



EXPERT
MARKETING
ADVISORS

SEO & SEM Playbook

Search

Search is still the top method people use to find B2B solutions. According to a recent Google Study:

- **71 percent** of B2B researchers start their research with a generic search
- On average, B2B researchers do **12 searches** prior to engaging on a specific brand's site
- **89 percent** of B2B researchers use the internet during the B2B research process
- Nearly **half** of all B2B researchers are millennials
- B2B researchers who are not in the c-suite influence purchase decisions
- 70 percent of B2B buyers and researchers are watching videos throughout their paths to purchase



Search

But The Top 3 Positions in Google Get 67% of the Clicks.

Click Through Rates on Organic Google SERP



57% CTR on 1-3 Rank
76% CTR on Page 1 results

- #1 - 32% Mobile 23%
- #2 - 15% Mobile 13%
- #3 - 10% Mobile 9%
- #4 - 6%
- #5 - 4%
- #6 - 3%
- #7 - 2%
- #8 - 2%
- #9 - 1%
- #10 - 21 - 1%



Search: Organic SEO

Some Things To Keep In Mind:

- Search is part of an overall digital marketing strategy; it doesn't work as well on its own
- Brand awareness, social media and public relations contribute heavily
- Search is a marathon, not a sprint
- Testing is key
- Google needs time to “learn” your audiences and behaviors for optimal performance
- Google needs time to find, index and rank your content
- You will need to change your website
- Engagement and a good user experience matter
- It's hard, ongoing work, because Google is always changing, and your competitors are always working!



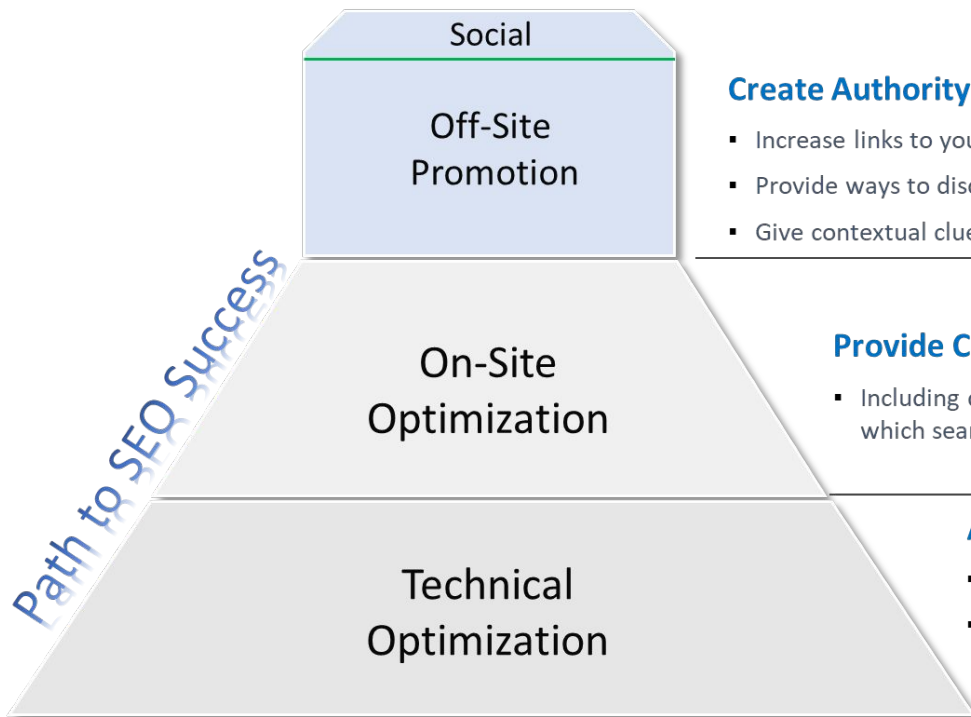
Search: SEM

Some Things To Keep In Mind:

- Paid Search is a shortcut to getting traffic today, but it does not promise leads today
- Engagement and a good user experience matter
- Landing Page Strategy - you have less than 2 seconds to capture a strangers attention
- Unique Value Proposition
- There is a balance between content and simplicity
- Testing is key - offers, landing pages, messaging
- Determine goals and objectives early
- A healthy budget is a good way to set yourself up for early success and learnings
- You will need to change your website



The SEO Stack



Create Authority

- Increase links to your site, which count as votes for the search engines
- Provide ways to discover site pages
- Give contextual clues about the linked page

Provide Contextual Relevance

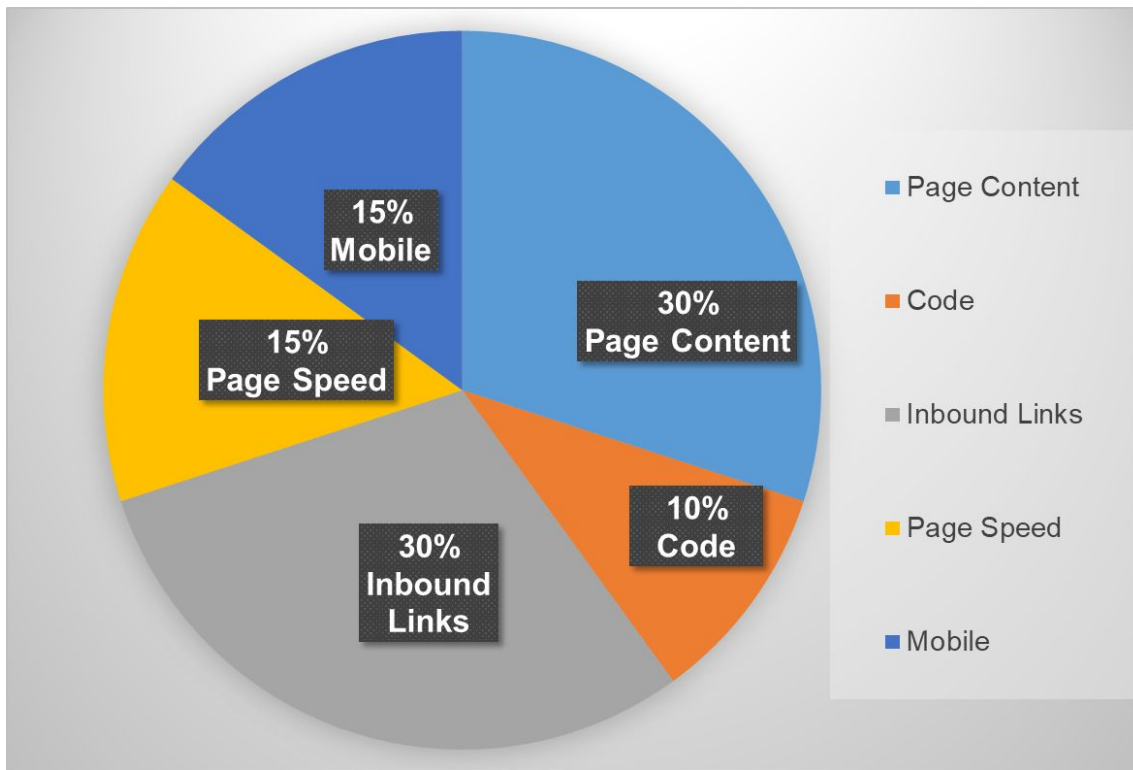
- Including descriptive terms throughout a page tells the search engines for which search terms site pages should rank

Achieve Search Engine Accessibility

- Enables easy access to site content for search engine crawlers
- Enables the search engines to create a basic knowledge graph about your site and its content



How Google Works



SEO is a mixture of art and science.

SEO is not a magic trick. It takes patience and continuous work - analyzing traffic, studying competition and building.



SEO Process

Kickoff / Months 1-2

- Set KPIs, goals
- Understand audience, UVP
- Establish messaging
- Keyword research
- Competitive research /analysis
- Content analysis

Months 3-4

- Site-wide code rewrite
- Content gap analysis
- Overall content plan
- Existing content optimization
- Build supporting content strategy
- Build blogging strategy

Months 5-9

- Create Optimized Core Content Pages
- Execute blogging strategy
- Execute supporting content strategy

Months 10+

- Expand content
- Conversion Rate Optimization
- Off Page content and inbound link strategies



SEM Process

Kickoff / Month 1

- Set KPIs, goals
- Understand audience, UVP
- Establish messaging
- Keyword research
- Competitive research /analysis
- Landing page and offer strategy

Month 2

- Launch campaign
- Establish reporting needs
- Benchmarking
- Heavy keyword optimization

Month 3

- Compare goals to performance
- Establish testing plan
- Reporting cadence
- Ongoing management

Months 4+

- Ongoing management
- Reporting
- Regular data analysis and testing
- Retargeting and Display





Thank you!

For inquiries or questions, please email
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