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**KERESŐOPTIMALIZÁLÁS EGY B2B CÉG SZÁMÁRA: A DRYAD  
NETWORKS ESETTANULMÁNYA**

**SEARCH ENGINE OPTIMIZATION (SEO) FOR A B2B BUSINESS  
A CASE STUDY OF DRYAD NETWORKS**

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# INTRODUCTION

## 1. Background

In this era of the Internet, the majority of our information-gathering activities are conducted through search engines. These activities are varied from searching for information on a brand; looking for its products or services; checking on customers, or professional reviews; comparing various possibilities for anything; finding a location; or conducting an academic study for whatever purpose, we typically utilize a search engine. Visibility in search engine results pages (SERP) can determine whether a brand or company will be discovered by a consumer during his/her research on the Internet. According to Idil Woodall's blog on the 99firms (2021), by September 2021, 98% of all Internet users utilize a standard search engine at least once a month, and approximately 93% of all web traffic is conducted through a search engine. By July 2022, Google is responsible for 91.46% of worldwide searches, as reported by StatCounter.

Because of the Internet's exponential expansion in recent years, search engines must sift through countless pages and return the most pertinent results for a given query. Google, the biggest search engine in the world, has developed hundreds of ranking factors and algorithms to improve the quality of search results in a given query. Therefore, every webmaster or SEO professional should actively study the elements to create a website that generates high traffic and conversion rate.

Dryad Networks, the examined company in this paper, is a Berlin-Brandenburg-based environmental B2B startup. Its offering is a large-scale Internet of Things network that enables forest owners to track, analyze, and safeguard the largest and most isolated forests of the world. Due to its product's specialty, Dryad's target customer pool is fairly niche. Its customers are mainly forest owners, firefighting departments, insurance companies, tech investors, and governments. Therefore, Dryad's marketing and SEO strategy are required to be more professional and to the point to secure a higher brand engagement, conversion rate, and customer loyalty.

## 2. Research aims and objectives

The first aim of this case study is to provide readers with a clear and throughout understanding of SEO basics, how SEO works, and what are the key elements that needed to keep in mind.

By looking closely at Dryad Networks and how multiple SEO tactics are applied to improve their website's ranking on Google, this paper is expected to give a framework for the optimal SEO strategies for B2B startups, whose rationale differs from that of more established organizations. The final aim of this work is to serve as a useful foundation and reference for future research on SEO, and more specifically, B2B SEO.

### **3. Research questions**

The aims and objectives of this paper will be to address the 3 main questions:

**RQ1:** What is search engine optimization (SEO)? Why SEO is important?

**RQ2:** What are the important ranking factors and SEO elements needed for a website?

**RQ3:** How are multiple SEO tactics applied to Dryad Networks's website?

## **LITERATURE REVIEW**

### **CHAPTER 1. Basic knowledge of Search Engine Optimization (SEO)**

#### **1. What is SEO?**

Search Engine Optimization (SEO) generally comprises the attempts to get the highest possible ranking in the SERP to grab the attention of Internet users who are conducting a search about something (Länsiö, 2018). In other words, SEO strategies are used to increase a website's visibility and relevancy in organic search results by gaining better positions, without attempting to deceive or manipulate search engines in unethical ways (Ochoa, 2012).

It is also necessary to understand that SEO is not a quick and easy process. In fact, it's a long-term strategy that requires rich background knowledge, time, and experience from webmasters and SEO engineers (Ochoa, 2012). As mentioned above, implemented SEO tactics need to be continually monitored and adjusted to keep a website at the highest place of search engine results pages. This is due to the unpredictability of search engines, as their algorithms are constantly updated and improved. It is believed that Google has now generated over 200 ranking factors that help its search engine to become more sophisticated and create more relevant SERPs for users' queries.

#### **2. Why is SEO important?**

Because of the massive number of users and how people use the Internet nowadays, SEO has grown increasingly vital for every business in recent years. As reported in Statista (2022), by April 2022, there were 5 billion Internet users globally, accounting for 63% of the world's population. This data demonstrates the immense potential for online SEO to benefit businesses. Effective SEO allows anyone, wherever in the globe, to locate and access a website online.

As more and more people are using digital devices to do their research, implementing effective SEO tactics is extremely essential in improving ranking in search engine result pages (SERPs) and raising your online visibility. If a website contains sufficient high-quality keywords inside high-quality content and is reinforced by links from credible sites, it might be quite visible on search engine results pages. This section will outline the primary advantages of SEO for a website.

### ***2.1. Increase Visibility***

In this modern world, it is easily observed that a company's success or failure hinges on how prominently it appears on the first page of Google search results. In fact, in a specific industry, there are likely to be various companies fighting to be visible to customers' eyes while they are conducting research via the Internet. The higher a webpage's rank in the SERPs, the more likely Internet users will visit your site. According to a statistic report in Advanced Web Ranking (2022), the average organic click-through rate (CTR) of the first-rank Google result is 31.71% for desktop and 28.04% for mobile by June 2022.



Figure 1: Worldwide Google Organic CTR (June 2022), source: <https://www.advancedwebranking.com/ctrstudy/>

In another research published by Ahrefs, out of two million random new pages, 90.63% get zero traffic from Google (Soulo, 2022). As a result, the most important job of any SEO expert is to keep the page in the remaining 9.36% by certain strategies, such as building good backlinks, selecting organic-traffic-potential topics, matching search intent, as well as ensuring they are indexed (Soulo, 2022).

90.63% of pages get no organic search traffic from Google

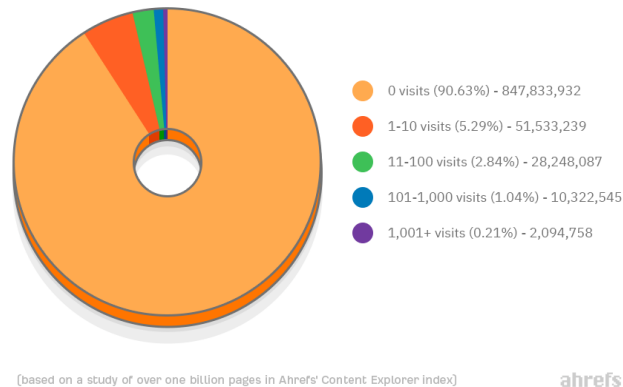


Figure 2: Number of Google organic search traffic based on a sample of 2 million websites, source: <https://ahrefs.com/>

There are two main ways that a page can achieve a good position in SERPs, organically or paid. An organic search result is a page that shows up in the organic ranking by being properly and relevantly tailored to meet the need of users. While paid search result is paid by the web owner to be placed in one of the advertising sections, identified as a paid ad (Clay & Jones, 2022). However, people are inclined to prefer organic search results over paid search results. BrightEdge Research (2019) discovered that organic search accounted for 53% out of 68% of trackable traffic on a website (both organic and paid).

## 2.2. Understand the audience

Even though having high traffic is beneficial, the major goal for websites is to be seen by the target audience or target market, who are potential customers eager to spend money or businesses prompted to do business with them (Egerton, 2017). SEO can help drive the right traffic to a website by conducting keyword research and analysis as it provides web owners with a better understanding of the target customers, as well as their needs and intentions.

Google Analytics can collect data on visitor behavior, establish marketing benchmarks and conversion targets, compare old and new traffic, show visitor trends and loyalty, and identify sources of traffic (Use Google Analytics to find your best keywords, 2017). Another tool like Semrush can also analyze keywords based on geographic locations, total search volume, and intent (whether this keyword is used for informational, transactional, commercial, or navigational). This collection of data is important and useful for a business to create its buyer

personas and have a clearer idea about its target market, therefore developing a proper SEO strategy for higher visibility.

### ***2.3. Improve user experience (UX)***

SEO, however, is not only about being visible to Internet users but also involves providing them with accurate, current information and a positive user experience (Olensky, 2021). A satisfying user experience can be produced once these below criteria are met.

First, a good website has to be easy to use. This property comes from easy navigation and an up-to-date user-friendly design. Visitors should be able to navigate through different pages on the website without having any difficulty. For example, an easy-navigation page or screen is where readers can scroll according to their usual reading habits without repeatedly navigating to different areas of the screen to complete an action (Weinschenk, 2011). The content of each and every page must be useful, informative, and separated by using proper headers and sub-headers. Using rich graphic material like photographs, infographics, and videos as well as nicely distributing relevant keywords are also helpful tactics to attract visitors and improve their experiences. Moreover, mobile-friendliness is also an important factor that needs to be optimized for better user experience. A well-designed website must be compatible with every electric device, especially smartphones and tablets.

Second, never underestimate the importance of backlinks. “An optimized website today looks more like a web with connections internally and externally” - said Olensky (2021). These backlinks, when appropriately used, are able to raise a website’s accessibility and authority, especially when they are from legit sites.

Third, website content must be well-written and pertinent. Well-managed company blogs can simultaneously improve a company’s SEO and client experience. Blog posts and related content may not immediately result in revenue however, companies can transform visitors into future buyers by establishing trust with their audience through them.

Last but not least, loading speed is an extremely vital element in improving SEO and user experience. In the Internet space, users want everything to be immediate. Waiting for 10 seconds for a page to be fully loaded seems like forever and will likely increase the website’s bounce rate significantly (Olensky, 2021). Besides, the conversion rate of a 1-second-loading

website is 5 times higher than that of a website that takes more than 10 seconds to be fully shown, as reported by Wiegand (2022).

#### ***2.4. Generate long-term and cost-effective benefits***

While most online activity targets evaluate short-term impacts such as quick sales, visits, and views, the majority of the impact of advertising as well as its ease and efficiency are long-term (Shotton, 2018). Search Engine Optimization may not generate immediate results, but it will surely generate long-term effects for the brand. By constantly improving SEO features, the firm's reputation and authority are slowly and stably built. For example, a well-produced blog article will be read and referred to for years, consequently, continually generating traffic for the site. According to Egerton (2017), when opposed to sponsored ads or pay-per-click (PPC) initiatives, SEO provides good value for money because topics and keywords can become popular again in the future. This means that content that has already been developed can continue to improve online visibility.

Furthermore, many SEO strategies can be implemented without the assistance of a professional. Nevertheless, even if a business paid someone to optimize its website and content, it would likely see a much higher ROI from SEO than from PPC, social media ads, or buying email list subscribers (Olenski, 2014). Besides, businesses can now choose from a wide range of SEO tools that provide both free and paid versions to streamline and assist the optimizing process. The list includes Semrush, Ahrefs, Google Search Console, Moz, or Ubersuggest which are either specific or all-in-one solutions for SEO.

## **CHAPTER 2. Search Engine ranking factors**

### **1. How does a Search Engine work and what are the crucial criteria?**

The ultimate goal of any search engine is to return the most relevant results possible for a visitor's queries. This is a win-win situation as the more satisfied users are, the more likely that they will come back for the next search, and the more money will be made for the search engines (Clay & Jones, 2022). For example, if visitors search for a full-package holiday in Greece via a search engine and immediately get what they want after just a few clicks, the tendency they will come back for the next search will be much higher.

To fulfill this goal, search engines have invested an enormous amount of time, capital, and effort into increasing their speed and relevancy. This involves using sophisticated machine learning algorithms to fine-tune their search algorithms as well as conducting extensive studies of users' reactions to their search results, conducting continuous testing and experimentation, analyzing users' behavior within the search results, and more (Clay & Jones, 2022).

## **2. Google's 3 steps in ranking a website**

Understanding how search engines like Google discover, evaluate, and rank content is the first and most critical step in developing an ideal SEO strategy that aids a webpage's content in ranking well in SERPs. Most search engines follow these three basic steps to rank a webpage, these are Crawling, Indexing, and Ranking.

The first step of the process occurs when Google's spiders/bots/robots/crawlers start crawling for information. This means they find a website, analyze its content, and take note of what that page is about. This may occur once every few days, meaning that until the next time they crawl a site, some of its content may already be out of date (What is a search engine and how do they work? | nibusinessinfo.co.uk, n.d.).

The next step is indexing. Indexing is the process through which a search engine analyzes a webpage in order to classify its content. In this process, search engines determine the relevance of the page's content to certain search queries based on the contained keywords. Thus SEO best practices should be implemented to aid search engines in interpreting the content of the webpage and placing it in the appropriate search queries.

Finally, content after being crawled and indexed will be ranked based on various factors. As mentioned above, there are now more than 200 different ranking factors created by Google aiming to offer the user the most pertinent result. Examples include keyword density, page speed, and links.

## **3. Google 3 top qualities of a website - E.A.T**

Google examines a website's trustworthiness based on E.A.T scores, which stand for Expertise, Authority, and Trust. E-A-T is a wonderful guiding principle for both SEO and the generation of high-quality content that answers or solves the inquiries or issues of users. A page cannot

rank for many high-value keywords if it has a low E-A-T score. Therefore, ensuring favorable evaluations in every area is crucial for a high position in SERPs.

In terms of Expertise, Google expects a website to distinguish itself as an expert in its field. Multiple strategies can be applied to a site to become a subject matter expert. For example, web owners can include continuously providing high-quality material in the blog section; or create an about page that clearly explains the brand image, the expertise in the industry, as well as any honors and achievements (May, n.d.). Additionally, it is beneficial to attach testimonials, which are what others are saying about a brand, as it will also position it as an expert.

While an expert is someone who is exceptionally educated about a subject, having Authority means that a website has been acknowledged by others as an expert in a particular field (May, n.d.). Google counts a site's Authority score by examining evidence that other websites also credit this site as a reference and subject matter expert. Make sure to include links and citations from press and media mentions, speeches, social-shared content, and discussions on social channels as they will surely increase a website's authority.

The final key quality is Trustworthiness. Not only is it necessary to be known as an expert, but a website must also be trustworthy. This score is counted based on a combination of on-site and off-site factors. For on-site elements, the business's contact information should be clear and correct. Having a clear return policy, specific approved payment methods, as well as shipping and delivery schedules are several factors that influence the trustworthiness of a website (May, n.d.). Regarding external aspects, Google considers the online sentiment surrounding a brand. In fact, it will scan online conversations to identify whether a website creates positive or negative experiences for its customers. Therefore, having positive ratings and feedback from other external sites like Trustpilot or TripAdvisor is crucial to a website's credibility.

### **CHAPTER 3. Important SEO elements and tactics**

When discussing Search Engine Optimization, it is essential to understand that focusing solely on the website's components is insufficient. To fully optimize a website for better ranking, all three types of SEO need to be managed properly, they are On-page SEO, Off-page SEO, and Technical SEO. They all attempt to make the website visible to search engines, but their

respective focuses are different. Technical and On-page SEO prioritize boosting the ranking of a website itself, whereas Off-page SEO concentrates on the website's local SEO, link profile, and overall social media presence (Owen, 2021). This part of the study will explain the fundamental definitions and factors of these three types of SEO.

## **1. On-page SEO**

On-page SEO, so-called on-site SEO, refers to all the components that are visible on a website. To be more specific, it is the techniques employed on a website to assist search engines to comprehend and rank the content. On-page SEO should begin with technical adjustments before proceeding to content and other SEO techniques to enhance the E.A.T qualities. This type of SEO element includes targeted keywords, content, URL structures, Title and Meta tags, H-tags, Alt tags, image optimization, and internal links.

### ***1.1. Target keywords and keyword research***

Even though Search Engines are getting more and more complex and required advanced tactics, it is undeniable that keywords are still the foundation of Search Engine Optimization. Why? Because users will always type in keywords to look for answers, no matter what changes are made to the underlying search algorithm.

Perhaps, “keyword” is the most common-used term in the SEO space. Finding the proper keywords for SEO is unquestionably the key to achieving a high ranking on search engines. However, unlike old-time SEO, when stuffing a massive amount of words into a webpage is enough to boost the ranking position, keyword analysis in this era requires more factors and needs to be managed more carefully to avoid being penalized.

For instance, not only must the target keywords be useful and relevant, but they must also have the correct intent. Target keywords should be positioned with a proper amount and in the proper locations throughout the website. For example, page content, titles, meta descriptions, and even alt tags must contain the chosen words for optimization. An effective keyword strategy can support and raise the effort in link-building, pay-per-click advertising, and social media marketing (Owen, 2021).

**Keyword Research** is the act of identifying terms and phrases that users may use when seeking a brand and/or its products and services (Edmond, 2020). The definition may sound simple,

however, actually establishing a proper keyword list and set of strategies is never a piece of cake to marketers. Various steps and tactics are needed to be followed to perform keyword research for better SEO. SEMrush is an incredible all-in-one SEO tool for every business. With this tool, every step from keyword research, keyword management, competitor analysis, and backlink management can be performed smoothly and quickly in just a few clicks.

#### *1.1.1. Define the site's theme*

According to Clay & Jones (2022), a theme is the fundamental concept of a website's objective in the web space. A website can be built for different purposes but in B2B, a website is often created to provide further information about the company's products/services and collect potential customers' contact information from demo requests or newsletter sign-up. Moreover, as explained in the 3rd section, B2B customers are often professionals looking for a bigger solution for their corporate, optimized keywords should be more informative and precise as well as can establish the brand as an expert in the field. As a result, slang or direct-sale-provoking words may not be effective for the business.

This is true not only for keyword research and optimization but also for the usage of Calls-to-action (CTA). Using phrases such as "Buy now" or "Add to card" may not produce the ideal conversion rate, however, "Read more", "Learn more", or "More information" can help the business achieve its intended objectives.

#### *1.1.2. Understand the 4 main user Search Intents*

The phrase "Search Intent" (also known as "user intent" or "audience intent") is used to define the reason behind a web search (Rakt, 2021a). As explained before, since Google's (or any search engine's) primary goal is to return results that are relevant to the user's search query and the user's intent, it has put in a lot of time and effort over the years to perfect its algorithm's ability to understand users' intended searches. In short, Google wants to fully understand the intention underlying each user's query to return the most relevant answers. Four most commonly used search intents are Informational, Navigational, Transactional, and Commercial.

*Informational* search occurs when Internet users want to find information about something. It is important to know that with this kind of intent, Internet users often want to find a specific

answer to a specific question they have in mind or gain more knowledge about a specific topic. Google's comprehension of intent extends much beyond merely displaying results that provide information on a certain phrase (Rakt, 2021a). The system is smart enough to know that when most users type [Mercury], they mean the planet, not the element, or sometimes videos are better results than pictures in “how to” queries (Rakt, 2021a).

When visitors are trying to find a website, a domain, an address, or a location from the search box, it's *Navigational* intent (Beck, 2022). For example, when a user types “Starbucks” in the search box, they would like to know either where the stores are located, or the website. With this type of search intent, the company's website should be easily accessible when customers search for its brand name as well as its location and contact information that are correct and up-to-date.

The third search intent is *Transactional* which takes place when users attempt to purchase something online. In this case, customers already know what they are looking for and want to find it immediately (Rakt, 2021a). A person conducting a transactional search may also wish to sign up for email, submit a form, visit a store, or make a phone call (Beck, 2022). To fully optimize this search intention, marketers should clarify the goals of the site, whether they want customers to request a demo, sign up for newsletters, or register for a free trial to come up with the most relevant keywords. Besides, ensuring all related pages can be found quickly and have everything the user needs to fulfill the action (Beck, 2022).

*Commercial* is somehow like half-informational and half-transactional search intent (Beck, 2022). It is when a customer wants to conduct research before deciding to purchase. With this kind of objective, users often search for a top-picked list or a comparison of different products/services. For instance, if a customer wants to buy a new skincare product, she/he can either look for “Top 10 anti-aging serums recommended by a dermatologist” or “Estee Lauder vs. Lancome”. Providing visitors with well-structured comparison tables or best-choice lists can be useful in aiding their commercial intention and boosting the site's rank.

However, it can be difficult sometimes for search engines to clearly define whether a query is for transactional, informational, navigational, or commercial purposes, especially when users

only type in the product name (e.g. iPhone 14 Pro Max). In this situation, the search results will include a variety of SERP features to assist with product research or purchase (Beck, 2022). Therefore, having different keywords, content pieces, or pages optimized for different search goals can be effective in boosting a website's SERP ranking position.

#### *1.1.3. Brainstorm for keywords*

After clearly defining the website's theme, it's now time to come up with several primary keywords and keyword phrases. At this stage, there are no incorrect keywords; marketers simply need to generate a large list of possibilities (Clay & Jones, 2022). These primary keywords help define the market niche of the brand and its competitor which will later be the foundation for a huge list of words that can be ranked. These "seed" keywords sometimes are not worthy to target, but rather be used as the starting point, therefore it's not necessary to put too much time and effort into finding them (Soulo, 2022).

#### *1.1.4. Expand the potential list*

After having the list of "seed keywords", it's time to expand that list with more terms and phrases that can be used for SEO. By entering each of the initial keywords into the SEMrush Keyword Magic tool's input box, a list of enlarged keyword phrases including the query term will be generated. Use the Related filter to cover all bases as it will generate a list of phrases that are semantically related to the search term, but do not necessarily share the same phrase structure or search results (Harsel, 2022).

Another smart plan to speed up keyword research is to investigate which terms are currently bringing in traffic for other competitors (Soulo, 2022). With SEMrush, simply go to the Organic Research tool and type in the competitor's domain name. The tools will then return a massive list of terms and phrases optimized by that competitor.

#### *1.1.5. Filter the keyword list*

After the previous step, likely, the list is now comprised of thousands of terms. However, ranking for such a vast quantity of words will be extremely expensive and inefficient. Consequently, it is essential to discover the terms and phrases that are most likely to attract a large volume of online visitors. SEMrush provides customers with several criteria for sorting the most effective keywords for optimization.

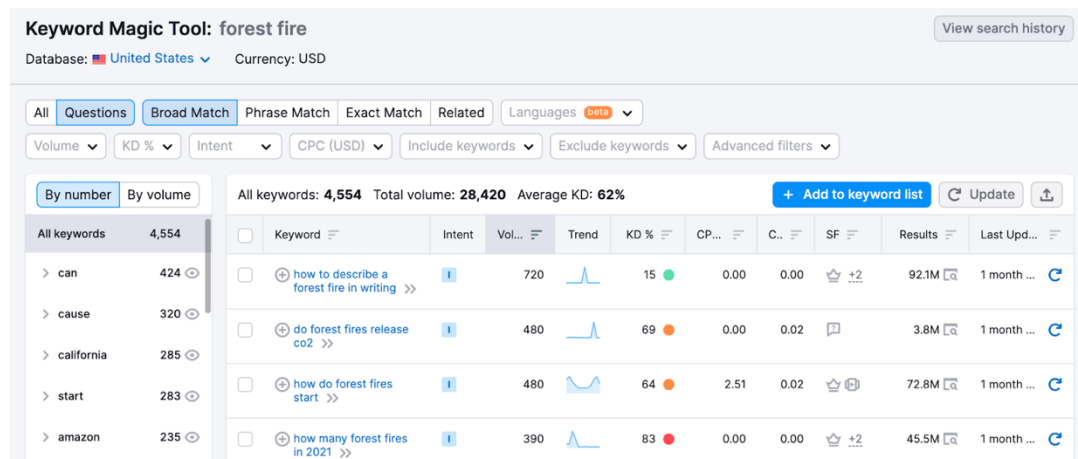


Figure 3: SEMrush keyword filters, source: semrush.com

The first filter to be considered is *Keyword Difficulty (KD%)*. KD is the estimated level of difficulty in surpassing the top-ranked sites in Google's organic search results for a certain phrase on a scale of 1 to 100% (Harsel, 2022). Hence, the higher the number is, the more effort is required to achieve a high position in SERPs. However, it does not mean that a business should never attempt words with high KD%. In fact, with a high-authority domain, the website stands a better chance of ranking for competitive keywords (Lahey, 2022).

| Score                      | Meaning                                                                                                                                                                                                                                 |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>0-14: Very easy.</b>    | These keywords may be good to target if you want to rank as soon as possible with the least amount of effort. However, make sure you double-check the search volume before you decide to target them, as it can sometimes be quite low. |
| <b>15-29: Easy.</b>        | These are still relatively achievable, even if your domain is new. To rank for these, you'll need to produce quality, relevant content.                                                                                                 |
| <b>30-49: Possible.</b>    | For these keywords, you'll need quality content that's not only well optimized for your target keywords but is also very well organized, with good structure.                                                                           |
| <b>50-69: Difficult.</b>   | In addition to producing quality, well-structured content and optimizing it, you'll need some quality backlinks to win these keywords.                                                                                                  |
| <b>70-84: Hard.</b>        | If you want to win these, you'll need to put in a lot of effort. You'll need more and better quality backlinks to support your content.                                                                                                 |
| <b>85-100 = Very hard.</b> | The absolute hardest keywords to compete for. In addition to high-quality content and link building, you'll need to put a lot of time and effort into SEO and content promotion.                                                        |

Figure 4: SEMrush KD% scores and meanings explained by Lahey (2022), sources: semrush.com

The next important indicator is *Search Volume* which displays the number of times a particular keyword is looked for within a specified period (Varagouli, 2022a). Varagouli (2022a) also stated that professional SEO specialists often form their approach regarding which keywords are most likely to attract attention and generate traffic by evaluating their popularity and

competitiveness of them based on their average search volume over predetermined time intervals. The ideal search volume is believed to be 100-1000 searches per month, however, as there is no one-size-fits-all in SEO, it is very crucial to consider other factors simultaneously.

*Competitive density (Com.)* indicates the number of advertisers competing for this term in paid search on a scale of 0 to 1.00 (SEMrush Toolkits, n.a.). Although this statistic pertains to rivalry in paid search, it can also be an indicator of competition in organic search (Harsel, 2022). As specified by SEMrush, the closer the index is to 1, the more businesses are actively competing for this keyword, and the more difficult it is to stand out in search engine results. If a company attempt to do paid advertisement, apart from *Competitive density*, *CPC* is also a factor worth considering. It is the average cost-per-click price in USD that marketers purchase for an ad optimized for that specific keyword.

Although *Competitive density* and *Keyword Difficulty* both indicate how hard it can be to rank in the top 10 search results, they are fairly different. Com. index evaluates paid competition (PPC), whereas KD% indicates how much SEO organic effort may be required (SEMrush, n.a.).

Understanding the theoretical aspect of these indicators, however, does not automatically result in a solid SEO strategy; any marketer must learn how to select the most effective terms based on these indices. As advised by many professional SEO experts, the jam of SEO lies on high-search find keywords with a large search volume number and a low KD% and/or Com. score.

Unfortunately, just because a word is low in competition and attracts a high search volume does not guarantee that it is appropriate for your target group (Harsel, 2022). It is when *Intent* comes into the picture as it will draw the right traffic with the right purpose to the website. There are 4 main types of *Search Intent* which are Informational, Navigational, Transactional, and Commercial. The details of them are explained in the previous section “5.1.2. Understand the 4 main user Search Intent”.

#### *1.1.6. Discover some keyword ideas from competitors*

In a Youtube video released by SEMrush Live in 2020, they suggested another effective way to discover new keyword opportunities for a brand by “stealing” from its competitors. This

method is using terms and phrases that competitors used to rank for but are now “slipping and falling out of the SERPs” (SEMrush Live, 2020). Filtering words with the “Decline” and/or “Lost” tag through SEMrush Organic Research tool’s Position Changes report is how these “hidden gems” are found.

#### *1.1.7. Never underestimate long-tail keywords*

Another method for drawing quality traffic to a website, especially when the brand is competing in a competitive industry, is optimizing for long-tail keywords. As explained by Yoast SEO, long-tail keywords are more precise keywords or phrases that typically contain more characters than common-used keywords. Long-tail keywords have less search volume, but typically have a greater conversion value due to their specificity (Rakt, 2021b). A long-tail phrase may contain more than three words or sometimes even five words (Clay & Jones, 2022). For example, while “GreenTech” is a short-tail, “GreenTech Startups in Berlin” is a more specified phrase targeting a more niche audience.

However, it can be problematic since there are various fragmented markets. Still, no corporation can generate enough customized messages to appeal to every possible niche where their products may be in demand (Anderson, 2008, p. 229-230). In *The Long Tail Book*, Anderson also suggested the most effective strategy appeal to Long Tail consumers is to determine who influences them and direct efforts in that direction. Besides SEMrush, other tools like Google Trends can also detect the potential long-tail terms based on different factors like geographic location, time period, seasonal period, etc.

### **1.2. Content**

Needless to say, “content is king”. All web content materials must be optimized, loaded with information, links, and media, and must appeal to website visitors. Content must be original, well-formatted, and written in a way that target audiences can easily understand. In a post published in Semrush blog (2022), the author, Greene, stated that semantic searching and human language processing are the future of On-page SEO.

After compiling a complete set of keywords, the following step is to strategically distribute them into different content materials. Keywords should also be distributed properly, relevantly, and naturally throughout the website. It is not sufficient to just distribute a few keywords

throughout the material but it is also dangerous to stuff the content up with a massive amount of them. Implementing On-page SEO appropriately with a rational amount of keywords will increase a topic's richness and breadth for both search engines and visitors.

All webpage content must be optimized for search engines, regardless of whether an article or website material focuses on sales or thought leadership rather than directly generating visitors (Andronova, 2021). SEO-standard content is a type of article that is optimized for content to satisfy search requirements of users and is applied with SEO techniques to boost article rankings on the search results page and drive a large amount of organic traffic from search engines (Do, 2021).

#### *1.2.1. Different B2B content types*

B2B writing is an overall concept for many subgenres, such as website copy, pay-per-click ads, and even social media posts (Andronova, 2021). To maximize the effectiveness of marketing, B2B companies should encompass different sub-disciplines within B2B content writing as each of which can contribute to the achievement of particular advertising objectives. Several significant B2B content types can be considered, as explained by Andronova (2021):

- Product descriptions: In-depth explanations of the products on the product pages, which can also include links to relevant resources and other useful information.
- Blog posts: Articles on the company's blog, which are frequently technical and informative.
- Technical reports/news: Reports on the technological developments of the company.
- Brand-centered success stories: Stories that demonstrate how the company's products or services have benefited the target audience. Case studies are a common format for this, which can incorporate both text and video.
- Guides or "how-to" articles: Instructions and articles that "translate" complex technical concepts into language that laypeople can grasp.
- Researches: Academic writings such as in-depth interviews with subject matter experts, investigations, and white papers.
- Social media contents: Publications on the brand's social media channels, both long and short form.
- Email: Especially informative and entertaining newsletters sent via electronic mail.

### *1.2.2. Optimize the content structure*

An SEO article should be well-optimized in the Title tag, Meta description, and URL, as well as well-structured in the hierarchy of Header tags. Visual elements implemented in the writing also need to be in an appropriate size, compressed and include a well-written Alt-tag. Besides, a post should have at least one original/self-designed picture, and never contain pictures from other competitors. More detailed instructions on how to optimize these aspects are explained in the next part of this writing.

### *1.2.3. Distribute keywords*

Having a proper strategy in implementing keywords throughout web pages and content materials are extremely crucial since placing words in the wrong places may not generate the desired outcome but overusing them can result in unfortunate penalization from Google.

Target keywords should be inserted in the Title tag and Meta description as they are the first thing both search engines and visitors can see when coming across the SERPs. The primary keyword that requires SEO should appear the most frequently compared to the other keywords, ideally around 5-6 times and the Keyword Density rate should be approximately 1-3% at best (Do, 2021).

### ***1.3. Title tag and Meta description***

Every content piece should have an attractive title that conveys the subject of the post as well as includes the core keyword optimized for ranking. Search engines and users don't have a lot of time, so it would be much more sufficient if they can understand what they can expect from the web page most momentarily feasible.

When it comes to SERPs, one of the most crucial aspects is the title tags of the corresponding web pages and their snippets. As the first thing people and crawlers see, it must prominently feature the brand name and focus keyword. Title tags should be engaging, consistent with the brand, keyword-optimized, and less than 60 characters. The title tag shows beneath the URL but above the meta description in search engine results (*Figure 5*).



*Figure 5: URL, Title tag, and Meta description*

However, having a decent title tag is not enough. The meta description can have a greater impact on organic traffic than the URL itself. The purpose of a meta description is to give search engines and users a summary of a page's information. It's recommended to keep the meta element between 140 and 160 characters in length to be shown in search engine results. The meta element should be specially and specifically tailored for each website rather than being auto-generated from CMS platforms in order to best convey the webpage's content.

#### ***1.4. Header tags***

One of the greatest methods to make a page easy to digest quickly is to ensure that the visual elements appropriately convey the relationships between the objects on the page, therefore, there needs to be an apparent order to the elements on each page (Krug, 2006). When used correctly, header tags (H-tags) can boost a website's search engine results page (SERP) position by drawing attention to the most crucial parts of the page's content and structure.

Different H-tags should be used hierarchically, with H1 conveying the most significant information and H6 showcasing the least. A well-managed hierarchy of H-tags works like an outline with main points and sub-points providing the reader with a clear view of the page structure and content.

Similar to the title tag, header tags are fantastic places to include major and secondary keywords of a site. In fact, the H1 should be creative, intriguing, and front-loaded with keywords, enticing the target audiences to the main topic. However, H2s and H3s are frequently where the greatest opportunity lies, as they are more likely to be neglected, outdated, and unoptimized, making them ideal for SEO improvement (Greene, 2022).

### **1.5. URL structure**

URL is an abbreviation for Uniform Resource Locator, basically the address of any website resource. Websites with well-defined, easily navigable, or so-called user-friendly URL structures perform better in search engine rankings. This involves naming everything on the website, from the folders and subfolders to the individual files, in a way that is intuitive and easy to read, which benefits both human visitors and search engine spiders.

An optimized URL

<https://www.jeffbullas.com/6-powerful-reasons-why-you-should-include-images-in-your-marketing-infographic/>

An unoptimized URL

[https://www.semrush.com/blog/off-page-seo/?kw=&cmp=WW\\_SRCH\\_DSA\\_Blog\\_Core\\_BU\\_EN&label=dsa\\_pagefeed&Network=g&Device=c&utm\\_content=515715655893&kwid=dsa-1057183193515&cmpid=11776868584&agpid=117384914794&BU=Core&extid=21444309335&adpos=&gclid=Cj0KCQjw39uYBhCLARIsAD\\_SzMRaY0j8-uosuceKXcdX8ScfU1EQsrwyPflrQhYy3m3tgNVO3Plg3oaAm3qEALw\\_wcB#off-page-seo-tactic-#1:-link-building](https://www.semrush.com/blog/off-page-seo/?kw=&cmp=WW_SRCH_DSA_Blog_Core_BU_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=515715655893&kwid=dsa-1057183193515&cmpid=11776868584&agpid=117384914794&BU=Core&extid=21444309335&adpos=&gclid=Cj0KCQjw39uYBhCLARIsAD_SzMRaY0j8-uosuceKXcdX8ScfU1EQsrwyPflrQhYy3m3tgNVO3Plg3oaAm3qEALw_wcB#off-page-seo-tactic-#1:-link-building)

*Figure 6: Optimized vs. Unoptimized URL*

Having a well and optimally-structured URL not only helps audiences understand the webpage's main topic more quickly and easily but also assists them in linking to the website. Another reason why URL structure should be carefully considered is that it is displayed in the SERPs, right above the title tag. To do so, the easiest way is to keep only relevant keywords and exclude others that do not hold any benefit.

### **1.6. Image optimization**

Images are also a highly crucial factor in drawing visitors to a website. It is because 50% of the human brain's processing capabilities is taken up by the visual part, so that humans retain visual information better than any other type of information (Weinschenk, 2009). As reported in a blog post by Jeff Bullas, blog posts that include graphics receive 94% more total views than those that do not, and 67% of site visitors claim that image quality is an extremely significant factor influencing their final purchase decision. Therefore, similar to content, visual factors also need special consideration and optimization.

Other than quality, the picture's loading time is also important to the page's ranking. Internet users will likely bounce away if it takes longer than a second for a picture to be fully displayed

on a webpage. Several tactics can be applied with the aim to increase the picture's loading speed. For example, pictures should be compressed to less than 200KB before use, or a lighter picture format like .jpg should be used instead of .png.

Size also matters. Having the appropriate image size can ensure that the graphic appears in the optimal shape and quality on different platforms as well as avoid being cropped too much (Adobe, n.a.). For example, an HD featured image on a website should be 1200 x 628 pixels in size (Do, 2021), while a post picture better is 1200 x 630 pixels for Facebook posts, 1200 x 627 pixels for LinkedIn, 1080 x 1080 pixels for Instagram, and 1200 x 675 pixels for single-image Twitter posts (Adobe, n.a.).

One thing to keep in mind is that Google crawlers can only read text, they cannot see pictures or videos, or listen to podcasts. As a result, to achieve a better ranking in SERPs, every visual element should be optimized with a text description, so-called Alt text, so that the search engine can understand what that element is about. Alt text is also useful for visitors because it will appear and explain the purpose of the visual element if the element cannot be displayed. Thus Alt text should be carefully written in order to convey the whole meaning of the graphics and add benefits to the SEO effort. Using a proper and natural quantity of keywords in the Alt text is useful, however, similar to content, loading it with a massive amount of keywords may increase the risk of getting punished.

### ***1.7. Internal links***

An excellent linking system includes both internal and external links to create high-quality websites. Internal links are a simple, effective on-page SEO enhancement. Internal links within different pages are particularly valuable for assisting “spiders” in crawling a website and spotting the most significant pages. They can help increase click-through traffic, decrease bounce rates, and retain readers on your site for longer. For instance, if a website has a set of blog posts and news that somehow related to each other on several points, having these blogs link with each other may increase their traffic organically.

However, internal links can be fully exploited with proper anchor texts and high-valuable content. Regarding anchor text, using relevant or target keywords and semantic phases is more efficient than linking other pages to generic CTA like “Read more” or “Click here”.

## **2. Off-page SEO**

As opposed to On-page SEO, Off-page SEO is multiple SEO attempts that are applied outside of the website's main domain. Social media, podcasts, comments on guest blogs, mentions on other platforms, PR, and other off-site activities that increase a site's authority score are all examples of what is commonly referred to as "Off-page SEO." Having a website mentioned in a variety of credible sources often increases its traffic organically. Take it like "word-of-mouth" marketing, a person promoting his products himself will never be as effective as having various other people talking about him and what he is selling. Not to mention, each of his audiences has different audiences, therefore, the information about his brand is likely to be well-known by a bigger number of people eventually.

However, gaining these mentions is never an easy task to do. It requires a huge effort in networking as well as raising brand awareness and recognition. Because in the end, people have to know about a brand first before they start to talk about it. There is no one-size-fits-all strategy in branding, each company in a different industry has different unique methods for establishing value connections for its brand name. In this part, the author only focuses on the two main places where Off-page SEO is often implemented, they are link building and social media.

### ***2.1. External links***

In contrast to link building in On-page SEO which is linking different pages in a website together, link building in Off-page SEO means gaining valuable backlinks from credible websites. In the old day of SEO, this tactic could be easily manipulated by creating multiple low-quality sites and linking them back to the website that needs to be optimized. However, as search engines become more and more sophisticated, having a website linked to low-quality or irrelevant sites not only provides no ranking benefit but also increases the likelihood of being penalized by search engines.

The ultimate objective of link building in this modern era is gaining high-quality backlinks from authority websites. It is fairly similar to the saying "you are who you play with", Google judges a website based on the quality of the other sites linking to it. If a website has many "toxic" connections with low-quality sites or no longer-exist pages, it will be considered spammy. The higher the domain authority scores of backlink sites, the higher ranking and authority score the website can later achieve. In short, concerning linking, "quality over quantity".

Another aspect to be considered in linking is the type of it. There are two kinds of links, follow and no-follow. Follow links are links counted as points in boosting SEO link quality and increasing page rank in the SERPs. While no-follow links are not counted, therefore, they generate no benefit to the site's ranking. In other words, a link with a no-follow tag instructs search engines not to count it as an SEO point. A balanced link profile includes both follow and no-follow links (Owen, 2021). While it is more efficient to gain do-follow links from other authority sites, no-follow can be gained from Social Media appearances.

Last but not least, a website should better gain links from relevant or complimentary sites. A restaurant's website, for instance, may provide links to other review sites, such as TripAdvisor and Foody, as well as food blogs and other similar sites. Of course, as long as the links flow naturally and make sense, a few that aren't directly related to the main topic are acceptable (Varagouli, 2022b). However, it requires a vast majority of a site's links to be highly relevant to ensure a better ranking. Through guest posting, marketers may often obtain a backlink to their site, which can later improve search engine results page rankings.

In short, while internal links are links that point from one page to another within the same website, external links are links that redirect to another site on the Internet. As advised by Do, each post should have at least 3 internal links and 1 external counterpart. One more thing to keep in mind, whether internal or external, is that links should be attached to valuable anchor texts (phrases or keywords), rather than generic words like “Read more”, “Here”, “Click here”, etc.

## ***2.2. Social Media***

It is undeniable that Social media exert a significant influence on users' habits in using the Internet and searching for information. The concept of “social media” describes the computer-based technology that allows users to exchange materials, views, and opinions via virtual networks on the Internet (András & Papp, 2022). Social media can be considered search engines as well, since they also give answers to users' queries, and generate traffic to a website either through paid advertisement or organic post engagement. In a report published by Hootsuite in 2022, they found out that almost 75% of the global population aged 13 and older use social media, and above 93% of Internet users access social networking sites.

As mentioned in the previous part, social media generate no-follow links which are not added to the SEO point, therefore, it is not a direct ranking factor. Nevertheless, the appearance on different social networking sites makes a website visible in front of potential customers' eyes. A strong, professional, and consistent presence on social media is likely to increase the brand image and make the company more credible and authoritative. Social media, when used properly, can become an efficient and effective way for a business to communicate with its customers, as well as perform customer service activities.

According to the common marketing concept, differentiated brands should sell to different groups of people or for different events or uses; consequently, if a brand sells to a specific consumer base, it cannot sell to others, and its growth potential is highly restricted to the brand itself (Sharp, 2010). Therefore, choosing the right social media platform where target customers are in the social space is also highly important to a business. It can vary from geographical location, industry, or business and customer intent.

For example, marketing on Facebook can be effective for any kind of business in Vietnam, since a vast majority of Vietnamese use this platform actively and regularly as the primary social networking site. As a result, posts on Vietnamese Facebook often achieve a high engagement rate from users, hence, the chance of creating a trending post is also fairly high. On the other hand, using the same platform for Germany may not generate the same effect, since there are not as many people using this platform regularly. Or for the US, even though Facebook is widely used, Twitter is still more popular among Internet users.

The use of social media is different industry by industry and also based on business intention and brand identity. It is critical to first completely comprehend the brand identity and how it may be implemented on social media to effectively engage clients (Connolly, 2020a). Brands can more easily achieve their overarching business goals by focusing on the content they give and encouraging their users to share if they have defined intentions for their social media efforts (Connolly, 2020b).

For example, for a B2B technology company wanting to display a professional image for attracting potential clients and investors, having a LinkedIn account with technical content pieces may be more useful than a Facebook page full of memes. On the other hand, a business

with a young target audience can gain more benefits from using Facebook, Instagram, or Tiktok to establish an active, youthful and trendy image. It does not mean that every business must only have one social media page. Having several of them in a rational amount and relevant intention can produce positive effects for the company. In fact, the beauty lies in how marketers can develop different strategies for different social networking sites that attract the highest number of visitors. One more thing to consider, registering for all social media accounts but not using or updating them regularly also does not bring any advantage to a business.

Apart from knowing what image a business wants to display on social media, understanding customer intention while using social media platforms is also important. Customers use social media for multiple purposes, such as getting information, gaining knowledge, entertaining, communicating, and purchasing products or services. Consequently, the displayed business image and published content should align with customers' primary reason for using those platforms.

### ***3. Technical SEO***

Some might say Technical SEO is a part of On-page SEO. The author believes that it can be right to some extent but not completely accurate. On-page SEO is all the elements that are displayed at the front end of a website and in plain sight of visitors, whereas Technical SEO refers to factors that operate at the backend, behind the curtain. In general, Technical SEO includes technical elements of the website as well as tactics implemented to aid search engines in crawling, indexing, and ranking. Furthermore, this SEO puzzle also plays an important role in improving user experience. Needless to say, Google not only recognizes and rewards excellent material but also takes concern for its users' satisfaction very seriously.

#### ***3.1. Site structure***

A high-ranking website needs to be user-friendly and simple to navigate. All the information on a website should be presented in a logical and structural hierarchy of the main pages and sub-pages so that both search engines and users can easily and quickly find what they need. In the end, the goal of good usability is to ensure that anyone, regardless of their skill or experience level, can successfully utilize a product, and in this case, a website (Krug, 2006).

A website should be constantly checked to ensure that the navigation process is going smoothly without any broken links and pages. Having internal and external links that lead to dead ends

will negatively affect a website's user experience and ranking. Search engines will punish a site's rankings if it has several 404 pages because containing them is viewed as providing a poor user experience.

Website builders and SEO experts can assist search engines by providing a site map or XML site map as a guide to finding the way around a website. An XML sitemap, like any good map, will feature prominent landmarks to let crawlers know where to begin (Owen, 2021).

### ***3.2. Mobile-friendliness***

Since the Mobilegeddon (2015) algorithm update was introduced, mobile-friendliness has become a significant ranking factor. Why? Because users nowadays mostly use smartphones to perform online activities. According to a blog post published by Petrov in Techjuri (2022), mobile devices accounted for 55% of all website views in 2021, and 60.66% of all Internet traffic in 2022. Consequently, every website aiming for a high position in SERPs needs to have a well-function mobile version. In fact, 70% of the sites included in SERPs have already made the switch from desktop to mobile-first indexing (Spencer, et al., 2022). This version ought to have a polished design and seamless operation on mobile devices.

Having a mobile app is also a strategy that should be considered by businesses. Because as stated in the same post, when compared to a well-optimized website, apps have a much higher rate of user engagement and conversion, which can be as much as 300% (Petrov, 2022).

### ***3.3. Site speed***

In this era of Internet use, everything needs to be fast and immediate. According to research by Unbounce (2019), 75% of the sample of 750 users said they would give a page four seconds before hitting back to the browser. Nevertheless, Google claimed that it took 3 seconds for that bounce-back decision to be made (2016). Any issue in the website can result in a slower page load, for example, broken code, Javascript problems, heavy elements, or unoptimized graphics. SEO experts should better figure out these complications and optimize the website for faster loading time.

### ***3.4. Core Web Vitals***

Core Web Vitals are a set of 3 significant aspects that are prioritized by Google regarding page speed and user experience. The three key categories of user experience for which Core Web

Vitals produces a measurement are page loading speed, simplicity in interactivity, and visual stability (Moz, s.a.).

- Largest Contentful Paint (LCP): evaluates loading efficiency. To ensure an excellent user experience, the LCP should be less than 2.5 seconds of page loading.
- First Input Delay (FID): quantifies interactivity. For pages to deliver a positive user experience, the ideal FID should be within 100 milliseconds.
- Cumulative Layout Shift (CLS): evaluates visual steadiness. Pages should establish a CLS of under 0.1 to give a decent user experience.

### ***3.5. Unique Content***

Unique, non-duplicated (both internally and externally), and fully enriched content is where technical SEO efforts begin to leak into on-page SEO efforts (Owen, 2021). This signifies that a site should contain only original, well-written, in-depth information that is unavailable elsewhere online. Search engines will penalize a site if its primary material is duplicated within a website because Google cannot determine which one to rank.

Technical SEO will investigate what material or pages have exactly similar content and develop a strategy for what to retain and what to eliminate (Jantsch, 2021). It will also investigate thin content or pages that provide little value from a search perspective. Remember that, Google highly prioritizes customer satisfaction, it will punish any useless page that results in a waste of time.

However, in some cases, duplicate content is unavoidable. Canonical tags can be used to prevent search engines from penalizing pages with identical titles and meta descriptions. Canonical tags are a means to indicate to search engines that a particular URL is a duplicate version of a page (Brockbank, 2020).

### ***3.6. Site Security***

Website security is any activity conducted or program implemented to prevent cybercriminals from gaining access to website data or exploiting it in any way (SiteLock, 2022). From the SEO perspective, securing and encrypting a website results in a higher position and better protection for the brand.

Since 2014, having a website functioning on HTTPS has become a significant ranking point for Google. Google punishes unsecured websites without HTTPS which includes not only the site itself but any other sites it's linked to (Coleman, 2020).

## **PRIMARY RESEARCH**

### **1. Research Methodology**

The main objective of the primary research is to answer the final research question about Dryad Networks's real-time SEO efforts. This will be accomplished by combining quantitative and qualitative research. The quantitative research examines the website and social media pages, compares them to the information enlisted in the literature review and collects data using SEO tools, such as SEMrush, Google Lighthouse, and Google Analytics during a 4-month period from July to October 2022. The section of the case study will provide an overview of how to assess and analyze the website's SEO efforts using these tools. This was achieved because Dryad Networks granted the author access to the service.

Whereas, an in-depth interview with Dryad Networks's Marketing Manager Ben Jones provides a deeper understanding of the basic SEO tactics for B2B in general and Dryad specifically, the reasons behind Dryad's strategic implementations, and recommendations from a professional Marketing perspective.

### **2. Dryad Networks Background**

As briefly mentioned above, Dryad Networks is an environmental B2B startup founded in 2020 and based in Berlin-Brandenburg, Germany. The company provides an ultra-early wildfire detection system that can detect forest fires in the early smoldering phase. Its solution is a large-scale Internet of Things network that enables public and private forest owners to track, examine, and preserve the forests, even in the most isolated areas.

The company's ***Mission*** is "to tackle wildfires via early detection, monitor the vitality and growth of forests and other vital ecosystems, and protect and restore the critical natural resources upon which we all depend".

Dryad's **Product, Dryad Silvanet**, consists of 3 devices, which are Gas Sensors, Mesh Gateways, and Border gateways. Dryad Silvanet is believed to be the cutting-edge technology in forest protection for these main reasons:

- *Time-efficiency*: Currently, the world's forest is being protected with cameras, drones, and satellites. Although these technologies are proven to be effective to some extent, it requires a longer time for them to detect and alert the start of a fire, which is often 1-3 hours for cameras and more than 6 hours for satellites. As a result, by the time fire control comes to the scene, the fire is often too large to be contained or mitigated. However, because Dryad's Gas Sensors are trained by AI to detect the fire by "smelling" the smoke coming from actual forest fires instead of "seeing" the fire, they can detect a smoldering fire within 30 to 60 minutes, depending on the product placement.
- *Cost-efficiency*: Other technologies (cameras and satellites) are often expensive. According to WWF, a single trap camera costs approximately \$400 to \$700, depending on whether it is digital or film. Therefore, it's likely to require a massive amount of money for installing these cameras to fully guard a forest. Nevertheless, Dryad's Gas Sensor only costs around \$50 for 1 device. For installation, 0.7 sensors are required per hectare in higher-risk areas and 0.1 sensors per hectare where there's lower risk.
- *Low maintenance*: Dryad's devices use commercial grade, glass-covered solar panels which have a manufacturer-guaranteed 20-year lifespan for powering instead of batteries, therefore, no battery-replacing is needed while using. Weather, hail, humidity, and even fire have no impact on the devices as all of their electronic components are completely covered in resin, so basically every sensor is a durable block of plastic. As the device is recommended to be installed at a height of around 3 meters from the tree, it can minimize the risks of human and animal interference.
- *Sustainability*: Unlike most IoT devices, which rely on lithium-ion batteries, Silvanet sensors and gateways are fully solar-powered. To reduce our impact on the planet, the company uses strict green standards when choosing suppliers and reviewing processes. Products, procedures, supply networks, and overall operations are promised to be optimized from a sustainability standpoint.
- *Network independence*: LoRaWAN, the dominant open standard for long-range radio IoT networks, serves as the foundation for Dryad's wireless environmental sensor network. To be simplified, this network connection does not rely on the Internet, therefore, it allows massive rollouts in the most remote and unserved regions.

Because of the product's characteristics, Dryad's **Target Customer** pool is fairly niche. The company mainly sells to forest owners, firefighting departments, insurance companies, tech investors, and governments. Currently, Dryad's wildfire detection is being used by a mixture of different customers from the US, Greece, and Germany.

Dryad Networks works with various **Partners and Stakeholders** intending to save the planet's rainforests with revolutionary new wildfire detection technologies. They are a thriving ecosystem of startups, policymakers, and NGOs, such as Solar Impulse, European Champions Alliance, GreenTech alliance, 5-HT Digital Hub Chemistry & Health, etc. Besides, with the aid of financial, strategic, and Impact **Investors**, Dryad is able to bring its innovative wildfire detection and forest monitoring solutions to more people in more places, they are eCapital Entrepreneur Partners, SemTech, STIHL, Brandenburg Kapital, the European Union, etc. Thanks to these valuable connections, Dryad has been having chances to take part in many Conferences and Trade shows about innovative technologies to establish its image to a wide range of audiences. Several conferences and trade shows are EPRI (Rome), The Things Industries (Amsterdam), GreenTech Festival (Berlin), INTERFORST (Munich), LoRaWAN World Expo (Paris), VivaTech (Paris), and MEMS & Sensors Executive Congress (San Diego).

In terms of **Online PR and Marketing**, Dryad Networks has its website: <https://www.dryad.net/> for introducing the company information, its products and technologies, updating news, and publishing blogs and articles. The company's social appearances are mainly taken place on LinkedIn, with the company's official LinkedIn account: <https://www.linkedin.com/company/dryadnetworks/>, and the CEO's account: <https://www.linkedin.com/in/brinkschulte/>. Dryad also has an official Twitter account and a Facebook page.

### 3. Dryad Networks' current SEO efforts

#### 3.1. Dryad Networks website <https://www.dryad.net/>

- *Website structure*

Dryad Network's website is divided into 6 main sections Home, Silvanet, Sustainability, Team, Update, and Contact. The home page shows information about the company, including the company's story, mission, and technology, as well as a short introduction video to improve user

experience. Silvanet - as the name of Dryad's product is shown in the main menu as a separate section leading to different pages about each part of the system. The Update section is where Dryad uploads its self-produced content separated into two sub-sections News and Blog. The Team is also divided into 4 different pages under the drop-down menu, each of which provides information about Dryad's internal team, partners, and investors as well as available job openings. And since Dryad Networks is a B2B business selling specialized products, there is no Shop page on the website for immediate purchases. Instead, the company uses contact pages to encourage potential customers to register for newsletters, sign up for pilot applications, or get in touch for more support.

All content from pages is well-optimized with keywords, well-structured, and combined with different high-resolution visual elements. Social media icons implemented with direct links can also be found on the website's contact page or the footer area under every page for easier accessibility if required.

- *Website URL*

The website's URL adheres closely to the direction mentioned in the theoretical section by delivering the brand name briefly. The website uses HTTPS:// instead of HTTP:// for enhanced security, which Google prefers. All pages' URLs are optimized and user-friendly. For example, to get access to the Silvanet Wildfire Sensor page, the URL is <https://www.dryad.net/wildfiresensor>. However, the accessibility to Dryad's blog is more tricky. In fact, the main blog page of the website uses the URL <https://www.dryad.net/blog>, but when navigating to the "How Do Wildfires Start?" article, it changes to <https://www.dryad.net/post/how-do-wildfires-start>. Although it clearly defines the content of the article, it does not clearly show its location in the website space. This is because the company is using Wix as the website host, therefore, the /post/ infrastructure needs to be kept by default.

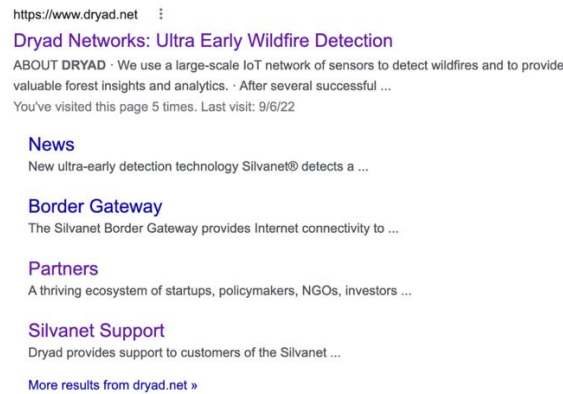


Figure 7: SERP view on Dryad Networks

When searching for Dryad on the search engine, the result comes back with a clickable title directly leading to the company's Homepage (*Figure 7*). The title consists of 2 parts, the company's name "Dryad Networks", and a primary keyword which is also considered as the USP "Ultra Early Wildfire Detection". Although the meta description accurately describes the company, it is fairly long, hence its whole length was not fully displayed. There are also several site links that redirect to different parts of the website like News, Product (Border Gateway), Partners, and Support. These links are used mainly to provide customers with important information about the company and its products, frequently asked questions, as well as how visitors require support from the staff.

According to Ben Jones - Dryad's Marketing Manager, most organic traffic to the website at the moment is branded search meaning when users search for "Dryad Networks" or similar. Therefore, he believed that there were significant opportunities to rank for non-branded search traffic, for example, "wildfire detection", or "wildfire alarm", especially in the form of blogs and guides. "Lots of these keywords have respectable volumes at achievable keyword difficulty metrics, meaning with dryad.net's domain authority, which continues to improve thanks to our PR efforts and optimized content, we should be able to rank for these keywords fairly soon" - Jones said.

- *Website content and blog*

The company website is available in English and German with English as the primary language used in both the website and social media as Dryad's biggest prospect markets are English-speaking countries like USA and Australia. Jones believed that even though there might be

language barriers present in some markets, the majority of Dryad's audience is people in the startup and business spheres therefore they have competent business English to understand the company's content.

As explained in the previous part, Dryad provides two distinct content types, News and Blog. News includes updates about upcoming trade show attendance, recaps after each event, and news about the company's scalability (i.e. new partnerships, mentions, and funds). At the same time, the company blog section offers users self-produced articles focusing on answering questions that are typically asked about wildfire detection and related technologies, as explained by Jones.

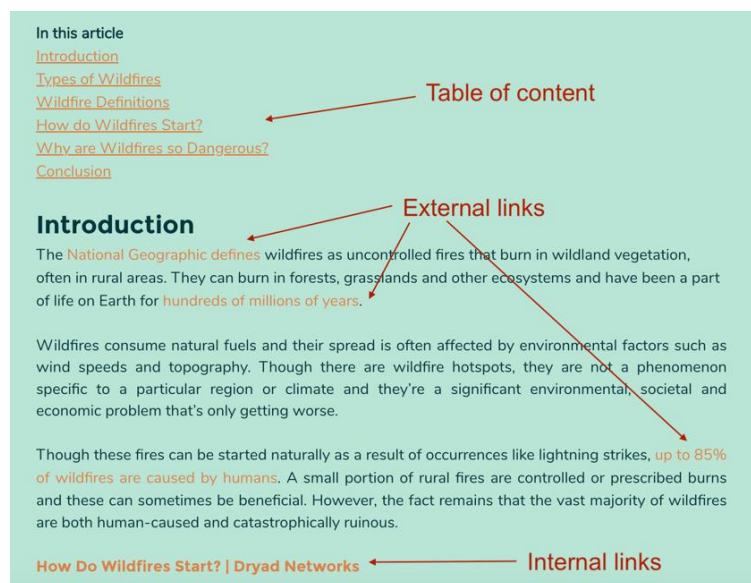


Figure 8: Link-building attempts within a Dryad's blog

Dryad's blogs also follow closely theoretical tactics. The content is well-structured and separated by different headings one by one explaining all the main points stated in the Introduction. These headings are also implemented with anchor links and listed in the table of content placed at the beginning of the post. Through this table, users can get to different parts of the articles faster and easier. Each blog also has several external and internal links in anchor text to improve the authority of the content as well as improve the flow within the website's different blog posts. Figure 8 demonstrates how different links are used in an article.

Talking about the tone of voice used in these blog posts, Jones confirmed that it should be consistent with the general brand requirements, which were to be both approachable and

authoritative, and “Owing to the seriousness of the problem we are seeking to address, flippancy should be avoided”. Graphics shown in these articles are also initially created by Dryad with the aim to highlight significant statistics and attached with the company’s logo to boost the brand image. Besides, the blog-publishing frequency should also be in line with resource constraints at the company.

- *Keywords Strategy*

In terms of keyword strategy, as a startup, Dryad Networks mainly aims for keywords that have lower search volume, KD%, and no cost for CPC. Dryad divides its keyword list into five different categories, ranging from A to E, with A being the easiest and E being the hardest to target. A is a collection of keywords with extremely low search traffic, KD% (between 0 and 15), and no CPC costs. For example, “A” words are highly associated with the company products, such as “Silvanet”, “Silvanet border gateway”, and “Silvanet networks”, or words aiming for broader terms like “forest investments” and “wildfire tool equipment”. These words are short-term targeted keywords that will be optimized mainly on Dryad’s product pages, and general posts relating to the current wildfire situation.

Although the B group of short-term keywords also has a low search volume, the KD% scores are a little bit higher, between 20 to 30. These words are mainly general long-tail keywords related to the industry Dryad is operating in, such as “AI wildfire detection” or “early forest fire detection”. In the C category, even though is fairly similar to the B counterpart, its average Keyword Competition score is higher than that of the other group, with a figure of 0.7 out of 1. Therefore, optimizing for these words may take a longer time to see the result. D and E are the two most challenging keyword categories to approach since they either have a relatively large search volume, severe competition, and a high level of difficulty, or they simply do not create any traffic at all. However, it does not mean that these keywords are not worth optimizing for. In fact, with the appropriate strategy and a little more time and effort, these keywords may be able to produce organic traffic for the company's website.

Dryad’s targeted keywords are for Informational and Commercial intents. Informational words are mainly optimized in the company’s series of blogs and self-produced articles, while Commercial keywords are spread all across the website, such as the home page, product pages, and team pages.

- *Website pain points*

Despite all of its positive qualities, Dryad's website still has some issues that need to be addressed to improve the user experience. As explained in the interview, Jones said that the primary problem with the website is unoptimized and confusing CTAs. For instance, it is unclear what the organization intends visitors to do upon landing on the homepage, which is counterproductive to the customer journey and customer experience. Furthermore, too many CTAs are difficult to locate in the Contact forms (i.e. pilot application, mailing list, and support request). He suggested that the organization would benefit from either having a major CTA that features prominently throughout or providing each customer group with a different CTA leading to a proper process.

The second problem is that “Silvanet” is being used to indicate the Product page in the main menu. From the CEO - Carsten Brinkschulte’s point of view, using “Silvanet” instead of ‘Product’ demonstrates his aim to promote the product name, along with the brand name Dryad Networks without duplicating it across the drop-down menu. However, from the marketing perspective, using this word may confuse visitors while using the website, especially for new visitors who have never heard of “Silvanet” before.

### ***3.2. Dryad Networks' social presence***

Dryad’s social presence mainly takes place on LinkedIn, with the company's official LinkedIn account: <https://www.linkedin.com/company/dryadnetworks/>. This is the primary social media platform since the company’s focus is attracting the business audience, such as ecosystem facilitators, CEOs, founders, as well as journalists and PRs, etc. Moreover, promoting the company’s social appearance on LinkedIn can also be benefited from the large existing networks and connections of the CEO, co-founders, and company staff. As explained by Jones, apart from the targeted audience, LinkedIn is also more suitable for publishing longer-form, high-quality, and meticulously sourced content which is believed to be one of the primary ways to attract potential customers from the platform. Jones also mentioned that Dryad’s approaches on LinkedIn are through various information, such as promoting website content, announcing event attendance, and demonstrating thought leadership and social mentions from CEO and founder team. Dryad employed a variety of post kinds on its LinkedIn page to diversify the content exposed to its audiences, such as original articles, as well as reposts from other companies, and social mentions that include images or videos.

The company also has a Facebook page and Twitter account for secondary social presence. This is because Twitter has a limit on the number of characters on posts, and the Facebook page is just recently created and has had a big pole of audience. Although these platforms do not attract much organic traffic, they are still available for social mentions by other organizations. Content on Facebook and Twitter is also published in line with LinkedIn.

In the future, Jones would start to publish more originally produced visual content on LinkedIn as well as on other platforms. These visual elements are compelling statistic graphics, and short 15 to 20-second videos along with short posts written in a way that may attract a higher engagement rate.

## 4. Results and Evaluation

### 4.1. Audience overview

As for geographical location, although the US is currently the largest market of Dryad, it accounted for the second-highest amount of organic traffic at 21.33% and had the highest bounce rate of 70.93%. The highest organic traffic was from Germany with 25.10%. A high number of Dryad visitors come from Asia countries such as India (4.53%, 4th), and Indonesia (4.47%, 5th). Among European regions, Dryad's visitors are mostly from the UK (6.32%, 3rd), France, Netherlands, Spain, and Italy. Canada is also among the top 10 countries where the session originated.

| Country            | Acquisition                               |                                           |                                           | Behavior                                  |                                       |                                               | Conversions <span>Goal 1: Contact Us Page ▾</span> |                                      |
|--------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|-------------------------------------------|---------------------------------------|-----------------------------------------------|----------------------------------------------------|--------------------------------------|
|                    | Users ↓                                   | New Users                                 | Sessions                                  | Bounce Rate                               | Pages / Session                       | Avg. Session Duration                         | Contact Us Page (Goal 1 Conversion Rate)           | Contact Us Page (Goal 1 Completions) |
|                    | 11,178<br>% of Total: 100.00%<br>(11,178) | 10,987<br>% of Total: 100.00%<br>(10,987) | 16,155<br>% of Total: 100.00%<br>(16,155) | 60.34%<br>Avg for View: 60.34%<br>(0.00%) | 2.21<br>Avg for View: 2.21<br>(0.00%) | 00:01:59<br>Avg for View: 00:01:59<br>(0.00%) | 6.12%<br>Avg for View: 6.12%<br>(0.00%)            | 988<br>% of Total: 100.00%<br>(988)  |
| 1.  Germany        | 2,822<br>(25.10%)                         | 2,745<br>(24.98%)                         | 4,099<br>(25.37%)                         | 51.74%                                    | 2.46                                  | 00:02:07                                      | 6.78%                                              | 278<br>(28.14%)                      |
| 2.  United States  | 2,398<br>(21.33%)                         | 2,363<br>(21.51%)                         | 2,996<br>(18.55%)                         | 70.93%                                    | 1.76                                  | 00:01:09                                      | 3.30%                                              | 99<br>(10.02%)                       |
| 3.  United Kingdom | 711<br>(6.32%)                            | 697<br>(6.34%)                            | 1,326<br>(8.21%)                          | 57.54%                                    | 2.27                                  | 00:02:34                                      | 6.94%                                              | 92<br>(9.31%)                        |
| 4.  India          | 509<br>(4.53%)                            | 501<br>(4.56%)                            | 673<br>(4.17%)                            | 59.73%                                    | 2.02                                  | 00:02:04                                      | 11.59%                                             | 78<br>(7.89%)                        |
| 5.  Indonesia      | 503<br>(4.47%)                            | 496<br>(4.51%)                            | 617<br>(3.82%)                            | 85.74%                                    | 1.32                                  | 00:00:23                                      | 1.13%                                              | 7<br>(0.71%)                         |
| 6.  France         | 433<br>(3.85%)                            | 419<br>(3.81%)                            | 587<br>(3.63%)                            | 62.01%                                    | 2.12                                  | 00:01:32                                      | 6.47%                                              | 38<br>(3.85%)                        |
| 7.  Netherlands    | 256<br>(2.28%)                            | 252<br>(2.29%)                            | 358<br>(2.22%)                            | 61.45%                                    | 2.13                                  | 00:01:50                                      | 9.78%                                              | 35<br>(3.54%)                        |
| 8.  Canada         | 208<br>(1.85%)                            | 205<br>(1.87%)                            | 307<br>(1.90%)                            | 58.96%                                    | 2.47                                  | 00:02:38                                      | 5.86%                                              | 18<br>(1.82%)                        |
| 9.  Spain          | 207<br>(1.84%)                            | 202<br>(1.84%)                            | 306<br>(1.89%)                            | 57.52%                                    | 2.23                                  | 00:01:45                                      | 4.25%                                              | 13<br>(1.32%)                        |
| 10.  Italy         | 199<br>(1.77%)                            | 194<br>(1.77%)                            | 289<br>(1.79%)                            | 58.82%                                    | 2.36                                  | 00:02:17                                      | 5.54%                                              | 16<br>(1.62%)                        |

Figure 9: Dryad Networks audience geographic data from July to October 2022 reported by Google Analytics

Regarding language, 55.84% of the total website users use English, with a percentage of 41.36% for US English, and 14.48% for British English. The second most used language is German which occupied 19.43%. Besides, other languages such as French, Indonesian, Chinese (PRC), and Spanish are also common among Dryad's audience.

Consequently, having the website and marketing materials translated into different languages may be beneficial for Dryad. Currently, the business slide decks are available in English, German, and Spanish. Further language translation would be procured later on an ad-hoc basis where required, said Jones.

## 4.2. Website performance

- *Organic Search and Keyword*

During the 4-month period from July to October 2022, dryad.net receives approximately 2.800 users per month. The highest number of visitors can be seen was in late August, after Dryad announced the closing of a €10.5 million Series A fund. 83% of the total website users are new visitors who are believed to acknowledge the company after the announcement was published. In fact, the total organic search witnessed a significant rise of 203% in August compared to May, the visual graphic can be seen in Figure 11. During that period, 16.139 sessions were made, each user conducted on average 1.44 sessions, and 2.2 pages were viewed per session. As explained by Google, a session is the amount of time a user spends actively using a website with all usage data combined.

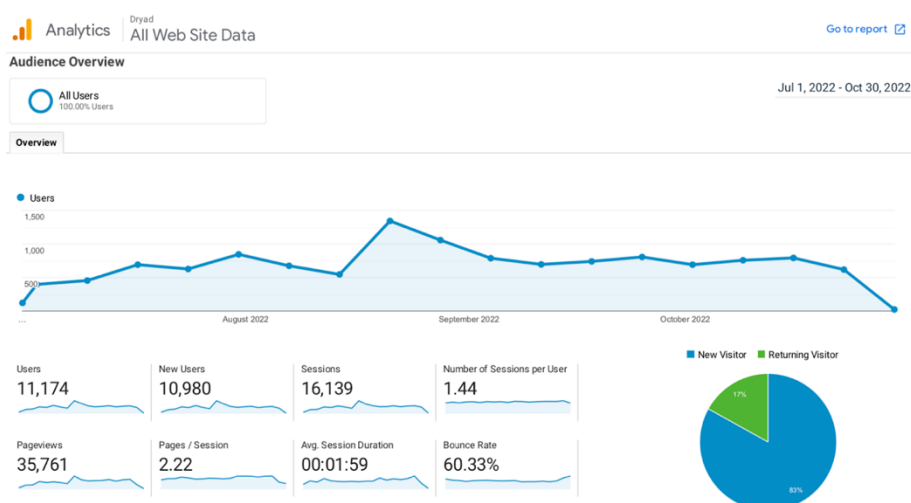


Figure 10: Dryad Networks users report from July to October 2022 reported by Google Analytics

The bounce rate was 60.33%. Considering that 99% of organic traffic on the website is conducted through the homepage as reported by Semrush, this rate seems fairly high. In fact, a relatively high bounce rate is believed to be between 56 and 70% even though there might be a solid reason for it, a moderate rate is from 41% to 55%, while 26-40% is considered to be optimal (Lahy, 2020). However, since the website homepage is fairly straightforward with only 2 CTAs and full of information, as well as the website contains many single-page sites (blogs, product pages, team, sustainability, etc), this figure is reasonable.

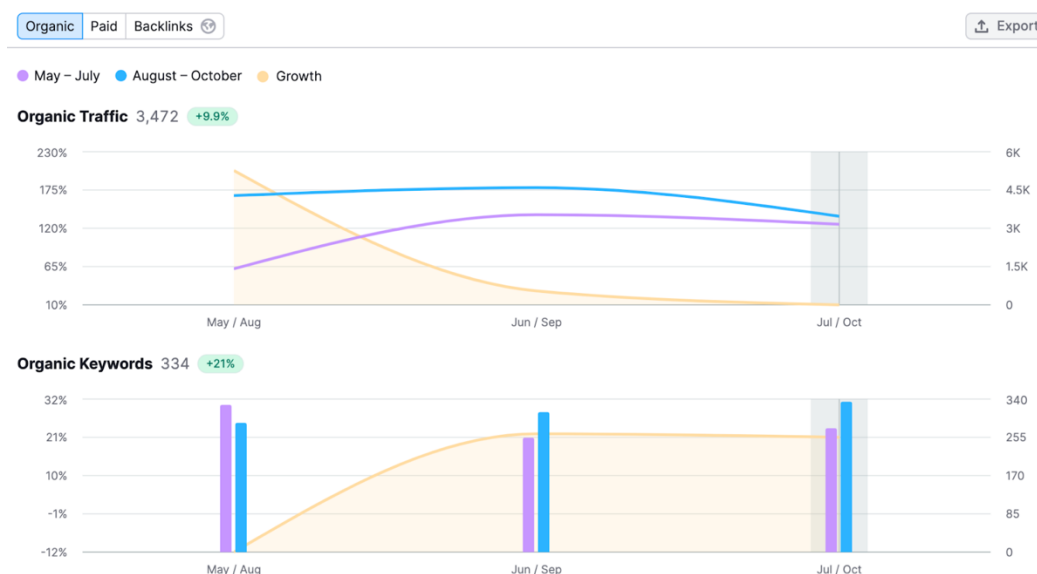


Figure 11: Organic search and keyword growth report reported by SEMrush

As reported by Semrush, there is also a rise in the total number of keywords that Dryad globally ranked for during the 4-month examining period of time. Statistics showed that there was a growth of 21% between July and October, making the number of ranked keywords go up from 275 to 334 (Figure 11).

Since almost all of Dryad's materials and content are produced primarily in English aiming for the largest market - the US, approximately 30% of the ranked keywords are written in English. Therefore, this part will look closely into the English terms list of Dryad.

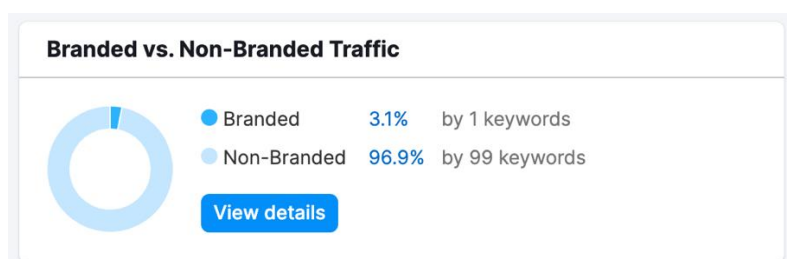


Figure 12: Branded vs Non-Branded Traffic report in September 2022 reported by SEMrush

Figure 12 shows the proportion of Branded and Non-Branded keywords that Dryad ranked for in September among the total of 100 English words reported. Among that 100 terms, 99 are Non-branded and only 1 is a Branded keyword. However, as for Semrush setup, the Branded terms are only the brand name, therefore, in this case, the only Branded keyword is “dryad”. However, this word itself resulted in 90.80% of the website’s total organic traffic. Furthermore, there are 23 different terms that contained the word “dryad”, and together they accounted for more than 94% of the Dryad’s organic traffic in September. These number supports Jones’s statement that the majority of Dryad’s traffic is from branded searches and Dryad has opportunities to gain advantages from non-branded inquiries in the future, especially in the form of blogs and guides.

- *Desktop vs. Mobile version*

Performance-wise, the desktop version of the website performs very well. According to Google's lighthouse, the website scores 94 out of 100 for overall performance, 98 for accessibility, and 100 for both best practices and SEO. The complete report can be seen [here](#).

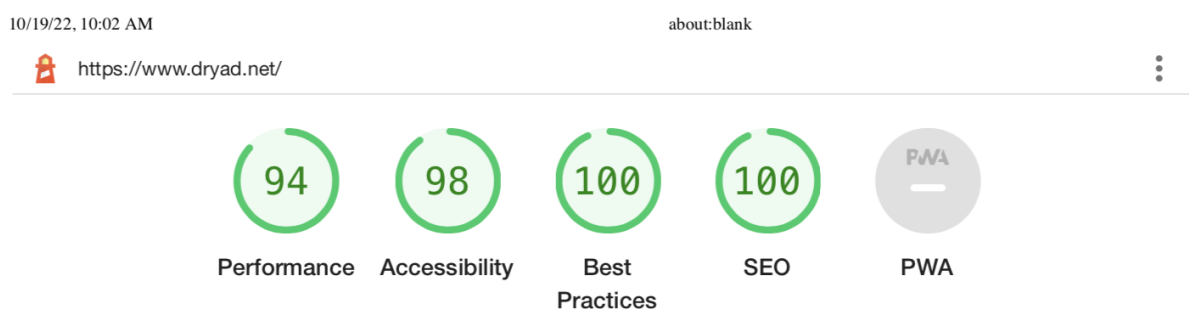


Figure 13: Dryad Networks website performance scores - desktop version reported by Google Analytics

Regarding page speed, the website's Speed Index is 1.0s with a total blocking time of 0ms. The website becomes fully interactive in 0.8 seconds. The Cumulative Layout Shift is merely 0.005s, which indicates that it only takes 0.005s for a visible element's position to shift from one displayed frame to the next. The first text or image requires only 0.8 seconds to render, while the largest needs 1.5 seconds. Based on these statistics, it can be concluded that the company's website performs incredibly well in terms of loading speed, user interaction, and stability.

However, the mobile version of the website does not operate particularly well. This version's overall performance score is just 24 out of 100. This is a result of the website's incredibly slow loading performance across all metrics. The longest time observed is 10.5s for interaction. The mobile version of the website requires 3.7 seconds to fully load. In terms of stability, both the first and the largest content require a long time to be painted completely, with the figures of 3.0s and 6.3s, respectively. Considering that visitors only wait three seconds for a page to fully load before returning to the browser, these numbers are very likely to be one reason for the high bounce-back rate. These statistics suggest a page with relatively poor performance, which might negatively impact the ranking of the entire website, as Google now considers the mobile version to be an essential ranking element.

| Metrics                  |       | Desktop                 | Expand view |
|--------------------------|-------|-------------------------|-------------|
| First Contentful Paint   | 0.8 s | Time to Interactive     | 0.8 s       |
| Speed Index              | 1.0 s | Total Blocking Time     | 0 ms        |
| Largest Contentful Paint | 1.5 s | Cumulative Layout Shift | 0.005       |

| Metrics                    |       | Mobile                    | Expand view |
|----------------------------|-------|---------------------------|-------------|
| ▲ First Contentful Paint   | 3.0 s | ▲ Time to Interactive     | 10.5 s      |
| Speed Index                | 3.7 s | ▲ Total Blocking Time     | 1,040 ms    |
| ▲ Largest Contentful Paint | 6.3 s | ▲ Cumulative Layout Shift | 0.998       |

Figure 14: Dryad Networks website performance metrics - desktop and mobile comparison reported by Google Analytics

According to Google Analytics data acquired between July and October, while the majority of visitors utilized the desktop version of the website (68.95%), the proportions of people viewing the website on mobile devices are still worth considering, with 30.26% for mobile and 0.79% for tablet. Therefore, improving the mobile version is important to the overall performance of Dryad's website.

### 4.3. Website authority

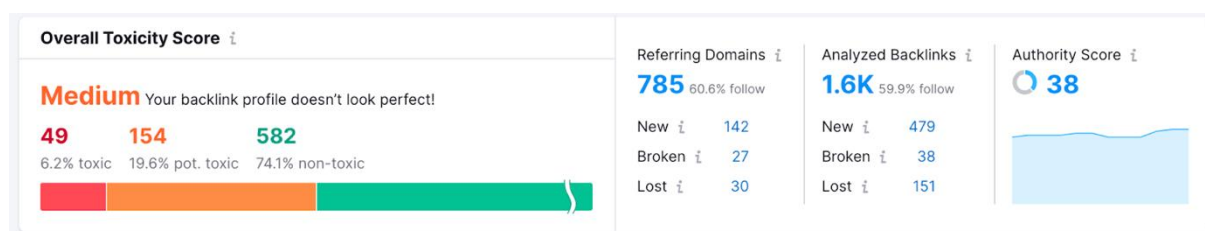


Figure 15: Dryad Networks website Authority score on October 27th, 2022 reported by SEMrush

According to data reported on October 27th, 2022, the overall Authority score of dryad.net was 38 which was a Medium Toxicity Score by Semrush's evaluation (Figure 15). However, this score does not absolutely mean that the domain is weak or bad, instead, this number is generally used for comparison purposes. Moreover, competition-wise, the more competitive the niche markets are, the higher authority scores can be seen among websites.

Statistically, among 785 outbound links referred to dryad.net, there are 49 links that are considered to be toxic and 154 links might bring a negative impact to the website. These toxicity scores arose from various reasons, such as low authority scores, irrelevant geographic locations, poor layouts, weak link profiles, frequent anchor texts, etc from the referring websites. Disavowing all these links is unnecessary since a low-traffic or low-domain-authority site link is not necessarily a poor link and even though it does not contribute much, it can work as a proof of trust for a website (Grubbs, 2022). However, for links that are obviously toxic and spammy or links that are broken, disavowing is necessary to protect the site's health.

### 4.4. Conversion rate

The biggest goal of dryad.net is set to be getting visitors to submit the Contact us form. During the examination period, the conversion rate was 6.11% with a total number of 988 visitors completing the desired action.



Figure 16: Dryad Networks conversion rate report from July to October 2022 reported by Google Analytics

Talking about the conversion rate resulting from the website as well as social media sites, Jones said that it's hard to know the actual number at this point due to the long sales cycle and the website is not yet properly set up to track these conversions. However, the company's CRM system (Hubspot) can tell how many inquiries are submitted and it's possible to track which of these turn into deals.

#### 4.5. Ranking positions

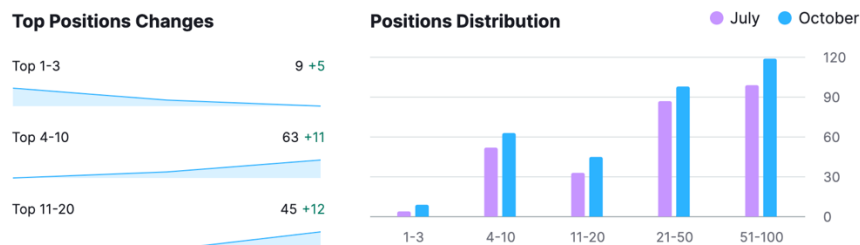


Figure 17: Ranking positions report comparing data from July and October 2022 reported by SEMrush

Thanks to all of the above attempts, improvements can also be seen from all categories in the ranking distribution report between July and October 2022. Figure 17 shows that Dryad had 9 search results that appeared in the top 3 highest ranking positions in October, 5 more than in July. Among the top 20 in Google's SERPs, a large number of Dryad's results appeared between the 4th and 10th places both in July and October, with a number of 52 and 63, respectively.

#### 4.6. LinkedIn performance

By the end of October 2022, Dryad's official LinkedIn account has 2,872 followers, 788 more than that of July which indicated a growth of 15.9%. The highest number of followers was

recorded in Germany with 813 people, followed by India (219), the US (140), and the UK (120). Besides, the majority of followers are working for large-sized companies (over 250 employees), the highest number of followers 488 was seen in over-10.000-employee corporations.

During the same period, Dryad's LinkedIn account experienced a growth of 122.7% growth in page views, reaching a total of 10,221 views. The number of Unique visitors also raised to 3,888 showing a 124.1% increase. A compelling number of them are from Information Technology and Services, Computer Software, and Environment industries, which are the company's target audience. Engineering, Business Development, Operations, IT, and Sales are the top 5 common job functions among Dryad's both total followers and visitors.

The company's page also received 1,018 reactions (118.9% increase), 48 comments, and 48 reposts for all content published from July to October. The average click-through rate of all posts is 4.19% while the figure for the Engagement rate is 5.82%.

The most impressions 43,379 was recorded in Dryad's post announcing the fund closing in late August. This post also received the most attention from the audience, with 121 likes, 17 comments, and 10 shares. Among the total impression, 13.77% resulted from organic traffic while 86.23% was from sponsored content. The highest CTR and engagement rate achieved was from the GreenTech recap post in early July, with figures of 35.14% and 36.45%, respectively.

## **SUMMARY**

### **1. Research gap and limitation**

While conducting this case study, the author has come across several difficulties which may result in the inaccuracy or unreliable of the research result:

Google, as the most used search engine in the world, updates its algorithm quite frequently and unexpectedly, making it hard for webmasters and SEO specialists to develop an ultimately optimal SEO solution that is applicable to every business. In other words, it is impossible to tell what is happening behind the computer. As webmasters and SEO specialists, we can only

"assume" what is happening and attempt to come up with the best feasible solution that is believed to withstand multiple algorithm updates.

Search Engine Optimization is a long-term process that requires continual monitoring and adjustments to keep a website at the top of search engine results pages. Moreover, with an organic approach, it takes time for a website's SEO strategy to prove its effectiveness. To simplify, SEO does not produce "overnight" results. Regardless, this study is completed in a short period of time (4 months). Therefore, towards the end, there may be certain methods mentioned in this report that have not yet applied or generated significant changes to the website's ranking.

## **2. Conclusion**

The answers to the first 2 research questions of this paper will primarily rely on the theoretical section, as it will provide basic SEO knowledge and examples on how to implement SEO practices on a website, as well as what their expected results may be, regarding B2B businesses. In short, SEO is the combination of different tactics and marketing efforts aiming to improve a website's position in SERPs. Furthermore, by doing SEO research, webmasters and SEO specialists can obtain a better understanding of the audience and thus build an appropriate plan that draws more organic traffic to the website. Although SEO cannot result in immediate results, it carries long-term and cost-effective effects, which are the goals of any business.

To come up with an optimal Search Engine Optimization plan, it is important to understand the essential Google's top website qualities and fundamental SEO elements. Expertise, Authority, and Trustworthy are the 3 most important criteria of a high-ranking website in Google's SERPs. Having these 3 basics fulfilled in every content will increase the website's chance of ranking for high-valued keywords, therefore, increase the website's position.

As explained in the review, there are 3 different types of SEO, which are On-page, Technical, and Off-page SEO. In conclusion, On-page SEO contains all factors that are visible on a website, such as URL structure, title, meta description, headings, image, and link profile. On-page SEO is also closely related to content optimization with well-structured, well-formatted, and well-written materials implemented with a proper number of highly-relevant keywords. Technical SEO, on the other hand, are backend elements that influence the performance of a website including site structure, site speed, site security, unique content, etc. Finally, unlike on-

page and technical SEO which either affect or be shown on the website, off-page SEO refers to attempts that are applied outside of the website's main domain like backlinks or social media presence. This has no direct effect on the website's rating, but it does serve as social proof for the company. These three categories need to be optimized simultaneously in order to improve a brand's visibility both in the SERPs and the social media space.

By closely following and applying these basic knowledge and tactics of SEO, Dryad Networks has improved its ranking. In general, Dryad has a well-structured and optimized website as well as a proper and consistence presence in social media that well-represent the brand image. In the future, there will be more tactics used to drive more organic traffic to the website. As Jones indicated, a comprehensive customer personas report would be carried out to gain a deeper understanding of Dryad's target clients and their pain points. As a result, customized content and website CTAs will be generated expressly for these specific groups of customers, with the goal of improving customer experience and streamlining the purchasing process. Moreover, as the product offering develops into broader forestry analytics, there might be further consideration to the website's structure, particularly the product/service pages. With these strategies, Dryad's brand image and website ranking are expected to further improve in the future, making Dryad the go-to firm when it comes to detecting wildfires and protecting the forest.

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