

Winning trust with words:

How to build credibility with strategic SEO

Today we'll cover:

- / A decade in SEO
- / Everyone is online
- / E-E-A-T
- / Deloitte & PWC
- / Reputation Management
- / Measuring effectiveness
- / Questions



Introductions



Laura /
Head of Digital & SEM

Laura is our head of Digital and SEM and leads Stratton Craig's SEM offering.

A Google certified Power User, Laura has been cited in high-profile publications like Content King (now Conductor). During the pandemic, she hosted a dedicated SEO travel clinic for Travel Vault and was published in TTG.

Well-travelled around the digital space, Laura has also guest lectured at UCA Farnham's Marketing degree and spoken at a range of different industry events.

Laura joined Stratton Craig full time in January 2024, having worked with the business on a consultancy basis since 2020.



Helen /
Account Director

Helen has more than eight years of B2B marketing agency experience in client services

Helen joined Stratton Craig as an Account Director in 2023.

Working across a range of different industries, including financial services, energy and technology, Helen has an agile approach to client needs. She ensures the timely production and delivery of content, while overseeing ongoing measurement and developing strategies to shape future ideas and execution.

The winner of 'Account Manager of the Year' in a previous role, Helen has worked across a range of award nominated campaigns. She has a proven track record of delivering the best for her clients and helping them to publish content that exceeds expected KPIs.

SEO: a decade of dramatic transformation

- / Quality content reigns supreme
- / Mobile-first mentality
- / Understanding user intent

In today's digital landscape, B2B businesses can't afford to neglect SEO...

- / First impressions matter
- / Drive brand awareness
- / Thought leader positioning
- / Everyone's online



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ESG – short for **Environmental, Social and Governance** – is a set of standards measuring a business's impact on society, the environment, and how transparent and accountable it is.



British Business Bank

<https://www.british-business-bank.co.uk/sustainability>

[What is ESG? A guide for businesses | British Business Bank](#)



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People also ask

What does ESG really stand for?



What are the 3 pillars of ESG?



What is ESG and why is it important?



What the heck is ESG?



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Environmental, social, and governance

Environmental, social, and governance, is a set of aspects, including environmental issues, social issues and corporate governance that can be considered in investing. Investing with ESG considerations is sometimes referred to as responsible investing or, in more proactive cases, impact investing. [Wikipedia](#)

E-E-A-T, standing for Experience, Expertise, Authoritativeness, and Trustworthiness, is a crucial concept for B2B SEO.

Here's why...

1) Google's quality raters prioritise high E-E-A-T websites.

Content created by **experienced professionals** on relevant topics **signals trustworthiness** to search engines, boosting your website's performance potential.

2) Expertise builds trust.

Demonstrating expertise through well-researched content and qualified authors positions your brand as a **reliable source of information**, attracting valuable B2B traffic.

3) Authoritativeness matters.

Organically earning backlinks from reputable websites and industry mentions **establish your brand's authority** within your niche. This strengthens your E-E-A-T and increases search visibility.

So, what exactly is E-E-A-T?

E-E-A-T, signifies a website's trustworthiness to search engines and users.
Here's a breakdown of each element:

- / **Experience:** Content comes from creators with firsthand knowledge and practical experience in the subject matter.
- / **Expertise:** The author demonstrates a deep understanding of the topic, proven through well-researched and informative content.
- / **Authoritativeness:** Non-paid backlinks from reputable sources and recognition as a leader in your field establish authority.
- / **Trustworthiness:** The overall credibility and reliability of your content and website is key.

So, what exactly is
E-E-A-T?

Did you know?

Google's army of global quality raters, guided by the 170+ page Search Quality Rater Guidelines, evaluate websites to ensure search results deliver the most relevant and reliable information. These raters don't directly control rankings, but their feedback helps Google refine its algorithms.

SEO dominance from two of the best...

Deloitte.



Why are Deloitte and PwC so dominant in SEO performance?

- / Reputation
- / Scale
- / Network

Deloitte.



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Deloitte Legal can help you evaluate or reconfigure your internal legal processes, from contract management, to setting protocols, or managing litigation.



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<https://www2.deloitte.com> > pages > legal > solutions ⋮

[Legal Management Consulting | Deloitte UK](#)

Our legal management consulting encompasses two key areas: **legal department transformation and contract & commercial management function transformation**. These ...



Kroll

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[Legal Management Consulting](#)

Expert provider of complex administrative solutions for capital events globally. Our services include claims and noticing administration, debt restructuring and ...



business restructuring services



PwC UK

<https://www.pwc.co.uk> > services > business-restructuring

Business Restructuring

Our **business restructuring** experts work alongside you to negotiate great outcomes, finding the optimal solutions to financial and operational challenges.

People also ask :

What is business restructuring services?



What does business restructuring involve?



How do you restructure your business?



What are the methods of business restructuring?



Feedback



PwC

<https://www.pwc.com> > services > business-restructuring

Business Restructuring Services (BRS) - Deals

A professional network of **Business Restructuring** and Recovery **Services** experts that will help you manage your working capital, restructure your business or ...

So if you're not a business that has 455,000 people spread across 150 countries, how can you compete in the results pages?

1) Focus on niche expertise.

/ **Target long-tail keywords.**

Bigger companies often target broad keywords. By focusing on long-tail keywords that are more specific to your niche, you can attract highly qualified leads with less competition.

/ **Become a local authority.**

If your B2B services are geographically focused, optimise your content for local SEO, targeting local keywords and building citations in local directories.

2) Content marketing strategy.

/ **High quality, targeted content.**

Create informative and valuable content that directly addresses your target audience's pain points.

/ **Content variety.**

Go beyond blog posts and experiment with formats like case studies, white papers, webinars, and infographics.

/ **Content consistency.**

Publish content regularly to stay fresh in Google's eyes and establish yourself as a thought leader in your niche.

3) Technical SEO optimisation.

/ **Website speed and mobile-friendliness.**

Ensure your website loads quickly and offers a seamless user experience on all devices.

/ **On-page and off-page optimisation.**

Optimise your website's title tags and header tags with relevant keywords. Set up an engaging Google Business profile and publish regularly.

/ **Technical audit and backlinks.**

Conduct regular technical SEO audits to identify and fix website issues. While building backlinks is harder, focus on earning links from high-quality, relevant websites in your niche. And never pay for backlinks!

4) Leverage your advantages.

/ **Agility.**

(Relatively) smaller businesses can be more nimble and adapt their SEO strategies faster than larger companies with complex approval processes.

/ **Customer focus.**

Build strong customer relationships and encourage positive reviews and testimonials which can build trust and brand authority.

Additional tips:

/ **Utilise social media.**

Promote your content and engage with your target audience on social media platforms.

/ **Track your results.**

Use analytics tools to monitor your SEO performance and identify areas for improvement.

/ **Stay updated with Google algorithm changes.**

Keep yourself informed about the latest Google algorithm updates and adjust your SEO strategy accordingly.

There isn't a single "number one best way" to perform well for SEO because it's a multifaceted strategy. However, these core principles can significantly boost your SEO efforts.

Reputation is everything.

In the B2B world, reputation is crucial for SEO success.

A strong reputation, reflected in positive online reviews and industry recognition, signals trustworthiness to Google and searchers alike, boosting your website's ranking and attracting valuable leads.

How do I start building my SEO reputation?

1. Longevity/background
2. Brand presentation
3. Position
4. Answer the question

1) Longevity or background.

Businesses who have longevity, and background for those who are newer to the industry, can begin building their online reputations by being transparent on their backgrounds.

2) Brand presentation.

- / Claim and optimise **online listings**
- / Deliver Exceptional **client service**
- / Engage with both positive and negative **reviews**
- / Become an **industry thought leader**
- / Be active on **social media**
- / Encourage **customer advocacy**

3) Position.

Securing rich snippets helps users to see your brand as authoritative.

Rich snippets, also known as rich results, offer several **benefits** for websites in search engine results pages (SERPs).

These include...

Position.

Increased visibility.

Rich snippets take up more space than standard text snippets, making your listing visually stand out and grab user attention. This can lead to a higher click-through rate (CTR) as users are more likely to click on a result that provides additional information.

Position.

Improved user experience

By displaying key details like star ratings, prices, event dates, or recipe ingredients directly in the search results, rich snippets allow users to quickly understand what a webpage offers. This can help them decide if your website is relevant to their needs without needing to click through.

Position.

Boosted credibility.

Websites with rich snippets often appear more trustworthy and credible compared to those with basic listings. This is because rich snippets often rely on structured data markup, which indicates that your website is well-organised and provides valuable information to search engines.

Position.

Targeted traffic.

Depending on the type of rich snippet, you can attract more qualified leads. For example, product rich snippets with ratings and reviews can attract users who are closer to the buying stage.

Position.

Potential ranking boost.

While not a direct ranking factor, rich snippets can indirectly improve your ranking by increasing click-through rates and user engagement. This sends positive signals to search engines about the relevance and value of your website.

4) Answer the question.

Fundamentally, search engines are query machines.

How you format your content can be as important as the content itself.



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Company	Wins For
Greystar	Best Overall
BH Management	Best for Residential Properties
Colliers International	Best for Commercial Properties
Lincoln Property Management	Best for Customer Service

4 more rows



Investopedia

<https://www.investopedia.com/best-property-manage...>

Best Property Management Companies of 2024 - Investopedia



About featured snippets



Feedback

This search may be relevant to recent activity: [risk management consulting](#)

[Your Search activity](#)

[Feedback](#)

What is risk management? Risk management is the process of identifying, assessing and controlling financial, legal, strategic and security risks to an organization's capital and earnings.



IBM

<https://www.ibm.com/topics/risk-management>

[What is Risk Management? | IBM](#)



About featured snippets



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People also ask :

What do you mean by risk management?



What are the 5 principles of risk management?



What are the 5 stages of risk management?



Risk management :

Risk management is the identification, evaluation, and prioritization of risks followed by coordinated and economical application of resources to minimize, monitor, and control the probability or impact of unfortunate events or to maximize the realization of opportunities. [Wikipedia](#)

Businesses :

Rating ▾

Hours ▾



Milne Wealth Management Ltd

5.0 ★★★★★ (13) · Financial planner

10+ years in business · St. James's Place House 26...

Open · Closes 5 pm

Online appointments



Website



Directions

Churchill Wealth Management Ltd

5.0 ★★★★★ (26) · Financial planner

10+ years in business · 13 Alma Vale Rd · 0117 923 ...

Open · Closes 5 pm

 "I would highly recommend Churchill Wealth Management."

Website



Directions

Perennial Wealth

5.0 ★★★★★ (29) · Financial planner

130 Aztec W · 0117 959 6499

Open · Closes 5 pm

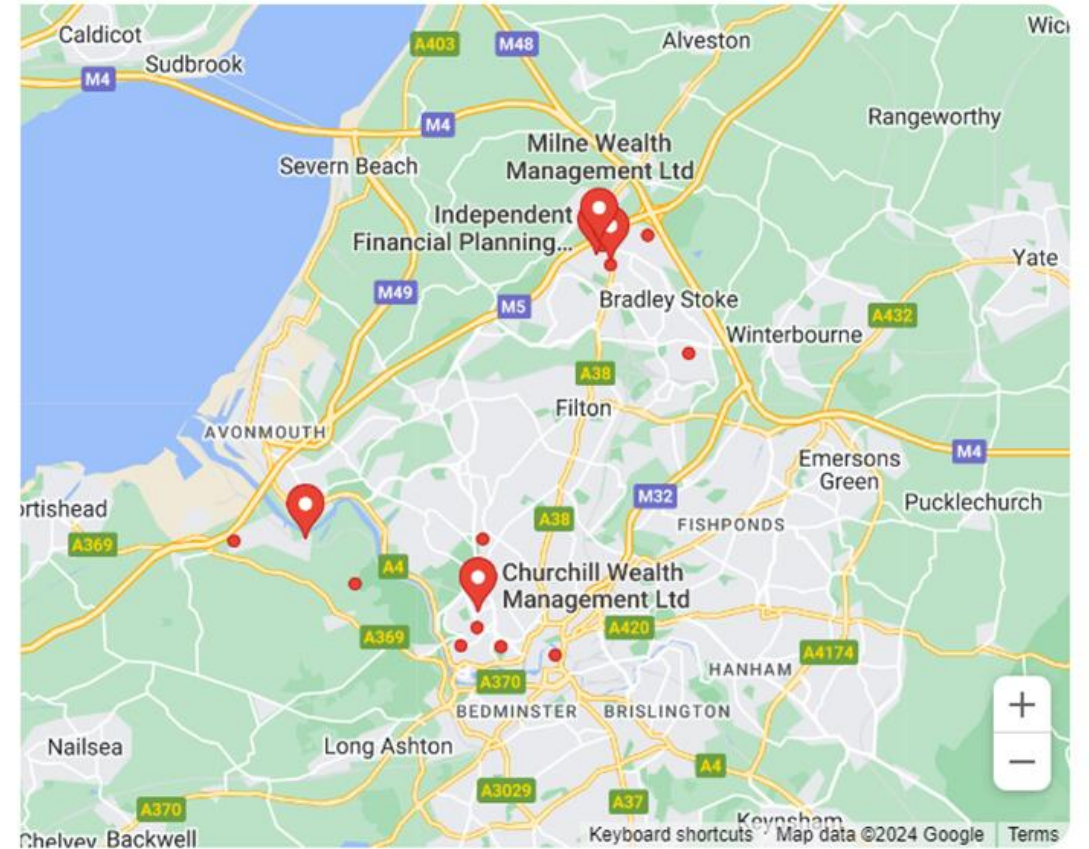
 Provides: **Wealth management**

Website



Directions

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People also ask :

What are the top 5 wealth management companies?



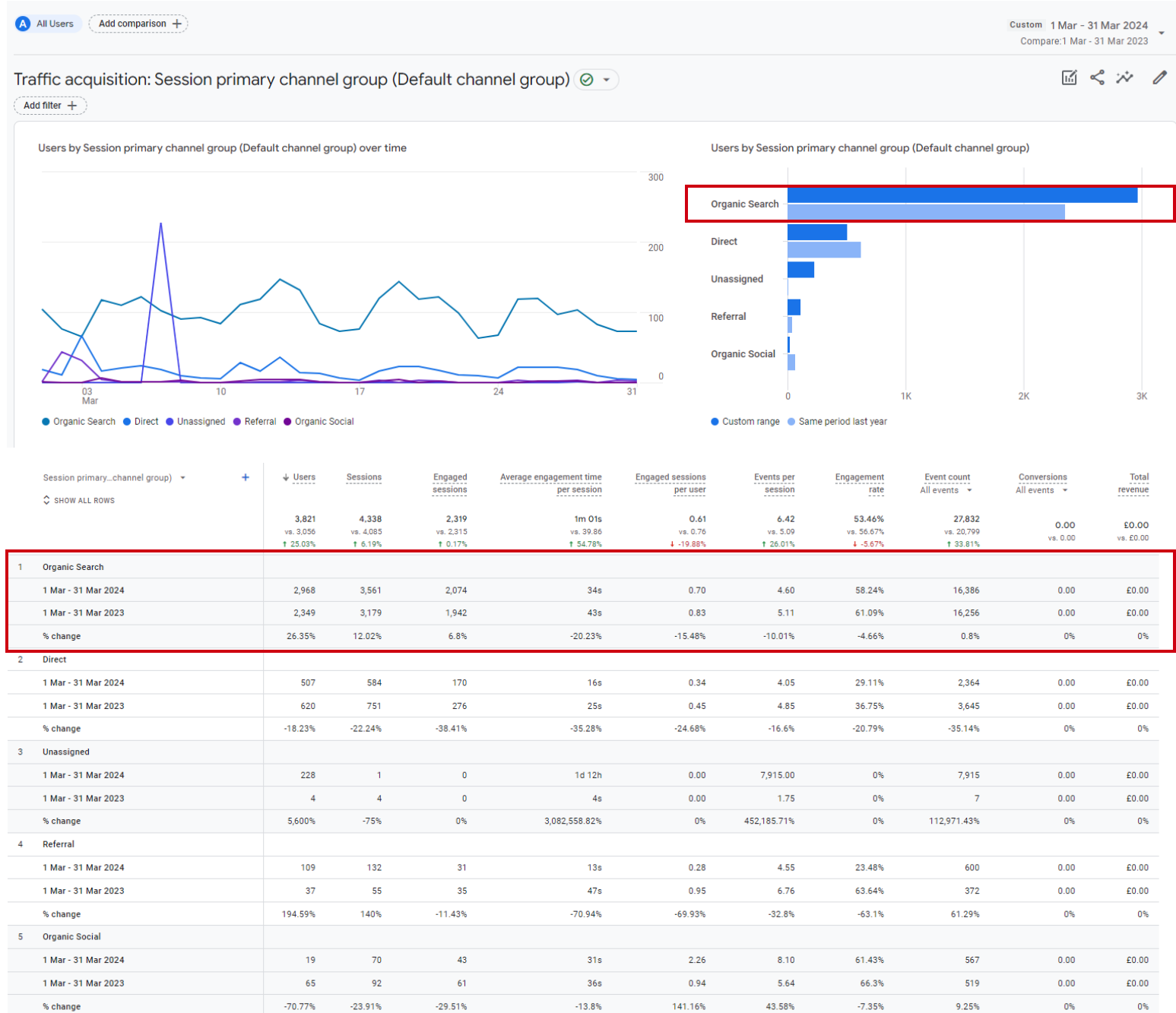
Measuring effectiveness

It's important to measure the success of your campaigns, and the best, and free, way to do that is through Google tools such as GA4, Google Search Console and PageSpeed Insights.

We've provided a snapshot of the best metrics to look at to analyse the effectiveness of SEO.

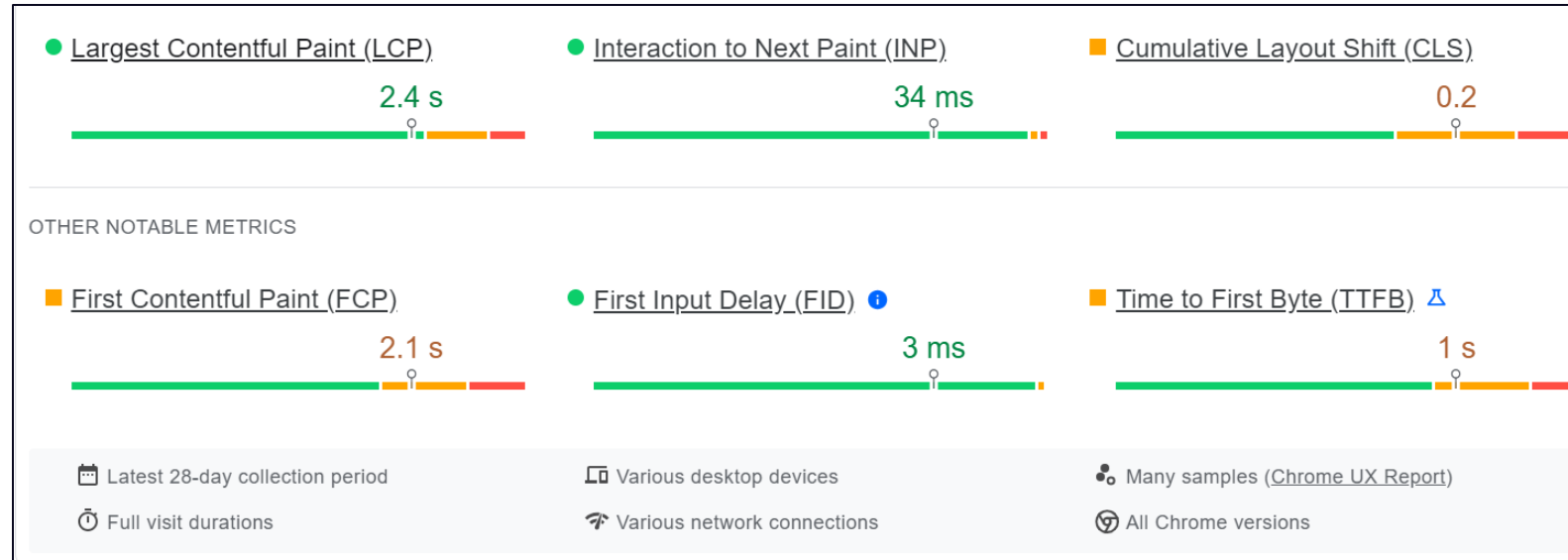
1. Traffic

- GA4 > Life Cycle > Acquisition > Traffic acquisition.
- To measure the success of SEO, you should look at the 'organic traffic' channel.
- More granular information on specific keywords used to land on the site can be found in Google Search Console.



2. Page speed

- From an SEO standpoint, having a fast page speed is essential, but many factors affect page load speed.
- Page speed also differs on the desktop and mobile versions of a page.
- PageSpeed Insights reports on the user experience for both mobile and desktop devices and provides suggestions on how that page may be improved.



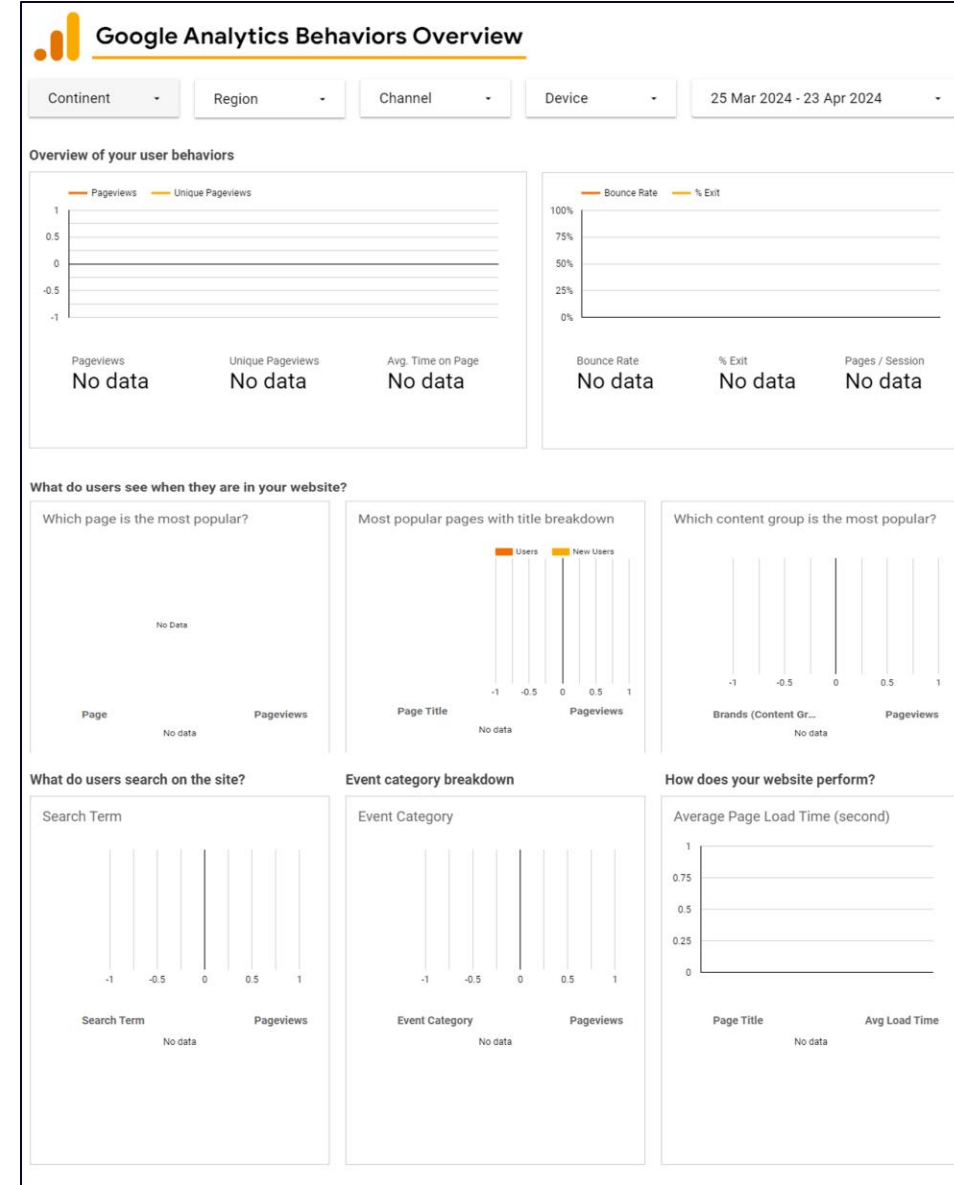
3. Engagement metrics

- / *Engagement* is the amount of time a user's browser is in focus on a web page.
- / It allows us to see how long a user actively engages with our content.
- / We can also see which channels generate the most engaged website users.

Search...		Rows per page: 10		1-5 of 5	
Session primary...Channel Group)	↓ Users	Sessions	Engaged sessions	Average engagement time per session	
	3,173 100% of total	4,107 100% of total	2,046 100% of total	28s Avg 0%	
1 Organic Search	2,420	3,167	1,722	31s	
2 Direct	703	866	236	14s	
3 Referral	40	102	65	28s	
4 Organic Social	13	34	22	17s	
5 Unassigned	7	7	0	10s	

Tip: Personalise your metrics.

- ✓ Looker Studio offers the opportunity to create your own personalised dashboard.
- ✓ This pulls together real-time, customisable data into one platform.



Questions?



How can we help you win with words?

Get in touch at [*win@strattoncraig.co.uk*](mailto:win@strattoncraig.co.uk)

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