INSTITUTO
UNIVERSITÁRIO
DE LISBOA

A Search Engine Optimisation and Online Lead Generation Strategy Practice for ANNEA.ai GmbH

Bulut Ünal

Master in Marketing

Supervisor:
Dr. Maik D. Reder (Ph.D), ANNEA.ai GmbH

Co-Supervisor:
Professor João Guerreiro, ISCTE Business School, Department of Marketing, Operation and Management (IBS)

November, 2021

BUSINESS
SCHOOL

A Search Engine Optimisation and Online Lead Generation Strategy Practice for ANNEA.ai GmbH

Bulut Ünal

Master in Marketing

Supervisor:
Dr. Maik D. Reder (Ph.D), ANNEA.ai GmbH

Co-Supervisor:
Professor João Guerreiro, ISCTE Business School, Department of Marketing, Operation and Management (IBS)

November, 2021

ACKNOWLEDGEMENTS

I am writing this part to leverage the chance by being able to dedicate my thesis to my parents whom have supported enormously without hesitation from the beginning of my decision to start a new chapter in my life.

I would like to show my gratitude to all the people who have helped me to finalise my thesis, in a direct and indirect way. My professors and classmates at ISCTE Business School, the ANNEA Family, my colleagues in companies, my former colleagues, my network, my girlfriend and the people who I forgot to mention with deep regrets. However, I would like to highlight some people whose help have cannot be overseen and I will not be able to express my real emotions truly with the limitations of the words.

I firstly would like to express my appreciation deeply to Dr. Maik D. Reder, my supervisor for the thesis and the Founder and CEO of ANNEA.ai GmbH. His openness, supervision and work ethic, not just from the professional perspective but also from the personal perspective, has been an immense driving factor. It is always a grateful feeling to be surrounded by him as he inspired me always.

Professor João Guerreiro of ISCTE Business School has brought his guidance and experience in an unmatchable way to clarify blurred areas and navigating into a strait direction. It was a true pleasure to be supervised by him and being student of his through my master's studies.

Dana Sultanova, my fellow classmate from my master's studies and CMO of ANNEA.ai GmbH. It does not usually happen to get the opportunity to work together with your classmate. From the beginning until the end her friendship and professionalism was the utmost catalyser to keep things together. I feel so privileged to know her as a friend.

In a moment when I am about to take another big challenge in my life, the delivery of this thesis symbolises the closure of a chapter which's effects will always be felt in the future. Once again, I deeply would like to show my deepest gratitude to all the people who helped me to reach this point.

Thank you, obrigado, danke, teşekkürler, grazie, merci, gracias, bedankt, اشكرك !

Bulut Unal

ABSTRACT

Public awareness for renewable energy production is increasing and creating pressure on companies and governments. Technological advancements and new innovations have enabled renewable energy production to become mainstream day by day as part of the environmental sustainability concerns and changing consumer habits. According to the International Energy Agency, in 2020 the renewable energy capacity has increased 45%, described as "an unprecedented boom" especially in solar and wind energy.

The project presented in this thesis focuses on how a dedicated and aligned SEO strategy can help a start-up to increase its brand awareness and create online presence. ANNEA.ai GmbH was founded in Germany, also with a subsidiary in Portugal. The company has proven itself during its early stages and is currently expanding globally with a main focus on the European market. To sustain and solidify the expansion period, the company has decided to launch a SEO strategy besides its ongoing digital marketing strategies.

For start-ups like ANNEA.ai GmbH, search engine optimisation (SEO) is a very powerful and budget friendly communication strategy with promising potentials for the long-term. The SEO strategy has been developed and implemented accordingly, as a part of the main digital marketing strategy of the company. To reflect the efficiency of SEO strategies when aligned with the strategic goals, not just treated as an independent project. As a result, defined KPI's for the project has increased after the implementation specifically between from January 2021 to September 2021.

Keywords: digital marketing, search engine optimisation, online lead generation renewable energy
JEL Codes: M31 Marketing, Q42 Alternative Energy Sources

RESUMO

A consciencialização pública acerca da produção de energias renováveis está a aumentar, criando pressão sob as empresas e os governos. Os avanços tecnológicos e a inovação permitiram que a produção de energias renováveis ficasse cada vez mais convencional dia após dia, fazendo parte das preocupações ambientais e dos hábitos dos consumidores. DE acordo com a agência internacional de energia, em 2020, a capacidade das energias renováveis aumentou em 45%, descrito como um "boom" sem precedentes, especialmente em energia solar e eólica.

Este projeto, apresentado nesta tese, foca-se em como uma estratégia SEO, dedicada e alinhada, pode ajudar uma start-up a aumentar a sua notoriedade e criar uma presença online. ANNEA.ai GmbH foi fundada na Alemanha, sendo que tem uma subsidiária em Portugal. A empresa já se provou nas etapas iniciais e está neste momento a expandir-se globalmente, sendo o seu grande foco, o mercado europeu. Para suster e solidificar o período de expansão, a empresa decidiu lançar uma estratégia SEO, para além de uma contínua estratégia de marketing digital.

Para Start-ups como a ANNEA.ai GmbH, search engine optimization (seo), é uma estratégia muito forte e barata com potencialidades promissoras a longo-prazo que tem impacto sobre a eficiência das estratégias SEO quando alinhadas com os objetivos, não só quando são tratadas como um projeto independente. Devido a isso, os KPI's definidos para o projeto aumentaram depois da implementação, especialmente entre janeiro e setembro de 2021.

Keywords: digital marketing, search engine optimisation, online lead generation, energia renovável
JEL Codes: M31 Marketing, Q42 Fontes de energia alternativa.

List of Figures:

List of Tables:

GLOSSARY OF ACRONYMS

CSP	Consantrated solar power
GWEC	Global Wind Energy Council
IEA	International Energy Agency
SEO	Search engine optimisation
SERP	Search engine results page
SaaS	Software as a Service
SCADA	Supervisory control and data acquisition
USP	Unique selling proposition
UVP	Unique value proposition

INDEX

1. INTRODCUTION

The importance of SEO (search engine optimisation) has increased significantly especially in the last decade as users strongly trust in search engine results when considered the inevitability of social media and mobile device usages (Schultheiß & Lewandowski, 2020). As SEO has emerged especially in the last decade, it promises huge potentials for long-term strategies and competitive advantage by allowing companies to gain more online visibility against the competition. SEO strategies also allow companies to gain competitive advantage through positioning themselves as "expert(s) of a niche area".

Another benefit of SEO is that companies are expected to become more aware and obtain more insights of their target audience and customers. As a result of SEO strategies, online leads can be generated through registering, downloading, signing up or sharing contact details with consent on digital platforms by the visitors (Zutshi et al., 2018). This will allow the organisation to better integrate gained insights from their audience with other marketing techniques, leading into holistic integrated marketing communication approaches. However, it is important to factor that each organisation has its own case and limitations.

ANNEA.ai GmbH was founded in 2019, in Hamburg, Germany. Before the establishment of the company, an extensive research & development phase has taken place. As a result, ANNEA.ai GmbH has carried out pilot projects and signed contracts with big European energy utility companies although its recent establishment. Currently, the company is operating in various markets around the world, mainly in Europe. Due to the company's successful business strategies, the company is expanding its footprint and network. This expansion is also reflected on the registered offices, headcount and revenues as well. As per the company's strategic growth plan, ANNEA.ai GmbH is also present in Lisbon, Portugal.

The most important challenge of the company - from the marketing perspective - can be considered as the lack of brand awareness and recognition in the renewable energy market. SEO offers huge advantages, especially to newly established companies, to create and maintain their brand awareness against the competition. The company's main marketing strategy is focused on digital marketing. The SEO strategy, hereby, will be focusing on bringing a fresh approach to support digital marketing plan of the company.

Therefore, the goal of this project in this thesis is to set a ground level of brand awareness and increase the online presence of ANNEA.ai GmbH by creating, developing and executing SEO strategy, supported

with digital content creation that will help to generate online leads. The project serves as a part of reinforcement and support the general digital marketing goals of ANNEA.ai GmbH. This thesis will also outline the effectiveness of SEO strategies when the strategy is not treated as an independent project but a synchronised strategy with the digital marketing strategy and the goals of the company.

With this project the company will be able to analyse and interpret the outcomes of the results. These outcomes are referred mainly as brand awareness and brand visibility. However, in order to be more specific, the results will focus on website traffic metrics of the company, the behaviours of the visitors on the website and/or on specific webpages, search engine ranking results as well as the results from other platforms that support the SEO strategy. Following the analysis and interpretation of the results, the company will have more insights and understanding of its audience. These insights and understandings will allow ANNEA.ai GmbH to implement a tailored approach for specific business areas or audiences.

The thesis is organised as follows. Following the introduction, a literature review is presented in Chapter 2. The literature review has a deductive approach starting from digital marketing, followed by digital B2B marketing, search engine optimisation, digital content marketing and finalised with digital lead generation. Chapter 3 focuses on how the project is outlined and conceptualised as well as the methods used for data collection, strategy development, implementation period and analysis. Chapter 4 contains the information analysis examines the internal and external variables factoring the development phase of the project. The external and internal analysis of the company, also with competition analysis and the conduction online meetings with the SEO experts helped to understand the market, how to develop and execute an efficient and consistent SEO strategy and how to analyse and interpret the results of the project. Chapter 5 brings out the implementation of the strategy, techniques that have been used and steps taken during the execution phase of the project. Chapter 6, focuses on the conclusions and limitations & future research topics which will state the results of the project as well as the barrier faced during the timeline of the project and needed steps to be taken after the project.

2. LITERATURE REVIEW

2.1. Digital Marketing

Marketing discipline is very much influenced by the society, while the discipline itself also influences society very much. The more society is dominated by digital technologies, the more marketing itself has to adapt and move into the same direction. The main marketing activities are shifting from traditional media towards digital and social media (de Vries et al., 2017). As the level of integration between digital technologies and mobile devices are increasing, people's daily lives are expected to experience important changes (Kannan & Li, 2017). This transformation process can be considered as a result of the fundamental changes that digitalisation has caused in many ways. Marketing is just a discipline influenced by this phenomenon.

The digital revolution has not only created massive challenges for organisations but also for marketing, which is very much connected to society (Leeflang et al., 2014). These challenges are unique in terms of their velocity of transformation and the complexity they are causing. The distance between the ability of the organisations adapting to ever changing complex environments and the complexity of the markets are increasing (Day, 2011). The rapid advancements in digital communication technologies, especially in the last decades, have created an unprecedented opportunity and necessity for marketing disciplines and techniques to be digitalised.

Digital marketing represents an instant, continuous and seamless process, involving all parties into the process that aims to create, communicate, deliver and sustain value for all stakeholders (Guercini et al., 2018; Lamberton & Stephen, 2016). The world we live in today affects any activity of a company's ecosystem from customers to shareholders and from stakeholders to employees. That is why all the marketing activities should be applied strictly in line with the company's strategy.

According to the Vieira et al. (2019), the existing digital communication components are "*paid media*", "*owned media*", "*digital inbound marketing*", "*earned social media*", and "*organic search*". "*Paid media"* refers to external communication efforts that involve a payment, "*owned media"* is known as anything under the direct control of the company, "*earned social media*" is the content created on social media through other people organically and "*organic search*" usually refers to unpaid results appearing on search engine result page. Each component has its own purpose and unique advantages. It is also important to note that, start-ups mainly focus on *"owned media"* due to the control they have over the platform and the advantages of being budget-friendly. However, on the other hand, companies with global presence and high marketing budgets are able to benefit from all the components of digital communication to increase their brand reach and exposure. Aligned with the

goals of the company strategy throughout this thesis, the main focus was on *"owned media" and* "*digital inbound marketing*". The main focus of the SEO strategy developed and executed, was on the website of the company and by applying the SEO strategies, the support of digital lead generation is expected.

When digital communication technologies have become mainstream, it led the emergence of instant two-ways of communication which has changed the means of interaction between people or organisations. This interaction has become more known by the rise of social media platforms. Not only organisations can start or define the course of an interaction with the customers anymore, but customers can start or define as well. This emergence reflects in important changes in customer behaviour. Research findings suggest that more than 90% of all consumers read online reviews before they buy products, and that 67% of all purchasers of consumer goods are based on user-generated content (Godes & Silva, 2012). Customers are more informed, and are able to take action. Hence, customers have switched from being "passive factors" to becoming "active factors".

Social media has become an integral part and a majority share of the digital marketing strategies especially in the last decade. However, focusing only on social media for digital marketing strategies is not accurate, taking into account that it is mainly dominated by it. Although, the potential returns of social media marketing are very promising, organisations need to adapt to complexity and changes which might force them to find new strategies and processes (Day, 2011). Search engine optimisation, search engine marketing, content creation, mobile marketing, email marketing and affiliate marketing are some of the important digital marketing components that cover crucial fields for a successful digital marketing strategy. It is believed that social media does not directly have effect on SEO results. But it has indirect effects by improving brand visibility, awareness and organic website traffic.

Digital marketing stands to be the vital focus of marketing strategies as the world is inevitably digitalised. From start-ups to global corporations or local companies, the techniques and applications of digital marketing need to be implemented as part of the company strategy. Recent developments show that the techniques and applications of digital marketing need to be implemented as part of the company strategy in order for companies not to lose competitive advantage. According to Agnihotri et al. (2016), B2B e-business is taking over B2C as the mobile usage of B2B applications are on rise.

2.2. Digital B2B Marketing

Since the shift from trade to commerce, business relations between organisations have emerged (Cortez & Johnston, 2017). As the business volume between organisations and the number of

organisations increased, the relations became more complex. The origin of B2B marketing goes back to industrial marketing (Webster, 1978). The transformation of industrial marketing to B2B marketing has brought a new perspective, especially on service and technology industries focusing on value generation across businesses, governments and non-profit organisations, including the people representing them when compared against the conventional industries (Lilien, 2016).

Digitalisation is causing a disruptive and fundamental transformation in the business ecosystem due to the essential changes on consumer buying habits (Ancillai et al., 2019). These fundamental changes in consumer buying habits are pushing businesses into a compulsory adaptation process in order to survive in their respective market. The company has to adopt with all of its sources in order to maintain the harmony between the business itself and the marketing practices. Lilien (2016, p.550-551) claims that these disruptive and fundamental changes are caused by two different emerging digital technologies: *"digital information technologies (DIT)"* for the connectivity between communication devices and operating systems and *"digital manufacturing technologies (DMT)"* for 3D printers, digital design software and digital scanners.

The focus of B2B marketing has shifted to social media channels and the websites of the company's especially in the last decade. This is the result of the alteration that marketing strategies are undergoing, in order to reach and sustain growth opportunities by addressing a wider audience (Lilien, 2016). Another benefit of social media channels for B2B marketing is the agility. LinkedIn, one of the most common social media channel used for B2B digital marketing, is allowing marketers to directly reach their audience without the need of any process or business bureaucracy (Pandey et al., 2020).

Academic research on online B2B marketing in social media channels highlights the importance of the shared content being emotionally appealing (Swani et al., 2014; Swani et al., 2017). Companies need to have a consistent approach on combining the pragmatic and hedonic content. Academic research, such as Swani et al. (2020), discusses the complexity of B2B marketing and points out that generating impactful results and maintaining a strategic approach by B2B marketing are not easy to achieve.

As a result, there is a consensus in literature that B2B marketing is under a process of evolution with regards to digitalisation of media and the marketing tools. Also, with the new emerging techniques such as SEO. By applying the right SEO strategies, companies are expected to benefit from an expanded audience and more recognition in the market. Besides the benefit, there are challenges for both the companies and customers. Both parties need to be highly responsive and adaptive on turning the

challenges into benefits in order to gain a competitive advantage. Considering the fast velocity of the *digitalised world,* being instant is the key for differentiation.

2.3. Search Engine Optimisation

Search engine optimisation (SEO) is the process of implementing various techniques to improve the visibility of a website through organic searches on search engines (Smith, 2016). From the perspective of the websites, according to Agarwal et al. (2019), two versions of websites are visible in today's market. There are authentic websites which aims to make their impact in the market and company websites which aims to build a good brand awareness, recognition and brand value. These websites do compete against each other even though their aim is not directly the same. However, the one with the larger visitor base is the one benefiting more against the competition.

Search Engine Optimization (SEO) is directly correlated with the page hit ratio and frequency of hits, since increasing number of websites suffer in competition in terms of ranking (Egri & Bayrak, 2014, p.336). Ranking refers to how the website is scored on the search engine and listed on the search engine result page accordingly. It is important to note that models and algorithms of ranking scores of search engines are changing and do depend on many different variables. As a result, search engines have become a crucial source of information. Considering that majority of the users begin their journey in the web by using search engines, they have become differentiation point to reach the most relevant information (Baye et al. 2015).

However, search engine results are important to build and increase awareness even if people do not click on the links appearing on search engine results (Hansell, 2005). One of the main focus of the SEO strategies is to appear on the first page of the search engine result page and as close to the top as possible knowing that even though the visitors will not click on the links each time when a search command has been made.

Berman & Katona (2013) mentions two kinds of results on search engines: *"organic results"* and *"paid results"*. *"Organic results"* appear according to relevance of the topic or the queries, while *"paid results" appear,* reserved with an auction-based mentality for advertises, without the need of relevancy (Berman & Katona, 2013). The importance of *"organic results"* and *"paid results"* for SEO strategies differ. Companies do prefer to choose different approaches depending on their strategy and short-term and/or long-term needs. Despite SEO strategies offer huge opportunities for companies on adjusting their digital marketing budgets by avoiding high cost through "*organic results*", companies with vast marketing budgets can highly invest in paid results for their websites if they are not able to drive enough traffic through organic results (Berman & Katona, 2013).

The literature contains some concerns about the way search engines are operating. These concerns vary depending on the focus point. For instance, according to Schultheiß & Lewandowski (2020), search engines are sweeping away the characteristic differences between organic results and paid results through their ever-changing algorithms. Jerath et al., (2014) highlights the existing literature lack comprehensive information and data in order to bring out how "*organic results"* can effect users behaviours against "*paid results*" as they focused on a single source. Moreover, it is considerably challenging to have effective results on search engines, as they do not publicly share their ranking system, algorithms, protocols and other factors, which effect the order of the result page (Luh et al., 2016). As a reflection to the academic researches, precise and up-to-date academic research on SEO is scarce (Nagpal & Petersen, 2020).

Nonetheless, users strongly trust in search engine results (Schultheiß & Lewandowski, 2020). An important factor is the average knowledge of the users about search engines. Marketeers should have enough insights about the average knowledge of their target audience regarding search engine results. Defining strategies according to target audience will provide more efficient results. The study of Schultheiß & Lewandowski (2020) highlights the users' knowledge level as an important factor. The study found that users with less knowledge about search engines are prone not to differentiate between organic and paid results, and thus, do not scroll down for further results. Users with a higher level of knowledge tend to demonstrate the opposite behaviour.

Search engines do not search what is already available on the web to bring the search result, search engines scan their own database of information that has been indexed and stored about the websites and/or webpages (Agarwal et al., 2019). This clarifies the misunderstanding that when a search command is made on the search engines, they show the results that are "most relevant" on their databases but not what is "most relevant" on the web.

In recent years, the European Commission and Federal Trade Commission of the United States have conducted investigations on search engines. The investigations are in place to identify if any monopolistic or manipulative approaches have been implemented, which can affect the trustworthiness and mislead people. So far, no actions have been taken nor final judgement was made. The Google search engine has more than 90% of market share in Europe (European Commission, 2017).

Many businesses favour that the number of visitors is the most important KPI for analysing the SEO strategy results while they oversee the other significant behaviours of the visitors (Egri & Bayrak,

2014). There are many other KPI's available to analyse the results. It is beneficial to keep in mind that new KPI's are emerging as the behaviours of the visitors are changing or techniques are being introduced. However, most known other KPI's can be sorted such as number of unique visitors, average visit duration, bounce rate, number of outlinks, number of actions per visit and etc. These wide-range of KPI's brings out the importance that SEO strategies need to support with other digital marketing techniques in order to be successful. In this paper, digital content marketing and digital lead generation are examined as supporting techniques to SEO strategy.

2.4. Digital Content Marketing

Businesses need to remain in interaction with their audience in order to sustain their existence. B2B content includes optimised business-related information, aiming to build and sustain a strong relationship with the customers (Holliman & Rowley, 2014). Digitalisation of marketing tools has created opportunities for businesses to generate new and creative ways of doing business and generating value (Mansour & Barandas, 2017). Digital content marketing is one of the new and widely accepted common methods. Digital content marketing is defined as "the management process responsible for identifying, anticipating, and satisfying customer requirements profitably in the context of digital content" (Rowley, 2008, p. 522).

Each era has its key elements. Considering digital marketing as the dominating phenomenon of marketing practice, arguably digital content marketing is a key element of it. B2B digital content marketing is the process of sharing appealing real-time content for the target audience to create business opportunities in digital channels (Holliman & Rowley, 2014). Digital content marketing is filling an important gap created by consumers as they are becoming more aware of advertising and traditional marketing practices (Matteo & Dal Zotto, 2015). Thus, digital content marketing has an increasing importance as it is offering unique opportunities for achieving both short and long-term goals.

Another reason why digital content marketing had a huge rise in marketing practice over the past decade is its versatility. Digital content marketing is also increasing the quality of leads by creating value and extending brand awareness (Järvinen & Taiminen, 2016). Furthermore, B2B digital content marketing strategies allow businesses to increase the level of engagement with their audiences with decreased expenditures (Duhon, 2015; Pulizzi, 2014). Rowley (2008) points out that digital content itself has the potential to be the product, although digital content marketing is an integral part of the marketing strategy.

On the other hand, traditional media tools were only able to measure the final sales of the buying funnel while digital marketing tools are able to measure all the phases of the whole purchasing funnel (Wall & Spinuzzi, 2018). One of the benefit of digital marketing techniques is to analyse customers' buyer journey from a holistic view. Market competition can also be measured through digital marketing tools. Moreover, digital content marketing strategies can be implemented to any kind of content and can be adapted to any kind of platform due to the independency of the content from the type of the platform allowing for a better measurement (Jefferson & Tanton, 2015).

With respect to high-tech entrepreneurial businesses, the need for digital content marketing strategies should not be overseen. As digital content marketing requires a hands-on approach, remaining up-to-date, the ability to quickly adapt and even being avant-garde, it keeps the businesses open to changes. Considering the non-stop, fast-paced environment of high-tech entrepreneurial companies, any competitive advantage therefore is temporary (Eisenhardt & Martin, 2000; Eisenhardt, 1989). This holds true especially for high-tech entrepreneurial businesses taking into account their business environment. Mansour & Barandas (2017) highlights the importance of content marketing for high-tech entrepreneurial companies as content marketing should be an essential part of the business model. Digital content marketing is mainly helping businesses to generate online leads, also known as digital lead generation.

2.5. Digital Lead Generation

The inevitability of digital platforms has pushed B2B businesses to generate digital content which will create interaction with visitors and turn them into potential buyers called digital lead generation (Zutshi et al., 2018). In the digital age, leads are generated through registering, downloading, signing up or sharing contact details with consent on digital platforms by the visitors (Zutshi et al., 2018).

Today, people are more informed than ever before due to the quantity of information available on the internet. Visitors are able find detailed information on almost any topic of their preference. To differentiate themselves from the competition, companies should generate the feeling of trust and quality. The way the relationship is founded and how it is maintained as well as the provided expertise from the businesses, occupies a key role in the B2B marketing and sales strategy (Rodriguez & Peterson, 2012).

The standardisation of digital mobile technologies allows almost every company to execute similar strategies. Changing trends, new emerging technologies and platforms are forcing businesses to always be ready for a change that needs fast adoption. As a result, businesses need to find strategies

that will make their content and platform more appealing. According to Rodriguez & Peterson (2012) customer engagement first starts with mutual trust in both B2B and B2C environment. Considering the uniqueness of the demands and the increasing awareness against advertisements of the visitors, businesses are searching for ways of delivering their content as authentic and trustworthy as possible.

Lead generation strategies should contain response-generating, incentive content and promises for visitors in order to generate high quality leads (Gagnon, 2014). It is vital for businesses to provide incentives and *call to action* content on their platform. The content and the platform should provide a smooth experience for the visitors. The interaction of the visitors with the content and the platform will be the starting point of the whole process. Therefore, it is crucial for B2B companies to create quality content and user-friendly platforms for their target audience. In the end, it has a possibility to establish long term relationships and value with them.

Interactive content has become an integral part of digital platforms in order to attract and impress visitors. Both parties, visitors and the platform owners, have unique opportunities to benefit. Visitors can benefit from the product and services offered as free trials, to be able to reach specific information such as reports. Also, taking advantage from what is offered by the platform such as *loyalty points* while they are asked to share contact information in return. Businesses, are able to contact visitors through the shared contact information to convert the lead or prolong the life cycle of the customer. Considering the high complexity and competition of the markets, not all leads have the same value for businesses, as some leads have more potential to be converted into sales (Monat, 2011).

Businesses aim to benefit from creating high quality leads and converting the leads into sales. The intersection and blurred borders of different business functions are creating conflicts. In order to eliminate the conflicts caused by similar marketing and sales approaches on lead generation and management, the goal and the possibilities of the content marketing should be clearly defined (Järvinen & Taiminen, 2016).

Online lead generation, arguably, is a newer technique, which started to be implemented by the businesses. Moreover, the technique is immensely applied as businesses are dependent on expanding their customers. However, there is no strong consensus in available theories for the characterisation and generation of the leads, representing a huge gap in literature while extensive literature is available on customer buying behaviour (Monat, 2011).

3. METHODOLOGY

This section aims to explain the methods and techniques conducted during the timeline of the project. The main goal of the project is to improve the search engine optimisation of the website of ANNEA.ai GmbH that will support to generate online leads.

To support the justification of the project and conducted techniques, primary and secondary data collection methods were executed. The collection of primary data is applied through direct online meetings with the voluntary participation of industry professionals with multiple years of experience in regional/international B2B markets at leading organisations on their specific markets. Two industry professionals have agreed to take part in the online meetings for online lead generation topic. Six industry professionals have agreed to take part in the online meetings focusing on SEO. The purpose of the online meetings is to gather insights and learn from the experiences of the industry professionals in the course of the project implementation.

At least 40 industry professionals were contacted through cold calling and cold emailing. The main reason why the numbers of attendees for search engine optimisation and online generation topics do not match respectively is that because of either receiving no reply, not accepting to take part in the meetings and privacy of the company concerns. However, the motive was to conduct as many online meetings as possible.

The questions were developed to better understand the important steps when creating and executing an SEO strategy. Online lead generation meeting took place due to the very fact that it brings more insight for reinforcing the SEO strategy creation and implementation even though it is not the main focus of the project. Two different questionnaires have been prepared prior to execution of the online meetings. Open question questionnaire focusing on SEO can be found on Annex A and questionnaire for online lead generation can be found on Annex B.

With respect to secondary data collection, internally prepared market and competitor analysis reports and the marketing strategy of ANNEA.ai GmbH have been analysed. Publicly available reports from external sources have also been analysed by factoring their relevancy and being most up-to-date at the of the project. Both internal and external reports have been analysed in order to better understand the company and the market while establishing connections that ANNEA.ai GmbH can benefit by differentiating itself from the competition when creating and applying the SEO strategy. The existing literature have been analysed and included in the project. The literature review has been built upon five topics with respect to their coverage and relevancy. The selection process of the academic

publications has focused on the relevancy and up-to-dateness and available data on The SCImago Journal & Country Rank with respect to their relevancy and indexes.

Moreover, regular bi-weekly and ad-hoc meetings took place from November 2020 until September 2021 with ANNEA.ai GmbH representatives have taken place. The topics of the meetings with ANNEA.ai GmbH representatives varied from studying the strategy of the company, the market environment, strategy development for SEO and online lead generation, alignment with the marketing strategy of ANNEA.ai GmbH, ad-hoc projects and content development. Depending on the outcome of the meetings, some approaches for the project were updated, optimised or changed.

The implementation chapter of the project examines the carried-out techniques, reasoning and research that has been made to execute the project. Analysis of the internal and external documents, industry reports, digital marketing plan of ANNEA.ai GmbH, SWOT and PESTEL analysis, and competitors analysis have been mentioned in order to provide more understanding for the market conditions from a global and European perspective and state ANNEA.ai GmbH is in. Online meetings and questionnaires with the industry professionals are used as supplementary knowledge for creation and implementation of the SEO strategy.

Combining all the information gathered to execute the project, a framework has been developed. The framework has been created by analysing secondary sources, literature review and gathered insights from the online meetings industry experts and as follows: search intent of the users, search engine algorithm, type of the search engine result, trust of the people to search engines, content interactivity and perceived value of the content to users. Each of these points in the literature review can be treated an independent variable effecting SEO results in the end. Furthermore, it is observed that there is no industry standard for SEO and online lead generation. Therefore, the decision of the variables for the framework has been scaled down to support the development. The framework below is not considered as a part of the literature review. It is considered as a supporting element as it is believed to be significant for the project.

3.1. Search Intent

Search intent is the term that has developed to categorise and understand the motivation behind the search queries made by people on search engines (Beck, 2020). As Beck (2020) explained further, *search intent* has four categories, reflecting the context of the search query whether if the user (1) wants to gather information, (2) wants to find a specific website, (3) wants to have free trails known

as demos or (4) wants to take an action on the website such as buying, completing a form, etc. These categories are *informational, navigational, commercial* and *transactional* respectively.

3.2. Search Engine Algorithm

Search engine algorithm has the purpose of showing the most relevant information while taking into account numerous and ever-changing factors and algorithms upon the search queries made by people (Davies, 2020). Since the first deployment of the search engine algorithms, they have been through unending alterations and which is expected to continue to happen. Arguably, four reasons play a key role on these unending alterations: change of behavioural habits on the searches made by people, improved machine learning level of the search engines, exploration of new ways of the monetisation of the search engines and providing an ultimate user experience. As a result, people who make the search queries on the search engine affect the alteration of it while being affected more due the dominant effectiveness and coverage of the search engines.

3.3. Type of the Search Engine Result

There are two different *types of search engine results* available, *organic results* and *paid results*. The results reflect the type of results appearing on the search engine result page (SERP) after a search query has been made. *Organic results* are the results that appear on the SERP due to the relevancy of the content that has been searched. *Paid results*, are the results that appear on the SERP depending on the amount of payment for appearing when a search is made on a specific topic with an auction mentality. Schultheiß & Lewandowski (2020) observed that people who do not have knowledge about search engines, cannot differentiate *organic results* and *paid results.* This causes a blurred line on the real relevancy of the SERP to understand which result is the most relevant.

3.4. Trust of the People to Search Engines

According to Chaffey (2020), people have more trust for the results appearing on the SERP that they believe they are organic results. *Trust of the people to search engines* plays a key role on choosing the appearing search result. It is observed that especially over the last years, people have become more aware and protective about their personal information on digital environments. The ongoing discussions for the suspicion towards the ways of collection and the use of people's data as well as the manipulations about the SERP has led to this awareness. As a result, people are more precautious on the way they use the search engines and choosing the specific result that they are really looking for.

3.5. Interactive Content

The purpose of the *interactive content* is to draw the visitors' attention and drive them in a more engaging manner with the content. It is considered to be vital for online lead generation. The

widespread knowledge for the benefits of lead generation in digital environment has created a massive increase in the equivalent content available online. Due to this massive increase people are looking for the content that they can interact with. Such as social media platforms, the texts are displayed with interactive mechanisms: buttons that will enable users to interact with replies, shares, reports, like or dislike as this mechanism also creates enormous data through social interactions (Wall & Spinuzzi, 2018).

3.6. The Level of the Value and the Pragma of the Content

In the B2B context, *the value and the pragma of the content* highlights the reasoning behind, from the perspective of a visitor or a customer, the willingness to share personal information on the website resulting as a lead generation. As Järvinen & Taiminen (2016) noted, it is possible to examine in different studies can how various stimulation approaches and content types and formats have influence on online behaviours of the user. These generated leads can be used to have deeper insights about the network, market or audience of the businesses as well as a starting point for a sales conversion. The massive increase on the equivalent content has also affected B2B businesses considering the immense digitalisation trends. On B2B websites visitors or customers generally share their personal information to have more information on a product or service. They have become more selective in sharing their personal information, while they are looking for a value or pragma on the content as well as on the product or service.

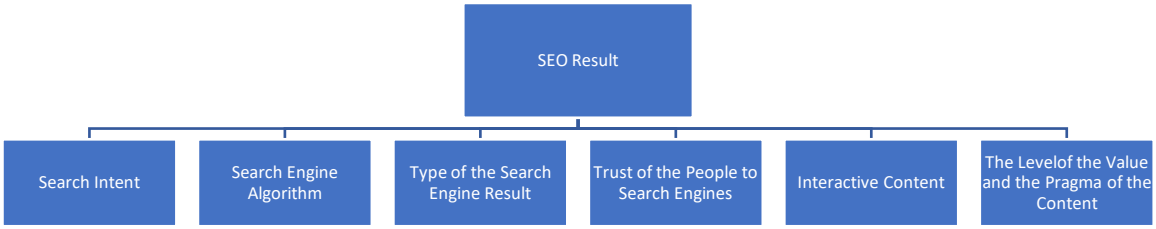

Table 1: Framework for having an effective SEO and Online Lead Generation strategy

Source: Author's own elaboration

4. INFORMATION ANALYSIS

4.1. External Analysis

The following external analysis has been carried out in order to explore and bring out the global and European market conditions for the renewable energy market that is ANNEA.ai GmbH is active in. The reason of mentioning the wind and solar energy industries is that those line of businesses are the two main focus for ANNEA.ai GmbH throughout the timeline of the project.

The SEO strategy is adapted according to the external analysis as the company is active in various locations around the globe in different markets and line of businesses. Furthermore, the understanding of the external factors affecting ANNEA.ai GmbH will increase the possibility of better positioning the company in the market.

4.1.1. Renewable Energy Overview & Outlook

In September 2020, the European Commission proposed to increase the 2030 emissions reduction target from at least 40% to at least 55% (SolarPower Europe, 2020). Constantly increasing public awareness can be considered as another reason for this huge raise. This reason marks a unique perspective because it has been noticed that especially in the last decade governments and organisations are releasing action plans, initiatives and incentives to meet the demands of the public. Known initiatives such as Paris Climate Accord (2016), towards a sustainable Europe by 2030 (2019) and carbon-neutral goals by the governments have been brought to life.

The renewable energy industry is dominated by solar PV (photovoltaic) and wind in 2020, with 86% of the global renewable capacity additions (IEA, 2020). The remaining capacities are filled by bioenergy, biofuels, hydropower and CSP (concentrated solar power) and geothermal energies.

The demand for renewable energy is anticipated to multiply in the future due to the increasing need for electricity. According to the International Energy Agency (2020), the number of new renewable power installations worldwide was expected to decrease annually in 2020 for the first time in the last 20 years respectively. The reason for the decrease was based on the COVID-19 pandemic. The Agency also highlighted that even renewable energies are not immune for a pandemic but more resistant than other forms of energies.

Despite the decline experienced in 2020, from 2021 and onwards, renewable electricity capacity additions are expected to increase with a solar PV and wind energy majority (IEA, 2020). This increase

is expected to reflect to the renewable energy market size worldwide in 2025 as it is anticipated to be over 1.512 billion U.S. dollars (Statista, 2020).

Looking at the different countries, China, United States and Brazil are the top three countries worldwide in installed renewable energy capacity in 2020 in gigawatts presented in figure 3 (Statista, 2020). It is notable that the difference between the top 3 countries is significant while other following countries have relatively less difference. To explain the sharp difference between China and United States and other countries, the size of the economies and production lines can be considered as examples.

4.1.2. Wind Energy Overview & Outlook

Wind energy is becoming increasingly important and has evolved to a strategic industry. Both, economic benefits in the long-term and environmental necessities, are playing a huge role in this increase. Throughout the years, the industry has developed internationally interconnected production lines and supply chains of which China, Europe, United States and India are being the major hubs.

The top 5 markets in 2020 for new wind energy installations, China, the United States, Brazil, Netherlands and Germany, covered a total of almost 81% market share worldwide according to Global Wind Energy Council (2021). China dominates in terms of new wind power installations in 2020, covering almost 56% of the worldwide installations according to the report of Global Wind Energy Council (2021). The top 5 countries in terms of cumulative installations have not changed. China, the United States, Germany, India and Spain account for 73% of the installed wind power worldwide (GWEC, 2021).

The global wind energy market is expected to increase by an average of 4% each year until 2025, given the economic effects of COVID-19 pandemic (GWEC, 2021). Developing markets, both region-wise and country-wise, expected to increase their portion on global growth. Countries like Chile, Vietnam, Colombia, Saudi Arabia, Mozambique are experiencing an important transformation towards wind energy. Thailand, Philippines, Uzbekistan and Ethiopia are anticipated to be the markets with high potentials with their each of their specific conditions.

4.1.3. Wind Energy Overview & Outlook: European Perspective

In 2020, wind energy covered 16% (13% onshore, 3% offshore) of Europe's demand for electricity. Denmark (48%); Ireland (38%), Germany (27%); Portugal (25%); Spain (22)%; Sweden (20%) are the top 6 countries in Europe (WindEurope, 2021), while the UK for example has 27% (WindEurope, 2021).

The COVID-19 pandemic had serious impacts on new wind energy installations in 2020, due to the restrictions were in effect disrupting the supply chain and operations. The growth of the wind energy market is expected to slow down. In the long term, the market outlook and forecasts remain positive. As a result, 14.7 GW of new wind energy capacity were installed in 2020 in Europe, reflecting only 19% of the amount expected before the COVID-19 pandemic (WindEurope, 2021). Onshore wind installations were lower than 22%, while offshore installations were accurate with the predictions (WindEurope, 2021).

The amount of new wind energy installations is expected to increase consistently. WindEurope (2021) anticipates that 2021 is set to be the record year in terms of new installations for both onshore and offshore. Moreover, between 70-80% of the European population support wind energy, especially the individuals who live closer to the wind farms according to WindEurope.

Further evolution and development of wind energy in Europe will be focused on new wind farms in new locations. However, it is required that a massive but consistent investment in lifetime extension and the repowering of the existing windfarms. Almost half of the existing wind farms in Europe will complete their lifetime by 2030 per WindEurope.

4.1.4. Solar PV Energy Overview & Outlook

In 2019, solar PV systems worldwide accounted for 2.6% of the global energy generation (SolarPower Europe, 2020), which is a considerably low portion comparing to other forms of energy generation. However, especially in the recent years, the incentives to encourage energy generation from solar power are expanding to numerous countries. The potential for solar PV is very promising and cost effectiveness is constantly increasing. As a result, in 2019, 116.9 GW solar PV capacity were installed worldwide, pointing a new record by having a 13% growth compared to the year earlier (SolarPower Europe, 2020).

SolarPower Europe's Global Market Outlook (2020) points that in 2019 China has accounted for 32% of the global installed solar PV capacity. Asia & Pacific countries (excluding China), followed with 26%, Europe with 24%, the Americas with 16% and Middle East & Africa with only 3%.

Like almost any industry, the COVID-19 pandemic had severe effects on the solar PV market. A consensus has been reached with leading industry analysts that the forecasting for the first 5 months of 2020 has significantly decreased due to the COVID-19 pandemic. Despite the temporary but significant decline, it was highly expected to be a "solar decade" at the beginning of 2020 by having significant cost-effectiveness. Moreover, IEA (2020) indicates that there is an important manufacturing

overcapacity in the solar PV market globally, pointing that more solar PV installation can be made and the real potential can be reached. In addition, between 2020-2024 a strong political support and commitment is expected for solar PV markets.

4.1.5. Solar PV Energy Overview & Outlook: European Perspective

In Europe, despite the shocking effects of the COVID-19 pandemic, the solar PV market has shown a strong resilience according to SolarPower Europe (2020). It is mentioned that the demand for solar PV power has not decreased but increased notably in European Union in 2020. This performance in EU is expected to continue even with higher demand in the following next 4 years starting from 2020.

The European Union's top 5 solar PV markets have accounted for 74% of the total installed capacity in the Union in 2020 (SolarPower Europe, 2020). The remaining member countries of the block are increasing their capacities although represents a small stake in 2020. In 2020, Germany, Italy, Spain, France and Netherlands were the top 5 countries in EU for installed solar PV capacity (SolarPower Europe, 2020). Germany as the top country has doubled Italy with the installations as Italy was the top second country.

The demand for solar PV has increased by 11% in 2020 (SolarPower Europe, 2020). This demand is expected to increase to 23% in 2021. In addition, SolarPower Europe anticipates a strong level of political support and commitment in Europe for solar PV additions.

4.1.6. PESTEL Analysis

In this section, PESTEL analysis aims to analyse the external environment for strategic management and understanding of the renewable energy industry for ANNEA.ai GmbH. The analysis provides an understanding of the external factors that affect the renewable energy market in a wider perspective. Having an understanding of the political, economic, social, technological, environmental and legal factors that affect the renewable energy market as well as ANNEA.ai GmbH and increases the possibility of creating and executing a more efficient SEO strategy.

Political: The world is under a huge transformation period for transitioning the means of energy production. Governments declaring and updating to decrease the countries' carbon footprint, mainly setting goals for 2030 and 2050. Paris Climate Agreement, is the boldest action that has taken place recently, binding 196 countries to some actions for limiting the effects of global warming. To meet sustainable energy consumption demands, renewable energy production in increasing its importance each year even commercially. Political stability and commitment is crucial for transitioning to renewable energy production and utilisation. In the recent years, renewable energy industry has

experienced lags or decreases on the execution of the goals caused by governmental changes in some countries.

Economic: After the economic shock caused by COVID-19, the global economy is in recovery phase. Like many industries, the renewable energy industry had a lagging period in terms of expansion. However, as the global or regional economies are recovering, the investment for the renewable energy industry is continuing again. It is also important that both companies and governments are investing heavily in the renewable energy. This creates a unique situation that both private and public industries are acting aligned.

Renewable energy production is cheaper, more sustainable and offers better investment returns than other ways of energy production. The level of investment from both state and private organisations for renewable energies are multiplying and increasing its priority. The incentives and support packages from the governments to both individuals and organisations are more common today.

Social: The perception in the public in favour towards renewable energy is more common and arguably represents a majority. Especially with the younger generations, the tendency for using renewable energies is growing. It is noticed that, in the develop countries, the sense of responsibility towards the environment is very common. People with high awareness level tend to feel responsibility for their actions that effect the future of the environment.

Technological: To produce renewable energy, a certain level of technological advancement is needed. The more technological investments are made in the renewable energies, the more sustainable and the more profitable they become for each party that is involved. Especially in the last decade, the rise of artificial intelligence, machine learning, software and platform solutions as well as advanced engineering techniques for extreme conditions are key for success. Leading institutions, organisations and the governments have big potential to have massive impact on the technological advancements on the renewable energies by increasing the priority level.

Environmental: The main purpose of the generation and the usage of the renewable energies are protecting the environment and minimizing the cause that has already been done to have a more sustainable future. Governments and organisations are setting new goals to reduce the negative impact on the environment. To support these actions government, companies and non-profit organisations are taking action, developing projects to spread the impact of the change.

Legal: Governments and organisations with international jurisdiction are prioritising their "green agenda" focusing on the future and sustainability. The renewable energy industry is benefiting as its agenda and purpose is similar. Companies that are investing in renewable energy are distinguishably subject to incentives. It is also noticed that the organisations have unsustainable impact the environment are encountered with legal processes that enforce them into having sustainable impacts.

4.2. Internal Analysis

The internal analysis brings out the overview of ANNEA.ai GmbH. The company's strengths and weaknesses, possible future opportunities and competition of the company. Making an internal analysis for the creation and execution of an SEO strategy is enabling to better understand the mission and values of the company as well the identity of it. Understanding all the internal factors will help for a better alignment of the SEO strategy and identity of ANNEA.ai GmbH that will lead to convey the right messages and approach for the audience and differentiate the company from the market.

4.2.1. Company Overview

The history of ANNEA.ai GmbH dates back to 2015 with an extensive research & development phase while testing more than 4000 wind turbines. In 2019, ANNEA.ai GmbH was founded in Hamburg, Germany. During that year the company was awarded with pilot projects and received strong recognition from various start-up accelerator programmes, while being in contact with big European energy utility companies.

The year 2020 marks an important year for ANNEA.ai GmbH with increasing beneficial new market opportunities. The company has also focused deeply on expanding the team with people having extensive experience in respective areas to improve the structural organisation and efficiency. ANNEA.ai GmbH received a considerable government funding as a sign of how much impact the company can bring into the industry. It is important to mention that the company experienced a considerable revenue increase in the same year as well.

The year 2021, so far, is proving the strong foundations of the company as the success continues. The number of partners, operating markets and new possible markets are increasing. ANNEA.ai GmbH has also opened a branch office in Lisbon, Portugal as a part of company's strategic growth plan. Currently, the company's ultimate goal is to position itself as a young company and to expand to new markets with other industries available in the renewable energy industry as well as bringing new solutions.

4.2.2. SWOT Analysis

SWOT Analysis helps companies to understand the different aspects of their potential such as improving business performance, reducing risks, outlining competitive strategy. The analysis outlines strengths, weaknesses, opportunities, threats as 4 key areas to focus.

Strengths:

- Renewable energy production is prioritised against traditional means of energy production
- Deep knowledge based on more than 7 years of experience proven over 5.000 assets
- Detection and prediction of failures (through the algorithm) compared to competitors
- Unique knowledge in fully automated platform with self-learning algorithms

Weaknesses:

- Low level of brand awareness compared to competitors and in the market
- Regulatory adaptation and localisation for the different regional and local markets
- Business plan is easy to be copied

Opportunities:

- Fast-growing opportunities for the wind and solar market in Europe
- Political and economic incentives provided by the government
- Long term business opportunities with new emerging renewable energy production methods
- Shift towards the usage of renewable energy
- International funding/investments
- Increasing awareness on renewable energy
- Growing renewable energy market size
- Vendor lock-in

Threats:

- Operating in a very specific market with competitors that have already established presence
- Lack of desire to change partners from the companies in renewable energy industry

4.2.3. Competitive Advantage

Even though, ANNEA.ai GmbH is lacking brand awareness in the market compared to the competitors, the company is uniquely positioned in providing a better fully automated platform and predictive maintenance & underperformance modelling. It is worth to mention that the knowledge and expertise

of the company is proven with the analysis of more than 5000 wind turbines before the foundation of the company.

The importance of renewable energy is increasing day by day. The awareness level from the people has never been to today's level before. Companies and governments have prioritised their agenda in order to incentivise and make the usage of renewable energy widespread. Production sites for renewable energy are increasing as well. Since there are various methods of renewable energy production, new emerging methods are increasing the market potential. This allows ANNEA.ai GmbH to offer its unique expertise while its competitors are not capable of offering and covering the whole market.

Another aspect is that in the European Union, the support for start-ups has been prioritised. Countries in the European Union are offering various advantages and incentives for start-ups. However, as part of its strategic growth plan, ANNEA.ai GmbH is positioning itself as a "young company" rather than a start-up to maximise its potential. This decision has been taken after the observations of the undesired perceptions in the industry for start-ups.

During recent years, ANNEA.ai GmbH has established strong partnerships and gained important recognition from various parties of the renewable energy industry. The company has received various recognitions from notable start-up accelerators that bridges the market with companies. Establishing strong partnerships with the biggest European energy utility companies brought a huge portion of growth opportunity as well as recognition.

4.2.4. Growth Opportunities

ANNEA.ai GmbH offers a unique expertise through its fully automated platform with unmatched predictive maintenance & underperformance modelling. Based on the knowledge coming from testing more than 5000 wind turbines before the foundation of the company, has already positioned ANNEA.ai GmbH for growth.

Wind and solar PV energy production covers the majority of the renewable energy market with 86% (IEA, 2020). Combining the test period with more than 4000 wind turbines, the company's main focus is expected to be in the wind energy market. Furthermore, as stated earlier, the installations and market size for the solar PV market is increasing and this increase is expected to continue as well. The company is also expected to increase its investments and activities in the solar energy market.

Since the energy production of renewable energy is being made via complex machineries, the predictive & underperformance modelling of ANNEA.ai GmbH is expected to match with new emerging energy production methods such as hydrogen market.

Especially in Europe and Asia, the market size of renewable energy and the level of investments are expected to increase even in various scenarios as stated earlier. This brings huge opportunities and some complexities. Entering new markets will indeed increase the footprint and brand awareness of ANNEA.ai GmbH while adaptation to different legal and regulatory processes can slow the growth rate. Investor, company and governmental affairs are expected to play a crucial role during the whole growth phase.

The ANNEA Platform is the flagship product of ANNEA.ai GmbH. The platform was built using cutting-edge technology with the ultimate goal of bringing efficiency, security and easiness to production. The platform enables the users to view, control, compare, and analyse everything related to energy production with an in-depth view. The ANNEA Platform is an ever-developing platform with the possibility of custom-tailored configurations depending on the specific business needs.

4.2.5. Competition Analysis

To better understand the competitors and to better position ANNEA.ai GmbH, a competitor analysis has been completed. The main competitors of ANNEA.ai GmbH are Algo Engines, Delfos, Gram & Juhl, Presenso, GE Predix, jungle, Greenbyte, SentientSicence, Smartive, Senseye, Uptake. As visible in Figure 1 the competitors of ANNEA.ai GmbH are generally focused on single area of expertise.

The closest competitor to ANNEA.ai GmbH (in terms of what ANNEA.ai GmbH offer specifically: automated and a real-time platform as well as predictive and underperformance modelling) is Jungle as being relatively close.

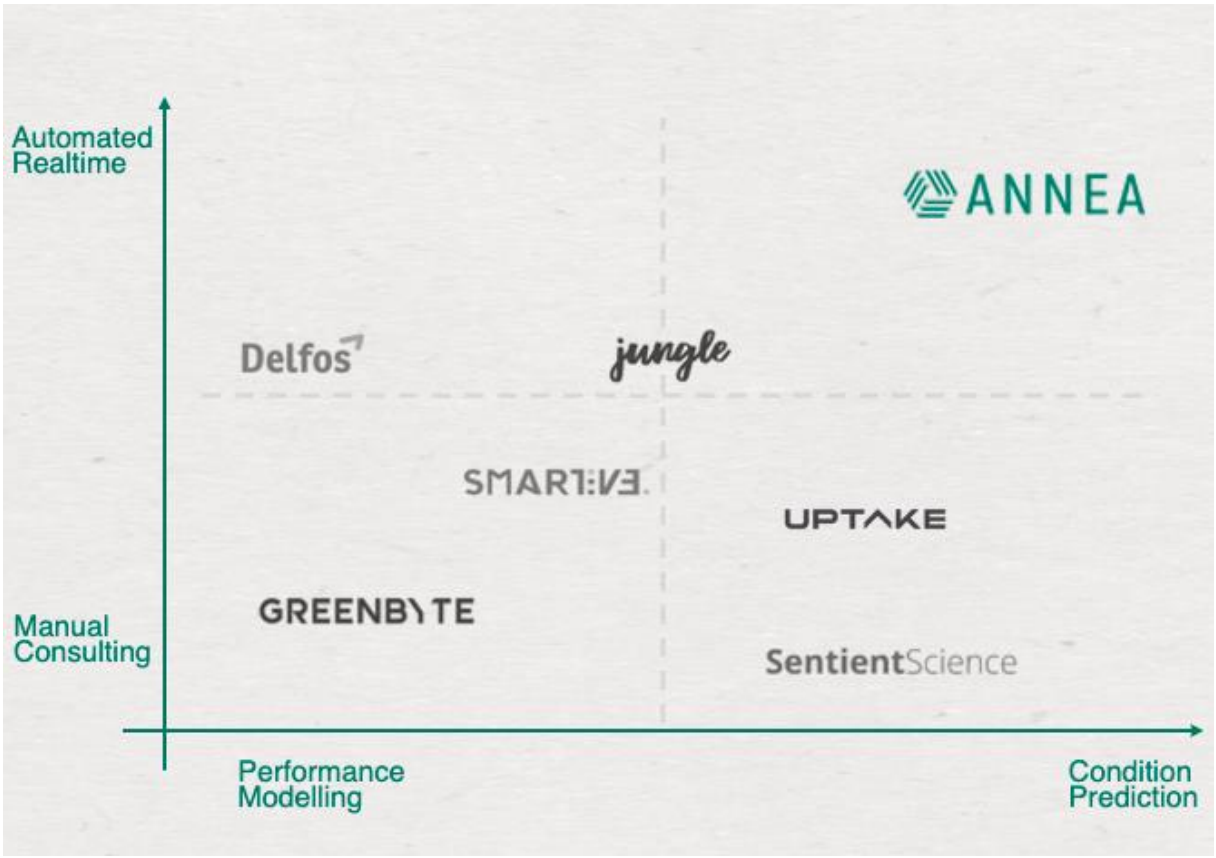

Figure 1: Competition analysis of ANNEA.ai GmbH

Source: ANNEA.ai GmbH

The competitors were mainly founded during the last decade. This implies the market is relatively new and competitors are established recently. However, the level of competition is high. The competitors mainly offer their services through AI platforms. It is also observed that some competitors are offering monitoring services, not prediction services. This brings a huge possible market portion for ANNEA.ai GmbH to focus on. The competitors mainly focus on wind, solar and machinery. SentientScience, differently focuses on aerospace, rail and the wind industry.

Websites of the competitors have been analysed as well. It is also noticed that the competitors are not disclosing specific information, which will provide hints about their unique selling proposition (USP) and unique value proposition publicly (UVP). Their websites mainly consist of buzzwords. The analysis focused on two main aspects: content placement and lead generation. The reasoning of choosing two specific topics, content placement and lead generation, is the capability we had during the project timeline. Meaning the lack of technical support or the tools to conduct in-depth search engine optimisation. We have focused on how the content is placed on the websites of the competitors and which main techniques they use to generate direct online leads. Therefore, the main focus of the

analysis was to understand how the competitors are optimising their website for search engines through content placement and lead generation techniques.

Content placement section analysed *mentions of partnership/customers, attended events on the website, news section, careers section, videos, quotes from customers, meet the team*. Lead generation section analysed *newsletter enrolment, available case studies, webinars, downloadable brochure/documents, product/service approach (content wise), blog, consistent blog update.*

These tehcniques increase the diversification of the content and the content type (written, picture, video, animated image, etc.), providing a sense of trust through publishing references, possible navigation to other internal/external websites, engagements can be increased on the website through buttons, links or downloadable content that are considered to increase the possible outcome of the SEO result. These are also previously mentioned on the framework such as *interactive content, search intent and the level of the value and the pragma of the content*.

Figure 2 summarises the analysis of the competitors' websites. Some sections also contain footnotes in order to provide better insight.

	Content Placement						
Competitor / Parameter	Mentions of Partnerships / Customers	Attended Events On The Website	News Section	Careers Section	Videos	Quotes from Customers	Meet the Team
ONYX Insights			Combination of news and blog posts				
Delfos		Only in the blog					
Sentient Science			Press releases				
Gram & Juhl		Page available but no events available because of COVD	Press relase only 1 and date				
Jungle							
Presenso							
Smartive		Only events in 2019	Only the name of the page is news. No real news available	Available in "contact us" page	Only the technical videos		
Greenbyte		Only in blog posts					
Algoengines							
UPTAKE		Not consistent					
GE Predix Platform		They are the organisor	Combination with press releases				
Seneye							

Figure 2: ANNEA.ai GmbH's Competitors' Website Analysis – Content Analysis

Legend: green=yes; red=no; yellow=in-between.

	Lead Generation						
Competitor / Parameter	Newsletter enrolment	Available Case Studies	Webinars	Downloadable Brochure / Document	Product / Service Approach (content	Blog	Consistent Blog Update
ONYX Insights							
Delfos							Last post in 2017
Sentient Science							Not very consistent
Gram & Juhl	Pop-up on the website			Official papers such as trademarks etc.			No available data on the dates
Jungle		Only in some of the blog posts					No available data on the dates
Presenso							
Smartive							
Greenbyte							
Algoengines							
UPTAKE							
GE Predix Platform							
Seneye							

Figure 3: ANNEA.ai GmbH's Competitors' Website Analysis – Lead Generation

Legend: green=yes; red=no; yellow=in-between.

According to Figure 2, the most comprehensive website in terms of content placement and lead generation perspective is the GE Predix Platform followed by ONYX Insights and Senseye are following. The website of Algoengines becomes the least comprehensive website followed by Presenso. It is important to keep in mind that each company has its own specific case that might contain the factor blocking them to be comprehensive such as limitation of information disclosure. However, it is understandable that observed companies' websites have given priority on content placement rather

than lead generation. This can may be interpreted as the respective companies do have a proactive and aggressive reach strategy favoured over less proactive and aggressive lead generation strategies when compared.

Keyword analyses of competitors' websites have been conducted in order to have an understanding of their strategies and position ANNEA.ai GmbH better against the competitors.

Keyword and SEO score analysis is based on the results available on SEO Site CheckUp (htpp://www.seositecheckup.com). The website offers a free tool to quickly analyse various aspects of the overall SEO score and keyword choices. Keywords Cloud Test is a tool that brings up the most commonly used keywords on a website. As the representation is visual, the bigger the word appears, the more common the word has been used. Moreover, the other tools of the websites also offer more technical aspects related to SEO and website structure as well as insights on which areas to focus to improve the overall SEO score of the website.

The following data of the analysis are gathered and updated on the 14th of August 2021. The overall scores of the websites are the reflection of how friendly the website is architecture for SEO according to the calculation SEO Site CheckUp. The calculation focuses on SEO configurations, speed optimisations, security level of the website, mobile friendliness levels. These levels are considered to reflect important insights not just by the SEO Site CheckUp but also from the search engines as they rank and make the website appear in the SERP according to their algorithm, varying the weight of each factor.

Delfos: The website's overall SEO score is 69/100. According to the Keywords Cloud Test, most commonly used keywords are: delfos, cookies, manager, maintenance, wind, necessary, platform, subsea, failure, farm. The visual representation showed that the company prefers to focus on specific keywords.

Jungle: The website's overall SEO score is 87/100. According to the Keywords Cloud Test, most commonly used keywords are: jungle, power, assets, asset, farms, downtime, learn, time wind, understanding, renewable. The visual representation showed that the company prefers to focus on a wide range of keywords than focusing on specific ones.

Smartive: The website's overall SEO score is 63/100. According to the Keywords Cloud Test, most commonly used keywords are: smartive, smartboard, smartcast, technology, smartscada, services. The visual representation showed that the company prefers to focus on specific keywords.

Uptake: The website's overall SEO score is 89/100. According to the Keywords Cloud Test, most commonly used keywords are: uptake, equipment, industries, fusion, dealers, federal, view, products, defence department, maintenance, view. The visual representation showed that the company prefers to focus on specific keywords with significance. However, they also prefer to focus on other keywords that covers an important area in the visual representation.

Greenbyte: The website's overall SEO score is 70/100. According to the Keywords Cloud Test, most commonly used keywords are: greenbyte, energy, analyse, demo, production, learn. The visual representation showed that the company prefers to focus on specific keywords.

Sentient Science: The website's overall SEO score is 73/100. According to the Keywords Cloud Test, most commonly used keywords are: life, digitalclone, wind, turbine, component, major. The visual representation showed that the company prefers to focus on specific keywords. It is also observed that in the visual representation the name of company did not appear as one of the most used keywords.

ONYX Insights: The website was not able to be being analysed by SEO Site CheckUp (https://seositecheckup.com).

Gram & Juhl: The website's overall SEO score is 76/100. According to the Keywords Cloud Test, most commonly used keywords are: cookies, video, website, used, user, html, google, player, persistent, preference, http, session. The visual representation showed that the company prefers to focus on wide range of specific keywords with significance. It is also observed that the company used a lot of combined technical keywords related to website structure and social media platforms.

Presenso: The website's overall SEO score is 71/100. According to the Keywords Cloud Test, most commonly used keywords are: maintenance, industrial, unscheduled, analytics, information. The visual representation showed that the company prefers to focus on some narrow specific keywords.

Algoengines: The website's overall SEO score is 83/100. According to the Keywords Cloud Test, there was not any keyword was used significantly when compared to others. The company prefers not to focus on specific keywords.

GE Predix Platform: The website's overall SEO score is 77/100. According to the Keywords Cloud Test, most commonly used keywords are: services, solutions, renewables, process, overview, network, management, analytics. The visual representation showed that the company prefers to focus on a very wide range of specific keywords with significance.

Senseye: The website's overall SEO score is 87/100. According to the Keywords Cloud Test, most commonly used keywords are: senseye, maintenance, predictive, machine, journey, downtime, condition, predictive, leading, machines. The visual representation showed that the company prefers to focus on a wide range of specific keywords with significance.

The analysis concludes that most of the competitors prefers to focus on specific keywords. Considering the nature of the renewable energy industry being niche and the companies are mentioning technical topics, a mainstream approach is not favourable. The focus on the topics are similar by the competitors. They mentioned topics are renewable energy industry, digitalisation, technical explanations of their products/solutions, and the challenges the industry/possible customers are facing.

When comparing the analyses of Figure 2 and SEO score obtained by SEO Site CheckUp (https://seositecheckup.com), it is observed that it is not possible to establish a direct connection between being the most comprehensive website and the SEO score obtained. This can be explained by the complex, everchanging ranking factors of SEO algorithms and time-lagging factor to reflect the results and index the website on the SERP.

In order to make a fair comparison, it is crucial and important to analyse the website of ANNEA.ai GmbH as well. ANNEA.ai GmbH's website overall SEO score is 70/100. According to the Keywords Cloud Test, most commonly used keywords are: annea, maintenance, machines, platform, health, solution, condition. The visual representation showed that the distribution of keywords is narrowly chosen specific keywords.

4.2.6. Primary Qualitative Data

This part consists the insights gathered during the online meetings or written questionnaires from the industry professionals with regional and international market experiences in their respective leading organisations in B2B market.

Below, shared insights have been chosen from the conducted online meetings with industry participants. In order to better categorize the outcomes of the online meetings the topics of the meetings focused on SEO (as being the primary objective of this thesis) and online lead generation (as being the supporting approach of this thesis).

During the conversations took place, the focus was to note down the arguments of the attendee and highlight the insights that are not available to reach on secondary sources and which are the most relevant for the SEO and online lead generation respectively for this thesis. Since there was not any defined blue print/consensus on these topics, the processes such as content analysis or narrative analysis.

Gathered insights during the meetings which has significance to share with regards to SEO can be found in Annex 3 and with regards to online lead generation can be found on Annex 4:

5. STRATEGY IMPLEMENTATION

This section explains the strategy that is intended to implement during the timeline of the project. The project has three main steps: (1) definition of the objective, (2) preparation of the actions to implement and (3) continuous evaluation and revision. This section further brings out how the all the collected information is turned into an SEO strategy.

5.1. Objectives

The main goal of the project is to establish a base of brand awareness and to increase, with the highest possible result, the visibility to ANNEA.ai GmbH. Focusing and increasing the online presence of the company in search engine results page is a priority. Thus, an audience growth which has huge potential for lead generation is also included in the communication plan. Websites should be considered as "the airport of a company/brand" in the online environment. If an airport makes the first impression of a city or a country, it has to be great! That is why websites should be prepared with prior focus of providing a good user experience.

5.2. Communication strategy and execution

The main goal of the communication strategy is to increase the number of visits to the website of the company. Another aspect of the main goal is that is has positive correlation with brand awareness. In basic terms, we can mention that the higher the number of visits, the higher brand awareness the company will have. Moreover, the SEO strategy is prepared and executed aligned with the marketing strategy of ANNEA.ai GmbH, as also received the insight during the online meetings.

As mentioned in the competition analysis section, ANNEA.ai GmbH is a younger company despite the majority of the competition has been established in the last decade. Mainly the competitors were focused on their product/services with their content strategy according to internally made analysis. The differentiator points for ANNEA.ai GmbH's content strategy is decided to be *"the technology, engineering and the expertise knowledge to combine them all".* A clear and overview explanation of the differentiation points of the company is executed with the goal of bringing informative content to visitors. Since the UVP of the company is "*to provide a fully automated platform for renewable energy assets"* that is relatively new in the market. The main objective of the content available on the website is decided to be informative about the processes and components that are making a fully automated platform for renewable energy assets.

Moreover, European governments and companies are investing in renewable energies with a main focus on wind and solar energy. Public perception toward renewable and green energy is turning out

to be a crucial differentiator when people/companies will make decisions. As digital marketing, especially in the B2B area, is becoming more mature, the importance of digital communication with new techniques, such as SEO and online lead generation, are the very techniques making the young companies stand out against the competition. SEO and online lead generation are not only but strongly corelated with content creation. Therefore, content creation should be organic, relationship builder and trustworthy.

As observed during the online meetings conducted, SEO is seen as a huge potential for brand awareness and development by the industry professionals. B2B marketing-oriented approach is chosen for this project, however acknowledging that the B2B and B2C marketing strategies are becoming more similar. Online lead generation is creating sales opportunities in the end but from the very beginning of the journey, it should provide a good user experience. These are the differentiator and base points of the strategy for this project after considering literature review, information analysis and online meeting that were conducted.

Since the beginning of the project, all the team members of ANNEA.ai GmbH has been notified on how the project is being made and monthly update meetings took place. From management team to interns, all have taken part and contributed to the implementation and execution of the project. This approach strengthened our strategy implementation and execution accuracy as learned during the online meetings.

Definition of the keywords, topic creation and clustering have been conducted. Two main topics have been defined and clustered: solar energy, wind energy. The definition and clustering are based on the main industries that ANNEA.ai GmbH is focusing on the renewable energy industry. The keywords definition, topic creation and clustering has been first created on November 2020 and updated throughout the timeline of the project. When it was decided to target the specific keywords below, trial versions of the Free Keyword Research Tool from Wordtracker (https://www.wordtracker.com). By not being able to deeply observe and analyse the keywords, volumes, competiton and In Anchor and Title, the efficiency of the strategy was expected to decrease. One of the insight gathered during the online meetings was to use online tools and collaborate with an SEO agency if possible. However, for this project specifically neither them were able to realise.

Defined Keywords for solar energy	**Defined keywords for wind energy**
Solar panels	Wind farm

CSP (concentrated solar power)	SCADA (Supervisory Control and Data Acquisition)		
Renewable energy	Vibration analysis		
Wind turbine	Cloud-based software platform		
Solar power	Real time analysis		
Solar panel	Root cause analysis		
Solar charger	Digital twin		
Solar cell	IoT platform		
Green energy	Data analysis		
Sun power	Onshore plants		
	Offshore plants		
	Prescriptive maintenance		
	Predictive maintenance		
Keyword	**Volume**	**Competition**	**In Anchor and Title**
Solar panels	40.533	36.61	27.764
CSP (concentrated solar power)	33.717	30.48	11.940
Renewable energy	51.683	42.75	56.707
Wind turbine	62.717	29.99	11.083
Solar power	46.458	12.62	206
Solar panel	216.750	31.8	14.511
Solar charger	12.858	19.12	1.394
Green energy	11.017	30.1	11.279
Sun power	46.458	12.62	206
Wind farm	13.883	31.22	13.340
SCADA (Supervisory Control and Data Acquisition)	22.333	26.21	5.964
Vibration analysis	950	15.98	611
Cloud-based software platform	56	5.63	5
Real time analysis	105	12.67	210
Root cause analysis	27.283	18.9	1.324
Digital twin	10.117	23.09	3.323
IoT platform	883	19.94	1.691
Data analysis	83.625	34.47	21.044
Offshore plants	2.283	22.23	2.794

Predictive maintenance	1.942	21.62	2.454
Prescriptive maintenance	82	7.91	24

Table 2: Defined keywords for ANNEA.ai GmbH and keyword scores from Wordtracker

As visible on table 2 the lay out of the chosen keywords shared. The results have been gathered from Free Keyword Research Tool from Wordtracker (https://www.wordtracker.com), as of 05.01.2020. Keyword selection has been based on topic relevancy for ANNEA.ai GmbH and volume, competition and In Anchor and Title scores. Volume represents the average number of searches per month in the last year. Competition stands for how much the keyword is targeted for. In Anchor and Title shows the number of pages that have the keyword both in the title and anchor text. These three parameters give an overview how relevant the keyword is to be chosen and how beneficial the keyword can be for ANNEA.ai GmbH. The main consideration was to choose the keyword with as highest volume as possible while maintaining a balance that with competition and In Anchor and Title levels. More important than the score represented above, it was decided to prioritize the topic relevancy for choosing the keyword.

Content, in alignment with the keywords, has been prepared within the consideration of a target audience. For ANNEA.ai GmbH, the target audience is defined as the people who have expertise in engineering, mainly people aged between 30-50 years, plant managers, executives of the renewable energy industry players as well start-up accelerators and investor.

The focus of choosing the content topics were focused on the main business opportunities for ANNEA.ai GmbH: wind energy and solar energy areas. As mentioned in the external analysis part, the growing market and future estimations for both wind energy and solar energy area from the perspective of renewable energy industry has been a catalyser and booster to focus on these topics. Therefore, two main keyword groups (solar and wind energy) have been identified.

The expertise areas of ANNEA.ai GmbH, which creates the differentiator point against the competition, has also been taken into consideration. The expertise areas (Figure 4) are data acquisition, IoT solution, digital, twins, edge computing, automated predictive engine, user interface. Besides these are the essential areas to provide fully automated platform and predictive maintenance & underperformance modelling defined by ANNEA.ai GmbH. It also observed during the client meetings of ANNEA.ai GmbH, these topics have caught great attention as these topics are relatively new concepts in the renewable

energy industry. Thus, it is decided that mentions of these topics will position ANNEA.ai GmbH as an expert which will support to highlight the differentiator points further.

During the execution part of the project, it has been decided that each expertise areas will be touched as a blog post topic. The timeline and sequence are decided to be six months in total with each topic is mentioned once a month according to the roadmap (Figure 4) decided by ANNEA.ai GmbH. Since the company decided to heavily focus on the expertise areas while extensively doing reach outs and help the digestion of the information, it was decided that one blog post topic a month will provide the optimum level. Each blog post was also shared on the social media accounts and the monthly newsletter of ANNEA.ai GmbH. The company had already some available blog posts on the website. The content of the existing blog posts has been updated in a way that it contains connection point between the UVP topics of ANNEA.ai GmbH.

On the other hand, the "*home page*" of ANNEA.ai GmbH's website (https://www.annea.ai) had a major revision. The homepage was filled with more visual and video content in order to provide different type of content that can create more interaction with the visitor. The content of the "*home page*" has been prepared with the sense that it will reflect the expertise areas of ANNEA.ai GmbH, aligned with the blog posts, in a summarizing way.

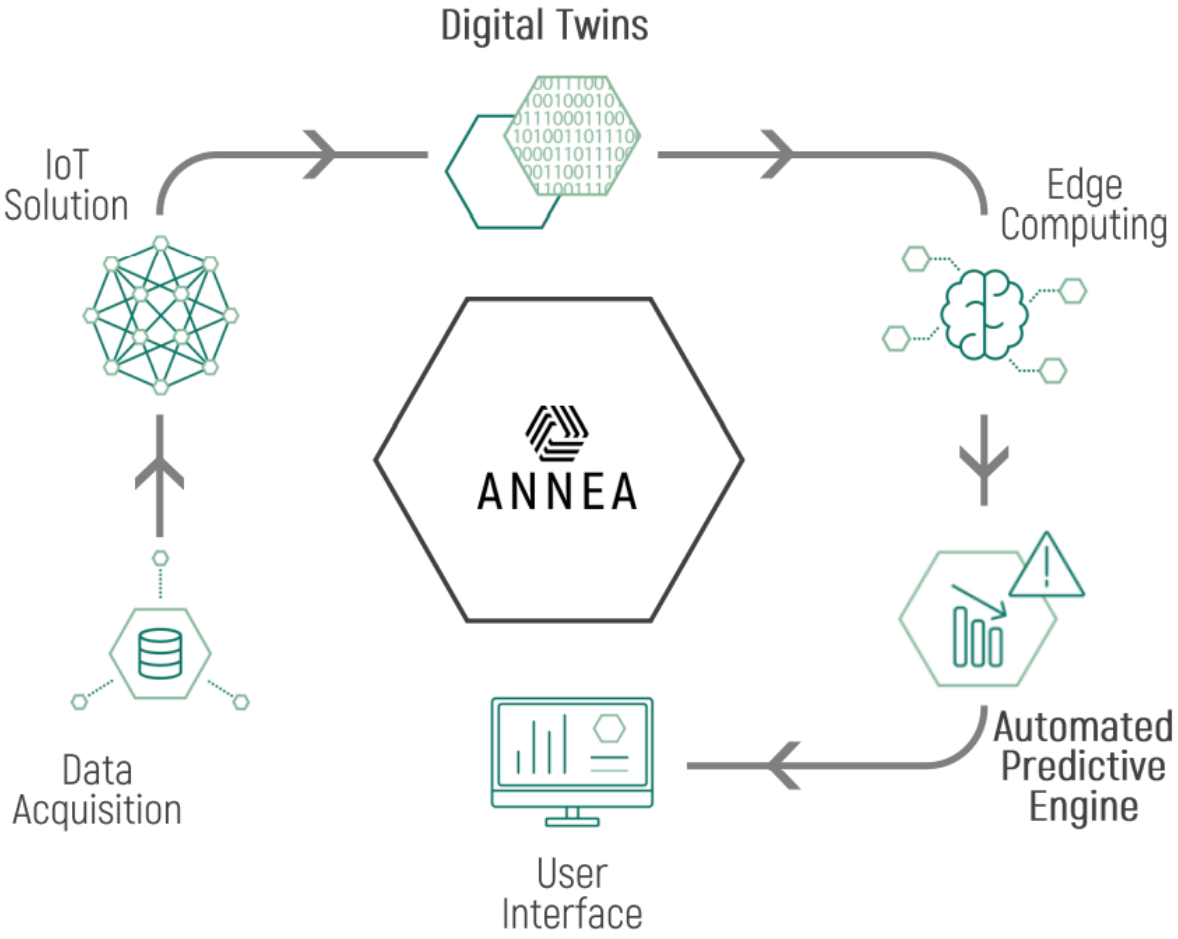

Figure 4: ANNEA.ai GmbH's areas of expertise

To have a better understanding of the competitors and their strategies from the implementation perspective, the websites of the competitors (already defined by ANNEA.ai GmbH) have been analysed. The analysis of the websites intended to better understand the approach they have for the communication of the websites as well as for search engine optimisation and lead generation. In order to maximise the potential of the optimisation of the website of ANNEA.ai GmbH, a check-up has been carried out. The goal of the check-up was to observe the structure of the website, the structure of URL's, the narrative and the user experience as a whole.

Main topic for content selection and keyword researches has been conducted. Cluster creation for keyword topics, creation of the editorial calendar has been created for digital content marketing part to support the SEO strategy. Optimisation of the existing webpages of the website, internal/external link implementation, optimisation of the website URL's have been conducted in order to have reinforced chances of generating online lead which aims to support the SEO strategy.

After analysing the competitors' websites, it is considered to implement the followings on the website of ANNEA.ai GmbH: *mentions of partnerships, careers section, videos, meet the team, newsletter enrolment, downloadable brochures/documents, product/service approach, blog and consistent blog update.*

These parts have been added on the website in order to better optimise the website for the search engines. As better optimisation is expected to bring better outcomes of SEO results. Chosen parts are considered as elements that supports the process for creating digital content strategy which in the can provide some online lead generation opportunities.

Mentions of partnerships and *meet the team* sections increases the trustworthiness of the brand and the website, as well as the information that is being shared. *Career section* conveys the message of a growing company both in terms of business and human resources. Videos bring a different content type that is more engaging and by providing a different content type and avoiding content type monotony, the chances of being favoured by the search engine algorithm is increased. *Newsletter enrolment* and *downloadable brochures/documents* increases the engagement with the users and creates an opportunity for online lead generation. Furthermore, it conveys the message the company is eager to share recent developments internally and in the industry. The reasons it was decided not to implement news section, webinars, quotes from customers, available case studies, are as ANNEA.ai GmbH being a young company and it is observed that customers would like not to share their specific processes publicly due to their policies respectively. *Product/service approach* reflects what is the main focus of the company as the main differentiator point of ANNEA.ai GmbH is it's The ANNEA Platform. *Blog* pages and *consistent blog update* on the blog pages circulates the vision of the company, the area of expertise's and focus points of current developments and for the future. Blog updates also have the possibility to generate online leads as they include internal/external links, downloadable content, enrolment buttons and etc.

The website of ANNEA.ai GmbH is built on WordPress. To have better indexing on Google's search engine algorithm and to improve the metrics of the website, consistent upgrades on WordPress and health & security improvements, back-ups, plug-in upgrades have been completed.

The existing webpages and blog posts available on the website have been optimised for search engines, focusing on: implementing internal links, implementing outbound links, keyword length,

keyword placement, keyword density, keyword in meta description, meta description length, keyword in the main title (H1) keyword in subheadings (H2, H3, etc.), SEO title width, keyword in URL.

Internal links are favoured by the search engine algorithms as they create organic traffic inside same domain. Outbound links are providing a strong competitive advantage as the website is acting as a bridge to navigate users to other websites, increasing the trustworthiness of the website. Depending on the topic, search volumes and competition keyword length vary. Keyword placement and keyword density are important in terms of how many times it has been used and which part of the text. Placing the keyword in meta description, main title (H1) and in subheadings (H2, H3, etc.) increases the overall SEO score perceived by the search engine. The length of the title width and placing the keyword in the URL of the website are strengthening domain authority of the website, resulting in favourable SEO result outcomes.

The following optimisation techniques have also been deployed in order to receive improved results for the SEO strategy: implementing internal links, implementing outbound links, keyword length, keyword placement, keyword density, keyword in meta description, meta description length, text length, keyword in the title (H1), keyword in subheadings (H2, H3, etc.), SEO title width, keyword in URL.

Definitions of the optimisation techniques	
Internal links	Links that direct the users into a different webpage on the website
Outbound links	Links that direct the users into different (external) website
Keyword length	Focuses on the length of the keyword related to queries, topic
Keyword placement	Focuses on which parts of the content keywords are placed
Keyword density	Focuses on how frequent and repeatedly keywords are used
Keyword in meta description	Implementation of the keyword into the meta description
Meta description length	Usually evaluated with the number of words used in the meta description
Text length	Usually evaluated with the number of words used in the text
Keyword in the title	Appearance of the keyword in the title of the content
Keyword in subheadings	Appearance of the keyword in the subheadings of the content
SEO title width	Evaluates the title length if the title fits for designated area to appear on the search engine result page

Keyword in URL	Appearance of the keyword in the URL of the webpage

Table 3: Definition of optimisation techniques

To accomplish the main goals, the following KPI's have been determined to be evaluated for the web page of ANNEA.ai GmbH, as they represent the most relevant evaluation criteria for this project agreed with the marketing department: number of visitors and unique visitors, average visit duration, bounce rate, number of actions per visit, average generation time, pageview and unique pageviews, and contact form activity on the web site. Mentioned KPI's for the website are acquired through a website analytic tool, Matomo (https://matomo.org). Matomo is a is a free and open source web analytics application that tracks online visits for the websites and displays the results as various reports for analysis.

The following KPI's have been determined to be evaluated for Google Search Console as they were the most relevant evaluation criteria for this project agreed with the marketing department: total clicks, total impressions, average click through rate and average position.

The following KPI's have been determined to be evaluated for Google My Business as they were the most relevant evaluation criteria for this project agreed with the marketing department: direct search, discovery search, branded search, listing on search, listing on Maps, visit to website, request direction and number of received calls.

KPI's for the website of ANNEA.ai GmbH	
Number of visitors	Total number of visits for the website
Unique visitors	Number of times the website was visited by one unique visitor
Average visit duration	Average time spent by visitors on the website
Bounce rate	Ratio of the visitors leaving the website without vising any other page
Number of actions per visit	Number of actions (click, download, watch etc.) on the website during a single visit
Average generation time	Average time that the webpage takes to appear
Pageview	Total number of view for a webpage
Unique pageview	Number of times a webpage was viewed during a single visit
Number of downloads	Number of times a file/content had been download
Outlinks	Number of times links navigating to an external website clicked

Table 4: KPI's for the website of ANNEA.ai GmbH

KPI's for Google Search Console	
Total clicks	Number of time the website was clicked by a user on a search result
Total impressions	How many times the website was appeared on a search result made by a user
Average click through rate	Ratio of the total impression divided by the number of total clicks
Average position	The average position website appears on a search result

Table 5: KPI's for Google Search Console

KPI's for Google My Business	
Direct search	Number of times users found the business profile searching for the business or address
Discovery search	Number of times users found the business profile searching for a product, service or category
Listing on search	Number of times users found the business profile on a Google Search
Listing on Maps	Number of times users found the business profile on Google Maps
Visit to website	Number of times users visit the website

Table 6: KPI's for Google My Business

All the mentioned content and SEO strategies and the execution of them as well as the defined optimisation techniques and defined KPI's are put in all together for supporting online lead generation. Although online lead generation has not been the main goal of the project, the importance of it as being a supporting function is acknowledged. Therefore, online lead generation through search engines will help to understand better and interpret better the efficiency of the SEO strategy.

5.3. Results of the KPI's & Analysis

This section examines the results of the mentioned KPI's above to measure and interpret. The measuring period starts from the 1st of January 2021 until the 1st of September 2021. Also, the measuring period included a comparison of the period of the year 2020 in order to see the changes. All the data presented in this section are as of 2nd of September 2021. The SEO strategy implementation period is between December 2020 and August 2021. The evaluation of the results has started on September 2021. The presented data are in the form of screen image captures from Matomo, Google Search Console and Google My Business. Moreover, this section also includes a comparison of the

results with the earlier year focused on the same respective period about the data taken from Matomo.

To track the website analytics Matomo, an online analytics tools has been preferred. The choice was done with regards to being fully compliant with any current or upcoming GDPR issues. For increasing the chances of better indexed on the search engine, registration to Google Search Console and Google My Business have been completed.

Figure 5: Number of visits. Data from Matomo as of 2nd of September 2021

To begin the website analysis, the traffic on the website has increased significantly when compared to the earlier period. An increase on the visibility and brand awareness of ANNEA.ai GmbH has happened. This is a reflection on the increased results of the *number of visits, number of pageviews and number of unique pageviews,* presented in Figure 5 and Figure 9*.*

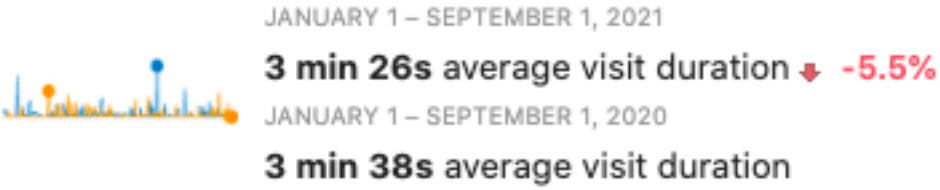

Figure 6: Average visit duration. Data from Matomo as of 2nd of September 2021

The *average visit duration* has decreased by 12 seconds in the period of 2021, visible in Figure 6. This can be caused by niche content approach applied on the website for a very niche target group. Or it can be a reflection of content strategy and optimisation techniques applied on the website that visitors are reaching for the information they need faster than they did in the period of 2020.

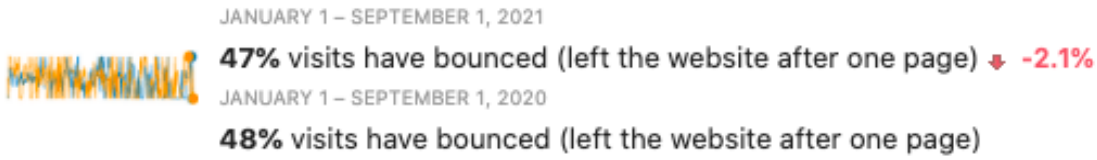

Figure 7: Bounced visits. Data from Matomo as of 2nd of September 2021

Users bouncing from the website during year 2021, has decreased from 61% to 47%, indicating that users are correctly being directed to the website and having engagement.

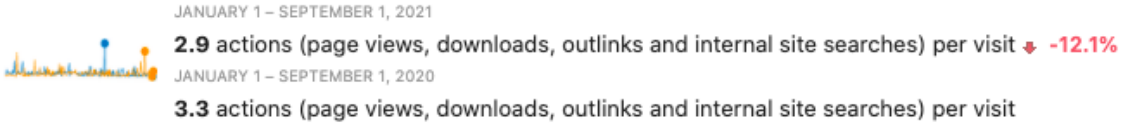

Figure 8: Number of actions (page views, downloads, outlinks, intenral site searches). Data from Matomo as of 2nd of September 2021

The number of actions has decreased to 2.9 from 3.3 on average, available in Figure 8. The decrease can bring a hint that more interactive content can be applied or more incentives can be created for the visitors to increase the actions. Both *number of downloads* and *outlinks* have been decreased 61.5% and 13.4% respectively in Figure 11.

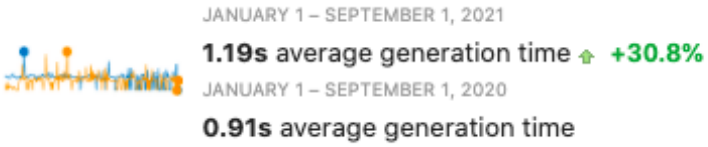

Figure 9: Average generation time. Data from Matomo as of 2nd of September 2021

Average generation time had increased due to the advancements and optimisations had been done throughout the timeline of the project. The average generation time is 1.18 seconds. There is no consensus on the optimum loading time. As the improvements for the website, plug-ins and also addition of more pages could have caused this increase. However, the general understanding is “faster the better” and the average time is still favourable to offer a fast and good experience for the visitors. This average reflects that ANNEA.ai GmbH’s website is approximately faster than the 75% of the web according to Kenyon (2011).

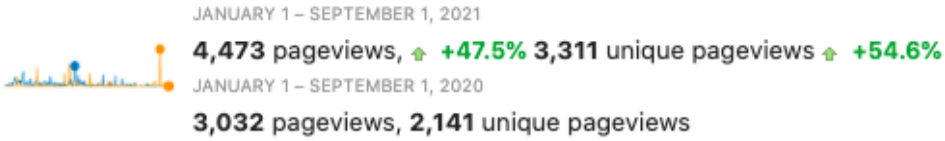

Figure 10: Number of pageviews and number of unique pageviews. Data from Matomo as of 2nd of September 2021

The number of pageviews had a significant jump by 212.3% as well as in the number of unique pageviews by 222.9% in the year 2021. The statistics shows that the website had both more cumulative view and more unique searcher views.

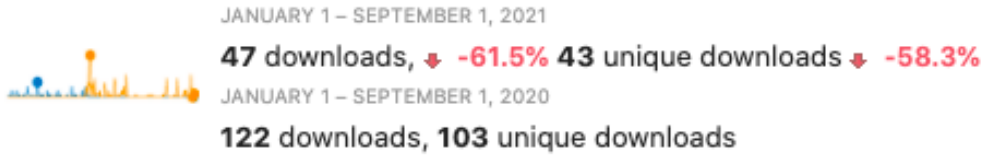

Figure 11: Number of downloads and number of unique downloads. Data from Matomo as of 2nd of September 2021

As visible in Figure 11, the number of downloads has decreased just over 61.5% compared to earlier period. Although some documents were still available for download on the website, mainly in the career section, the overall number has been decreased due to less document being available compared to earlier document.

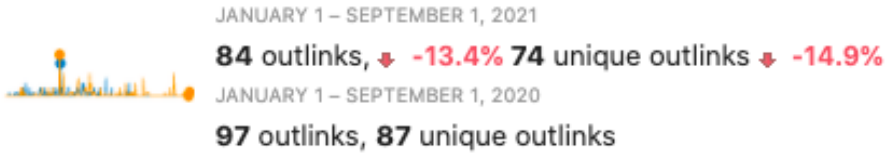

Figure 12: Number of outlink usage and number of unique outlink usage. Data from Matomo as of 2nd of September 2021

We observed a slight decrease on the number of the outlinks and number of unique outlinks compared to the earlier period. This is a reflection of the decision for focusing on outlinks for the blog section of the website. Moreover, we aimed to provide outlinks only when the outlink is expected create value.

Device type

TYPE	VISITS
1. Desktop	
January 1 – September 1, 2021	1,303
January 1 – September 1, 2020	685
2. Smartphone	
January 1 – September 1, 2021	258
January 1 – September 1, 2020	297
3. Phablet	
January 1 – September 1, 2021	11
January 1 – September 1, 2020	11
4. Tablet	
January 1 – September 1, 2021	7
January 1 – September 1, 2020	2

Figure 13: Device type data. Data from Matomo as of 2nd of September 2021

Most visited device types are desktop, smartphone, phablet and tablet as presented in Figure 12. All the device types have an increased number, reflecting the general increase of the traffic of the website. Since the company is a B2B company, the significant increase on desktop device type is a reflection on that specific KPI.

1. /index						
January 1 – September 1, 2021	1,631	1,158	49%	00:00:49	66%	1.3s
January 1 – September 1, 2020	1,191	771	51%	00:01:07	68%	1.02s
2. **annea-our-team**						
January 1 – September 1, 2021	426	343	38%	00:01:37	44%	1.13s
January 1 – September 1, 2020	0	0	0%	00:00:00	0%	-
3. **career**						
January 1 – September 1, 2021	324	236	35%	00:01:05	38%	1.02s
January 1 – September 1, 2020	449	304	26%	00:01:09	35%	0.82s
4. **contact**						
January 1 – September 1, 2021	257	206	43%	00:01:13	36%	1.04s
January 1 – September 1, 2020	209	176	57%	00:00:49	39%	0.87s
5. **blog-2**						
January 1 – September 1, 2021	339	180	27%	00:00:54	26%	1.03s
January 1 – September 1, 2020	156	99	40%	00:00:34	24%	0.81s

Figure 14: Overview most visited pages. Data from Matomo as of 2nd of September 2021

Most visited pages are represented as home page, team, career, contact, blog respectively on figure 14. As per Figure 15 top entry pages were, home page, team, career and contact page of the website. The most visited paged and top entry pages are showing consistency in the sense of alignment. It is important to see that a blog post page is ranking up among other web pages on the website, showing the effectiveness of SEO. Focusing on the page specific statistics, we see an increase in all of the pages where there is a comparison available. In some pages we see that average visit duration has decreased and exit rate increased. This is showing that each page on a website domain is a unique page and they have to handled uniquely.

ENTRY PAGE URL	ENTRANCES	BOUNCES	BOUNCE RATE
1. /index			
January 1 – September 1, 2021	1,004	492	49%
January 1 – September 1, 2020	686	348	51%
2. **impressum**			
January 1 – September 1, 2021	85	34	40%
January 1 – September 1, 2020	32	9	28%
3. **annea-our-team**			
January 1 – September 1, 2021	78	30	38%
January 1 – September 1, 2020	0	0	0%
4. **career**			
January 1 – September 1, 2021	48	17	35%
January 1 – September 1, 2020	89	23	26%
5. **contact**			
January 1 – September 1, 2021	35	15	43%
January 1 – September 1, 2020	37	21	57%

Figure 15: Overview of top entry pages. Data from Matomo as of 2nd of September 2021

SEARCH ENGINE	VISITS
1. Google	
January 1 – September 1, 2021	283
January 1 – September 1, 2020	105

Figure 16: Data of traffic received from search engines. Data from Matomo as of 2nd of September 2021

Figure 16 shows the number of visitors came from the search engines. The more than 100% increase is a positive indicator that the main goal of this project is happening in the intended way with a margin of further improvements.

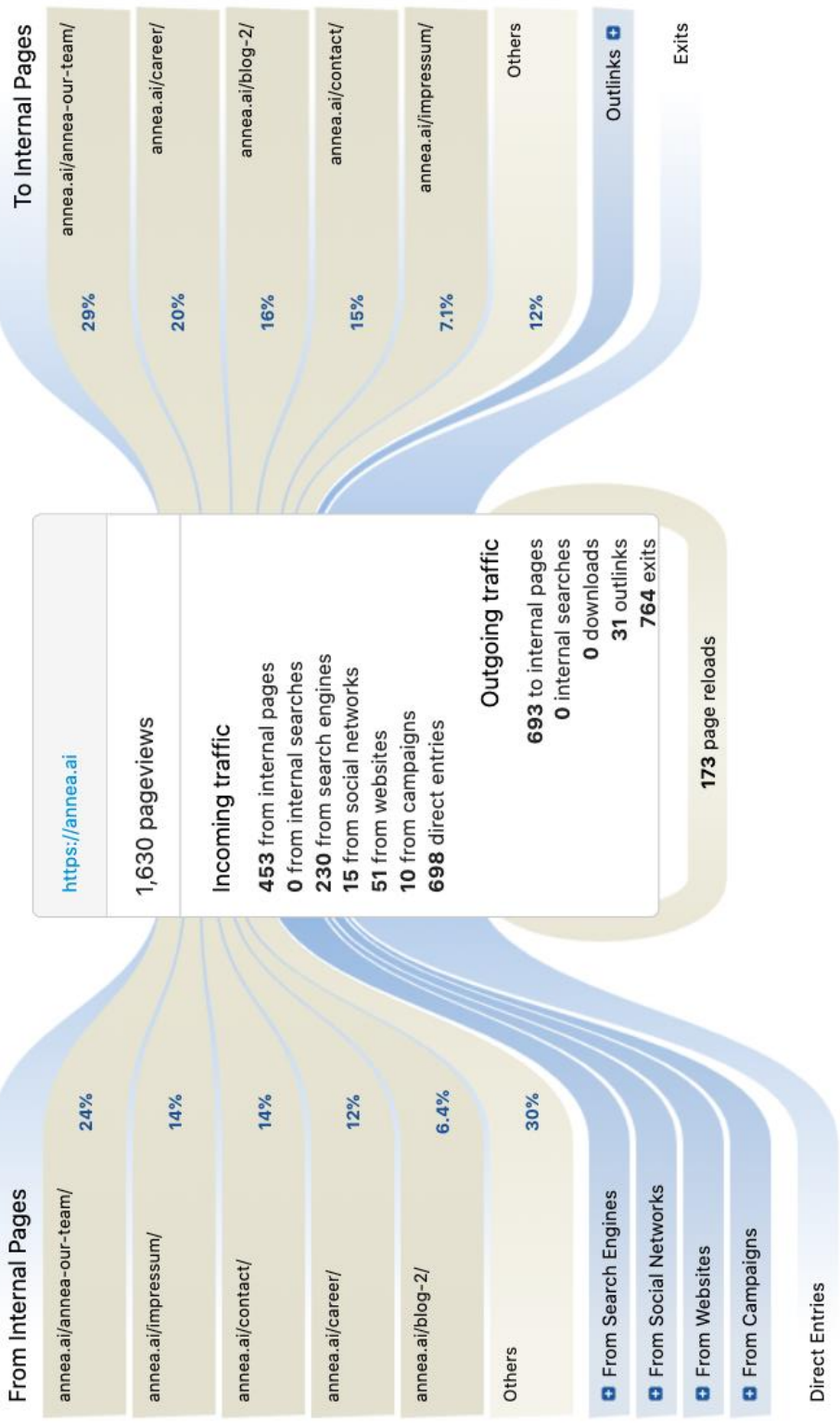

Figure 17: Internal website traffics. Data from Matomo as of 2nd of September 2021

In Figure 17 the transitions on the website mainly generated from direct entries and internal pages are displayed. Showing that internal traffic is an important source for the website. In comparison, social media websites (LinkedIn, Twitter, Xing) and other websites held a less proportion for transitions.

Continent

CONTINENT	▼ VISITS
1. Europe	
January 1 – September 1, 2021	1,389
January 1 – September 1, 2020	877
2. Asia	
January 1 – September 1, 2021	97
January 1 – September 1, 2020	92
3. North America	
January 1 – September 1, 2021	77
January 1 – September 1, 2020	18
4. South America	
January 1 – September 1, 2021	11
January 1 – September 1, 2020	2
5. Africa	
January 1 – September 1, 2021	5
January 1 – September 1, 2020	5

Figure 18: Visit from the continents of the World. Data from Matomo as of 2nd of September 2021

The website had its visitors mainly from Europe with significant increase per Figure 18. While another significant increase is visible for North America and South America. The number for Asia and Africa showed a consistent comparison.

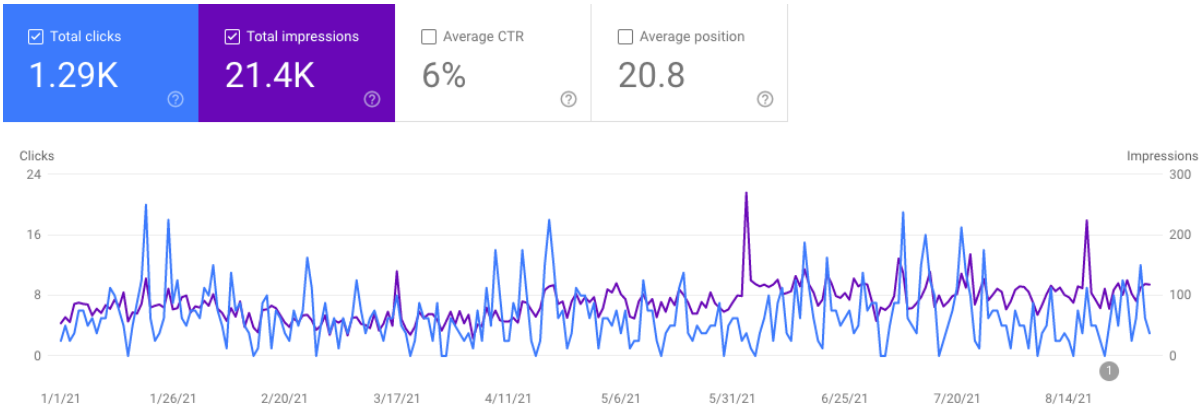

Figure 19: Number of total clicks and number of total impressions. Data from Google Search Console as of 2nd of September 2021

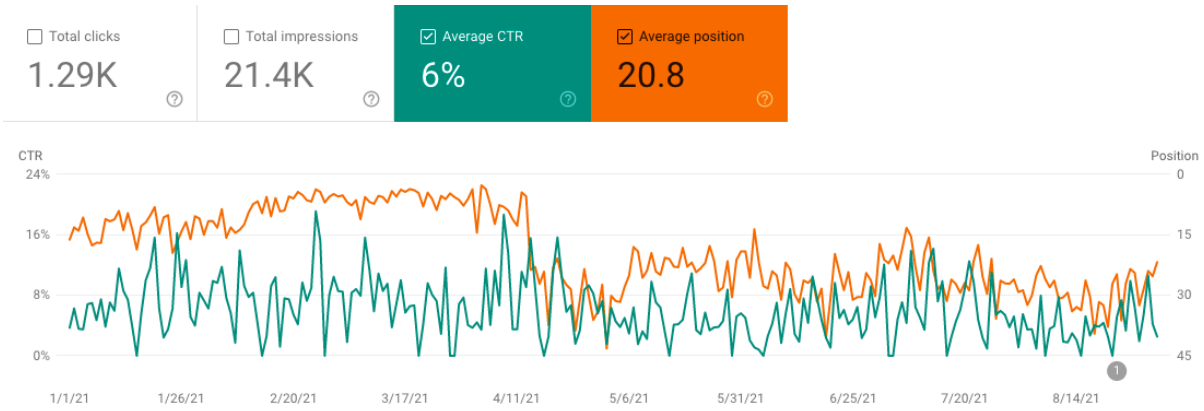

Figure 20: Average CTR and average position. Data from Google Search Console as of 2nd of September 2021

In this section, as visible in Figure 19 and Figure 20, only total impressions, CTR and average position results were focused on. In all the statistics, we see a dynamic period. This can indicate that there is no stable for the website visit and "seasonal adoptions" might have applied. It is also important to factor the human effect since, it is not easy to understand human habits and how they will be reflected on the SERP.

The following data below has taken from Google My Business as of 2nd of September 2021 and examines the period between 1st of June 2021 and 1st of September as per the insights available based on the defined KPI's on the platform.

During the period, the profile has received a total of 551 searches. 79% of the searches represented the *direct searche*s and 21% represented *discovery searches*. The searchers found the business

profile 418 times through *listing on search* and 268 times on *listing on maps* resulting a total of 686 views.
The result from Google My Business, mentioned above shows that the platform is important for the integration of Google as a whole platform to leverage for visibility. With a more focus on *discovery search* results, more unique visitors can be attracted for the website to visit.

We see that there are two different search types: direct and discovery. Even though it is not the dominant search type, discovery search type covers an important portion to indicate the important of the business to be discovered in the platform while compares with similar businesses in the area.

Total views, the combination of Google Search Engine results on Google Maps results. Listing on search indicates the importance on interconnectivity of Google platform and products to benefit from a better visibility and having a better SEO result. It is also important to mind that Google My Business platform is driving traffic to the website. As mentioned, it was our main intention to have visits to ANNEA.ai GmbH's website.

6. CONCLUSION

This thesis brings out the importance of how SEO strategies can be useful for start-ups. Especially during the period of evolution to a strong company. Given that the majority of the competition of ANEA.ai GmbH are founded during the last decade, the market seems to be navigated and shaped by new players bringing specific expertise in niche areas.

ANNEA.ai GmbH is a young company, and therefore, the company's goal is to increase its brand awareness as well as establishing a strong brand presence. As for the purpose of this thesis, the main goal is to increase the brand awareness of the company and establishing a solid presence on search engine results pages through SEO. Initiating the start of a long-term approach focusing SEO is expected bring a competitive advantage for ANNEA.ai GmbH.

First of all, it has been noticed that a dedicated focus and approach on SEO has increased the website traffic of the company, both in numbers of new visitors and revisiting visitors. Majority of the of the results of the metrics showed a positive result with significant increase when compared with the period before, pointing that the prepared and executed SEO strategy has provided visibility and ability to build a solid brand awareness for ANNEA.ai GmbH.

Throughout the project, it also has been observed that some of the results of the metrics did not return the performance as expected. Part of them are interpreted as the strategy did not return the KPI's as expected and part of them interpreted as that a different strategy can change performance in an increasing result. The interpretations were made on the basis of a slightly decrease on visiting duration on the website.

It has been observed that a coordinated approach and execution of the SEO strategy with other business lines in the company as well has provided a more consistent approach. Both internal updates and the precision of the strategies are interpreted to be accurate.

As the company's current focus market is Europe, the main focus the strategy is based on European continent. In the European market, the result received showed increase when compared to the earlier period. It is interpreted that it will be beneficial to increase the chances of success if the specific strategies will be applied for different market. Not just in terms of results of the metrics, but at the same time as brand visibilities and awareness as SEO strategies aim to increase them.

6.1. Limitations & Future Research

Since the main focus market of the company is Europe, mainly European market and its dynamics have been studied and strategized. With a global perspective or localised approached for other markets, more metrics results could be gathered to interpret which would provide insight about the market and the audience.

As mentioned before, by ANNEA.ai GmbH being a young company with limited resources, a limited approach for SEO strategy creation and implementation has been realised. It has been observed that the competition and other successful companies in different business market are benefiting from specialised advanced tools, web developers, content creators, designers and other experts for SEO or working with digital marketing agencies that have expertise on SEO domain.

On the other hand, this thesis' aim was to build brand awareness and presence for ANNEA.ai GmbH, not to create strong engagement on the company's website. This can be observed by the content and structure of the website has been implemented depending on the current business needs. It can be decided to focus on more engaging content in order increase the variety of the SEO strategy approach.

The final limitation was the lack of up-to-date information available on the literature with regards SEO and online lead generation topics. It has been observed that the literature was not able to match the speed of the fast-changing news in SEO and online lead generation topics. It should also be taken into consideration that in these topics there has been no proven way of success as the algorithms of the search engines are not being disclosed.

Future research might need to focus more on the engagement with the visitors on the website depending on the business needs. To increase the results even further and provide a consistent result, micromanagement of the website is needed. Therefore, a dedicated strategy preparation and execution for mobile devices can increase the chances of having an increase with the engagement with visitors. By using advanced tools for SEO, more in-depth metric results can be analysed and tracked. This is expected discover new areas to focus for improvement as well as gaining insights about the audience.

7. BIBLIOGRAPHY

Agnihotri, R., Dingus, R., Hu, M. Y., & Krush, M. T. (2016). Social media: Influencing customer satisfaction in B2B sales. *Industrial Marketing Management*, *53*, 172-180. https://doi.org/10.1016/j.indmarman.2015.09.003

Ancillai, C., Terho, H., Cardinali, S., & Pascucci, F. (2019). Advancing social media driven sales research: Establishing conceptual foundations for B-to-B social selling. *Industrial Marketing Management*, *82*, 293-308. https://doi.org/10.1016/j.indmarman.2019.01.002

Baker, L. (2021). *20+ Years of SEO: A Brief History of Search Engine Optimization*. https://www.searchenginejournal.com/seo-101/seo-history/#close

Baye, M. R., de los Santos, B., & Wildenbeest, M. R. (2016). Search Engine Optimization: What Drives Organic Traffic to Retail Sites? *Journal of Economics & Management Strategy*, *25*(1), 6-31. https://doi.org/10.1111/jems.12141

Beck, C. (2020, November 27). *What Is Search Intent? A Complete Guide*. https://www.semrush.com/blog/how-to-use-search-intent-for-your-business/

Berman, R., & Katona, Z. (2013). The Role of Search Engine Optimization in Search Marketing. *Marketing Science*, *32*(4), 644-651. https://doi.org/10.1287/mksc.2013.0783

Chaffey, D. (2020, September 3). *Search engine marketing statistics 2020*. https://www.smartinsights.com/search-engine-marketing/search-engine-statistics/

Day, G. S. (2011). Closing the Marketing Capabilities Gap. *Journal of Marketing*, *75*(4),183-195. https://doi.org/10.1509/jmkg.75.4.183

de Vries, L., Gensler, S., & Leeflang, P. S. H. (2017). Effects of Traditional Advertising and Social Messages on Brand-Building Metrics and Customer Acquisition. *Journal of Marketing*, *81*(5), 1-15. https://doi.org/10.1509/jm.15.0178

Duhon, B. (2015, April). *Putting the "Engagement" in Your Content Marketing*. http://documentmedia.com/article-1979-Putting-the-'Engagement'-in-Your-Content-Marketing.html

Egri, G., & Bayrak, C. (2014). The Role of Search Engine Optimization on Keeping the User on the Site. *Procedia Computer Science*, *36*, 335-342. https://doi.org/10.1016/j.procs.2014.09.102

Eisenhardt, K. M. (1989). Making Fast Strategic Decisions In High-Velocity Environments. *Academy of Management Journal*, *32*(3), 543-576. https://doi.org/10.5465/256434

Eisenhardt, K. M., & Martin, J. A. (2000). Dynamic capabilities: what are they? *Strategic Management Journal*, *21*(10–11), 1005-1021. https://doi.org/10.1002/1097-0266(200010/11)21:10/11<1105::AID-SMJ133>3.0.CO;2-E

European Commission. (2017, June 27). *Antitrust: Commission fines Google €2.42 billion for abusing dominance as search engine by giving illegal advantage to own comparison shopping service*. https://ec.europa.eu/commission/presscorner/detail/en/IP_17_1784

Gagnon, E. (2014). Goodbye, B2B Brand Marketing: Developing Contentbased Marketing Programs for the Post-marketing Era. *International Management Review*, *10*(2). http://americanscholarspress.us/journals/IMR/pdf/IMR-2-2014/v10n2-art7.pdf

Godes, D., & Silva, J. C. (2012). Sequential and Temporal Dynamics of Online Opinion. *Marketing Science*, *31*(3), 448-473. https://doi.org/10.1287/mksc.1110.0653

Guercini, S., Bernal, P. M., & Prentice, C. (2018). New marketing in fashion e-commerce. *Journal of Global Fashion Marketing*, *9*(1), 1-8. https://doi.org/10.1080/20932685.2018.1407018

GWEC. (2021). *Global Wind Report 2021*. https://gwec.net/global-wind-report-2021/

Hansell, S. (2005, April 25). Google to Sell Ads Not Related to Searches. *The New York Times*. https://www.nytimes.com/2005/04/25/technology/google-to-sell-ads-not-related-to-searches.html

Holliman, G., & Rowley, J. (2014). Business to business digital content marketing: marketers' perceptions of best practice. *Journal of Research in Interactive Marketing*, *8*(4), 269-293. https://doi.org/10.1108/JRIM-02-2014-0013

IEA. (2020). *Renewable energy market update*. https://www.iea.org/reports/renewable-energy-market-update

Järvinen, J., & Taiminen, H. (2016). Harnessing marketing automation for B2B content marketing. *Industrial Marketing Management*, *54, 164-175*. https://doi.org/10.1016/j.indmarman.2015.07.002

Jefferson, S., & Tanton, S. (2015). *Valuable Content Marketing* (2nd ed.). Kogan Page.

Kannan, P. K., & Li, H. "Alice." (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, *34*(1), 22-45. https://doi.org/10.1016/j.ijresmar.2016.11.006

Lamberton, C., & Stephen, A. T. (2016). A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry. *Journal of Marketing*, *80*(6), 146-172. https://doi.org/10.1509/jm.15.0415

Leeflang, P. S. H., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, *32*(1), 1-12. https://doi.org/10.1016/j.emj.2013.12.001

Lilien, G. L. (2016). The B2B Knowledge Gap. *International Journal of Research in Marketing*, *33*(3), 543-556. https://doi.org/10.1016/j.ijresmar.2016.01.003

Luh, C.-J., Yang, S.-A., & Huang, T.-L. D. (2016). Estimating Google's search engine ranking function from a search engine optimization perspective. *Online Information Review*, *40*(2), 239-255. https://doi.org/10.1108/OIR-04-2015-0112

Mansour, D., & Barandas, H. (2017). High-tech entrepreneurial content marketing for business model innovation. *Journal of Research in Interactive Marketing*, *11*(3), 296-311. https://doi.org/10.1108/JRIM-03-2016-0022

Matteo, S., & Zotto, C. D. (2015). Native Advertising, or How to Stretch Editorial to Sponsored Content Within a Transmedia Branding Era. In *Handbook of Media Branding*. Springer International Publishing, 169-185. https://doi.org/10.1007/978-3-319-18236-0_12

Monat, J. P. (2011). Industrial sales lead conversion modeling. *Marketing Intelligence & Planning*, *29*(2), 178-194. https://doi.org/10.1108/02634501111117610

Mora Cortez, R., & Johnston, W. J. (2017). The future of B2B marketing theory: A historical and prospective analysis. *Industrial Marketing Management*, *66, 90-102*. https://doi.org/10.1016/j.indmarman.2017.07.017

Nagpal, M., & Petersen, J. A. (2020). Keyword Selection Strategies in Search Engine Optimization: How Relevant is Relevance? *Journal of Retailing*. https://doi.org/10.1016/j.jretai.2020.12.002

Palmatier, R. W., & Sridhar, S. (2017). *Marketing Strategy*.

Pandey, N., Nayal, P., & Rathore, A. S. (2020). Digital marketing for B2B organizations: structured literature review and future research directions. *Journal of Business & Industrial Marketing*, *35*(7), 1191-1204. https://doi.org/10.1108/JBIM-06-2019-0283

Pulizzi, J. (2014). *Epic Content Marketing*. McGraw-Hill.

Rodriguez, M., & Peterson, R. M. (2012a). The role of social CRM and its potential impact on lead generation in business-to-business marketing. *International Journal of Internet Marketing and Advertising*, *7*(2), 180–193. https://doi.org/10.1504/IJIMA.2012.046255

Rowley, J. (2008). Understanding digital content marketing. *Journal of Marketing Management*, *24*(5–6), 517-540. https://doi.org/10.1362/026725708X325977

Schultheiß, S., & Lewandowski, D. (2021). How users' knowledge of advertisements influences their viewing and selection behavior in search engines. *Journal of the Association for Information Science and Technology*, *72*(3), 285-301. https://doi.org/10.1002/asi.24410

Smith, A. D. (2016). Search engine marketing and customer relationship management within a social media environment. *International Journal of Business Information Systems*, *22*(2), 181-210. https://doi.org/10.1504/IJBIS.2016.076246

SolarEurope. (2020a). *EU Market Outlook for Solar Power, 2020–2024*. https://www.solarpowereurope.org/european-market-outlook-for-solar-power-2020-2024/

SolarEurope. (2020b). *Global Market Outlook 2020-2024*. https://www.solarpowereurope.org/global-market-outlook-2020-2024/

Statista. (2021a). *Global renewable energy market size 2017-2025 (in billion U.S. dollars)*. https://www.statista.com/statistics/1094309/renewable-energy-market-size-global/

Statista. (2021b). *Leading countries in installed renewable energy capacity worldwide in 2020 (in gigawatts)*. https://www.statista.com/statistics/267233/renewable-energy-capacity-worldwide-by-country/

Swani, K., Brown, B. P., & Milne, G. R. (2014). Should tweets differ for B2B and B2C? An analysis of Fortune 500 companies' Twitter communications. *Industrial Marketing Management*, *43*(5), 873-881. https://doi.org/10.1016/j.indmarman.2014.04.012

Swani, K., Brown, B. P., & Mudambi, S. M. (2020). The untapped potential of B2B advertising: A literature review and future agenda. *Industrial Marketing Management*, *89, 581-593*. https://doi.org/10.1016/j.indmarman.2019.05.010

Swani, K., Milne, G. R., Brown, B. P., Assaf, A. G., & Donthu, N. (2017). What messages to post? Evaluating the popularity of social media communications in business versus consumer markets. *Industrial Marketing Management*, *62, 77-87*. https://doi.org/10.1016/j.indmarman.2016.07.006

Vieira, V. A., de Almeida, M. I. S., Agnihotri, R., da Silva, N. S. D. A. C., & Arunachalam, S. (2019). In pursuit of an effective B2B digital marketing strategy in an emerging market. *Journal of the Academy of Marketing Science*, *47*(6), 1085-1108. https://doi.org/10.1007/s11747-019-00687-1

Wall, A., & Spinuzzi, C. (2018). The art of selling-without-selling: Understanding the genre ecologies of content marketing. *Technical Communication Quarterly*, *27*(2), 137-160. https://doi.org/10.1080/10572252.2018.1425483

WindEurope. (n.d.). *Wind energy today*. Retrieved June 2, 2021, from https://windeurope.org/about-wind/wind-energy-today/

Zutshi, A., Mota, D., Grilo, A., & Faias, M. (2018). A game theory approach to online lead generation for oligopoly markets. *Computers & Industrial Engineering*, *121, 131-138*. https://doi.org/10.1016/j.cie.2018.04.045

8. ANNEXES

Annex 1: Online meeting open questions questionnaire for SEO topic:

- Please define what SEO means to you.
- How do you see the primary objective of SEO for company(s)?
- How do you develop an SEO strategy?
- In your opinion, what are the key elements to create an SEO strategy in B2B market?
- How do you see the importance of keywords for SEO?
- How do you choose/designate keywords?
- What is your approach to provide a good keyword density?
- How do you apply content marketing for SEO?
- What is the search engine ranking factor do you pay attention the most?
- How do you approach for succeeding with organic search results again paid engine results?
- How do you audit your SEO campaign?
- What are the next step(s) you take if your SEO campaign is not successful?
- How do you evaluate the web analytics to measure an SEO campaign?
- In your experience, what is the most important KPI(s) to measure the SEO performance of a website?
- How do you remain up-to-date with search engine changes and updates?
- What are the common SEO mistakes you have seen?
- How can you apply SEO for other types of content such as video content and audio content?
- Considering the rise of AR and VR technology, do you think there will be optimisation techniques such as SEO for the respective technologies?
- If yes, how do you think these techniques will affect those technologies?
- How do you see the future of SEO?

Annex 2: Online meeting open questions questionnaire for online lead generation topic

- Please define what online lead generation means to you.
- How do you see the primary objective of online lead generation for company(s)?
- How do you develop an online lead generation strategy?
- In your opinion what are the key elements to create an online lead generation strategy in B2B market?
- How do you apply content marketing for online lead generation?
- How do you see the connection of inbound marketing with lead generation?

- How do you incentivize your audience?
- How do you classify the leads?
- In your opinion, what needs to be done for generating good quality of online leads?
- How do you audit your online lead generation campaign?
- What are the next step(s) you take if your online lead generation campaign is not successful?
- What are the common online lead generation mistakes you have seen?
- What are the challenges you have in your lead generation position?
- How do you think business can differentiate their strategies / make it more appealing in this highly complex and competitive environment?
- How do you see the future of online lead generation?
- Do you believe online lead generation strategies can be personalised?

Annex 3: Gathered insights during the meetings which has significance to share with regards SEO

- SEO results have high positive correlation with the maturity of the brand
- The maturity of the brand is an important factor to have “authority” to rank on the respective result page
- To have successful SEO campaign, it is important to include various stakeholders within the organisation and to educate and update them in order have better collaboration is crucial
- SEO should not just be seen as a digital marketing strategy. It should be included deeply in the main marketing plan of the brand
- It is important to use tools and technologies to leverage SEO strategies. Collaboration with an SEO agency is also recommended depending on the maturity of the brand
- The distinctions between B2B and B2C searches are blurring
- Alignment of SEO and content strategy is very vital
- Organic search strategies and paid results should have an integrated strategy with the likes of each is acting as a complementary
- Visual and voice research is expected to have more importance in the future
- SEO is a complicated process that should not focused for short term or quick results
- It is important to focus on periodic circles to have distinction of the website
- It is an important factor to provide valuable information to the visitors rather than having an influencer marketing approach
- SEO strategies should not only focus on keywords. SEO is providing a user experience

Annex 4: Gathered insights during the meetings which has significance to share with regards to online lead generation

- Email marketing campaigns are still vital to generate lead compared to new emerging techniques
- The less number of clicks people have to do, the higher the opportunity of generating a lead
- Instead of having a generic approach, a specific approach has higher chances to generate a lead
- It is not sure if the online lead generation strategies can be personalised due to the data regulations as the data is becoming more scarce
- Visitors need to be incentivised and need to feel a guarantee in order to generate a lead
- It is important to be unique and distinctive in order to have a “to the point” approach as people are exposed to a lot of content during the day
- It covers a huge portion of data analysis and a dedicated analyst team is needed for strong outcomes
- It is crucial to verify the accuracy of the generated leads in order create future strategies