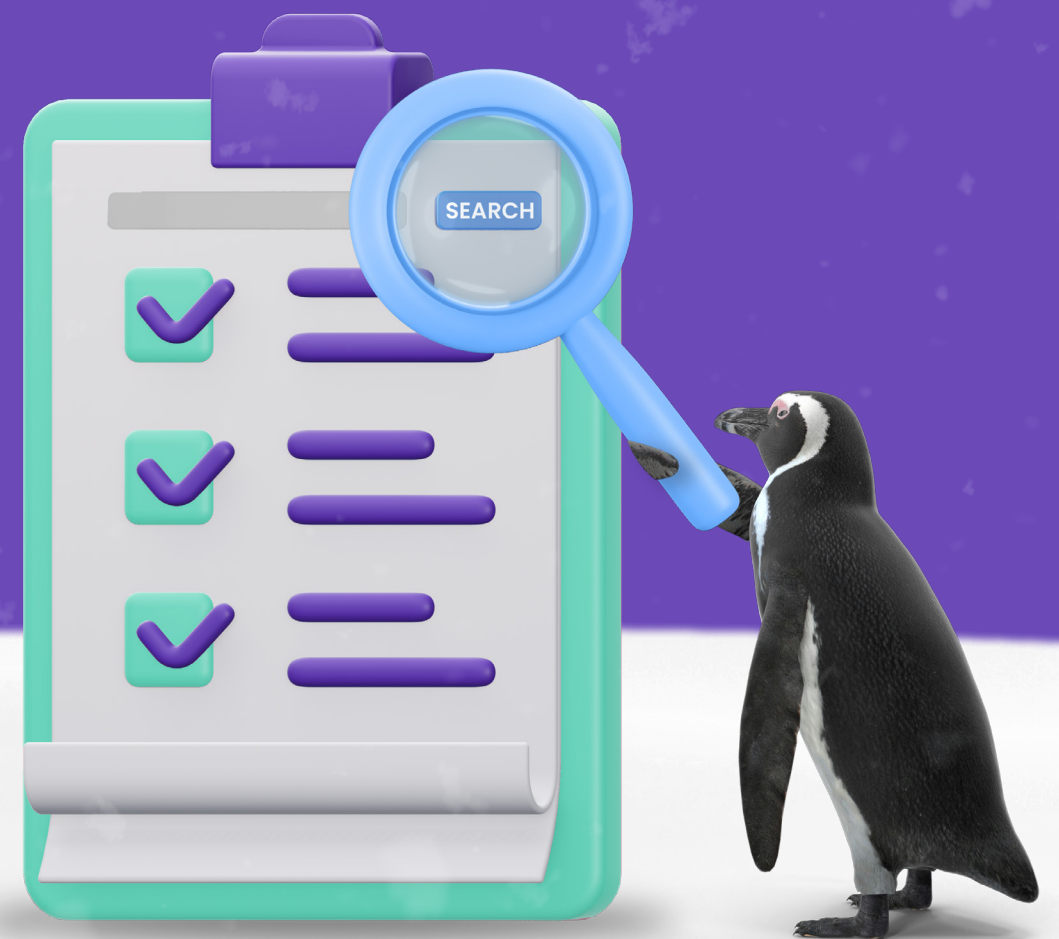
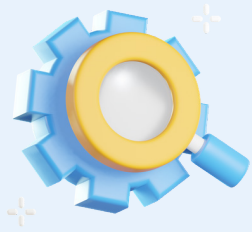




SEO Checklist for B2B CMOs

12 simple questions to test
that your SEO efforts are on
the right track





SEO is no doubt an important part of a CMO's budget. [From a study published recently by Terakeet](#), on average, the CAC (Customer Acquisition Cost) of organic search for brands is **87.4% lower** than that of paid search.

From Penguin's experience in the past year, working with dozens of B2B tech clients, a consistent investment in SEO yields growth in organic leads with an ROI that is x10 better than any other marketing channel.

But modern SEO is tricky, because search engine algorithms are very sophisticated and naturally, Google doesn't publish them. Most experts in the SEO field believe that there are at least 200 different criteria and parameters that Google looks at when crawling your website, and according to all of those, determines where to place a particular web page in the SERP (Search Engine Results Page) for a particular search phrase.

It is of the utmost importance for a CMO to make sure that their company's pages will rank for the relevant searches and therefore that they have a solid SEO plan in place.

A good SEO plan should cover the following aspects:



Continuous audit of the SEO KPIs and provision of a dashboard that displays gains and challenges



Analysis of competitors' SEO and competitive traffic



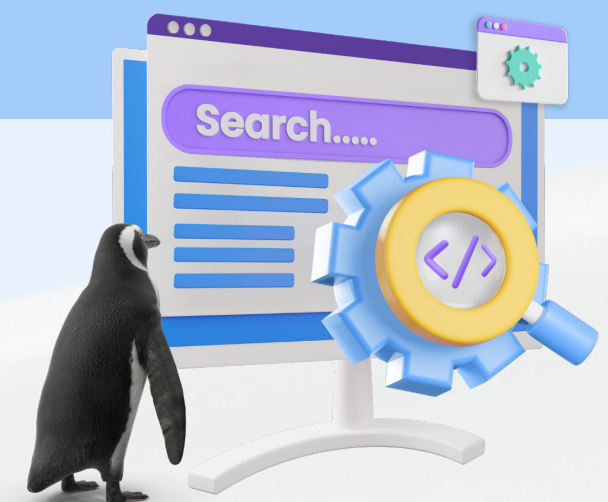
Correction of all SEO technical issues



Continuously research of keywords and monitoring changes in the market



Building a content plan based on researched topic clusters, and continuously generating content according to that plan



1

Does your website follow a keyword strategy?

A keyword strategy needs to include a set of search phrases that are aligned to your company's product offerings and your business goals. The strategy needs to be translated into a list of terms that are mapped on to web pages – this is referred to as a “topics cluster plan”. **Each page that you publish on your website must serve the keyword hierarchy.** You also need to make sure that no two pages on your website are “cannibalizing” each other – i.e.: competing with each other for the same keyword. Make sure your website is free of cannibalization!

2

Are you regularly producing content according to an SEO optimized content strategy?

Every piece of content that you publish on your website is an opportunity to improve your SEO status. This means that **every item should be tweaked to fit into the SEO plan.** Is there a person on your team making sure that every page gets optimized according to the right keyword, the right meta tags, the right CTAs and the right UX?

3

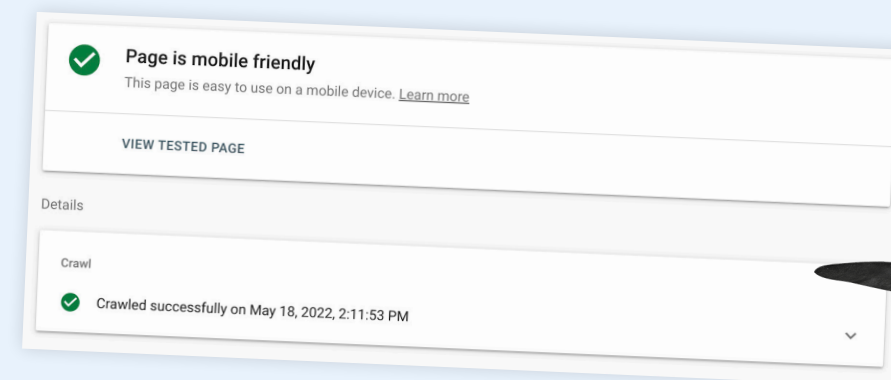
Is your site Mobile Friendly?

Check that your website is [mobile friendly](#).

This is a very simple online free tool that you can use to see if a web page passes the minimum criteria for being considered “mobile friendly”. If you pass – it doesn't mean you're great, but if you don't pass – you know you suck!

Nearly **60%** of searches nowadays are from mobile devices, and this number will only increase as people are mostly using their smartphones for everyday tasks.

It is important to have a mobile friendly website which is a responsive version of your website that is optimized for mobile for easy navigation, reading and overall user experience.



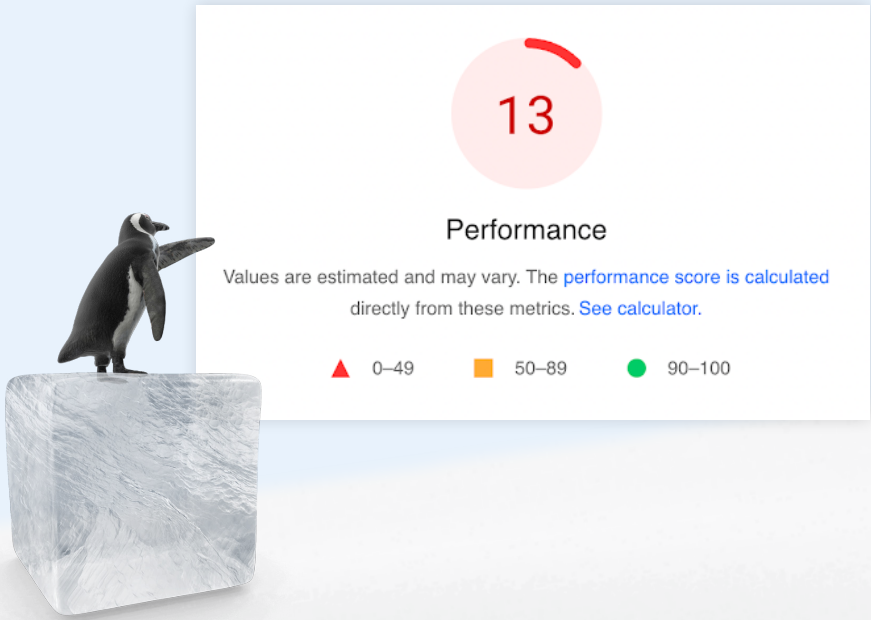
4

Is your website loading speed sufficient?

Check your [website's speed](#) for both Desktop & Mobile versions
If the speed is low, follow the recommendations at the bottom of the test page. In most cases your webmaster should be able to fix them.

Most common speed issues are:

- Large images and video files (over 100KB per image is bad)
- Extensive usage of JavaScript
- Usage of render-blocking resources
- Large CSS files



5

Are your Images slowing down your site?

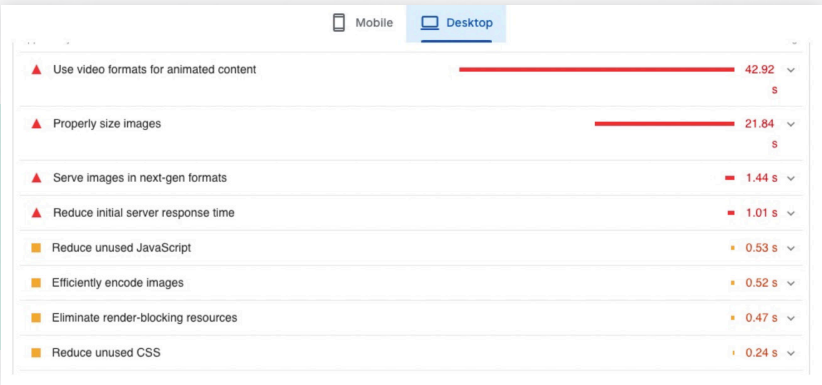
Check images sizes & Alt text:

▼ Images	
All	1,213
Over 100 KB	308
Missing Alt Text	570
Missing Alt Attribute	3
Alt Text Over 100 Characters	51

Here is an example (a very bad example) of a B2B site home page containing 4 gif images with a total size of around 50MB – This is an extreme scenario but a real one, unfortunately.

Large images will slow your website and will harm your overall ranking – make sure your webmaster reduces sizes.

As for ALT text – this is a very good tool to help Google understand the relevant topics and keywords of your site. Don't miss out on this data – add relevant ALT text to every image on the website.



6

Is your site connected to Google Analytics and Search Console?

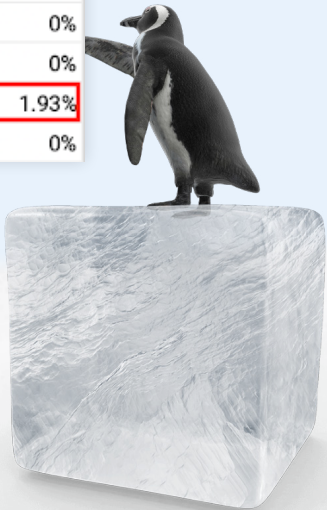
Monitoring website traffic and performance is as crucial as bringing in leads. Make sure your website is connected and configured in both services.

8

Does your site have response errors?

Check for response codes such as: 404 pages, blocked by robots.txt and other errors. Such errors should be fixed immediately.

▼ Response Codes		
All	2,907	100%
Blocked by Robots.txt	440	15.14%
Blocked Resource ⓘ	0	0%
No Response	4	0.14%
Success (2xx)	2,236	76.92%
Redirection (3xx)	129	4.44%
Redirection (JavaScript) ⓘ	0	0%
Redirection (Meta Refresh)	0	0%
Client Error (4xx)	56	1.93%
Server Error (5xx)	0	0%



7

Is your website secure?

A simple website audit using Screaming Frog will show you that.

Screaming Frog is a software that crawls your website and provides some useful information – the free version is limited to 500 pages but this will be more than enough for a basic SEO check. [Download the free version – here](#)

Run a scan of your website and look for the following information:
Security: check for http vs https pages.

▼ Security		
All	676	100%
HTTP URLs	9	1.33%
HTTPS URLs	667	98.67%

If your website is all or partly HTTP – it will harm your SEO results (and surely the confidence of your site visitors...)

9 Do you have **Page titles set properly** for all pages?

Check for missing or duplicate Meta titles & Meta Descriptions – this information is what Google presents on the search results page. It is crucial information for Google to index and rank your site properly.

▼ Meta Description		
All	605	100%
Missing	23	3.8%
Duplicate	12	1.98%
Over 155 Characters	102	16.86%
Below 70 Characters	334	55.21%

▼ Page Titles		
All	605	100%
Missing	2	0.33%
Duplicate	17	2.81%
Over 60 Characters	166	27.44%
Below 30 Characters	113	18.68%

10 Do you have H1 Titles set correctly?

Check for duplicate/missing HI Titles, make sure no HIs are missing and more important, no duplications.

▼ H1	
All	60
Missing	
Duplicate	39
Over 70 Characters	7
Multiple	

11 Are your Internal Links set up correctly?

Internal links connect pages within the same website. Such links are important because, if built correctly, they assist the search engine to understand which are the main pages of our website and which keywords are related to them. Here is a simple example: A website contains an important page titled “Connected Stores Systems”, this page also targets keywords such as: “connected stores software” & “connected stores technology”. A best practice for ranking for these keywords would be to build links to this page from other pages on the website with anchor text containing the said keywords.

Screaming Frog software presents the inlink anchor texts of the website as a nice visual image. How can you check your website anchor keywords in screaming frog? Go to visualizations > Inlink Anchor Text Word Count

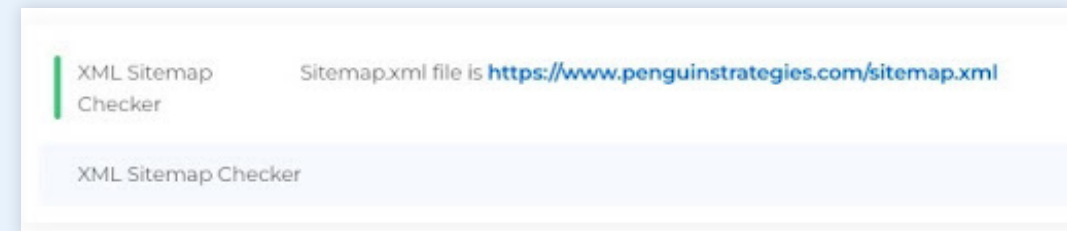
In this example you can notice that the inner pages of the website are using very general terms as anchor text (Logo, Login, system...) – none of them is a unique keyword. This means that the website is not using valuable keywords in its internal links.



12

Does your website have a **sitemap** implemented?

A sitemap is an essential tool to help Google “understand” your website structure. If no site map exists it should be added ASAP. there are several ways to do it, your webmaster should be able to help. [Check if your website has a sitemap - here](#)



If it does have one, the result will be a url of <your domain>/sitemap.xml as shown in the example above.

So now that you've answered some or all of the above questions: you should have an indication if you're "covered" in terms of SEO services.

If you're not sure – consider getting an SEO audit, performed by a specialized B2B SEO agency to identify gaps in your SEO.

Penguin Strategies offer B2B SEO services with full strategy to your website.

Contact us to get a full SEO Audit for your website.

