

A New Playbook for B2B E-commerce SEO

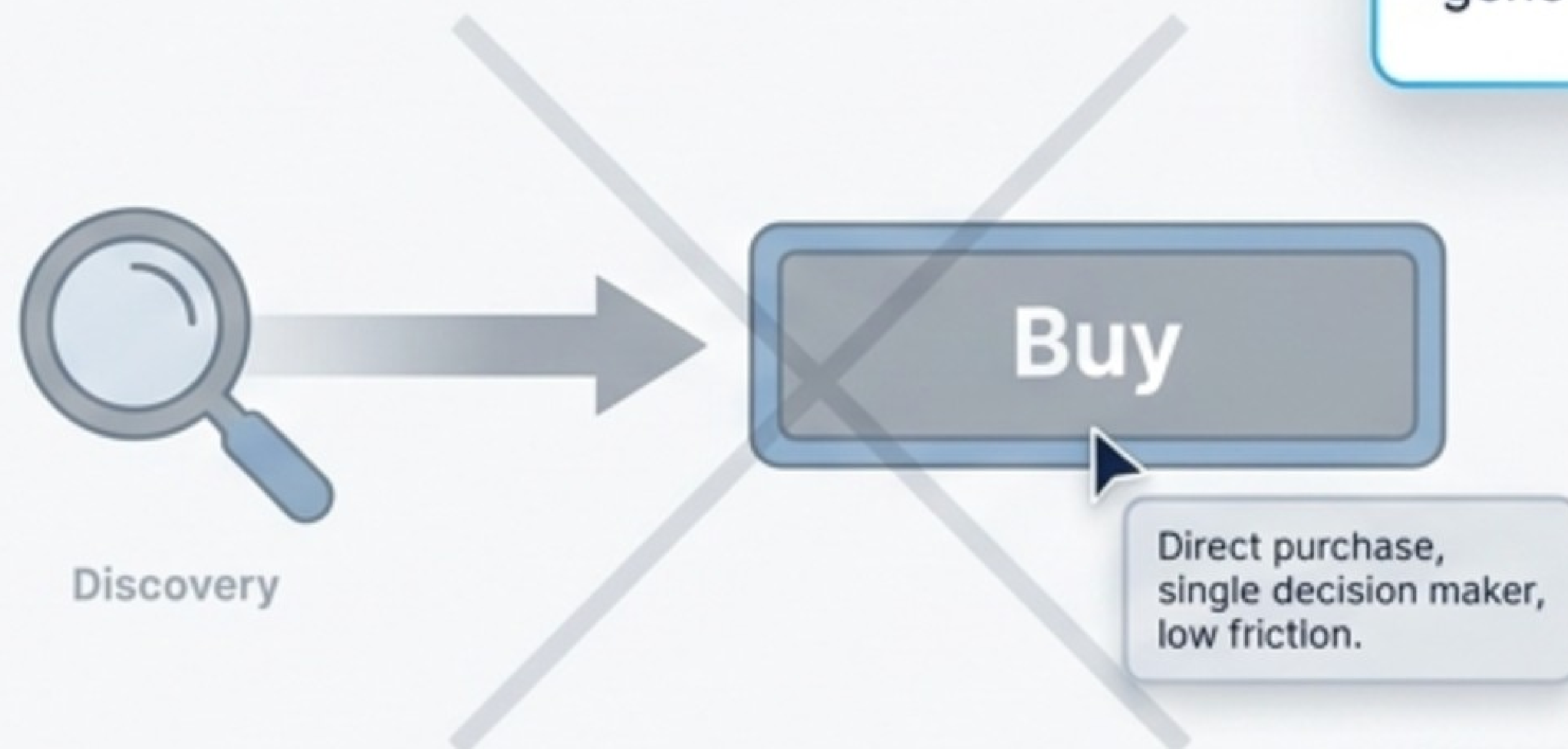


Based on data from
Wisseo / David Cancillo.

Consumer Playbooks Fail on Enterprise Sites

44.6%

The percentage of all B2B revenue generated by organic search.



 Most B2B marketing teams run a B2C playbook and wonder why organic traffic refuses to convert. 

Strategic Evaluation & Research



The Research Phase is Long and Invisible

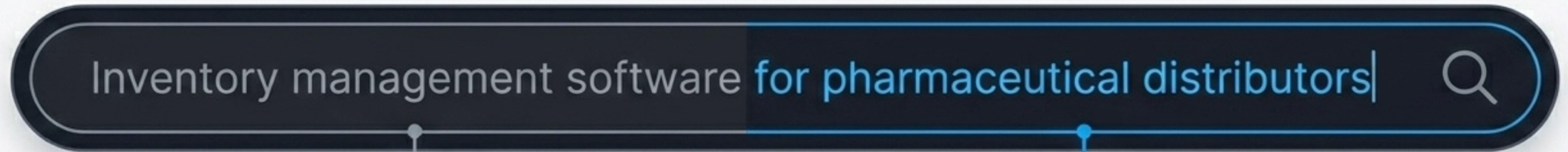


Commercial Intent Outweighs Search Volume



Sector-Specific Modifiers

Filter the Audience



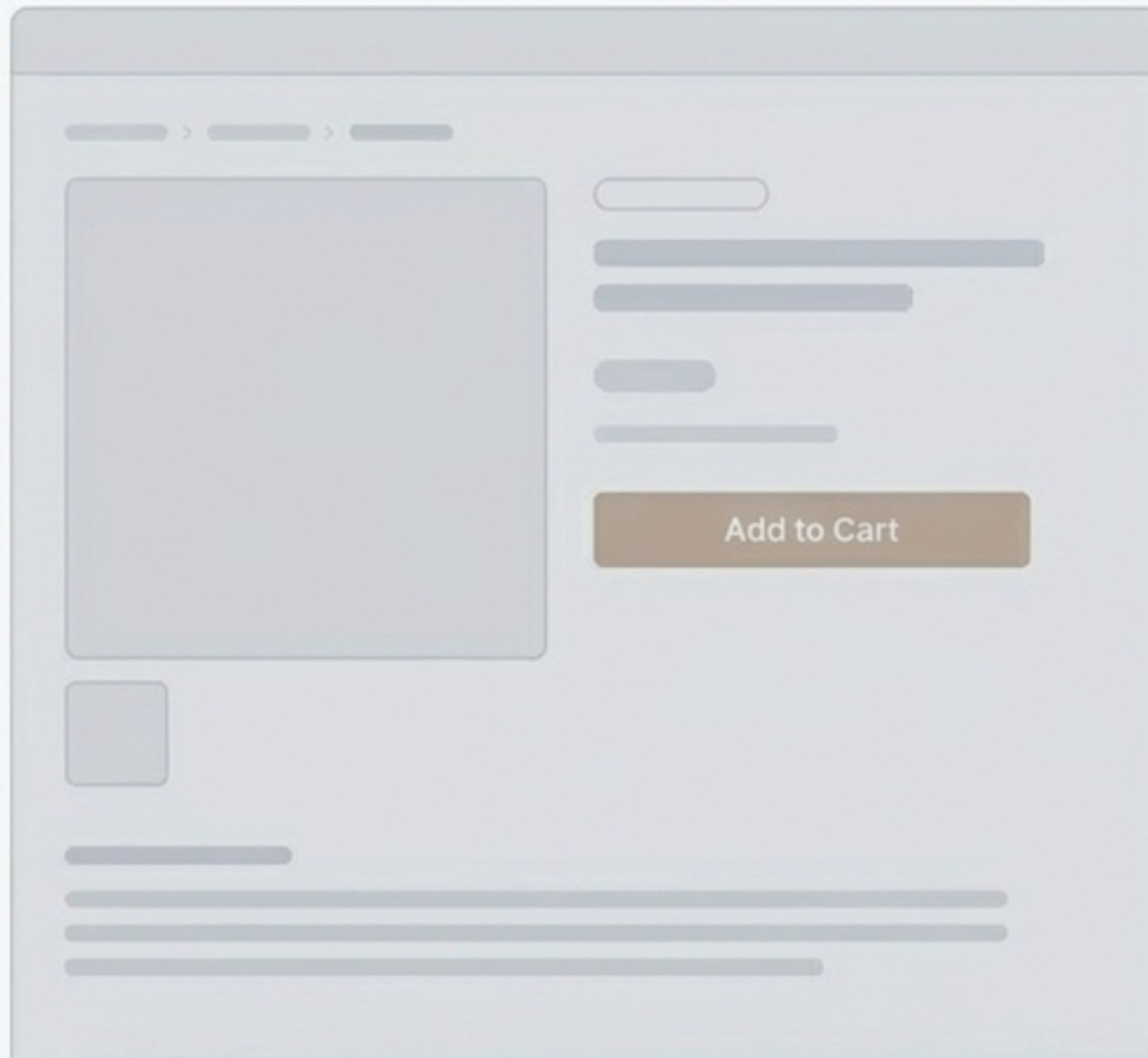
Attracts **everyone**.
Low conversion rate.

Attracts the **exact buyer**.
High conversion rate.

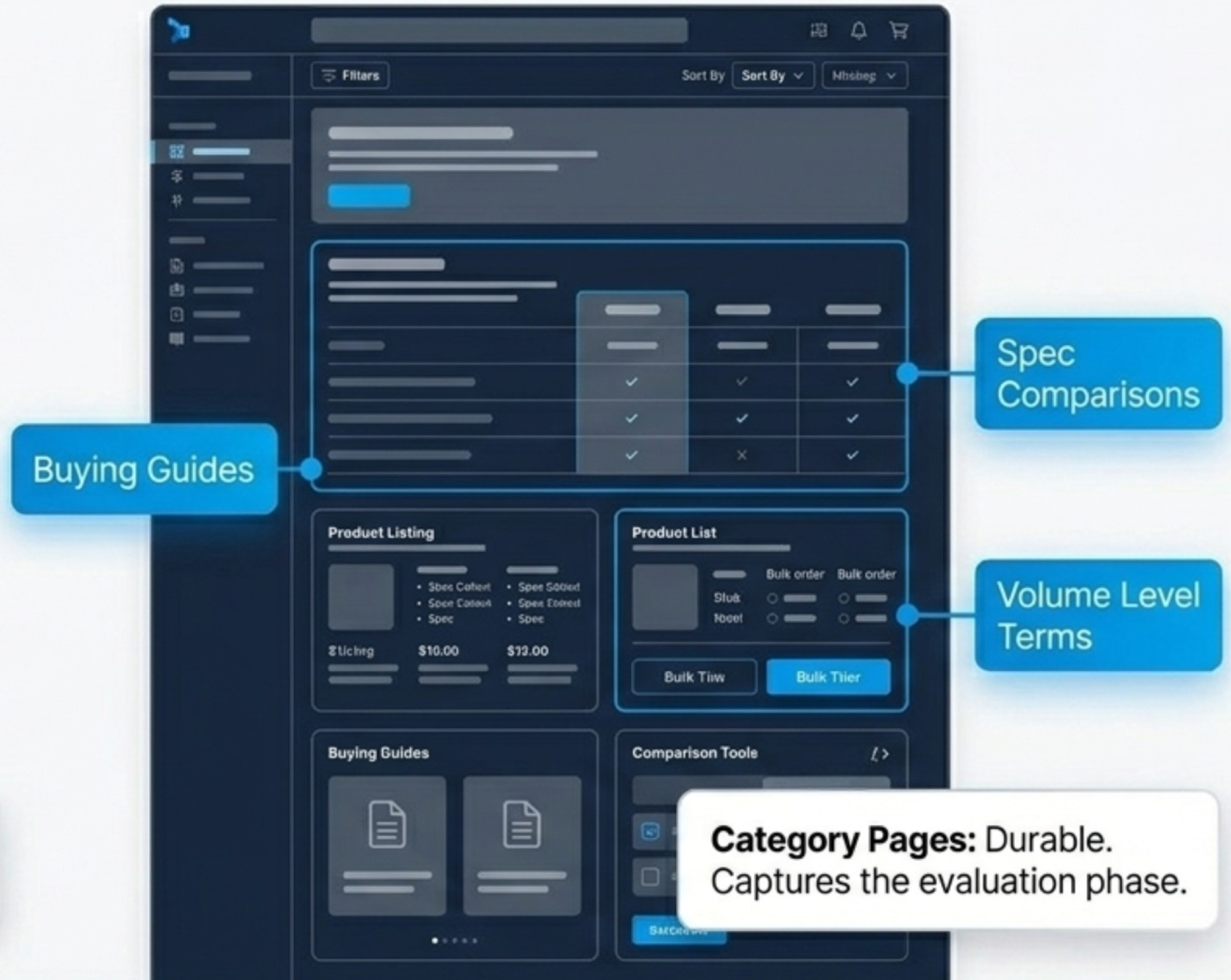


Use "**People Also Ask**" to uncover the specific industry vocabulary actual buyers use.

Category Pages Offer the Real Leverage



Product Pages: Fragile. Focus on emotional appeal. Dies entirely when the SKU is discontinued.



Category Pages: Durable. Captures the evaluation phase.

B2B Platforms Generate Unique Technical Debt



Gated Content: Googlebot cannot index pricing or catalogs sitting behind client authentication.



Crawl Waste: Thousands of product variants (size, finish) draining crawl budget without canonical logic.



Dynamic Pricing: Changing prices based on login confuse Google's product schema rich results.



Rogue Integrations: Custom client portals and ERP URLs accidentally getting indexed.

76%

Depth and Format Over Publishing Volume



Tech Spec Guides.

Builds technical authority before the vendor comparison stage even begins.



Comparison Pages.

87% of B2B content has a **moderate/major impact** on ultimate vendor selection.



Industry Use Cases.

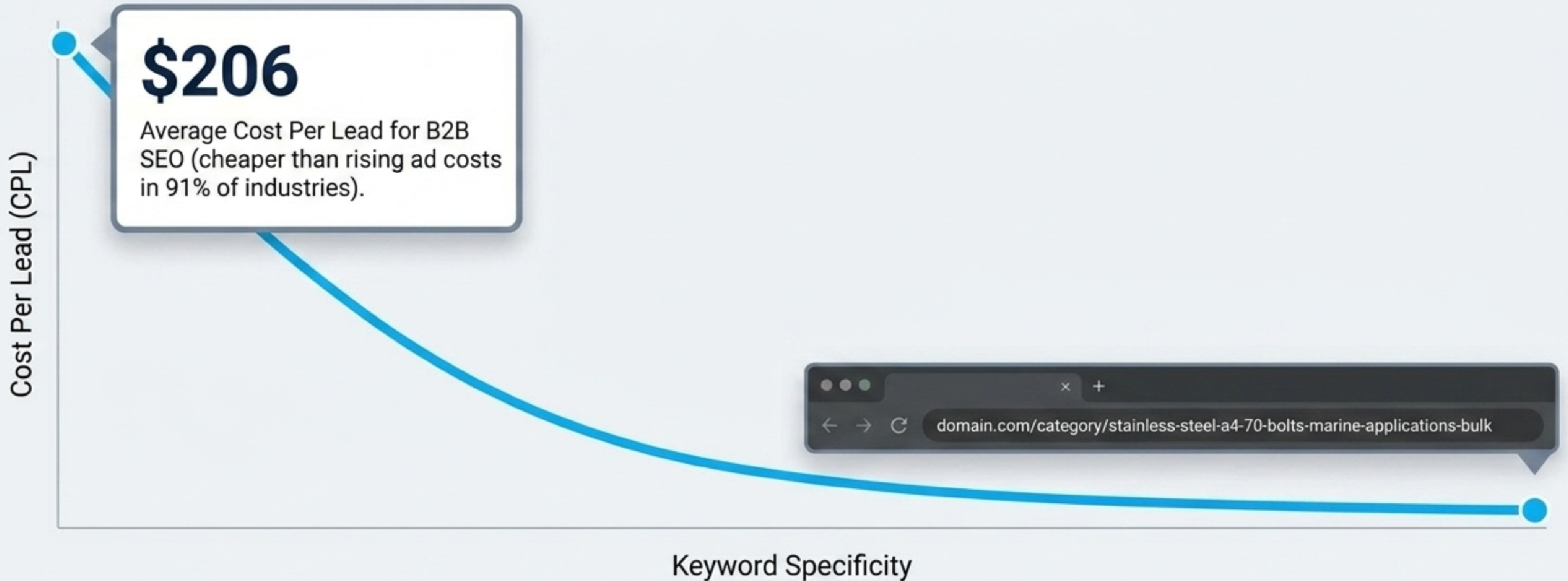
Audience segmentation increases organic traffic by an average of **28.7%**.



Original Research.

Proprietary data and industry trends drive an **18.7% increase in organic traffic**.

The Programmatic Long-Tail Opportunity



Build category variants by application, certification, or technical spec to capture exact-match intent.

Generative AI Filters Traffic Rather Than Eliminating It

94%

of buyers use
LLMs in research.

72%

encounter AI
Overviews.

Google AI Overview

Citation Badge [1]

90%

of buyers
click through
a cited source.

76% of AI citations come directly from the Top 10 organic results. Traditional SEO is the prerequisite for AI visibility.

Earning Authority Requires Built-to-Link Assets



The Hub Strategy:
Stop asking for links.
Build exhaustive technical resources and original research that industry publications are forced to cite.

>90%



of B2B content has zero backlinks.

50.6%

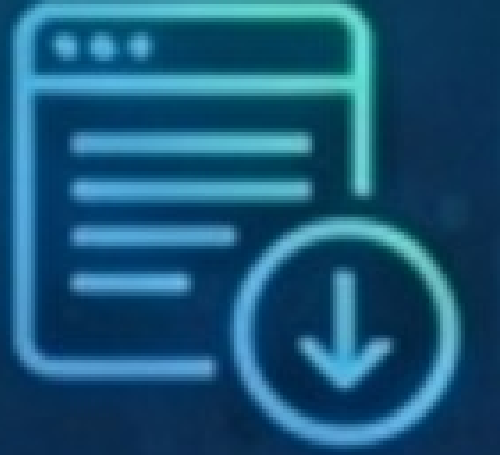
success rate for organic link acquisition (via stats pages and sizing calculators) vs 35.3% for manual outreach.

Align Measurement with the Long Sales Cycle



Qualified Leads

Quote requests, catalog downloads, and business account signups.



Attributed Revenue

First-touch attribution modeling to account for multi-month evaluation cycles.



AI Visibility

Percentage of sector-specific queries generating an LLM citation.

The Foundational Execution Blueprint



01 | Technical Audit

Clear indexing blockers, gating issues, and crawl budgets.



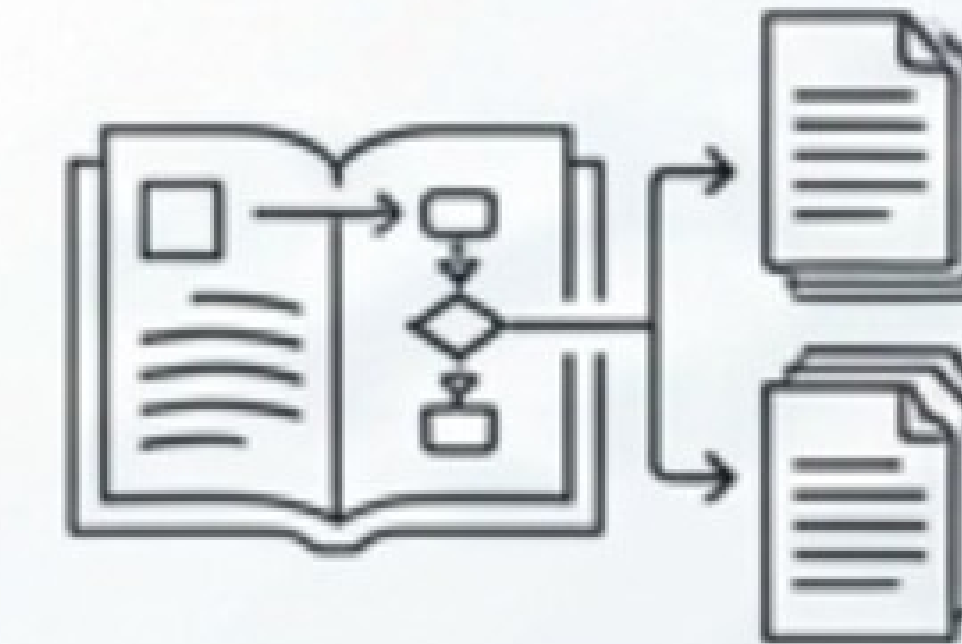
02 | Main Categories

Construct highly durable, research-focused category hubs.



03 | Commercial Intent

Target buyer profiles and sector modifiers, ignoring pure volume.



04 | Mid-Funnel Content

Deploy tech guides, vendor comparisons, and use cases.



05 | AI Visibility

Engineer content structures to be cited by generative engines.

The Economics Justify the Investment



748%

Break-even achieved
in 7 months.

Average Return on Investment
for B2B E-commerce SEO.

The opportunity is vast—provided you are running a
playbook actually designed for the enterprise buyer.