Leads
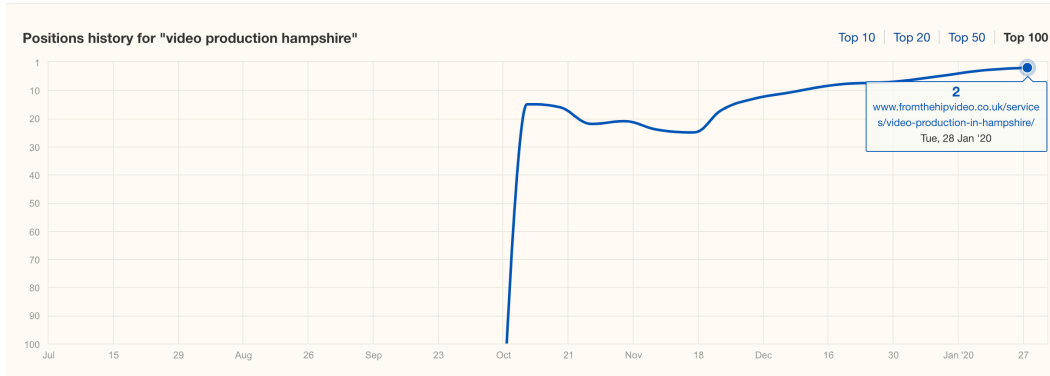
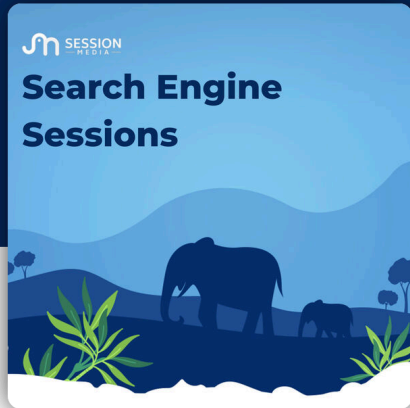Tracking set-up March 2019

@benalfrey

SEO for B2B Marketers

Summary

- Create something completely unique & newsworthy

- Build links to a single page then use internal linking

- Be persistent with emailing - it's a tough graft!

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Retargeting Ads - It's déjà vu, but it works

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