

B2B SEO Checklist



Don't forget any of these essential steps when crafting your own SEO strategy for your B2B company. Keep this checklist handy so you can mark off each step as you go.



Create Your Buyer Persona

Create a clear profile depicting who your B2B marketing strategy needs to target.



Structure Your Sales Funnel

Put together a plan for moving customers through each step of the funnel to increase conversions.



Conduct Keyword Eesearch

Find the best keywords for your business to create website content around to reach a wider audience.



Create Your Content

Put together high-quality content that will generate more website traffic and increase conversions.



Optimize Your Content

Make sure your web pages are fully optimized in accordance with Google's algorithm preferences.



Promote Your Content

Increase views, backlinks, shares, and more to improve the likelihood that people see your content.