

A Guide To Improving Your B2B Digital Marketing In Your Lunch Hour



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HELLO



Firstly

It's probably worth stating that we don't assume that you actually get a full hour for lunch. So if you don't, or you can think of better ways to spend it than in front of a screen, it's still worth setting aside an hour to go through these simple steps for improving your digital marketing.

Secondly

A small confession, it might take slightly more than an hour, including the time it takes to read through this guide, but time well spent we hope you'll find!

Also

We've included a handy checklist at the end of this document so that you can tick off the actions that you have completed and keep track of what to do next.

Review

When you have finished, take the time to review your overall score and consider your next steps.

Fix

Depending on the current state of your digital marketing, there are some straightforward fixes for immediate improvement, and some longer term strategies for delivering results.

Finally

At any point if you find these steps overwhelming (or they are taking longer than the promised hour), [please get in touch](#), and we can help you get through them.

1. GOOGLE YOUR COMPANY

Possibly an obvious one, but when was the last time you Googled your own company name?

First step, open an incognito window in your browser (click the menu button on the top right of your browser and choose New incognito or New inPrivate window).

Google will have personalised your results based on your previous activity, so using an incognito window is important as you will want to see the Google results as one of your potential customers would.

Things to check for:

- Are you listed first?
- Are your competitors paying for ads on your company name keyword?
- Can you see phone and address information?
- Are sitelinks displayed? (Sitelinks are navigation links into specific parts of your site, i.e. your products or services.)
- Can you see your social media links?

Next steps:

- Speak to your SEO team (either someone in your marketing department or the team responsible for your website), are they aware of the steps they can take to improve your results?
 - Consider paid brand search to complement and improve the user's experience of your company on Google.
 - For more information on how Google is now your homepage, [read this blog post](#)
 - Put a reminder in your diary to Google your company every couple of weeks, the internet is a constantly changing ecosystem so you need to keep coming back.
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2. CLAIM YOUR GOOGLE MY BUSINESS PAGE

The following instructions for updating your Google My Business listing will help customers find your business online and in the real world, as well as ensuring your business has influence over another part of the search engine results page (SERP) for your brand.

Once you've claimed it, you can optimise your listing, including uploading your logo and photos, add opening times and social media links, and encourage reviews.

If you do a brand search and a box appears on the right with a link that says "Claim this business" click it!

Things to check for:

- Have you, or has someone in your organisation, claimed your page?
- Does it have photos of your place of work and key employees?
- Does it include opening hours and your address?
- Does it have links to your social media accounts?
- Does it have any reviews?

Next steps:

- Claim it! Once you've done this, Google will be in touch to verify you have the authority to manage the page.
 - Share it. Let your colleagues know you've claimed it—and add another manager so you're not the only one with the keys to the shop.
 - Optimise it. Include photos, your logo, social media links and, encourage reviews from your friendliest customers.
 - Monitor it. As with Googling your brand, put a reminder in the diary so you check your listing on a regular basis.
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3. GOOGLE YOUR COMPETITION

“It is said that if you know your enemies and know yourself, you will not be imperiled in a hundred battles”

Sun Tzu,
Chinese General & author of
The Art of War



Once you've Googled yourself, Google the competition. Try it both in a standard browser window and incognito.

Things to check for:

- How do they rank for their brand name?
- Have they claimed their business page?
- Are they doing anything that you could emulate?
- Click through and review their website, what content have they posted, what news have they shared, what new products or services are they promoting?

Next steps:

- Do not be afraid to copy—if the competition is doing good work, whether it's content they are writing or the design of their site, borrow it and tailor and it for your own use.
 - Do not rest on your laurels—if they are doing nothing of note, or even better, nothing online at all, you might have the edge currently, but take advantage of that and make your marketing better.
 - You knew this was coming—put a reminder in to check back with them regularly, or better yet sign up (not using your work email address) to their newsletter or follow them on social media.
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4. GOOGLE SOME KEYWORDS



A [2015 Google study](#) showed that **89% of B2B researchers use the internet during the B2B research process**. And this will only rise in the future.

Again, a good idea to use an incognito window here, choose a few of the keywords potential customers are likely to use when searching for your products and services.

Things to check for:

- Do you have paid ads for the keywords?
- Does your competition?
- Do you rank for organic results?
- Does your competition?

Next steps:

- If you don't have paid ads—and especially if your competition does—it's time to initiate a well thought out paid search strategy. If you don't have the in-house expertise, engage a specialist agency (shameless plug: [like us](#)):
 - If you don't rank organically, or if you do but not as well as the competition, there are a range of techniques, from content to more technical improvements, for improving SEO. Again, if you don't have in-house expertise, it's well worth engaging a specialist agency (yes, another [shameless plug](#)).
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5. LINKEDIN

**We could devote
the full lunch
hour to social
media.**

**For many B2B companies
LinkedIn is the most important
so we'll start with that.**

Things to check for:

- Do you have a company page? Does it have a logo, a description of your services and a link to your website?
- Do you regularly post content, news, events, etc?
- Look at your key employees' LinkedIn profiles: do they accurately reflect the work they do? Do they represent your brand appropriately? Are they following your own company?
- Are you following key industry thought leaders? Your own clients and suppliers?

Next steps:

- Refresh your page (especially if the answers to any of the questions in the first point above were no).
- Put a content strategy in place, and plan to post something at least once a week.
- Encourage your employees to network and to share your company posts.
- Sign up for LinkedIn SlideShare, and share content.



6. GET MOBILE

Google your company name on a phone browser (as with the other searches, you need to use an incognito window, otherwise you'll get personalised results). And use a phone, not a tablet – Google treats tablets like PCs, but phones get special treatment. You'll see a very different style of search result.

Have a look at the results and then click through from the results page.

We won't bore you with a load of stats on how important mobile is or how Google search results can be negatively impacted by not having a mobile or mobile responsive site, but a couple of quick mobile checks are key.

Things to check for:

- How do you rank on mobile devices?
- Do the results say 'mobile friendly'?
- Does your site display properly?
- Can you navigate your site from your device?

Next steps:

- Check with your website team (or agency), is your site mobile responsive?
- Use Google PageSpeed Insights to see how well Google thinks your site is performing.
- Prioritise key content on your homepage so potential customers can get the information they need quickly and easily.



THANK YOU

Lunch Is Over

About Sharp Ahead Ltd

Want To Read More?

Hopefully that wasn't too painful or too much more than an hour. The next page has a handy checklist (you can even print it out!) so you can keep track of what you have done and any improvements or next steps you noted. And in the last of our shameless plugs, if there is anything we can do to help, [please get in touch](#).

Sharp Ahead is a B2B digital marketing and transformation agency specialising in lead generation for clients with complex products and services, who need to reach specialist decision makers and stay connected with them throughout their decision-making cycle. We drive sales leads through website, search engine, and content marketing strategies.

We analysed the "digital footprint" of 509 top B2B organisations in the Thames Valley & Solent areas. We then put all of our findings, plus a few tricks of the trade, into our report "Broken". 80% of the businesses that we looked at had fundamental problems with their online presence which directly impacted their sales. That's what we mean by broken.

[Download The Report](#)

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GET MOBILE

- How do you rank on mobile devices?
- Do the results say 'mobile friendly'?
- Does your site display properly?
- Can you navigate your site from your device?
- Can you easily get to key information, like contact details and your products and services?
- Is your site fast enough or is your lunch hour over before the last image loads?