

# Marketing

*Tools and tactics for the business-to-business expedition*

## Organic: 8.5x more likely to be clicked than Pay-Per-Click (PPC)

### What is SEO?

Search Engine Optimization (SEO) is the process of enhancing your website so that it appears toward the top of the search engine listings. This is referred to as the organic search results.

### How do we search?

- 89% of professional users find sites via search engines
- 5.7 billion internet searches are made daily with Google
- 88% of searchers use Google (Bing, Yahoo, and a few more make up the rest)

### SEO beats paid search

- 10 times more is spent annually on PPC (e.g., Google Ads) than on SEO
- Organic search results are 8.5x more likely to be clicked on than PPC
- SEO offers much more value and long-term benefits

### What helps ranking?

- Start with keyword research, analysis, and thorough integration
- Audience-relevant content that answers searchers' questions vs. content solely for the purpose of ranking highly in search
- Descriptions of how your product/service solves problems (71% of searches begin with generic search terms to look for solutions)
- Content should be continually updated
- Responsive website design

### Mobile-friendly is essential

- 70% of B-to-B searches are made on smartphones
- 80% of B-to-B buyers use a mobile device at work
- Google drives 96% of mobile search traffic stats

*89% of professionals use the internet when searching for other business offerings. Business people search for specific types of products and services billions of times per day. It is imperative to optimize your website so that the prospects you want to reach see your site in their search results and are encouraged to click-through. This is known as Search Engine Optimization or SEO.*

### Googlebot: always on the crawl

Capturing 88% of all website searches, Google is clearly the leading search engine. It uses software robots that continually crawl the web to retrieve information from sites and add it to their database.

### Don't guess which words to use

When keyword research is done properly, the precise terms and phrases for finding particular products or services that are relevant to a specific type of business and industry are identified. This is one of the most crucial steps in website optimization.

Borns' methodology compares keywords, search frequency, and the number of websites that incorporate such terminology. We identify the specific words and phrases that will enable us to optimize the content of our client's website. Once we have fully vetted the list of keywords it typically totals hundreds of terms. We then integrate the keywords throughout the website.

Our approach to website research and planning takes into consideration the applicability to your business, priorities for online marketing, the market segments that are most desirable, your competitors' websites, etc.

Keyword research can also provide branding and marketing insights. Research results have helped us

re-brand entities, products, and services. In other cases, research has revealed interest in the market for products and capabilities—compatible with our clients' offerings—that are not included in their existing websites.

### ROI on the SEO

What do you want to achieve with an SEO initiative? Do you want to rank higher in search results, or increase website traffic, or get more qualified website leads and conversions? Whatever your objective, defining it will help you plan for and attain the desired results and generate a return on the SEO investment.

### Clicks from the search results?

Achieving top ranking in search results is great, but will prospects click-through to your website? The meta description or meta tag is the short paragraph included in the results that describes the content of a web page. Another crucial step in developing an optimized site is writing a meta description for each page that encourages the searcher to click on your listing in the search results.

### They're here!

So they clicked-through, but will they stay or return to your site? Your search terms must be relevant to your offering, to keep people engaged with your site. Once prospects click-through to your site, how can you keep them there? What action do you want your visitors to take once they reach your site? How will you encourage them to return?

Relevant website content must take priority. This must be high-value content that caters to the prospects and customers you want to reach.

Site visitors like content-rich sites and so do the search engines. Websites can be optimized based on a variety of customer segments however, you need to focus on the primary audience you want to serve and then dedicate the majority of the site to their needs.

Also consider creating content and on-line tools that allow you to gain high-quality viral links that bring traffic to your site. By regularly updating your site with creative, unique content, others will want to link to your site.

An effective objective-based site will be searched for and found by prospects. Even think in terms of things that will force competitors to talk about your site.

Strategic business-to-business marketing is about bringing targeted, qualified prospects to your site.

### ***SEO first, PPC later (maybe)***

The SEO process should be included in the development of a new or updated website since it is more costly to overhaul an existing site later to incorporate SEO. With Pay-Per-Click (PPC), participants bid against each other for top positions for specified keywords. Typically, the higher the bid, the higher the web ad ranks. These search engine listings appear at the top of the search results page and are typically identified as “Sponsored” or “Ad” to indicate that these are paid listings or advertisements.

70 to 80% of search engine users are only focusing on the organic results. So, PPC should only be considered after SEO is implemented and for a short term situation such as a product/service introduction.

### ***Organic really is better?***

SEO is directly related to organic search results, but is oftentimes considered only after a site has been built. When SEO is implemented during website development, it becomes a powerful on-line strategy.

Studies confirm that Google users click on organic search results 8.5x more often than paid search results. While a search engine campaign may include both SEO and PPC methods, proper SEO should be the foundation of your campaign. Otherwise, you could be missing out on the 88% of the internet users searching with Google.

### ***The truth about SEO***

- Beware of a guarantee to be #1 in search engine rankings. Search trends change every day, and spiders love fresh content!
- Nothing automates SEO rankings. It is an ongoing process.
- Duplicate site content utilizing a different website domain name can be penalized by Google.

### ***Is SEO a one time effort?***

Your site needs to evolve and keep up with what’s happening in your company, products/services, and industry. New websites come on-line, competitive sites will likely be enhanced, and search engines continually change their search algorithms so, SEO should be an ongoing marketing initiative.

One of the key benefits of SEO is the excellent return on investment (ROI). Increased brand visibility, targeted traffic, and qualified leads are some of the main benefits of implementing SEO on your website. It will also help in building client loyalty.

### ***Borns’ SEO philosophy***

Borns’ website discovery and planning process ensures proper keyword research, keyword placement, and link and popularity strategies.

We are seasoned branders and marketers who have seen technological hype come and go, but some things remain basic. We believe that...

- Effective SEO includes adding new site content on a continuous basis (visitors want to see fresh content!).
- All copy must be optimized with the proper keywords and phrases.
- Site content must be integrated with your overall marketing efforts.
- An ongoing site plan should be in place, taking into account all updates and site expansion.

### ***It’s mobile over desktop***

Mobile-first indexing means Google predominantly uses the mobile version for indexing and ranking websites. In the past, the index used the desktop version when evaluating the relevance of a page to a user’s search. Since the majority of searches are made with a mobile device, now the Googlebot will primarily crawl and index the mobile version of your page.



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### ***Same content for all devices***

A mobile site should contain the same content as the corresponding desktop version. If a mobile site has less content than a desktop site, you should consider updating your mobile site so that its primary content is equivalent with your desktop site. This includes text, images, and videos.

Contact Randy Borns at 616.502.2213 or [randy@borns.com](mailto:randy@borns.com) about how your website can be a more strategic part of your marketing as a result of optimization and RWD.