

BEST SEO PRACTICES IN B2B MARKETING TO RANK HIGHER IN SERPS

75% of people never scroll past the first page of search engines (Hubspot).

Astonishing, right? SEO is vital in any B2B marketing strategy in the ever-changing digital landscape.

Let us understand the best methods to rank higher and get ahead of the curve.

LEARNING ABOUT YOUR AUDIENCE

60% of marketers say that inbound (SEO, blog content, etc.) is their highest quality source of leads (Hubspot).

You must understand your target audience's demographics and needs to produce appealing content.

Find the most pertinent topics and search terms for your audience through keyword research.



CREATING HIGH-QUALITY CONTENT



Hubspot's State of Marketing Report mentions that 83% of marketers believe it's more effective to create higher-quality content less often.

You must have high-quality content that benefits your audience to rank better in search results.

After you understand what they are looking for, your content should satisfy your audience.

OPTIMIZING YOUR WEBSITE

According to a study by Backlinko, the top-ranking result on Google search engine results pages has an average click-through rate (CTR) of 31.7%.

Optimizing your website with technical and on-page optimization can significantly impact traffic and visibility.

While on-page optimization focuses on improving your content for keywords and user experience, technical SEO focuses on improving your website's structure, navigation, and speed.



BUILDING QUALITY BACKLINKS



Generally speaking, the more backlinks a page has, the more organic traffic it gets from Google (Ahrefs).

The authority and reliability of your website in the eyes of search engines can be increased with good off-page SEO activities like creating backlinks from reliable websites

USING SOCIAL MEDIA

Well-maintained social media profiles often appear in search engine results pages (SERPs).

According to a study by Search Engine Journal, 58% of marketers who have been using social media for more than a year report an increase in search engine rankings.

Sharing your brand's information on social media can boost visibility and improve website traffic which helps in creating an impact in your niche.



The worth of the SEO industry is over \$50 billion as of 2023 (Demandsage).

By following the practices above for ranking higher in search results, you can drive more traffic to your site and attract more leads for your business in a minimal time.