



CASE STUDY

How a UK-Based B2B Business Turned SEO Into Its Most Cost-Efficient Lead Channel

A three-year journey from low-converting organic traffic to a high-performance lead generation engine — and what it means for your business.



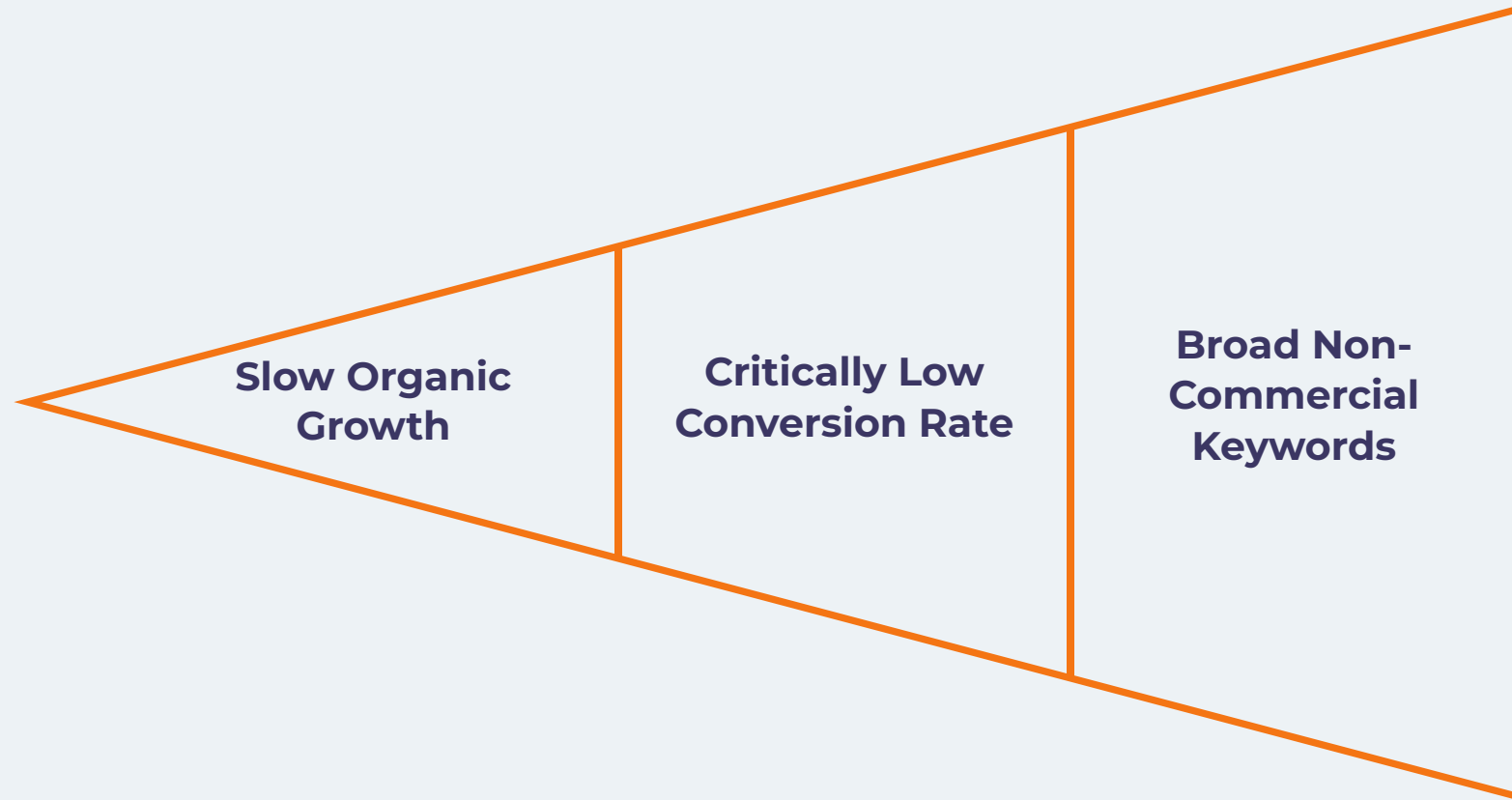
The Start

Three years ago, we began working with a UK-based B2B manufacturer operating in a highly competitive, specification-led market. At the time, SEO was viewed largely as a visibility channel — useful for brand awareness, but not considered a core driver of commercial enquiries or qualified leads.

Now, that has completely changed. What began as a modest organic presence has been transformed into the business's most efficient and scalable lead generation channel — delivering measurable ROI and sustainable pipeline growth.

The Challenge

When we first audited the business's digital presence, several critical barriers were preventing organic search from delivering commercial value. The issues were not simply about traffic volume — they ran deeper.



📌 The goal wasn't just more traffic — it was traffic that converts.

The Strategy

Rather than chasing raw traffic growth, the focus shifted decisively towards high-efficiency lead generation. Every strategic decision was made through the lens of commercial performance — not vanity metrics. The strategy was built around five core pillars:

High-Intent Keywords

Moved from broad search terms to commercially focused, specification-driven searches that signal genuine buying intent.

Page-One Visibility

Prioritised achieving page-one rankings for the precise terms that decision-makers use when evaluating suppliers and requesting quotes.

Technical SEO Resilience

Strengthened the site's technical foundation to withstand algorithm updates and maintain consistent performance over the long term.

CRO Alignment

Aligned SEO closely with conversion rate optimisation — ensuring that traffic arriving through organic search was guided efficiently towards an enquiry.

SEO as Performance

Reframed SEO entirely as a performance channel, measured against lead volume and cost per acquisition — not just rankings and impressions.

The Results: Year 1 → Year 3

Over three years, the transformation in commercial performance has been dramatic. These figures represent the compounded impact of a consistently executed, intent-led SEO strategy.

+15.8%

Organic Sessions

Steady, sustainable growth in qualified organic traffic year on year.

+120%

Organic Enquiries

More than double the volume of inbound leads generated through organic search.

+735%

Conversion Rate

From 0.06% to 5.01% — a fundamental transformation in how traffic converts to leads.

3×

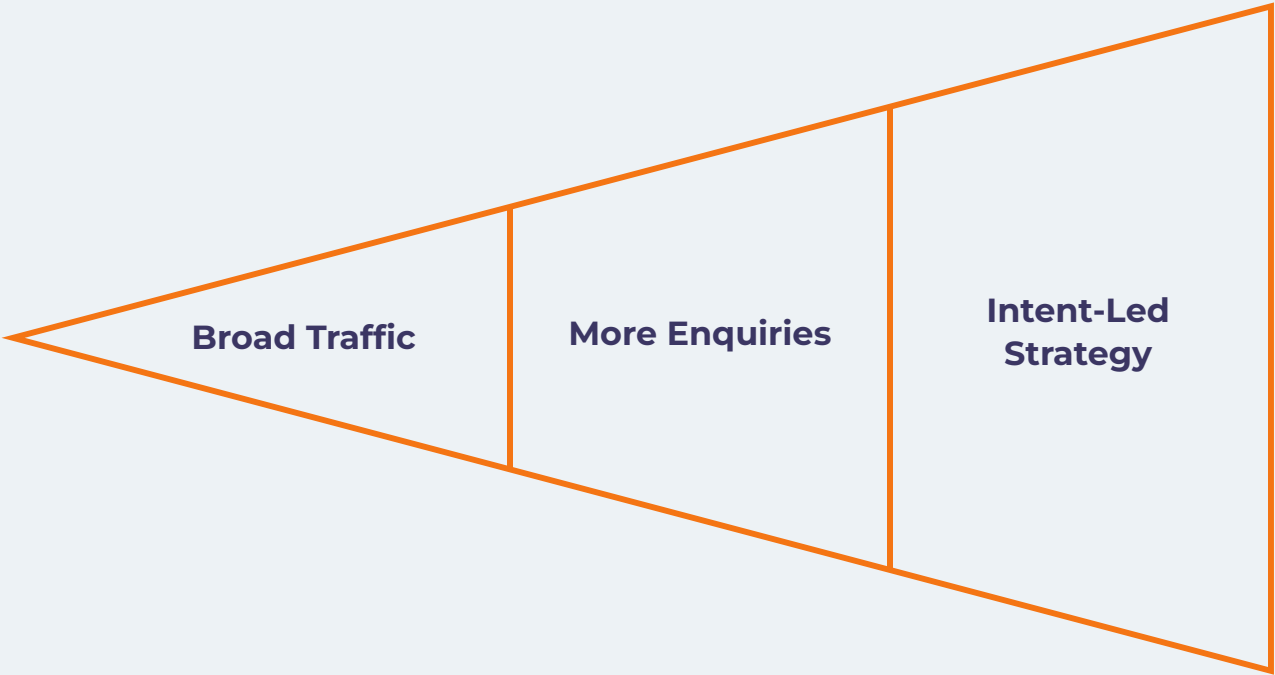
Page 1 Keywords

The number of commercially relevant page-one keyword rankings tripled over the period.

-27.5%

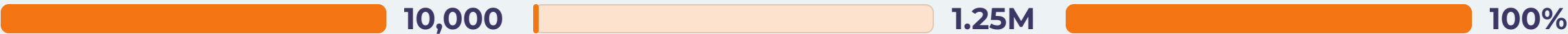
SEO Cost Per Lead

The cost of acquiring each lead through SEO fell significantly as volume scaled.



Visibility at Scale

Beyond lead volume, the campaign demonstrated something equally important for long-term commercial confidence: technical resilience. Rankings did not just grow — they held firm and recovered strongly following a major Google Core Update, a test that many competitor sites failed to pass.



Organic Clicks

A sustained volume of qualified visitors reaching the site through unpaid search.

Google Impressions

Exceptional brand visibility across commercially relevant search terms.

Core Update Resilience

Strong recovery after a major Google Core Update — proof of a strategy built on substance.

This level of stability is not accidental. It is the direct result of a strategy grounded in technical rigour, high-quality content, and a clear understanding of what Google rewards over the long term.



The Bigger Shift: From Visibility to Intent

The most important transformation in this campaign was not traffic volume — it was search intent. Ranking for the right terms changed everything downstream.

✗ Before: Low-Intent Visibility

- Low-volume, informational search terms
- Generic audience with no commercial urgency
- Visitors browsing, not buying
- Poor alignment with the sales process

✓ After: High-Intent, Commercial Search

- Specification-driven, commercial keyword targeting
- Visitors actively evaluating suppliers
- Direct alignment with RFQs and qualified enquiries
- SEO feeding real sales conversations

This shift directly supported the business's commercial pipeline — turning organic search into a channel that sales teams could rely on.

The Key Takeaway

This case study illustrates a principle that holds true across B2B sectors: SEO delivers its real commercial value only when it evolves beyond traffic as a goal. The shift in mindset is straightforward, but the execution requires discipline, expertise, and patience.

From: "Let's get more traffic"

A focus on raw visitor numbers and broad rankings — generating activity but not pipeline. Useful for awareness; insufficient for growth.

To: "Let's attract visitors who actually convert"

A performance-led approach targeting buyers at the point of decision. Every ranking earned with a commercial outcome in mind.

- 📌 Done properly, SEO becomes one of the most cost-efficient acquisition channels available to B2B businesses — building compounding returns that paid media simply cannot replicate.

What Our Clients Say



"Since working with Koupe Media, we've seen a consistent increase in website traffic and qualified leads. Their SEO has created long-term, sustainable growth.

As a small business, having a steady flow of organic enquiries has made a real difference to our confidence and planning. The team are genuinely invested in our success.

I wouldn't hesitate to recommend Koupe Media to any business looking for a strategic, results-driven SEO partner."



Consistent Traffic Growth

A steady, compounding increase in organic visitors — not a one-off spike, but reliable month-on-month growth that builds pipeline.



Qualified Enquiries

Organic leads that are genuinely relevant — visitors who arrive with commercial intent and are ready to engage with the sales team.



Long-Term Sustainability

Results built on substance — technical foundations and quality content that continue to deliver value without ongoing paid spend.

Want Similar Results for Your Business?

If your business is investing in digital marketing but organic search isn't pulling its weight as a lead channel, the gap between where you are and where this client is now is bridgeable — with the right strategy and the right partner.

Intent-Led SEO Strategy

A clear, long-term approach built specifically around attracting visitors who convert — not just rank.

No Long Contracts

Flexible engagement built on results and trust — not lock-in. We earn your continued investment every month.

Clear Reporting

Transparent, commercial reporting that connects SEO activity directly to leads, enquiries, and cost per acquisition.

Built for Small Businesses

A service designed around the realities of running a smaller B2B business — practical, focused, and commercially grounded.

Get in touch to discuss what a performance-led SEO strategy could deliver for your business. Contact us at info@koupemedia.com or request your free audit at koupemedia.com/seo-audits.