

Creating a Winning SEO Strategy to Generate Leads

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New ways to 'connect' with a buyer

The Buying Cycle has changed NOT the criteria!



- Earlier, we took the time to build a relationship
- I want what I want, how I want, where I want, when I want, how much I want..

Buyers are spending more time online!

...and I want it NOW!



- Prospects are researching online
- 63,000 Searches per second!
(HubSpot)
- Partners are typically short-listed before the first conversation

StratMg – An

Our Learnings & Successes

Introduction

We do that!

- 'Before people buy from you, they have to buy into you'
- 'Leads don't care how much you know until they know how much you care'
- Our philosophy, "In God we trust. All others bring data." – W. Edwards Deming

Results

\$235M+ Revenue Impacts

150+ Manufacturing Clients

400+ Projects Executed

95+% Customer Satisfaction Rating

Marketing Strategy & Tactics



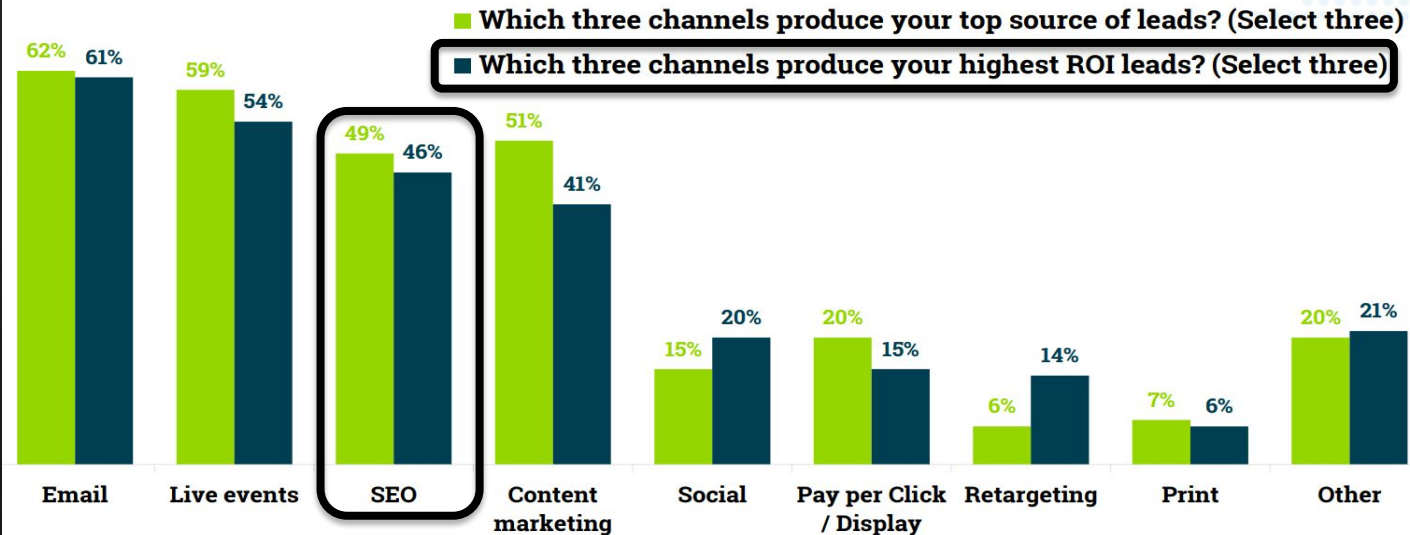
**Right place,
Right time,
Right message ...**

Marketing Strategy

Top B2B Lead Generation Channels



Score another one for email. On the heels of DemandWave's research showing that email is the top lead- and revenue-producing vehicle for B2B marketers, another study from Chief Marketer revealed that email is also the channel producing the highest ROI leads in the B2B space. Conducted among more than 200 B2B marketers across industries and company sizes, the survey indicated that email tops live events and SEO as the channel delivering leads with the best ROI.



Published on MarketingCharts.com in February 2017 | Data Source: Chief Marketer

Based on a survey of 244 B2B marketers across industries and company sizes

Tactical Plan – SEO - Introduction

SEO, Search Engine Optimization, is a set of practices designed to improve the appearance and positioning of web pages in organic search results.

The screenshot displays a search engine results page for the query "apple iphone 13". The results are categorized into "Paid" and "Organic" sections.

Paid Results:

- Ad - https://www.att.com/**
The iPhone 13 is Almost Here - Pre-Order Now with AT&T®
You Can Pre-Order iPhone 13 For \$0 & Get Reliable AT&T® Nationwide 5G. It's a Perfect Fit! Everyone Gets Our Best Deals. On Every iPhone, with Every Unlimited Plan. Only at AT&T®.
- Ad - https://www.visible.com/**
Get iPhone 13 Launch Updates - Coming Soon on Visible®
iPhone 13 is coming to Visible® soon. Sign up today to be notified when available.

Organic Results:

- https://www.apple.com › iphone-13-pro**
iPhone 13 Pro - Apple
the night. iPhone 13 Pro was made for low light. The Wide camera adds a wider aperture and our largest sensor yet — and it leverages the LiDAR Scanner for Night ...
- https://www.apple.com › iphone-13**
iPhone 13 and iPhone 13 mini - Apple
The display has rounded corners that follow a beautiful curved design, and these corners are within a standard rectangle. When measured as a standard ...
- https://www.apple.com › newsroom › 2021/09 › apple-...**
Apple unveils iPhone 13 Pro and iPhone 13 Pro Max
Sep 14, 2021 — iPhone 13 Pro and iPhone 13 Pro Max also include 5G with more bands for better coverage, big improvements to battery life for the best battery ...
- https://www.apple.com › iPhone › iPhone 13**
Buy iPhone 13 and iPhone 13 mini - Apple
Get credit toward iPhone 13 and iPhone 13 mini when you trade in a smartphone. Make low monthly payments at 0% APR. Shop online with free shipping.

Product Listing:

Apple iPhone 13

Details Stores

Shop now

- Carrier Storage Capacity Color
- T-Mobile** \$799.99
128 GB storage · Pink
Free shipping
- Apple** \$0.00 now
128 GB storage · Blue +\$33.29 for 24 mo
Free shipping
- Best Buy** \$999.99
512 GB storage · PRODUCT(RED)
Special Edition
Free shipping
- AT&T** \$0.00 now
128 GB storage · AT&T · +\$22.23 for 36 mo
Midnight
Free shipping

SEO – Key Components

On-site SEO (aka on-page SEO) is the practice of optimizing elements *on a website* in order to improve search engine ranking and visibility. This includes (but not limited to) -

- Content Optimization – Title tags, Meta descriptions, etc.
- Indexing – Canonical Tags, URL Resolve, Robots.txt, XML Sitemaps, Broken Links, etc.
- Enhance Page Load Speeds via optimizing –
 - HTML source code of pages on a site
 - Images & Asset minifications & compression
 - Asset Cacheability
- Mobile Responsiveness – Tap targets, Mobile Viewport, Font Size Legibility, etc.
- Cyber Security – DMARC, SSL Secure, etc.
- Structured Data – Schema.org, OGP, etc.

SEO – Helpful Tools & Platforms

Website Baseline Tests –

- Overall Website Health - <https://www.woorank.com>
 - One of the most renowned & accurate platform
 - Checks all basic on-page parameters, offers a rating system
- Website Performance -
 - A Google Platform - <https://web.dev/measure/>
 - <https://gtmetrix.com/>
- Mobile Responsive test –
 - <https://search.google.com/test/mobile-friendly>

Website Traffic Quality – Google Analytics & Search Console

- Analytics – Bounce rates, Avg duration per page, Entry & Exit pages, etc.

SEO – Key Metrics

Business KPIs –

- Revenues & Roi
- Conversions & Lead Value
- Organic Traffic & Visibility

On-Page Metrics –

- Google Core Web Vitals – User Experience
- Engagement Metrics –

- Average Session Duration

- Page Depth

- Percentage of Return Visitors

Off-Page Metrics –



Questions?



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IMEC 
Plan. Implement. Excel.

 **StratMarketing**
group

StratMG – Executive Summary

- **Who are we?**
A marketing services company & our mission -
Create and/or save manufacturing jobs via sales growth!
- **How do we do it?**
Question the status quo marketing & sales practices
Build trust in credibility via technology platforms
Convert marketing to a pre-sales function
- **What do we deliver?**
A quantifiable solution that results in a consistent flow of qualified leads while reducing the average sales cycle

Our Mandate



- Enable our customers to be trusted partners, not vendors
- Question the status quo in marketing & sales
- Derive insight-driven analytics for decision-making
- Leverage technology to craft personalized journeys

Our Deliverables



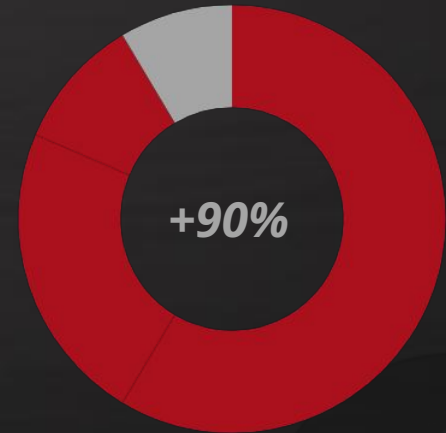
A quantifiable demand generation solution that includes –

- A sales-driven marketing initiative
- Marketing-Sales alignment
- Investments mapped to sales dollars

StratMG - Introduction

over **5** *decades*

Proven experts in metrics-driven demand generation methodologies



Customer retention rates above 90%

Our Record

SIEMENS

IMEC

facebook

PHONAK

ALLIED
ELECTRONICS & AUTOMATION

NFI
NAMEPLATES
FOR INDUSTRY

TM
TRANSFORMER MANUFACTURERS, INC.

m
MANUFACTURING

ACI
ADVANTAGE COMPONENTS INC
ENGINEERING QUALITY CONNECTIONS

Highland
Machine

FN
F.N. SMITH CORPORATION
Engineering Expertise / Manufacturing Excellence
Builders of Special Machinery for over 30 Years

FROMM
AIRPAD, INC.

trma
Three Rivers Manufacturers' Association

MITSUBISHI
ELECTRIC

BRIGGS
Healthcare

DUDEK
WE FORM IDEAS
wm dudek manufacturing company

PFU
a Fujitsu company

GP
GREATER PEORIA
Economic Development Council

IVECO

EMTRAC

\$225⁺M

150+ Manufacturing customers

400+ Projects Executed

*Client Sales Pipeline
Created*

Work across US & Europe