Common Mistakes of B2B SEO Success by Varun Bihani

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Business-to-business (B2B) search engine optimization is the best way to generate high quality leads. Most of the B2B marketers believe SEO techniques are the key to success for their B2B campaign. Effective B2B SEO campaign helps the businesses to gain more productivity and visibility online. It also helps them to achieve high ranking and bring traffic to your website. There are some common mistakes that B2B marketer make and donâ€™t even realize. Here are some B2B SEO mistakes that you should avoid:

1. Do not use keywords that are not important to your customers. Remember to take userâ€™s intent into account at the time of keyword research and selection. Do not rely on industry jargons for your main keywords. Think about your customers, the words that they are actually using to search your products and services. Use customerâ€™s language in your content.

2. Create unique and user friendly website. Do not design a website that is difficult to access and navigate. If your website is not user and search engine friendly, it may affect both your search engine ranking and traffic. Do not use the same title tags for every page, as it may confuse the search engine crawlers. Simplify your URLs and do not use too much Flash.

3. Content marketing is the most important part of B2B SEO. Provide original content to search engines as it attracts attention which results into more traffic, sales, leads and conversions. Focus on quality not on quantity of content. Avoid creating content just to add content. Instead add content that is full of information.

4. Do not miss important keywords in your content. Make sure that all the important keywords should appear in your content. Such as in your title tags, paragraph titles, anchor text, and alt tags. Having great content but missing important keywords means that search engines and users may miss your B2B website.

5. SEO is a long term process for any business. It can take long time to see B2B results because of the nature of sales cycle. Most of B2B sales cycles are much longer than the average B2B sales cycle. In B2B SEO, do not expect to get immediate results. It may take months to see a return on SEO investment.

The above common mistakes will help you to check that you are not accidently making these mistakes. It will help you to understand why your B2B SEO campaign is under delivering to your expectations.

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