



The UK Local B2B SEO Benchmark Study

June 2016

Executive Summary

This report summarises an analysis performed on over 500 UK Local B2B companies by UK web hosting company Pickaweb.co.uk during April 2016. The research made a comparison between 100 'Best in Class' websites (top 3 positions in the Google (Desktop) search results - the 'Google 3 Pack') against 440 'Industry Average' websites (25% achieve top 3 rankings).

The industries analysed were Accountants, Commercial Cleaners, Printers, Telemarketing Companies and Training Companies.

The aim of the research is to determine which factors indicate the most significant statistical differences between the Best in Class and the Industry Average websites.

The overall conclusion of this report can be summed up in the following phrase:

The UK Local B2B Sector is failing the SEO Basics

Specifically, the most significant statistical differences between 'Best in Class' and the Industry Average were observed in the following four areas:



Number of Google Reviews



Page Title Tag not optimised for local search



Number of Pages



Number of Referring Domains

The report also concluded that certain generally accepted maxims regarding SEO factors did not indicate significant statistical differences between the two groups. Specifically these are:



Use of a Blog



Mobile Friendly Website



Use of HTTPS (SSL)



Loadspeed



Age of Domain Name

The report concludes that there is no statistical evidence that these are major factors **in their own right** and that they should be considered as **part of an overall online marketing strategy**.

Before the summary of the data is presented it should be noted that the overall Benchmark set by Best in Class is **not extremely high**.

In a nutshell - **the UK Local B2B sector is not very competitive from an SEO perspective**. Any business owner or SEO / Web professional engaged in this sector who reads this report and who is determined to achieve a high ranking can make significant progress towards that goal with minimal investment and within a reasonable timeframe by addressing several priority areas highlighted in this report.

Statistical Analysis

This Executive Summary is a precis of the full analysis which can be found at <https://www.pickaweb.co.uk/blog/Local-B2B-SEO-Benchmark-Report>













The website comparison results were verified using a significant testing tool, allowing the research to determine if the differences between the 2 variables (websites) is real (95% confidence level) and if tested on a larger number of websites the study would bring the same results. This has ensured reliability and credibility of the results.

Legal Disclaimer

This report has been prepared in good faith using data available at the time during the research and without independent verification. Pickaweb Ltd does not offer any guarantees or warranty in regard to the accuracy, completeness or reliability of the information in this report nor its use to towards any particular activity. Anyone reading this report is responsible for verifying the accuracy and relevance of the contents. Pickaweb Ltd is not liable for any loss, damages, costs or expenses that may arise from any individual, company or other organization using or applying any information in this report.

Summary of Findings

■ High Statistical Difference
 ■ Medium Statistical Difference
 ■ Low Statistical Difference

	Factor	Best in Class	Industry Average	Statistical Difference
	Industry & Location In Page Title Tag on Homepage	61%	21%	66%
	Average Number of Referring Domains	44	17	61%
	Average Number of Google Reviews	0.93	0.4	57%
	Average Number of Pages	104	48	54%
	Average Length of Page Title Tag (Characters)	66	44	31%
	H1 Heading on Homepage	72%	53%	26%
	Mobile Friendly	53%	40%	25%
	Using a Blog	40%	30%	25%
	Google MyBusiness (GMB) Setup	100%	76%	24%
	Average Age of Domain (years)	11	8	23%
	Using HTTPS (SSL)	3%	2.58%	0.42%
	Average Homepage LoadSpeed	2.30	1.79	-14%







Recommendations

The matrix below allows the reader to quickly prioritise their actions to address the points raised by this research. It should be noted that the column 'Time to Fix' refers to the time required to address the issue rather than the time for Google or the other search engines to reindex a website with a higher ranking (which can take considerably more time).






For a full description of each factor please refer to the full analysis which can be found at <https://www.pickaweb.co.uk/blog/Local-B2B-SEO-Benchmark-Report>

For an in-depth set of Local SEO Recommendations for Best Practice please see <https://www.pickaweb.co.uk/blog/local-seo-expert-round-up>

High Priority Actions

	Cost to Fix	Time to Fix	Return on Investment
 Increase Google Reviews	Zero	< 1 week	Very High
 Setup & Optimize Google MyBusiness	Zero	< 1 day	Very High
 Apply Best Practice to Page Title (Length & Industry/Location)	Low	< 1 day	Very High
 Create Keyword Rich H1 Headings	Low	< 1 day	High
 Double Number of Service (non-blog) Pages	Medium	< 1 month	High
 Increase Number of Referring Domains (NAP Citations, Local Links)	Medium	< 3 months	High

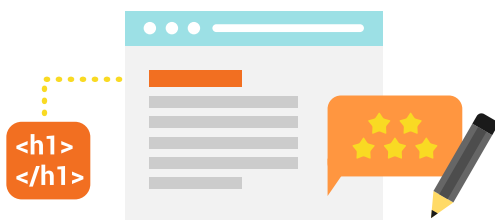
Medium Priority Actions

	Cost to Fix	Time to Fix	Return on Investment
 Switch to Mobile Friendly (Responsive) Design	High	< 1 month	Medium
 Set Up Blog	Low	< 1 day	Very High
 Add regular Content to Blog (min weekly)	Medium	< 3 months	High
 Switch to HTTPS (SSL)	Low	< 1 day	Low
 Switch to SSD Hosting	Low	< 1 day	Low

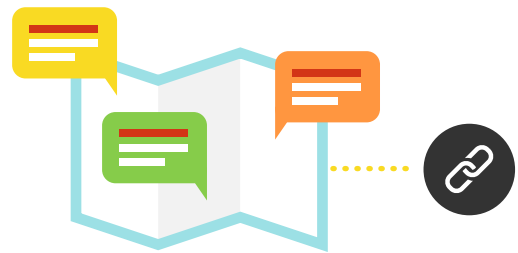
Conclusion

The statistical differences between Best In Class and the Industry Average suggests that the UK B2B Sector is failing the SEO basics.

However, because the bar is set very low there are opportunities for those businesses who take the time to get these basics right.



There are some extremely quick, low cost wins such as optimising the Page Title Element, making use of keyword rich H1 Headings and seeking reviews for Google MyBusiness on an ongoing basis.



Other important areas which may take slightly longer to achieve results but which offer a strong long term platform for success are increasing the number of pages (both service pages as well as through a company blog) and increasing the number of referring domains linking to the site. This can be achieved by obtaining a mix of Name, Address and Phone (NAP) Citations as well as obtaining local and industry links.



For those businesses determined to apply best practice and get ahead of the curve then switching to a Mobile Friendly (Responsive) Design and setting up fast, secure SSD Hosting with HTTPS will help to future proof their website.