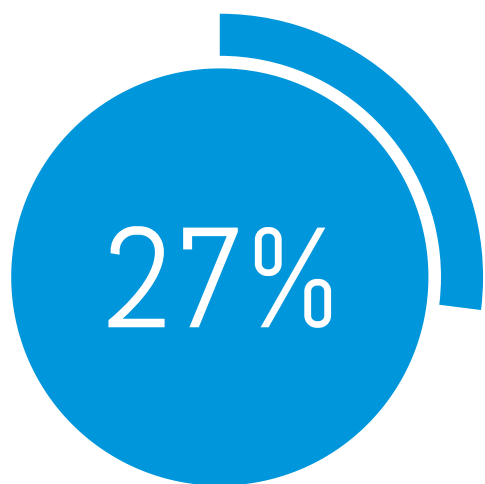

ESSENTIAL B2B SEO STATISTICS THAT SHOULD NOT BE OVERLOOKED



supramind.com

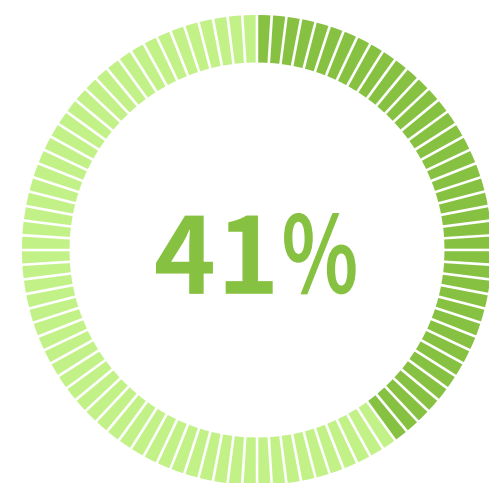
SWIPE >>>

B2B Purchase Journey Begins Online

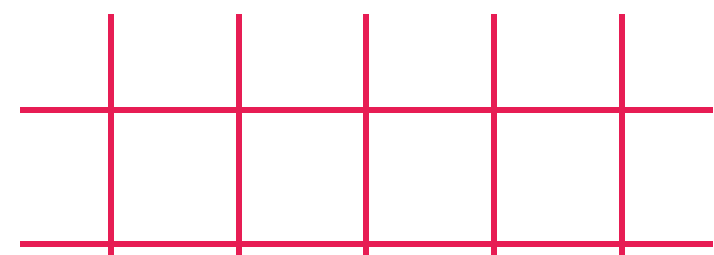


27% of B2B purchase journeys begin with online searches.

41% of B2B buyers visit at least three websites before contacting sales.



B2B marketers are dedicating more resources to SEO and content marketing.

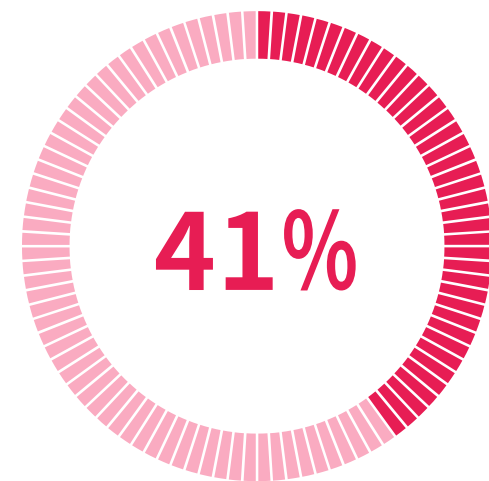


B2B Marketers are Spending Extensively on **SEO**

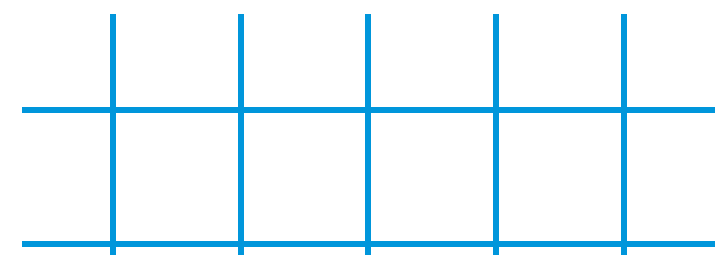


31% of B2B marketers allocate the highest budget to SEO.

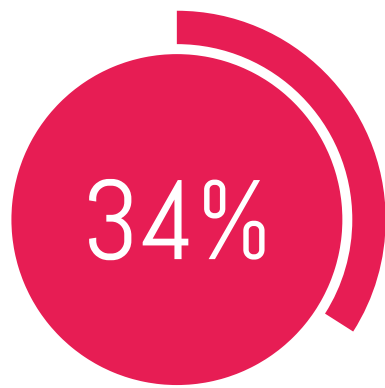
SEO is the most implemented marketing tactic for B2B marketing (49%)



SEM effectiveness depends on SEO (8th most popular tactic)

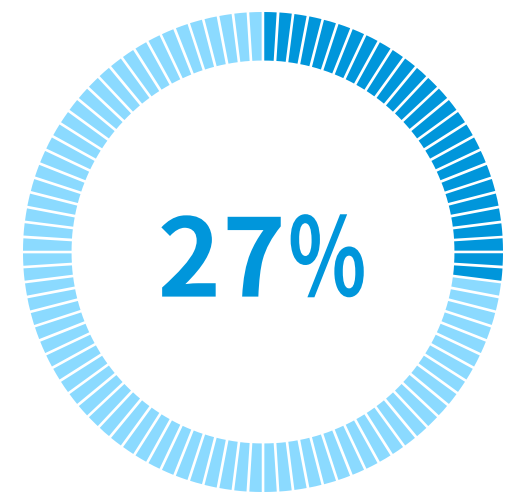


B2B SEO is the Most Effective Strategy for Lead Generation

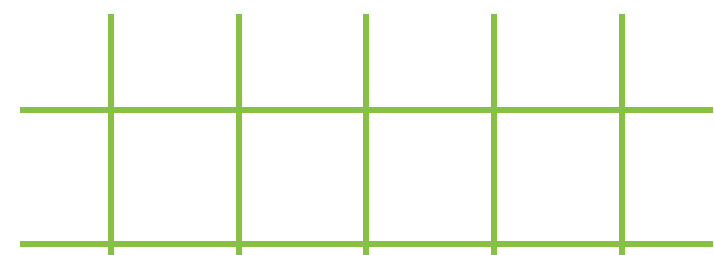


SEO responsible for most leads and sales (34%)

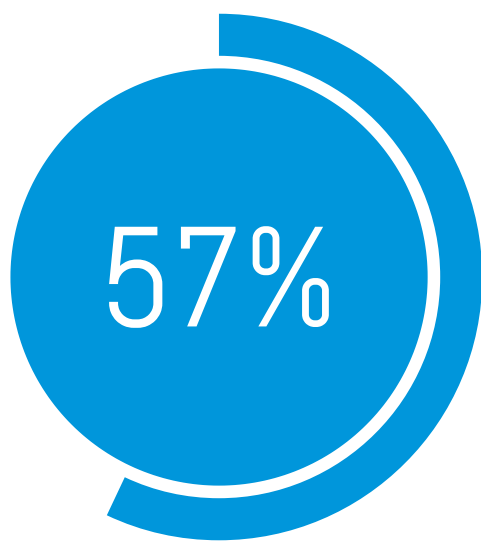
In comparison, in-person trade shows and events rank 4th with 27% votes.



SEM effectiveness depends on SEO (8th most popular tactic)



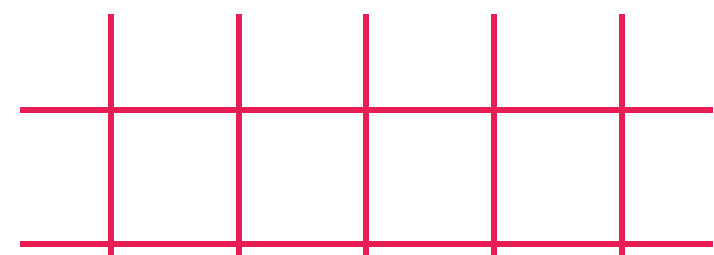
SEO Tactics Need 3 to 6 Months to **Show Results**



57% of B2B marketers see quick results from on-page optimization and technical SEO tactics.

Factors affecting SEO success:

- **Relevance**
- **Topical Authority**
- **Trustworthiness**

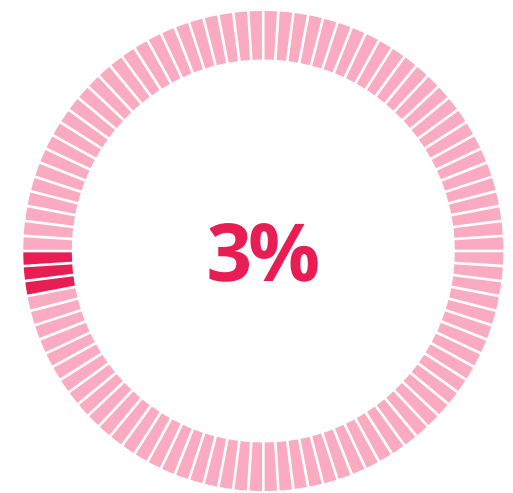


Backlinks are Crucial for B2B SEO Success

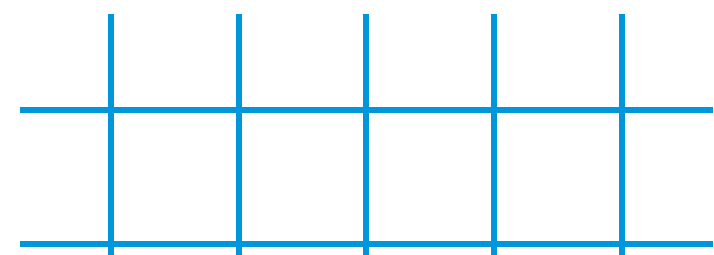


93% of B2B content gets no backlinks

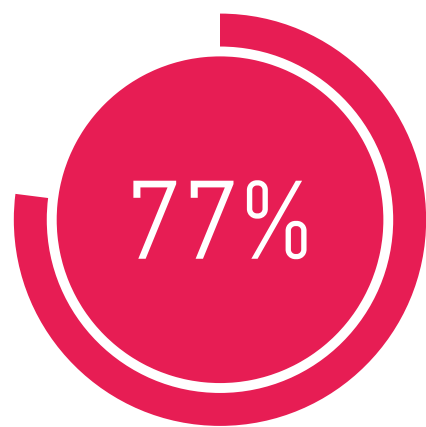
Only 3% B2B content get backlinks from one or more sources



Number 1 search result has 3.8x more backlinks than other results.

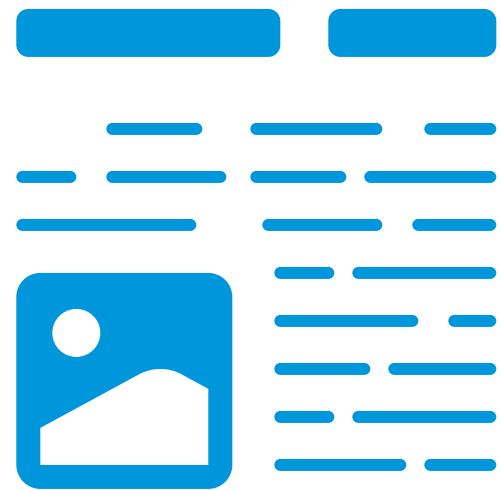


Long-Form Content Generates More Backlinks

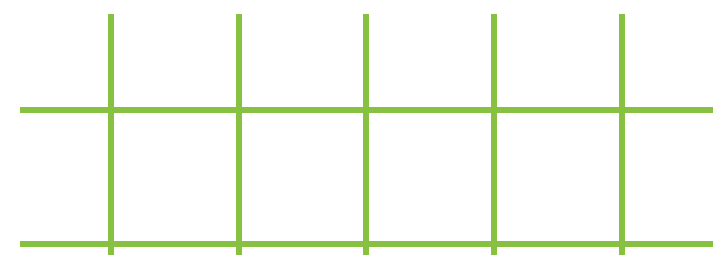


**Long-Form Content
Generates 77% More
Backlinks**

**Articles longer than 3,000
words get more backlinks**



**1,000 to 2,000 word articles get the most
social shares**

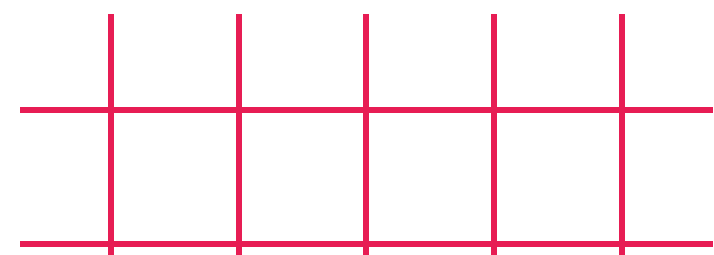


Posts get More Backlinks & Listicles Get More Social Shares

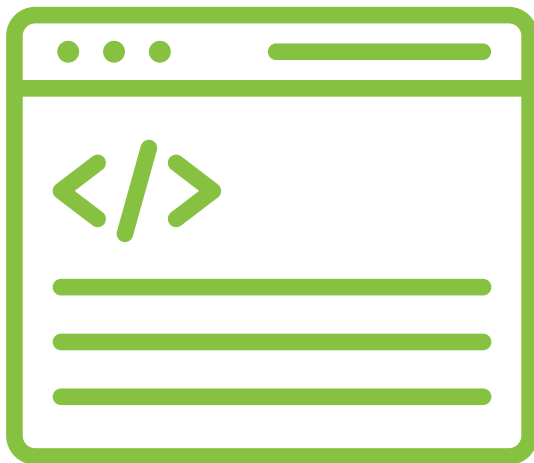


Listicles receive 203% more social shares than infographics

Why posts, What posts, and infographics get 25% more backlinks than other formats

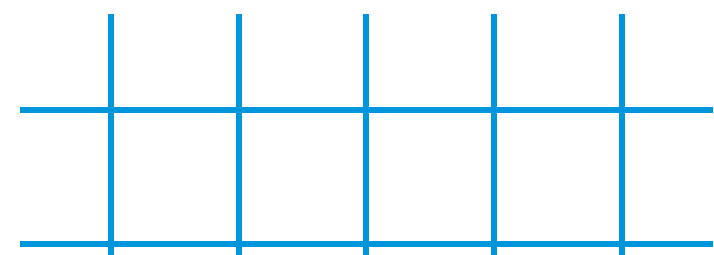


40-60 Character Title Tags get the **Highest CTR**

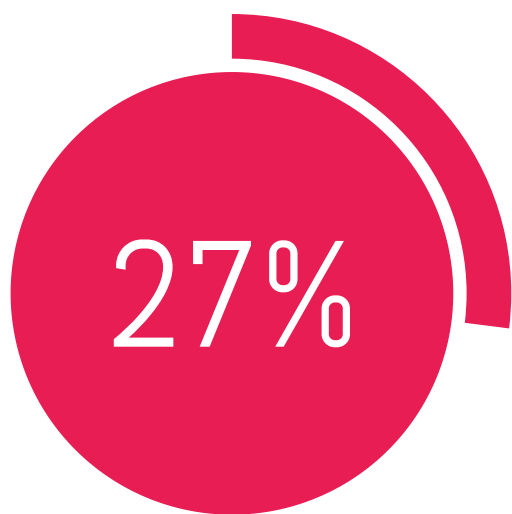
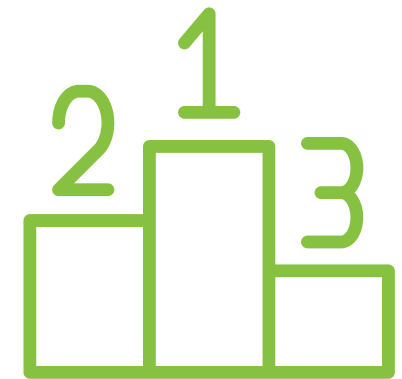


Title tags with 40-60 characters have the highest click-through rate (CTR).

This length provides a lot of room for important keywords to be included in the title tags.

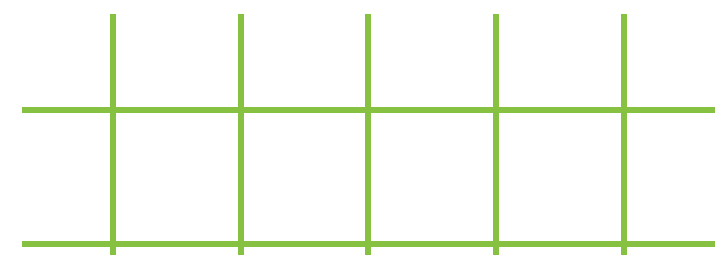


Rank 1 Search Result Gets Most Organic Traffic



The number 1 search result gets 27.6% organic traffic

Top 3 search results take away 54.4% of organic traffic



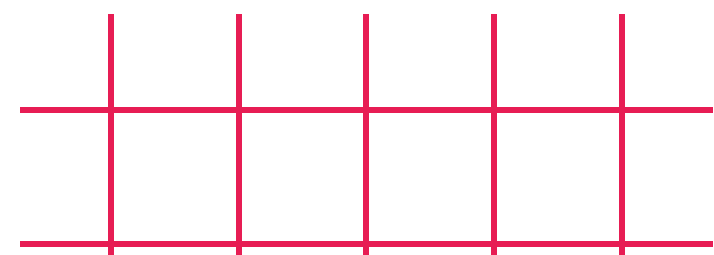
Conclusion

B2B SEO is crucial for lead generation, brand awareness, and customer engagement

Track relevant metrics to measure SEO success

Invest in long-form content and backlinks for better SEO results

Optimize title tags and climb search result ranks for increased organic traffic



Thank You

