

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

Case Study

The Start

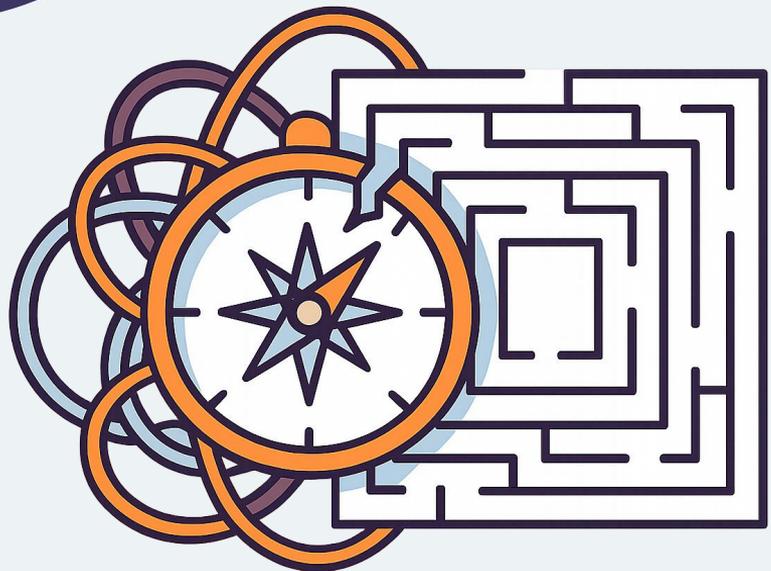
Three years ago, we began working with a UK-based B2B manufacturer operating in a highly competitive, specification-led market.

At the time, SEO was viewed as a visibility channel — useful, but not a core driver of enquiries.

Now, that has completely changed.



The Challenge



Organic traffic was growing slowly



Keyword visibility was broad but not commercially focused



Conversion rate from organic traffic was extremely low



Paid channels were doing most of the heavy lifting for leads

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

The Strategy

The focus shifted from basic SEO growth to high-efficiency lead generation, built around:



Moving from broad keywords to high-intent, commercial searches



Improving page-one visibility for specification-led terms



Strengthening technical SEO resilience



Aligning SEO with conversion rate optimisation



Treating SEO as a performance channel, not just a visibility play

The Results (Year 1 → Year 3)



Organic sessions:
+15.8%



Organic enquiries:
+120%



Conversion rate: **+735%**
(0.06% to 5.01%)



Page 1 keywords:
Tripled



SEO cost per lead: **-27.5%**

SEO now generates more than double the leads at a significantly lower cost than before.

Visibility at Scale



10,000 organic clicks



1.25 million Google impressions



With rankings recovering strongly after a major Google Core Update

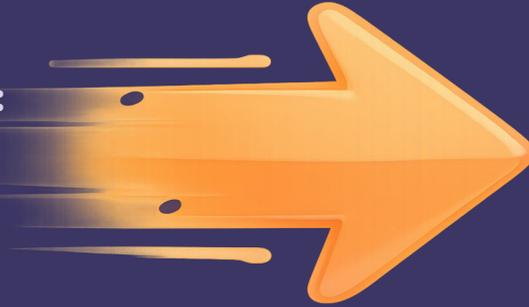
This demonstrated not just growth — **but long-term technical resilience.**



The Bigger Shift

Visibility moved from:

✗ Low-volume,
informational terms



High-intent,
commercial,
specification-driven
searches



- The most important change wasn't traffic volume
- It was intent
- This directly supported RFQs, qualified enquiries, and sales conversations.

Key Takeaway

SEO delivers its real value when it evolves:

From:

“Lets get more
Traffic’



To:

“Lets attract
visitors who
actually convert”

Done properly, SEO becomes one of the most cost-efficient acquisition channels available to B2B businesses.

SEO now generates more than double the leads at a significantly lower cost than before.

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.”



Want similar results for your business?



See what's possible with a clear, long-term SEO strategy built for small businesses.

Contact us on: info@koupemedia.com
or request a free audit
<https://koupemedia.com/seo-audits/>

 Get your **FREE** SEO audit

No long contracts, clear reporting and built for small businesses.