

# How SEO Drives Maximum Performance and Results



# What is SEO?

SEO (Search Engine Optimization) is the art and science of improving visibility in search engine results against terms and topics that drive targeted, qualified traffic to your website. The benefits of higher search rankings for relevant keywords include better brand visibility, more web traffic, more conversion events, greater lead volume, and higher revenue.

## Key questions

- Do you know how organic search (SEO) is contributing to your closed-won outcomes?
- Beyond last-click attribution, do you know how organic consumption of content on your website is contributing throughout the buying journey?
- Do you know what content you could potentially create that would have the biggest impact on your SEO traffic?
- Are you integrating SEO best practices across the entire marketing agency to maximize your results across all channels?



## What are the foundation and growth phases of SEO?

BOL leverages a two-phase approach to search engine optimization that has proven effective for more than two decades while staying current with emerging SEO best practices:

- **Foundation phase:** Websites are optimized to maximize their inherent values. This ensures that any barriers to indexing and ranking are removed and that the site is capable of ranking as highly as possible based on the content and link connectivity that it currently has.
- **Growth phase:** We employ various strategies to produce new content and acquire links and other positive signals that correlate to growing SEO performance.

## The BOL difference

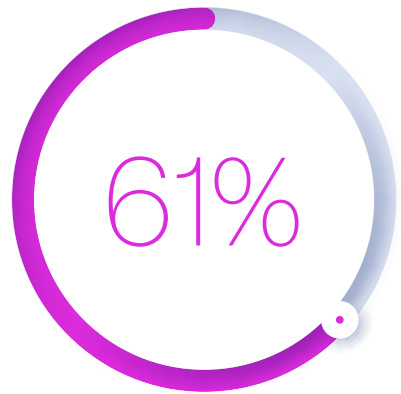
- BOL blends industry-leading talent, proven tactics and strategies, and powerful, best-in-class SEO technology with cutting-edge AI capabilities to drive maximum performance and results for our clients.
- BOL ensures your user-focused, data-driven process is predicated on creating customer experiences that map to business goals and user satisfaction across numerous business models.
- BOL makes sure your strategies create optimal results by prioritizing activities and resources based on the potential impact on qualified lead volume and/or revenue.
- BOL's ABSEO service is specifically designed to complement B2B ABM programs that focus on priority clients within a target account list.

## How BOL measures SEO performance

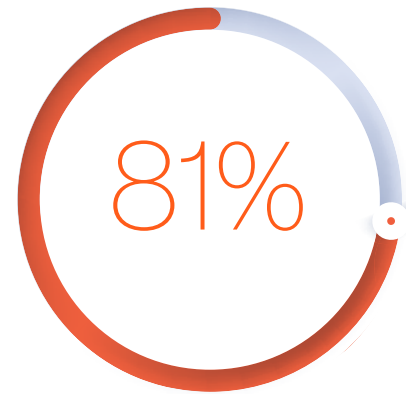
- BOL uses several different KPIs and metrics to monitor organic traffic and search performance including:
  - GA4 or Adobe traffic metrics (like Sessions/Users or Visits/Visitors)
  - Conversion metrics that map to high-value events, leads, and revenue
  - Search rankings and other average rank KPIs
  - Google Search Console and Bing Webmaster tool metrics
  - Additional KPIs from other systems like CRM platforms that map to positive business outcomes
- Our world-class analytics team is available for support to analyze, configure and if needed troubleshoot analytics data to ensure that we are collaboratively measuring performance correctly and accurately.
- BOL is well versed in most major enterprise SEO management tools and we leverage industry-leading software SEOClarity in-house to manage and optimize SEO programs of all sizes. We also offer access to our clients for those who want to have a “hands-on” opportunity to review data and performance on an on-demand basis.



# Key data points:



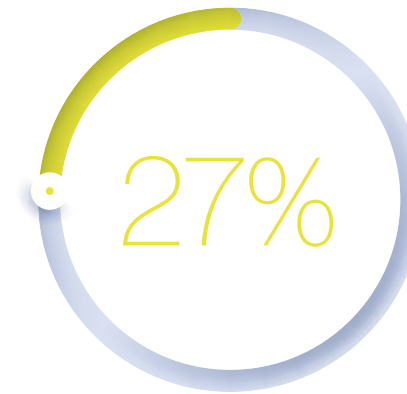
61% of companies report SEO as their #1 source of leads (source: Hubspot)



81% of B2B marketers report that SEO delivers higher quality leads than any other channel (source: DataBox)



87% of B2B buyers report that discovered online content had a “major or moderate” impact on buying decisions (source: CMO Council)



27% of the B2B buying cycle consists of independent research by buyers, more than any other online activity (source: Gartner)



Nearly three-quarters (72%) of buyers prefer a seller-free buying experience and are devoting less time to meeting with suppliers than they do to independent research (source: Gartner)



# Related Reading

[What is Account-Based SEO, and How is it Different? \(BOL Agency\)](#)

[ABM SEO Should be Your Secret Weapon in 2024 \(BOL Agency\)](#)

