



HOW CAN I WRITE CONTENT THAT RANKS ON GOOGLE?

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WHY LISTEN TO US?

We are a team of Digital Marketing experts that specialise in B2B.

Our clients are at the heart of everything we do. Through the professionalism and skill that our team provides, we create strong partnerships, build trust and deliver outstanding service every time.

Our Services:

- **Social Media**
- **Web Development**
- **SEO**
- **PPC**
- **Design**
- **Email Marketing**
- **Website Migration**
- **Digital PR**
- **Strategy**

AGENDA

01

**What is
E-E-A-T?**

02

**Writing for
conversions**

03

**Writing
unique
content**

04

**Question
and
answer
session**

WHAT IS E-E-A-T?

A set of guidelines from Google that looks to offer guidance on the type of content that ranks well in search.

E

EXPERTISE

E

EXPERIENCE

A

AUTHORITY

T

TRUST

ESTABLISH EXPERTISE

- **Create topical authority in your business area**
- **Demonstrate a deep understanding of your subject**
- **Keep your content current and cite new research and data**
- **LinkedIn profiles in blogs**

SHOWCASE EXPERIENCE

- **Case studies, real life examples of work and thorough data and true situations to provide unique content.**
- **Original research, case studies & unique insights**
- **Think "behind the scenes" content, or step-by-step guides where you demonstrate a process**
- **Client reviews on Google, Feefo or Trustpilot**

DEMONSTRATE AUTHORITY

- **Encourage reviews and feedback online**
- **Earn backlinks from reputable websites in your industry**
- **Boost your social media presence**

BUILD TRUST

- **Offer factually correct, concise content.**
- **Use HTTPS (shows your site is secure).**
- **Display clear return, warranty, and shipping policies.**
- **Highlight secure payment methods.**
- **Keep business info (address, phone, email) visible and consistent.**

ASK YOURSELF...

- **Experience** – *Have you used, tested, or manufactured products yourself? Show first-hand knowledge.*
- **Expertise** – *Do you have the industry knowledge to speak confidently on the subject? Highlight staff expertise.*
- **Authoritativeness** – *Do others in the industry recognise your brand as a leader? Build credibility through partnerships, mentions, and reviews.*
- **Trustworthiness** – *Is your website safe, accurate, and reliable? Secure checkout, clear policies, and transparency all count.*

QUICK WINS

- **Update old product pages with clear specifications and expert commentary.**
- **Add “how to” guides (e.g. “How to assemble x piece of equipment”).**
- **Showcase staff expertise with short video tips.**
- **Collect and display more verified customer reviews.**
- **Build a simple “About Us” page that shows your brand story and credibility.**

WRITING FOR CONVERSIONS

Humans convert, not Google!

**So write with a balance
between E-E-A-T and for
conversions.**

01

RESEARCH

02

ENGAGE

03

ACCESSIBLE



**WRITING UNIQUE
CONTENT**

WRITING UNIQUE CONTENT

01

Create
unique
angles for
blog posts

02

Cite
interesting
sources &
use
interviews

03

Use cause &
effect
writing
techniques

04

Use
multimedia
content

05

Write a
variety of
content

06

Debunk
myths

IT'S TIME TO
ASK QUESTIONS

LET'S ELEVATE

YOUR

ONLINE

PRESENCE

HOLLIE



SEO Manager