

SEO & Content That Converts: The B2B Growth Checklist

A tactical playbook for turning SEO and content into pipeline. Based on the Apiary Digital webinar: SEO & Content That Converts



Build a Lean, Revenue-Aligned SEO Strategy

Make sure your SEO efforts are directly tied to business outcomes.

- Audit your SEO goals. Are you measuring success by influenced pipeline or just traffic?
- Prioritize keywords with buyer intent. Trade high-volume terms for high-value search queries
- Map keywords to the funnel. Match each keyword to a specific stage: awareness, consideration, or decision.
- Split branded vs. non-branded traffic. Know whether you're capturing existing demand or creating new.
- Align SEO with business KPIs. Use MQLs, demo requests, and influenced revenue as your north star.



Map Content to Intent

Effective content strategy starts with understanding search behavior.

- Define user intent at each funnel stage. Use frameworks like informational, commercial, and transactional.
- Match content types to buyer mindset. For example, blog posts for awareness, case studies for decision.
- Build topic clusters. Anchor your strategy around a core pillar page with 3 to 6 related cluster assets.
- Use real queries. Ground content creation in actual search data, not internal assumptions.
- Avoid content for content's sake. Every asset should serve a purpose and move buyers forward.



Make Existing Content Work Harder

Content doesn't have to be new, it has to be effective.

- Run a content audit. Identify which assets to refresh, retire, or repurpose.
- Start with high-impact pages. Prioritize updates to pages with high traffic and low conversion.
- Add trust and clarity. Include testimonials, trust badges, clear CTAs, and strong headlines.
- Repurpose top performers. Turn case studies into guides, blog posts into checklists, or webinars into playbooks.
- Refresh SEO elements. Update metadata, headers, and image alt text for modern best practices.



Align SEO with UX to Drive Conversions

Fast, clear, and trustworthy sites win business.

- Run the 10-second homepage test. Can a visitor immediately tell what you do, who it's for, and what to do next?
- Simplify the journey. Reduce dead ends and make the next step obvious.
- Optimize speed and structure. Improve load times and UX, especially on desktop, where most B2B conversions happen.
- Design with credibility in mind. Add proof points like customer logos, awards, and social proof near CTAs.
- Make CTAs obvious. Place buttons where users naturally pause: mid-scroll, post-benefit, or near product sections.



Ready to Put This Into Practice?

Join The Growth Hive—our small-group working session where we'll help you:

- Build your custom SEO and content game plan
- Map keywords to funnel stages
- Prioritize high-impact optimizations
- Leave with templates and tactics you can implement immediately

Get More from SEO and Content



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