

LEAD FORENSICS

How SEO is changing for B2B marketers: how to get found online

81% of B2B purchase cycles start with a web search. It's never been so important to use Search Engine Optimisation to ensure your website ranks highly on search engines.



How to grow my SEO...

66% of B2B companies intend to grow their SEO and organic ranking this year, and it's easy to see why. If you're not using SEO to its fullest potential – then it's time you started!

However – make sure you're ready to accept the system is ever-changing, and some **new factors** have come into play that you need to be aware of...

Businesses actively employing SEO need to remember that **prospects are not workflows – they're people**. The copy used and process employed needs to be richer and more beneficial to the searcher for it to pay off.



4.5



Searching for a solution?

People crave thought leaders. When searching for a solution – businesses want the best. Build up your quality score (QS) on paid SEO so you become recognised as a trusted and genuine brand.



5



Your perfect solution lies here...



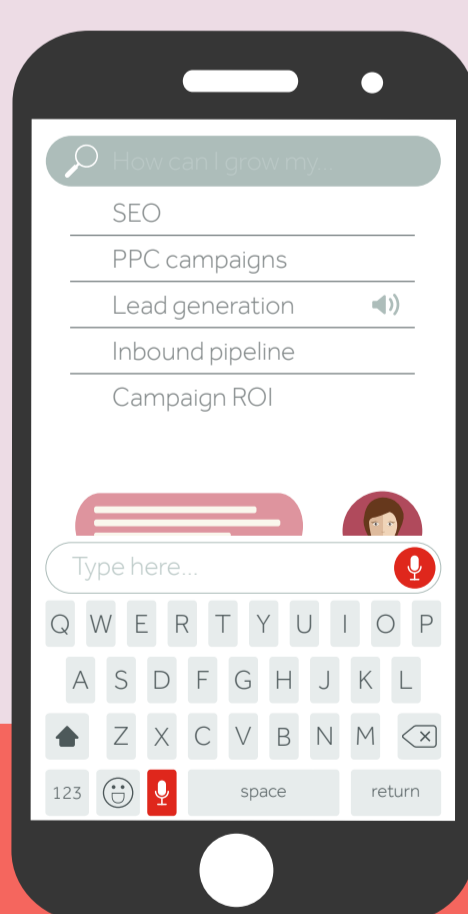
By 2020 it's believed that **50% of all internet based searches will be voice activated**. Prepare your SEO for voice search;

Mobile First – We know that voice search is optimised through the use of mobile devices, so respond by having fully mobile friendly website in terms of functionality as well as design.

Keywords – The average search is already four words long. In voice search, they're getting longer as well as more conversational in tone – plan your keywords accordingly!

Featured Snippet – When a voice search is activated, devices often read featured snippets back to the searchers. Maximise on these!

Don't forget – SEO can boost your web traffic by up to 300%! Make sure none of that traffic goes to waste by identifying what businesses are on your website how they found you. 98% of your website visitors won't enquire with you – **Lead Forensics can help you change that by turning your anonymous website visitors into a list of leads with contacts at the ready.**



Get started with your **free demo** and we'll show you how easy it can be to never miss a lead again.

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Experience turbo-charged lead generation with a **free demo and trial** today:

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