

Drive More Prospects to Your B2B Website with Images



More customers than ever do research on their own before they even talk to a salesperson. That makes your website a very important sales tool. But your website can't do its job unless people actually get there, which is where image optimization comes in.

WHAT IS SEO & WHY SHOULD I CARE?

SEO (search engine optimization) is the process of tailoring your website for how people search for information online. SEO increases website visibility and traffic to your website.



of people are in the research phase when using search engines



If your website doesn't rank for relevant queries, potential customers won't discover your website



The top 5 organic results capture roughly 65%-70% of the searches

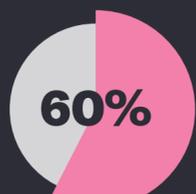


WHY IS OPTIMIZING IMAGES IMPORTANT?

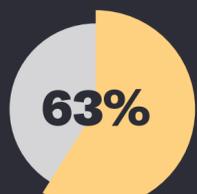
Google images generate more search traffic online than Amazon, YouTube, Twitter and Facebook combined.



of search queries take place on Google Images



of consumers are likely to click on a business whose images appear in search results



of users who click on an image then visit the website

ARE IMAGES IMPORTANT FOR B2B WEBSITES?

More and more B2B marketers recognize that images play an important role in driving traffic to their websites.



32% of marketers consider visual images the most important type of content for their business



51% of B2B marketers prioritize visual asset creation as an important part of their content marketing strategy



65% of B2B marketers use infographics - the largest usage increase in the last 4 years

HOW CAN I OPTIMIZE MY WEBSITE FOR GOOGLE IMAGE SEARCH?

Whether your in-house team just needs support, or you need full SEO services, Tenlo can help. Here are just a few examples of positive results we earned for our clients.

- +15% INCREASE** | in organic site traffic YOY for a life sciences company
- +13% INCREASE** | in organic site traffic YOY for a medical device company
- +37% INCREASE** | in traffic to optimized product pages for a medical device company

Sources:
<https://www.jumpshot.com/consumer-search-behavior-revealed-7-ways-act-today/>
<https://www.stateofdigital.com/google-images-and-visual-search/>
<https://www.searchenginejournal.com/value-images-google-insights-image-search-behavior/119781/#close>
<https://blog.rankingbyseo.com/image-seo/>