

IS THERE VALUE FOR

# S·E·A AND S·E·O FOR MANUFACTURERS?

**S**EO (Search Engine Optimization) and SEA (Search Engine Advertising) are areas that look similar to each other but have two different purposes and functions. SEO and SEA efforts and strategies contribute to websites and companies, and you can get very successful results when carried out together with a coordinated and correct manner.

The most fundamental difference between SEO and SEA is the way they appear in the top positions of Search Engine Results Pages (SERPs). These are the ways of appearing in the top ranking while SEO experts aim to be included in the search results organically, SEA experts aim to reach the top positions by giving paid advertisements. But actually, when they are used together, they can work for the brand's visibility, reputation as well as sales conversion both in the short and long run. Let's dive deeper into this particular relationship between SEO and SEA.

## How SEO and SEA Complement Each Other?

When users want to find a product on Google results, they check their online presence. These results both include ads shown at the top, and also organic listings which are the result of good SEO performance.

*“Engineers, purchasing agents, and B2B customers may find your company online more easily with the use of SEO.”*

Combining search engine advertising (SEA) and search engine optimization (SEO) into a marketing plan creates a variety of chances to get high-quality traffic from prospective clients. In order to accomplish this goal, the paid media team and the SEO team have to cooperate with one another.

This indicates that they should agree on the content development approach as well as the keywords that will be utilized to motivate prospective clients to take action. Additionally, the SEO team can use the data provided by the paid media team to determine which keywords or queries are responsible for driving traffic to the website.

Based on this data, the SEO team can then create relevant content. Then, when you transfer the results of your SEA optimization to your SEO optimization, you have the option to improve the keywords and phrases that have a high conversion rate.

## How Manufacturers Can Benefit from SEO and SEA?

While most industrial companies associate the SEO, SEA, and digital marketing efforts with e-commerce companies and stay skeptical about their role in industry and B2B business, nowadays, if you are looking for new-age B2B leads, new markets, new suppliers and vendors, you turn your gaze to Google rankings again.

Engineers, purchasing agents, and B2B customers may find your company online more easily with the use of SEO. You may be passing up significant development chances if you don't have SEO and other effective digital growth strategies in place, such as online advertising.

## Key Benefits in Investing SEO and SEA for Manufacturers?



### *Increased online visibility:*

Manufacturers and industrial businesses may increase their online exposure and make it simpler for prospective clients to locate them when they search for relevant goods or services by optimizing their websites for search engines and making use of paid search advertisements.



### *Cost-effective marketing:*

When compared to conventional types of promotion, SEO is a more affordable marketing tactic. Manufacturers and industrial businesses may reach more prospective consumers by concentrating on optimizing the content and structure of their websites for search engines without spending a lot of money on paid advertising. Similarly to this, SEA enables businesses to define an advertising budget, guaranteeing that they only spend for clicks and impressions that are likely to generate leads and sales.



### *Targeted marketing:*

SEA enables manufacturers and industrial companies to target certain demographics and keywords to reach their target market. They are able to provide higher-quality leads that are more likely to result in sales as a result.



### *Measurable results:*

Manufacturers and industrial companies may monitor the performance of their marketing activities and modify their tactics since SEO and SEA both provide quantifiable outcomes. This enables companies to make data-driven choices regarding their marketing initiatives and optimize their return on investment (ROI).

Search Engine Advertising



Search Engine Optimization





*The most fundamental difference between SEO and SEA is the way they appear in the top positions of Search Engine Results Pages (SERPs).*



## SEA Tips for Manufacturers to Boost Your Visibility and Ranking on SERPs

### **Again, Keyword Search for Ads**

Using paid search advertisements to target relevant keywords and phrases that prospective buyers are typing into search engines is a quick and effective strategy.

### **Google Ads Strategy**

Ad development is coming up with eye-catching pictures and language for advertisements that will entice viewers to click through to a website.

### **Targeting and Remarketing**

To make sure that advertising is reaching the proper audience, targeting entails specifying precise targeting criteria, such as demographics and geography.

## SEO Tips for Manufacturers to Ensure Your Company is Found First

Manufacturers and business organizations in the industrial sector should concentrate on the following SEO essentials:

### **Keyword Search**

With the use of keyword research, you can create content for your website that is optimized for the relevant terms and phrases that prospective clients are using to search.

### **On-page optimization**

This entails making website content, titles, and meta descriptions as well as the navigation and structure more search engine friendly.

### **Off-page optimization**

This entails constructing trustworthy backlinks to the website from other authoritative websites, which raises the website's authority and positioning in search engine results.

## Top Searched Keywords For Advanced Manufacturing in the Netherlands

By using the Google keyword planner, you can also look at local searches and use keywords based on your target market.

All these keywords can help you to rank in Google search results in higher positions. By conducting comprehensive keyword research, you can choose the ideal keywords to compete with others, optimize your website text, headings, and even images based on those words, create content around these keywords and also you may choose to publish ads that target those

keyword searches to boost visibility. All these actions will bring your website more traffic, hence, more leads and eventually more sales.

## Conclusion: Is SEO and SEA valuable for industry?

SEA and SEO are useful for businesses of all sizes, including the manufacturing and advanced technology market. Businesses may increase their online exposure and get more natural traffic to their websites by using search engine optimization. Search engine advertising, on the other hand, allows companies to reach certain consumers via focused advertising campaigns. Together, these tactics may assist companies in expanding their internet presence, generating leads, and eventually increasing income. Although

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> fabricage	100 - 1K
<input type="checkbox"/> productiebedrijf	100 - 1K
<input type="checkbox"/> geavanceerde technologie	10 - 100
<input type="checkbox"/> geavanceerde fabricage	0 - 10

Top searched keywords for Advanced Manufacturing in the Netherlands. ▲

these strategies may require an initial investment, the long-term advantages make it an investment that is worthwhile. In general, each company's digital marketing plan should include SEO and SEA. ■

Author:



**Senad Dzaferovic**  
CEO  
Hubion Marketing



# Hubion Online Marketing

On target with **digitally tailored and tactical solutions**

Search Engine Advertising  
Search Engine Optimisation  
Conversion Optimisation  
Social Media Marketing  
Content Marketing

Hubion is the **leading expert** in the digital marketing realm, covering **search engine advertising, optimisation, and conversion improvement.**

Hubion's **"no nonsense"** outlook and passionate commitment are the keys to our success in helping our customers reach maximum online results.