LeadCrunch[ai]

How to
Woo Google

The Secret SEO & PPC Strategy That'll Have You Crushing The Competition

Oooh, ok guys. Mea culpa...

So after publishing a recent blog post, [Don't Panic: What Major Changes at Google Mean for Digital Marketers](#), a few of you reached out with some ... rather colorful messages.

Here's a (cleaned up) summary of the most common questions/comments:

> 'What do you mean don't panic?!'

> 'Google wants me to buy more ads? I'm already tapped out!'

> 'So, I should just forget about organic traffic then? I've sunk a ton of money into my SEO strategy already. Is all that just worthless now?'

> 'HOW THE [redacted] AM I SUPPOSED TO COMPETE??!!??'

As promised, I'm not going to leave you in the lurch. By the end of this whitepaper, you'll have an **actionable plan** to put in place - complete with specific steps, time-tested best practices and proven tactics that drive quality website traffic.

I've used the strategy outlined below to help businesses outrank competitors that are much, much bigger, and blessed with massive marketing teams and equally sizable budgets. Because nailing a high-value Page 1 ranking is fun. Seeing conversation rates trending upward is smile-inducing. And knowing that those big mega-corps CMOs are scratching their heads trying to figure out how I did it without black hat tactics or smarmy link-building tactics? Icing on the cake.

> **But first, we gotta face the facts. No sense in BS-ing ourselves about the state of search today.**

Yes, Google is changing and yes, high-quality data is going to be increasingly important. What's happening with Google is not unlike what happened with Facebook a few years ago. Facebook updated their algorithm so that content that generated the most engagement was displayed at the top of a user's News Feed, rather than favoring the content that was most recently published. Big change, HUGE.

The response in the social media marketing world was mayhem. Those of us who managed a Facebook Page for a business feared that this algorithm would sink our ability to get our content in front of prospects and existing customers, unless we wanted to spring for ad buys. And we were largely right. Platforms that offer their services freely to users - like Facebook and Google - need to generate revenue, and ads are how they do it. It's understandable that they'd want to insure their own future and keep stockholders happy.

And what happened? The world didn't end. We adapted. Paid Facebook campaigns became de rigueur, and in turn, Facebook pushed advancements like lookalike audiences that allowed us to get better results, i.e. higher conversions, from our paid campaigns.

This is likely the way it'll go with Google's changes. Initial panic, then adaptation.

Now that we've gotten the panic part out of the way, let's run through the step-by-step strategy I use so you can get the most out of your paid campaigns now - while also building a stronger base of reliable organic traffic through smart SEO.

Get ready. You're about to learn how to woo the world's most popular search engine.

When Worlds Collide - Using SEO & PPC Best Practices to Maximize your Digital Marketing

1. Keyword Research

Whether you've been in business for awhile, have recently joined a new company or just need to refresh your overall marketing messaging, good keyword research is always going to be a valuable starting off point. Do this right, and everything that comes after is that much easier and more effective. Err here, and it'll snowball into bigger problems later.

Using tools like SEMRush, Ubersuggest or Google's Keyword Planner, identify 5 relatively valuable keywords to your business. These are the keywords that have a high search volume and a good CPC for your particular industry or niche. Here's how you find those:

- Google your keywords, find out who is already ranking for them and what other common terms appear on their homepages
- Pay close attention to what types of pages are already ranking - are they informational? Are they local? Do they provide a tool like a cost per lead calculator, or file converter? Are they selling a product?
- Do some competitive research - what common keywords and terms appear on your competitors' homepages?
- Query your existing customers or your Sales team. What questions or topics are consistently discussed?

If you're already ranking for these terms, good on you. Now consider what other potential markets you might be able to provide your product or service to and come up with 2-3 new keywords to represent those markets.

If you're not ranking for these terms, pay special attention to the questions that appear in the 'People also ask' boxes, and the 'Searches related to' list at the bottom of Page 1 in the SERPs. You'll use these queries to craft highly relevant blog content that you'll have an easier time of ranking for than those higher-volume/higher-competition keywords.

People also ask	
How do you target a b2b audience?	⌄
How do you target b2b on Facebook?	⌄
What is a b2b audience?	⌄
Is Facebook good for b2b?	⌄

Feedback

Searches related to b2b lookalike audiences

facebook for b2b **2018**

facebook b2b **case study**

b2b **advertising examples**

b2b **facebook best practices**

The goal with this process is to have a better understanding of what Google already considers to be valuable to their users. If you're marketing an online PDF editor, for instance, you might find that most of the Page 1 rankings are websites that offer online tools to edit PDFs in your browser or promote a software application that performs this function.

Likewise, if you're marketing a true crime podcast, many of the keywords you would like to rank for likely link to an existing true crime podcast, or podcast library. These are key indicators of what content users are interacting with when entering these queries in the search field - and you'll want to mirror this with your own efforts.

It's really easy to go down the rabbit hole on this, so - just for now - limit your research to 5 keywords that are not so competitive that it'll take you months to gain any traction. Think medium-level competition here. Then use a tool like Keywordtool.io to find long-tail keywords that relate to your 5 chosen keywords - again, you'll want about 2-3 long-tail variations for each of your chosen keywords.

And DONE.

You'll use these keywords throughout your content marketing strategy and your PPC campaign, so **don't overlook this step**. This is an important starting point so you can focus your efforts and figure out what actually works in driving traffic and boosting conversions.

2. Prepping for your PPC campaign

Using these keywords, start drafting the messaging for your PPC campaigns. As a good rule of thumb, create 5-10 different headline variations for each keyword. Even more if you're feeling inspired. Play with messaging voice and length too. Are terms like 'free trial' or 'quality guarantee' or 'fast results' going to resonate with your audience?

Again, Google these keywords and see what kind of ad messaging is already being used by your competitors and use those insights to inform your ad copy. Do they mention pricing? Customer reviews? There's no need to start from a blank page here.

With your variations in hand, now it's time for the fun part.

3. Test your messaging

So the fun part is seeing which messages really work. Chances are, you're going to be surprised. Now, getting your PPC campaign off the ground and collecting the data you need is incredibly important, so it's worth it to out-source at least this initial campaign to a PPC expert or digital agency so it's set up properly.

In running this testing campaign, you're looking to gather data on a couple of things that will inform future campaigns - and your on-site content. You want to know which keywords and messaging drive the highest CTR, or click-through rate. And, which keywords and messaging contribute to the highest number of conversions.

In addition to how the ads are performing to drive people to your site - and ideally, buy what you're selling, it's also worthwhile to look into how that traffic performs. Are visitors staying on your page or bouncing off quickly? That may indicate that your ad copy isn't well aligned with your landing page content. Are visitors heeding your call to action? If no, that's another element you can test. You can also use psychological pricing strategies like offering a discount 'for a limited time only'.

As you can see, PPC testing is the tip of the iceberg - but an essential one to start generating quality traffic and collecting data. Just give yourself enough time to collect a large amount of data to base future campaigns on. Most PPC experts recommend a testing period of at least one month - so factor that into your campaign budget.

4. Iterate - Figuring Out What's Working

Now you double-down. You've run your initial campaigns, you've learned which keywords are driving visitors to your site, and revenues to your company coffers. In truth, you'll always be refining and tweaking your messaging - but for now, take your initial learnings and see what they're telling you about what's working.

From your initial 5 keywords, pick the top 2 or 3 to focus on for the next quarter. Next, choose the messaging that generated the most valuable visits to your site. Was a sense of urgency good for encouraging purchases? Did prospects respond better to more informational content instead? Google's Responsive Search Ads will dynamically combine headlines and ad copy - so only use the best of your initial campaign for this, so you can make the most of your investment.

5. Feed winning info back into organic strategy

Here is a hard truth about running paid campaigns - you'll get used to the traffic volume and revenue that paid search generates. And what happens when you turn off the spigot? CRICKETS. That's why this next step is so crucial - you want to build up a steady flow of reliable, valuable organic traffic so you're on stable ground if you need to (or want to) cut back on your ad spend.

This is where a smart SEO strategy fits in - and helps you get more value out of your paid campaign spend. Using the data you gained from your initial PPC campaign, you now know which keywords are resonating with your potential customers. Per Step One above, you've already done a huge amount of the legwork here. You know what questions are most commonly queried in addition to your top keywords and you've got a small handful of related long-tail keywords.

Time to start crafting high-quality site content. Keep the following points in mind:

- Again, revisit what's already ranking for these keywords - how can you address these queries with content that is better than what's already out there? What unique information or insights or data can you add to the conversation? Give users a reason to choose your content over what's already out there.
- Site content isn't 'just' a blog article. If your main keywords are valuable, a 'mid-level' page - accessible from the top navigation menu on the homepage - should be created for each keyword. This lets Google know that it's a main topic for your website - so it'll be easier for you to rank.
- Don't be afraid to try new types of content and see what resonates with your audience. Infographics, videos, customer reviews, or lists are all great options to add to the mix.
- Long-tail keywords and related queries are great topics for blog posts. Be sure to add internal links to these types of posts on your 'mid-level' pages - so any visitors looking for additional information can easily find it.
- Promote your new pieces of content. Jump into an existing, relevant conversation on Quora or Reddit and share your expertise with a link to your content. Be sure to provide value to the conversation rather than just hopping in and dropping a link. You're the expert here, so share helpful information that inspires people to visit your site. And of course, use your social platforms to share links to this content too.
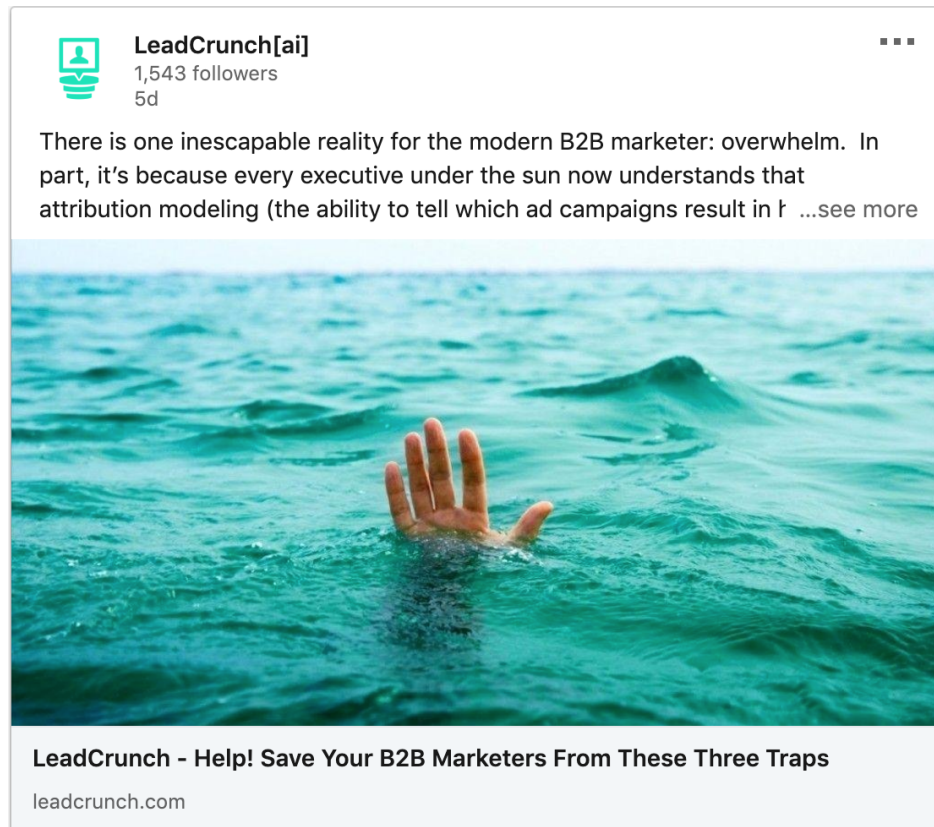
- DO NOT KEYWORD STUFF. This practice was commonly used by SEOs 5-10 years ago because it worked to gain rankings positions. And Google noticed, and it is no longer a smart play. Focus on providing genuinely insightful, long form content (i.e. roughly 1000-1200 words), rather than try to game the system. Google rewards websites that offer a good user experience, so even if keyword stuffing seems to work in the short term, you run the risk of getting penalized if you use this tactic.
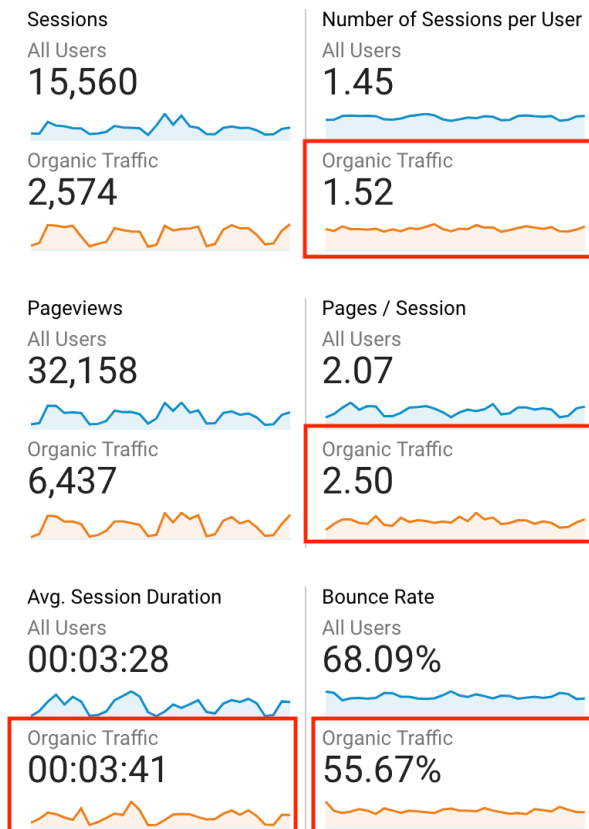
What's the payoff? Why care about Organic traffic at all?
I get it. All of the above tips might be helpful, but they also seem like a lot of work. If you can just go ahead and buy ad traffic, why invest any time in creating content that may or may not rank anyway?

Here are two compelling reasons:

- You might not always have the budget for an extensive ad campaign. The goal here is 'lean strategic'. Make smart plays with the resources you have, have greater clarity around what is working, and what isn't, and don't spend unnecessarily. Over time, you want to show greater ROI without ballooning the budget. Organic traffic is a good way to do this.

- Organic traffic is incredibly 'sticky'. It usually performs better than Paid or Referral traffic across several important performance metrics - namely, longer Average Session Duration, lower Bounce Rate and a higher Number of Pages Per Session. And this makes sense - users performing an organic search for a topic are more highly motivated to get relevant information than those clicking through on an interesting ad.

Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
All Users	903 % of Total: 15.19% (5,946)	812 % of Total: 17.79% (4,564)	00:02:31 Avg for View: 00:03:26 (-26.72%)	699 % of Total: 24.20% (2,888)	84.55% Avg for View: 66.79% (26.58%)	76.97% Avg for View: 48.57% (58.46%)
Organic Traffic	234 % of Total: 3.94% (5,946)	212 % of Total: 4.65% (4,564)	00:02:46 Avg for View: 00:03:26 (-19.36%)	155 % of Total: 5.37% (2,888)	78.71% Avg for View: 66.79% (17.84%)	65.81% Avg for View: 48.57% (35.50%)

Sessions	Number of Sessions per User
All Users	All Users
15,560	1.45
Organic Traffic	Organic Traffic
2,574	1.52

Pageviews	Pages / Session
All Users	All Users
32,158	2.07
Organic Traffic	Organic Traffic
6,437	2.50

Avg. Session Duration	Bounce Rate
All Users	All Users
00:03:28	68.09%
Organic Traffic	Organic Traffic
00:03:41	55.67%

6. Website Audit & Clean-Up

For a lot of folks this next step is going to be tedious and unpleasant. (Hey, at least I'm being upfront about it.) Think of it like a Spring cleaning for your website. Poorly implemented technical SEO can harm your ability to rank in Google. We're not going to go too far into the nitty gritty here, but I will give you some tips and key things to look out for - and that you'll be able to fix - relatively quickly. And it won't cost a dime, how great is that?

For a full rundown of exactly how this works, view this post on the free SEO Audit tool at neilpatel.com. The tool is simple to use - you just have to drop in your URL and hit a button. Within a minute or less, you'll have a clear list of issues to address. I won't rehash what's been shared in that article linked above, but I'll point out a few easy fixes that should be at the top of your list.

SEO Analyzer

If you're struggling to get more visitors to your site, the answer might just lie in this **FREE** report!

Your Website URL	**ANALYZE WEBSITE**

Technical SEO Fixes That Don't Require a Developer

- Missing or duplicated Page Titles. A Page Title is what appears in the Google SERPs and in the browser tab, and should be between 50-60 characters in length. The Primary keyword should be included, and each page should have a unique Title. Since this appears in the SERPs, it's a good idea to test different titles and see which ones work the best for boosting your CTR.
- Missing or duplicated meta descriptions. Meta descriptions are the small blurbs of text that appear under your URL in the Google SERPs. If you don't specify a meta description, Google will create one for you - but why not take advantage of the opportunity to market your page to a potential visitor? Include keywords and related terms, and make it enticing. You should have a (preferably unique) meta description for every single page on your website.

Lookalike Audiences for B2B Marketers - The Future is Here ← **Page Title**
https://www.leadcrunch.com/.../b2b-lookalike-audiences-are-here-and-the-future-look... ▾
A **lookalike audience** is a list of consumers most likely to buy your product or service based on key data
points pulled from your existing customer list. These data points could be job title, location, relationship ← **Meta Description**
status, favorite sports team or any other combination of factors that make up a customer's unique
profile.

- Missing or duplicated H1s. An H1 is the neon sign telling Google exactly what a page on your website is about, so make it as clear as possible (and include your primary keyword for that page in your H1). It's best practice to avoid

duplicating H1s on your site, and each page should only have one H1.
- Low word count. Each of your pages should have at least 350 words of copy. (Which is roughly 3-5 paragraphs.) This is a good opportunity to answer some of those 'people also ask' questions that you found during your keyword research. Format each question as an H2, so you have a better opportunity of ranking for those keywords as well.

Technical SEO Fixes That DO Require a Developer
If you see any of the items below pop up on your Site Audit, it's best to hire a professional to address them.

- Slow site load time. Google favors faster sites, so it's smart to have a pro look into why your site may be slow to load. Frequent culprits are oversized images, large code files, or specialized fonts.
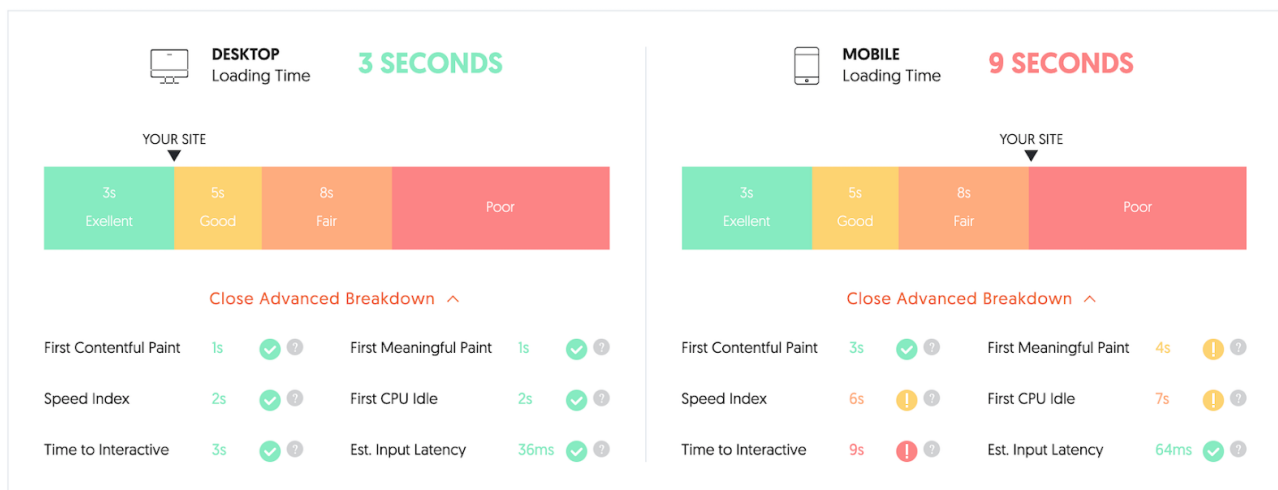
- Sitemap issues. If you're on Wordpress, you may be able to address this yourself with a plug-in, but again, best to have someone knowledgeable take a look.
- 4XX status codes. Basically, broken URLs. Google doesn't like these either - so have a pro redirect any broken links to another, relevant page.
- Poor mobile responsiveness. Given how many people use tablets and smartphones to access the internet, **having a mobile-responsive site is not a luxury**. If your site is not mobile-responsive, in that it's coded to automatically

format to the screen it's being viewed on, this will harm the user experience, and your ability to rank.

As a good rule of thumb, you should run a site audit - and perform any necessary fixes - every 6 months.

7. Fill in the gaps & consider the funnel

Now that you have a solid idea of what keywords are working to drive conversions, and you've punched up your site's SEO, take a step back and consider the overall customer journey. The majority of today's buyers - both B2B and B2C - are educating themselves before they are willing to talk to a sales rep or make a purchase. Do you have content on your site that will help them get all the answers they need as they move down the fun- nel?

We've created several resources to help you zero in on which types of content to use in each section of the funnel, and best practices for each type of high-value content you'll want to consider. We've worked with some of the world's most recognizable companies, like IBM, Dell, and Lockheed Martin to support their B2B content syndication efforts - so we've learned some helpful tips on creating content that generates engagement with your prospects.

The Ultimate Guide Series to Creating Great Content For Every Stage of the Funnel

- Top of Funnel (ToFu)
- Middle of Funnel (MoFu)
- Bottom of Funnel (BoFu)
- Beyond the Fu

B2B Content Asset Best Practices

- Whitepapers
- eBooks
- Case Studies

8. Super-charge your PPC campaign with better targeting

Almost at the finish line! You've done a heap of excellent work to get to this point. By

now, you should start seeing a steady uptick in organic traffic and a higher number of conversions from your paid campaigns. With these wins in hand, you're in a good position to invest in better B2B targeting using lookalike audiences.
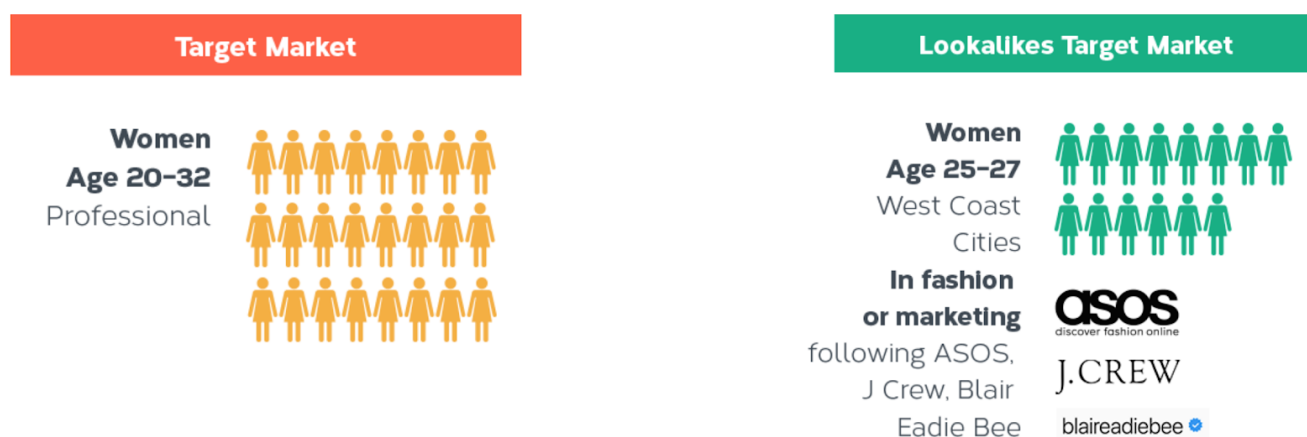
In short, you provide a seed list of your 'best' customers - however you define what a best customer is - and we'll feed that into our artificial intelligence engine. The result? A list of new prospects that are incredibly similar to your seed list - complete with current contact information that is run through a multi-touch verification process.

Now, you might be wondering why I didn't mention this at the outset of this article and save you from having to jump through all these hurdles. Fair point, but in jumping through these hurdles, you've learned a lot of valuable information that will help you get so much more out of your paid efforts.

Let's review. After following the 8 steps outlined above,

- You're not wasting money on buying ads for keywords that don't generate engagement and revenue
- You have a better understanding of your customer journey
- You cleaned up any pesky technical SEO issues that negatively impact your prospect's user experience (and hinder your ability to rank well and drive reliable organic traffic)
- You developed high-quality content that provides useful, relevant information to prospects that far surpasses what's already out there

Sounds like a worthwhile effort to me. Money saved, reliable traffic won, revenues up.

Cue the happy dancin'.

The Problems We Solve

Despite technology advancements, even the best marketing teams get very low conversion rates throughout the funnel. Plus, most marketing teams must argue constantly to get revenue credit for marketing influenced leads. Conflicts with sales over lead volume and lead quality are never ending.

These problems stem from B2B complexity. B2B buying behavior involves multiple stakeholders, evolving buying criteria, and an elongated consideration cycle. The sales and marketing tech stack has thus far only increased this complexity.

Our Experience Design

We think differently about how to find and grow lasting B2B relationships. Scaling relationship development with Artificial Intelligence (AI) necessitates a data model that describes the B2B ecosystem. The data must not be a snapshot in time but a network of everchanging people, ideas, and companies. Mere firmographic models are too inaccurate and simplistic.

Scaling relationship development also means analyzing not just your hand-raisers, who convert infrequently, but your ideal customers. With such profiles, AI can predict who will buy and their buying capacity and buying longevity, not just who will respond.

Because the B2B ecosystem is constantly changing, your marketing model must learn continuously, too. The LeadCrunch always-on AI platform adapts to competitive threats, ideas that are changing market perceptions, and changes to your solution portfolio and business strategy. This continuous learning means tightly integrating content marketing with audience targeting, delivering a stream of proactive insights, and feeding outcomes back into the platform to improve targeting and insights.

Above all else, the design must simplify the complexity and make marketers the new maestros of shareholder value.

Our Services

We make it easy to pilot our AI-driven B2B marketing system. No complicated tech stack integrations. No long-term commitments. Only pay for qualified leads who engage with your content. We can also nurture the leads with your content, identify additional personas within an account for your sales team to engage, or even engage and nurture those additional personas in each account. Each lead is multi-touch verified and guaranteed to meet your campaign criteria and contain valid data.