



objective

B2B STRATEGY, CREATIVE & DIGITAL

B2B Search Engine Optimisation

Generate more sales leads online



Our **award winning** digital marketing team help businesses receive significantly more website visitors.



This is achieved by ensuring B2B websites are ranked highly by search engines such as Google and Bing.

Websites that appear on page one of leading search engines receive significantly more visitors, enquiries, and B2B sales.

Objective Creative's digital specialists can improve the search engine ranking of your website.



Proven to generate more **B2B** sales leads

Our Search Engine Optimisation service is designed exclusively to generate B2B sales. Most agencies are distracted by B2C clients, such as florists and coffee shops. We understand B2B sales processes.

Accredited by Google



The Objective Creative team have been awarded the highest accreditations from Google. We have access to unique insights from the worlds leading search engine.

**Sheffield
Hallam
University**

Recognised by Sheffield Hallam University

As the leading digital marketing agency in the region, we are proud to have been selected by Sheffield Hallam University to deliver content on their prestigious Digital Marketing Masters programme.

Our proven **B2B** Search Engine Optimisation Process



Define and Agree Target Keywords

Research keywords aligned to your business objectives. Keywords with the highest volume of relevant, monthly searches, should be selected.



Create Content

Create content (infographics, blog articles, short form video) based around these keywords. Relevant content is developed to engage the widest possible audience.



Post Content

Post the content on platforms ranked highly by search engines. Millions of visitors search these platforms for information on subjects of interest. The content shouldn't be hosted on your website, and only content intended for your clients should be embedded on your blog or shared on your social channels.



Share

A link from the content platform should be shared across other relevant websites and platforms, to generate links, shares, likes and mentions. This process is proven to generate more relevant links to your website.



Increase Rankings

The shared content links back to target pages on your website. When search engines discover links to your content, and follow these links back to your website, it helps increase your search engine ranking position for the specified target keyword.



More Relevant Website Traffic

The higher your website ranks for your target keywords, the more visits you will receive. Target prospects will find your website much more easily.



Check that your SEO agency is producing and sharing content. Technical SEO is no longer enough to significantly improve your search results.

B2B Search Engine Optimisation will improve the ranking of your website



	Business £995 (Per Month)	Enterprise £1495 (Per Month)
SEO Management		
Website page and meta data optimisation	✓	✓
Submission of site map to major search engines	✓	✓
Google Analytics integration	✓	✓
Integrate Google Search Console	✓	✓
Google My Business integration	✓	✓
Keyword Optimisation		
Number of keywords optimised	5 Maximum	Up to 10
Detailed keyword research and analysis	✓	✓
Optimisation of all on page metrics/code	✓	✓
Inbound links review and management	✓	✓
Content Creation and Sharing		
Infographic development	Bimonthly	Every month
Blog article development	Bimonthly	Every month
Motion graphic video development	✗	Every quarter
Content sharing across our established network of high ranking sites	✓	✓
Management and Support		
Complimentary website content updates*	✗	✓
Complimentary website hosting	✗	✓

* Includes updating content supplied by client, adding latest news articles and small on page revisions only
Major website development requests will be quoted separately.



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Claim your complimentary **B2B** Search
Engine Optimisation audit.

Please call us today for a no obligation conversation about
improving the search engine ranking of your website.



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