

Get ready for the future: Humanize your SEO

Search engine optimization remains a marketing essential for any B2B organization. Your strategy needs to move with the times to have continued success, so how can we plan for the future of SEO? Simple – humanize your approach...

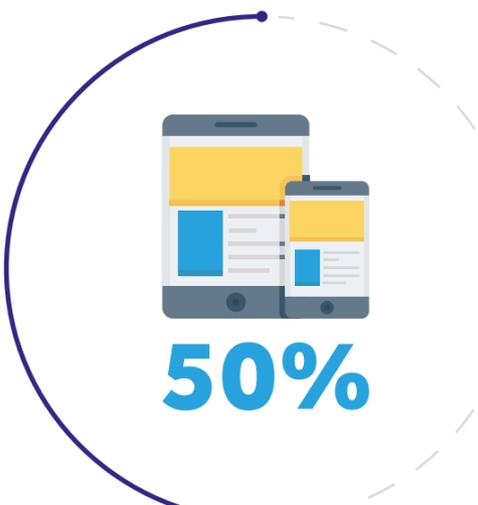
- 1**

As **94% of B2B buyer journeys starting with an online search**, our reliance and use of technology evolves with new advancement and discoveries. It's clear, SEO needs to change.



94%
- 2**

50% of B2B internet searches now happen on a mobile device.



50%
- 3**

20% of these mobile searches are voice activated.



20%
- 4**

The modern internet search averages at **7 words long**.



7 words
- 5**

The surge of mobile use has led to an increase in mobile searches and voice activated searches. It's predicted that **by 2020, 50% of all searches will be voice activated**.
- 6**

This means people are no longer typing 2 or 3 words into a search bar, they're now **asking devices fully formed questions** (hence the increase in average search length!)



Questions
- 7**

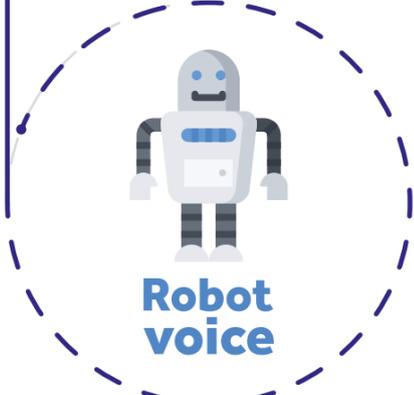
So when preparing to tackle the future of SEO, use this knowledge of human behaviour to frame your strategy...
- 8**

Optimize longtail keywords – phrases of **4 words or more** to combat those longer search averages. (Don't forget to optimize your website for this too.)



Aa
4 words
- 9**

Work on your meta-description. Some mobile devices now read these back to the searcher, so make sure they sound enticing – even in the device's robot voice!



Robot voice
- 10**

Understand the online behaviour of your buyers with **Lead Forensics** to ensure you're always giving them what they want.



Lead Forensics

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