

# B2B Company SEO Recovery

## From Website Brochure to Lead Generation Machine

How we transformed a \$20K website—used only as a digital business card—into a B2B lead generation system

- 📊 3 Years of Audit Analysis
- 🎯 Digital Brochure → Lead Machine
- 🔍 Page 10+ → Page 2+
- ⌚ 6–12 Month Results

[View Full Case Study](#)

# Executive Summary

Our client had spent \$20K on SEO over 3 years, yet their website served merely as a digital business card. They experienced critical digital marketing challenges, with 70% of their traffic being bots and real B2B leads virtually zero.

After a systematic overhaul, we cleaned their data, rebuilt the website architecture, fixed internal linking, and integrated their CRM.

## Key Results:

- ✓ Page 10+ → Page 2+ (40–50 positions up)
- ✓ Noise: 70% → 15% (82% improvement)
- ✓ Leads: 40 → 103 sessions/month (+156%)
- ✓ Lead Quality: 2.1/10 → 7.8/10 (+3.7x)
- ✓ Session Duration: 45 sec → 4:20 (+475%)

# THE PROBLEM: Why a "\$20K Website" Was Failing

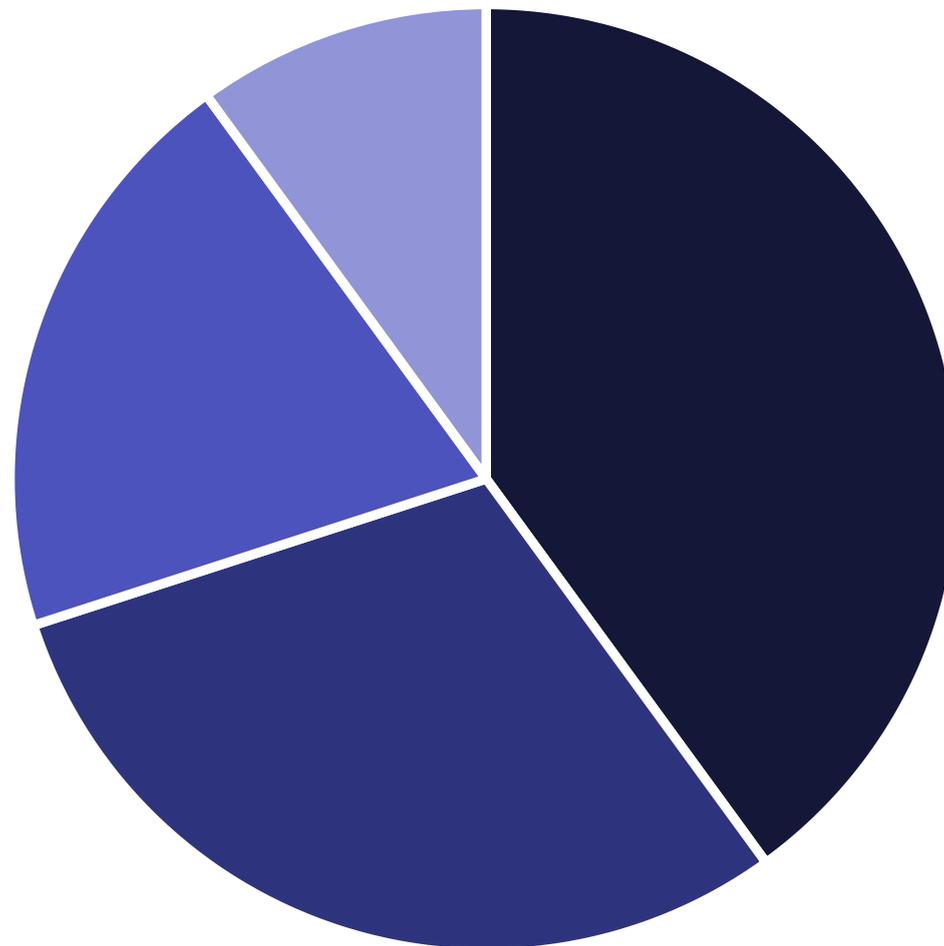
- **Website = Brochure** — Managers just sent the link. No lead generation strategy.
- **70% Fake Traffic** — Internal IPs, bots, scrapers corrupted GA4 for 3 years.
- **Robots.txt Blocked Google** — Site was hiding from search engines.
- **200+ Pages, No Logic** — Chaos. Duplicates. Authority diluted.
- **No Internal Linking** — Pages isolated. No path from information to services.
- **Result: Zero ROI** — Rankings falling, real leads nearly zero.

# Data Corruption: 70% Fake Traffic

## Core problem:

- Internal employee IPs never excluded from GA4
- GA4 shows 10K+ visits → reality: 5K actual
- Bots and scrapers constantly crawling
- Conversion rate: <2% (rest = noise)

## Traffic Distribution (BEFORE):



■ Internal IPs (employee addresses)

■ Bots (automated traffic)

■ Real Organic (actual traffic)

■ Other (miscellaneous)

# Technical Sabotage & Content Chaos

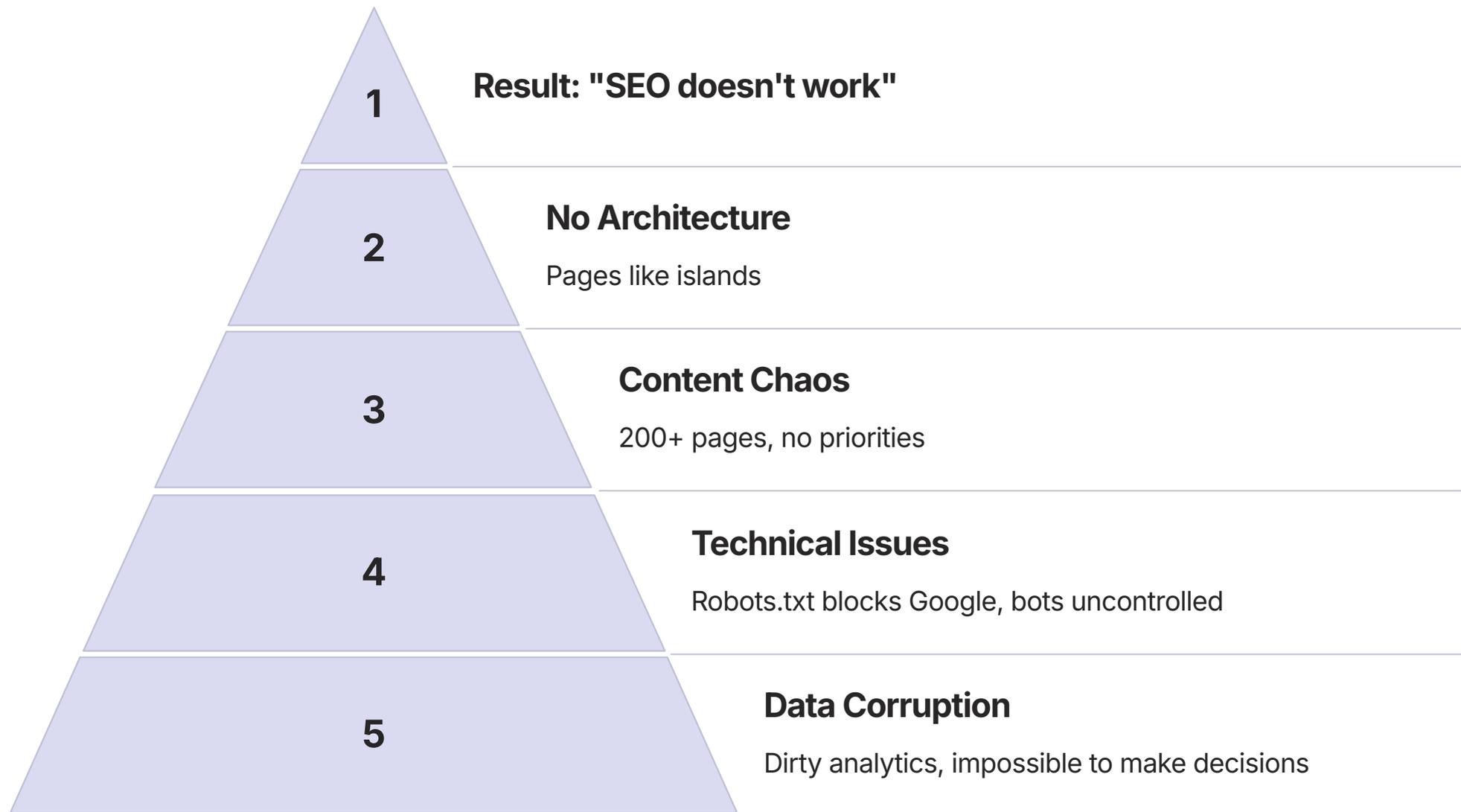
## Technical Problems:

- Robots.txt blocked ALL bots (including Google and Yandex)
- Google couldn't crawl or index the site
- Meanwhile, malicious bots freely scraping content

## Content & Architecture:

- ~200+ pages with no priority or hierarchy
- Heavy content duplication
- 40–70 keywords per page (wrong approach)
- Authority diluted across 200+ irrelevant keywords
- No internal linking strategy = isolated pages

# Why All That Money Was Wasted: The Problem Pyramid



The foundation was broken. No copywriter can fix this. You need honest data and solid architecture.

# SOLUTION: Multi-Layer Approach

1

## Data Integrity

Clean analytics, honest numbers

2

## Technical Foundation

Robots.txt, bot protection

3

## Site Architecture

Logical structure, priorities

4

## CRM Integration

Funnel: inquiry → lead → deal

# Step 1: Clean Data & Multi-Layer Bot Defense

## What we did:

- **GA4 Cleanup:** Excluded internal IPs, recalculated 3 years of history
- **Robots.txt Fixed:** Unblocked search engines, allowed Google crawl
- **Bot Protection:** 4-layer defense (behavioral analysis, IP reputation, geo-filters, smart challenges)
- **GA4 Filters:** Automatic noise removal

## Result:

Real traffic turned out to be 60% lower than expected—but honest. Clear starting point for work.

# Step 2: Site Architecture Rebuild (200+ → 80–100 pages)

## What we did:

- **Audit:** Analyzed all 200+ pages—core, supporting, garbage
- **Consolidation:** Merged duplicates, removed weak content
- **Rewrite:** Rewrote key pages for B2B solutions, case studies, real answers
- **Funnel Logic:** Problem → Information → Solution → Contact
- **Priorities:** Targeted 30–40 high-intent keywords (instead of 200+)

## Result:

Every page carries value. Priorities clear. Google understands what truly matters.

# Step 3: Internal Linking Strategy & Lead Tracking

## What we did:

- **Linking Strategy:** Strategic cross-linking by topics and funnel logic
- **Content Clusters:** Each service = subsystem (articles, FAQ, cases, interconnected)
- **Flow:** Blog and info pages naturally link to services
- **CRM Integration:** Inquiry → Lead → Deal. Full visibility. Auto-scoring.

## Result:

3–4x more time on site, 3–4x more page transitions, higher conversion to contact.

# RESULTS: Organic Search Visibility (Page 10+ → Page 2+)

Example Query	BEFORE	AFTER	Improvement
[Industry] Software Solutions B2B	45	8	↑37
[Company Type] Services	62	12	↑50
[Problem] Solution Platform	28	6	↑22
Enterprise [Service]	55	11	↑44

# Traffic Quality: 70% Noise → 15% Noise

Metric	BEFORE	AFTER	Change
Bot/Spam Traffic	70%	15%	↓82%
Targeted Traffic	20%	75%	↑3.75x
Bounce Rate	68%	32%	↓53%
Session Duration	45 sec	4:20	↑475%
Pages per Session	1.3	4.7	↑262%

# Lead Generation: +156% Qualified Leads

Metric	BEFORE	AFTER	Change
Conversion Sessions/month	40	103	↑156%
Qualified Leads/month	15–20	50–60	↑3x
Lead Quality Score	2.1/10	7.8/10	↑3.7x
% to Discussion	5%	42%	↑8.4x

# Financial Impact: The Real Story

## Invested (3 years)

~\$20,000 (SEO, redesign, content)

## ROI BEFORE

≈ \$0 (dirty data, no real leads)

## ROI AFTER

Organic search now generates 50–60 quality B2B leads/month

## Monthly Savings

Previously: \$3–5K/month (ineffective SEO)

Now: \$1.5–2K/month (smart management)

**= \$18–42K/year saved**

# KEY LESSONS: What This Teaches Us

## 1 Data First:

Dirty analytics = wrong decisions. Clean data = right strategy.

## 2 Architecture Before Content:

1000 articles in chaos < 100 articles in logic.

## 3 Internal Linking = Strategy:

Links signal priorities to both Google and people.

## 4 Metrics ≠ Business Results:

Beautiful traffic charts mean nothing without conversions.

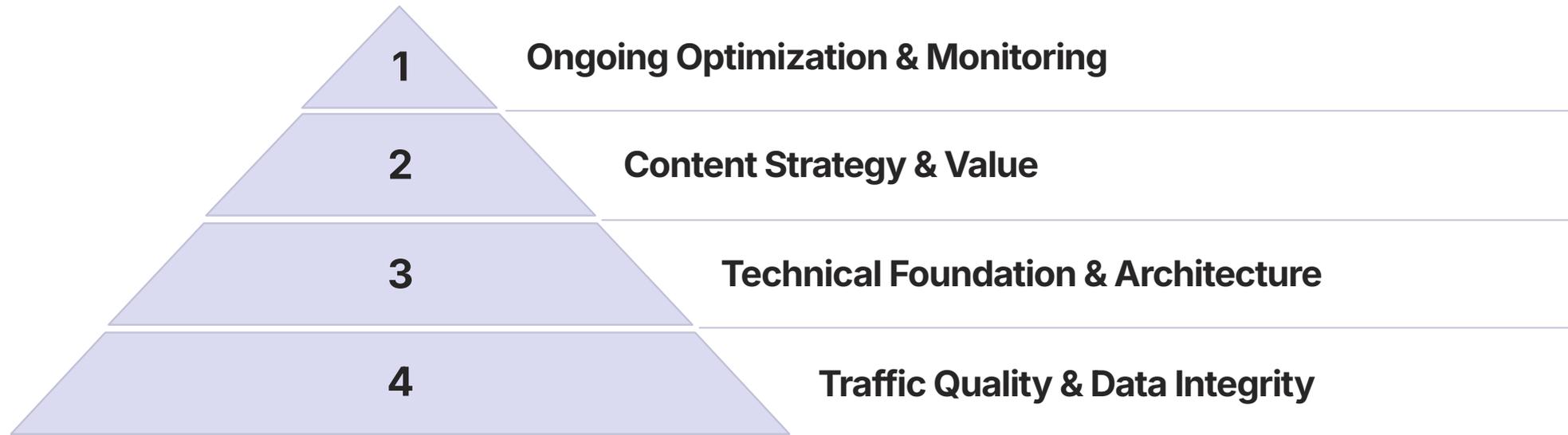
## 5 Technical Debt Compounds:

Broken robots.txt + bots + wrong GA4 = collapse.

# Complete Before & After: The Full Picture

Metric	BEFORE	AFTER
Search Visibility	Page 10+	Page 2+
Bot Traffic	70%	15%
Targeted Traffic	20%	75%
Conv. Sessions/month	40	103
Lead Quality	2.1/10	7.8/10
Bounce Rate	68%	32%
Session Duration	45 sec	4:20
SEO Budget/month	\$3–5K	\$1.5–2K
Robots.txt	Blocked Google	Open to Search
Target Keywords	200+ (chaos)	30–40 (focus)

# Our SEO Philosophy: Data Quality First, Everything Else Second



SEO starts in the basement, not on the roof. Skip the foundation—everything collapses.

# WHAT WE DO: Traffic Quality & Strategic SEO

## Comprehensive Audits

- Historical analysis (3+ years)
- Technical SEO audit
- Data integrity check
- Bot & fraud detection

## Strategic Implementation

- Architecture redesign
- Content strategy
- Internal linking
- Bot protection & filtering
- CRM integration

## Ongoing Optimization

- Monthly traffic monitoring
- Lead quality scoring
- A/B testing
- ROI tracking

# WHO WE HELP: Do You Recognize This?

-  Traffic growing but conversions stagnant
-  Paid for SEO, see no results
-  Rankings falling despite more content
-  Unclear which traffic is real
-  Can't connect inquiry → lead → deal
-  Site feels like scattered pages, not a system

**Who we help:** B2B SaaS, Enterprise, companies ready for data-driven SEO

# SEO Doesn't Fail—Systems Do

When data is clean, architecture is sound, and content delivers value—organic search becomes your most reliable growth channel.

[Get Your SEO Audit](#)