



How to Target the Right Companies with SEO Content

Target the Right Companies with SEO Content

Set Up Dealfront Tracking and Integrations



Identify High-Intent Accounts



Industry



Location



Visited website pages

Reverse-Engineer SEO Content Performance



Prioritize SEO Topics That Convert



Create Account-Focused SEO Briefs



Track, Measure, and Iterate



play

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Introduction

In most B2B marketing teams, SEO begins with a spreadsheet. You gather keyword ideas, map out search volumes, assess competition scores, and then churn out content around those terms. On paper, it looks scientific, but in reality, it often leaves you with a familiar problem: lots of traffic, very little revenue.

This is because in B2B, search volume does not equal buyer value. A thousand visits from companies that will never buy from you don't hold a candle to one visit from the right account that's actively looking for a solution like yours.

“Struggling to turn SEO traffic into real business? This play will help you identify high-intent companies, focus on the content that attracts them, and turn clicks into customers.”



Marvin Karis Executive Director GTM Execution @ Dealfront

Think of it this way: you could fill a stadium with people cheering for your blog post, but if none of them are actually in the market for what you sell, you've just spent a lot of time entertaining the wrong crowd.

That's where account-first SEO comes in. It's not about throwing out keywords altogether, they're still important, but it's important to reframe them as a tool, not the goal. The question shifts from "How many people are searching for this?" to "Which companies are engaging with this, and do they match my ICP?"

Recommended For:

- ✓ B2B marketers who want SEO to generate revenue, not just traffic.
- ✓ Agencies seeking to align content strategies with client ICPs.
- ✓ Teams ready to integrate Dealfront insights into their SEO process.

Expected results

- ✓ More ICP-aligned accounts entering the pipeline from organic search.
- ✓ Higher conversion rates from SEO traffic through targeted content.
- ✓ Clear attribution of closed-won deals to specific SEO initiatives.

With Dealfront, you can:

- **Spot high-intent companies that are visiting your site, even if they never fill out a form.**
- **Trace their digital footsteps back to the exact piece of content that drew them in.**
- **Double down on the formats and topics that don't just attract eyeballs, but generate pipeline.**

This Play will show you how to implement account-first SEO step by step, so your content doesn't just rank, it actually drives revenue.

The Problem with Keyword-First SEO

On the surface, it looks like progress, you're ranking higher, traffic graphs are climbing, but dig deeper and the cracks quickly show. Let's break down why a keyword-first approach so often disappoints in B2B:

1. It measures success by volume, not value

Ranking #1 for a keyword with 10,000 searches per month might look great on a dashboard, but what happens when you check your CRM? If those visitors are students, small businesses, or industries you don't serve, all that traffic adds up to... nothing.

This is how Marvin Karis, a senior director at Dealfront described it:

"I'd rather have ten conversations with the right people than a hundred with the wrong ones."



Marvin Karis Executive Director GTM Execution @ Dealfront

Keyword-first SEO often forgets that distinction.

2. It ignores account-level insights

Traditional analytics tools will tell you, "A user from London visited your blog." Useful? Maybe. Actionable? Not really.

Now compare that to knowing that Acme Corp, a company in your ICP, read your blog on compliance challenges and then clicked through to your pricing page.

That's not just a metric, it's a potential opportunity.

Keyword-first SEO misses this account-level visibility, which means you're flying blind when it comes to connecting content with revenue.

3. It can lead to wasted content investments

How many times have B2B teams spent months crafting *"The Ultimate Guide to [Industry Topic]"* only to find that while traffic soars, pipeline stays flat?

These big-ticket content pieces look impressive in terms of clicks, but if they're not pulling in qualified accounts, they're expensive vanity projects.

The shift from traffic-first to account-first thinking

To make SEO truly work in B2B, the focus needs to change. Instead of chasing traffic for its own sake, start evaluating every piece of content on its ability to attract, engage, and convert high-value accounts. That shift (from a keyword-first mindset to an account-first mindset) is where SEO finally starts to serve not just Marketing metrics, but Sales outcomes too.

The Dealfront advantage: turning anonymous visitors into known accounts

Most SEO dashboards give you numbers: visits, bounce rates, time on page. Useful, yes, but not always actionable. Because behind every one of those "sessions" is a real company, and behind that company could be your next customer.

This is where Dealfront changes the SEO equation. Instead of faceless metrics, you see the actual businesses engaging with your content, and exactly how they're doing it.

Here's how it works:

Visitor identification

Real companies, not mystery clicks

✖ Instead

🕸 'an anonymous visitor from Frankfurt'

✔ you'll see

🏢 Siemens AG visited your blog

Prioritization tools

Use filters, tags, and custom feeds to keep the spotlight on accounts that match your ICP, so your team spends less time sifting and more time converting.

Content attribution

Tie each blog, guide, or case study directly to account engagement and pipeline impact. Content becomes measurable in terms that Sales cares about.

Behavior mapping


Track what content they consume, in what order, and how often they return. You'll know if they're just browsing, or if they're warming up for something more.

ICP filters

Technographic

Behavior

Firmographic

**Acme Ltd**

Malmö, Sweden 1,001-5,000

Send to CRM

07 Jun	mario.weise@normfest.de viewed 1 page	Affalterbach
Started at 11:43 am		
Google / cpc, Campaign: WV - EU - Google - Generic - Prospecting		
www.leadfeeder.com/lead-generation-online-dach/?adgroup=80476967014&campaign=7828600524&cr...		
Exit page		
28 May	mario.weise@normfest.de viewed 1 page	Berlin
28 May	mario.weise@normfest.de viewed 1 page	Berlin
28 May	mario.weise@normfest.de viewed 1 page	Berlin
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Example:

Imagine you're a marketing agency running a blog post on "AI in Manufacturing." Your analytics tool proudly reports: 2,000 visits this month. Sounds great, right?

But Dealfront shows you what's really happening: 12 of those visits came from companies in your ICP. Even better, four of them went on to view your services page. Suddenly, the story changes: what looked like a vanity traffic spike is actually a pipeline signal.

Without account-level insight, that opportunity would stay buried in the noise. With it, you can prioritise follow-up, create more content that resonates with those high-value accounts, and prove the direct business impact of your SEO efforts.

Step-by-Step Workflow

Turning SEO into a revenue driver doesn't happen overnight, it starts with a few simple foundations. Here's how to set it up, step by step:

Step 1 – Set Up Dealfront Tracking and Integrations

Objective: Start capturing account-level data from day one.

Before you can optimize content, you need visibility into who is actually engaging with it. Think of this step as laying the foundation; you wouldn't build a house without first pouring the concrete.

Actions:

1. **Install the Dealfront tracking script on every page of your site.** This ensures you capture visits from both organic and paid sources, giving you the full picture.
2. **Connect Google Analytics and Google Ads (optional).** By linking keyword and traffic data to account identification, you can see which terms actually attract the right companies.
3. **Integrate with your CRM (HubSpot, Salesforce, Pipedrive, etc.).** High-intent accounts flow straight into your pipeline workflows, so Sales sees them in real time

Step 2 – Identify High-Intent Accounts

Objective: Separate ICP-aligned, sales-ready companies from the noise.

Here's where the magic begins: instead of treating all traffic as equal, you filter for the signals that show real buying potential.

Actions:

- **Create custom feeds for accounts that meet your ICP criteria:**
 - *Firmographics:* Industry, employee size, geography
 - *Behavioral Signals:* Pricing/product page visits, multiple sessions in a week, or deep content consumption
- **Tag these as high intent – SEO.**
- **Set up email or Slack alerts** so Sales and Marketing are notified instantly when an ICP account engages.

Example Feed Setup:

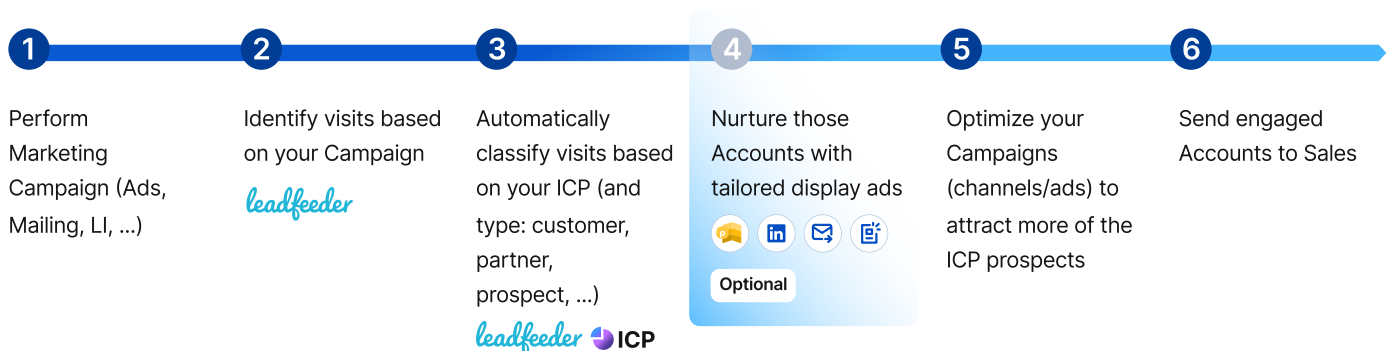
- Industry: “Software”
- Country: “United States”
- Visited: “/pricing” OR “/contact” within 5 days of reading a blog post

Why it matters: Instead of Sales chasing ghosts, they’re prioritising accounts that have already signalled genuine intent.

Bonus: Multi-Channel Workflow Using Dealfront + Display Ads

If you’re combining SEO with paid campaigns, here’s how Dealfront helps you identify, classify, and retarget the right accounts, automatically.

Recommended workflow



To see this workflow in action, check out the short video from Marvin Karis, Senior Director GTM Execution below. He walks you through exactly how to set up and run this process step by step, so you can see how it works in practice. It’s a quick way to connect the dots between strategy and execution.

Now you’re ready to build this workflow directly inside Dealfront. It’s really simple to surface high-intent accounts and keep your sales team focused on the right opportunities.

Step 3 – Reverse-Engineer SEO Content Performance

Objective: Learn which content actually attracts ICP accounts.

This is where you shift from “traffic numbers” to real business insight. By mapping behaviour, you uncover which entry points bring the right people through the door.

Actions:

1. In Dealfront, review the journey of high-intent accounts: which pages they visited, how long they stayed, and their entry points.
2. Cross-reference with Google Search Console to see which search queries drove those visits.
3. Group entry pages into clusters (e.g., product comparisons, how-to guides, industry trends).

You discover that several ICP accounts arrived via “Cloud Security Checklist” rather than your “What is Cloud Security?” article. So, what’s the takeaway? Action-oriented, practical content resonates far more with buyers than broad educational explainers.

Step 4 – Prioritize SEO Topics That Convert

Objective: Double down on content that moves the pipeline.

You’ve heard it before: not all content is equal. Some pages quietly outperform despite low traffic, while others look like winners but never drive revenue.

Actions:

- **Rank all content by:**
 - **Number of ICP accounts visiting**
 - **Number of ICP accounts progressing to key pages** (e.g., demo requests)
- **Identify low-traffic/high-ICP ratio pages** – hidden gems worth amplifying.
- **Cut or deprioritise high-traffic but low-value topics.**
- **Build your roadmap around:**
 - **Proven winners** (expand with related content)
 - **Missing ICP topics** (uncovered via keyword + competitor gap analysis)
 - **Conversion-focused content** (comparisons, ROI tools, decision-stage resources)

Why it matters: You avoid wasting resources chasing popularity metrics and focus instead on what drives revenue.

Step 5 – Create Account-Focused SEO Briefs

Objective: Align every piece of content with your ICP’s needs and buying stage.

A well-structured brief ensures writers, marketers, and even Sales are aligned on who the content is for and what it’s supposed to achieve.

Pro tip: Build briefs with Sales input. If your reps say prospects respond well to “ROI talk” on calls, mirror that language in content.

Step 6 – Track, Measure, and Iterate

Objective: Create a closed-loop system where SEO is directly tied to revenue.

SEO isn’t “set and forget.” The goal is to constantly refine based on what the data, and your ICP accounts, are telling you.

Actions:

- **Review Custom Feed reports weekly** to track new ICP accounts from organic search.
- **Measure:**
 - ICP accounts attracted per topic
 - Pipeline value generated from those accounts
 - Closed-won deals influenced by SEO content
- **Test variations of top-performing content** (headlines, CTAs, formats).
- **Update underperforming content** with sharper ICP targeting or stronger keywords.

Why it matters: Instead of celebrating “rankings” or “traffic,” your team celebrates deals influenced by SEO - that’s the true measure of success.

What’s next: Best Practices & Tips for Success

Following the workflow will get your account-first SEO engine up and running. But execution is only half the battle, sustaining and scaling it is where the real gains happen. The best teams don’t just “do” SEO; they evolve it alongside their market, their ICP, and their business goals.

Here are eight best practices to help you stay ahead:

Brief Template

ICP Fit: Who are we targeting?

Industry, role, geography, company size

Buyer Stage: Awareness / Consideration / Decision

Primary Keyword + Intent

e.g., “best CRM for manufacturing” (Commercial)

2 Secondary Keywords: Supporting long-tail queries

Business Challenge: The problem the piece solves for the ICP

CTA Path: The logical next step

(demo, whitepaper, ROI calculator)

Supporting Links: Internal resources for cross-linking

1. Think Quality Over Quantity in Traffic Metrics

Not all clicks or visits hold the same value. A small number of ICP accounts engaging deeply with your content is far more valuable than hundreds of irrelevant visitors.

- **How to apply it:** Track “Accounts Engaged” and “Accounts Progressing in Pipeline” as your primary SEO KPIs. Pageviews and sessions are still useful, but they shouldn’t define success.
- *Think of it like fishing: would you rather cast a wide net full of minnows, or land a single prize catch?*

2. Align Content Priorities with Sales Intelligence

Your sales team talks to the market every single day. They know which industries are heating up, which objections keep popping up, and what prospects are asking for. That’s gold dust for content strategy.

How to apply it: Hold a monthly sync between SEO/content teams and Sales to review:

- Which industries and accounts are active in the pipeline.
- Common questions or sticking points prospects raise.

Use those insights to fuel content ideas that speak directly to current opportunities.

3. Map Content to Buying Stages

Not every reader is at the same stage of the journey. Some are just learning, others are comparing options, and a few are nearly ready to buy. Content should guide each of them forward.

How to apply it:

- Awareness: Industry trends, problem-definition pieces.
- Consideration: Comparison guides, solution overviews.
- Decision: Case studies, ROI calculators, pricing breakdowns.

Tag content in your CMS and in Dealfront by funnel stage so you can measure which stage drives the most ICP engagement.

4. Leverage Retargeting Lists from High-Intent Accounts

A visit is just the start. The smartest teams follow up with relevant nudges that keep their brand front of mind.

How to apply it: Export high-intent account lists from Dealfront into LinkedIn Ads or Google Ads. Build campaigns that match their recent activity.

- **Example:** If a company read your “2025 SaaS Compliance Checklist,” serve them an ad for your compliance-focused demo.

This way, your SEO traffic fuels your paid strategy, closing the loop.

5. Use Industry-Specific Segmentation

Relevance drives engagement. What resonates with a SaaS founder won’t necessarily click with a manufacturing exec.

How to apply it:

- Build Custom Feeds for each vertical (e.g., SaaS, Manufacturing, Healthcare).
- Tailor follow-up content and CTAs to those industries.
- Maintain industry-specific landing pages to capture search intent from niche sectors.

6. Refresh and Optimize Quarterly

Content is not “one and done.” A blog that ranked in January can be outdated by July.

How to apply it: Every 3 months, review:

- Your ICP filters and firmographic criteria.
- Which content pieces generate the most ICP engagement.
- Emerging search trends and competitor coverage.

Update underperforming posts with new data, sharper CTAs, and stronger internal linking to high-conversion pages

7. Create Closed-Loop Reporting

Leadership doesn’t just want to see traffic, they want to see impact. Closed-loop reporting proves that SEO is more than a marketing activity; it’s a revenue driver.

How to apply it: Connect Dealfront, your analytics platform, and your CRM to:

- Attribute pipeline revenue back to specific content.
- Track which assets accelerate deals (shorten sales cycles).
- Share results with leadership to secure more investment in content.





Steal Our Free Template: Account-Focused SEO Content Brief

Most SEO briefs obsess over search volume, keyword difficulty, and meta tags. That's fine if you're chasing clicks, but if your goal is pipeline, you need a very different kind of brief, one that ties content directly to your Ideal Customer Profile (ICP) and their stage in the buying journey.

That's exactly what this Account-Focused SEO Content Brief Template is built for. Use it to align your team, sharpen your content, and make sure every new asset has measurable business impact, not just empty traffic.

You can copy it straight into Word, Google Docs, or Notion and start using it today.




1. ICP Fit | Define exactly who the content is for:

 Industry Which sector(s) are you targeting?	 Company size SMB, mid-market, enterprise?
 Geography Specific regions or countries?	 Job Title CMO, IT Director, Operations Manager?

Why it matters: The sharper your audience definition, the more tailored (and effective) your message will be. Writing for “manufacturers in Germany with 200+ employees” beats writing for “anyone interested in manufacturing.”

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2. Buyer Stage | Pinpoint where the account is in their journey:

 Awareness They know they have a problem but aren't exploring solutions yet.
 Consideration They're comparing approaches or categories.
 Decision They're shortlisting vendors and building a business case.

Why it matters: If your content is too advanced for an awareness reader (or too basic for a decision-stage buyer), you'll lose them. Right content, wrong stage = wasted effort.

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3. Primary Keyword + Intent Type | Pick one main keyword (or key phrase) and specify intent:

 Informational “What is...” / “How to...”	 Commercial “Best X for Y” / “X vs Y”
 Transactional “Buy X” / “Request demo”	

Why it matters: Intent tells you how to frame your angle, examples, and CTAs. A “what is” query shouldn’t have a demo CTA slapped at the top, but a “best CRM for manufacturing” article absolutely should.

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4. Secondary Keywords

List supporting queries that give depth and context. Pull these from:

 Google Search Console

 Ahrefs

 SEMrush

 customer conversations.

Why it matters: These variations help your content capture more ICP searches without diluting focus. Think of them as the branches around your main keyword “trunk.”

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5. Business Challenge to Address | Spell out the specific pain point this content will tackle:

 What’s frustrating your ICP?

 What’s the cost of doing nothing?

 What’s the upside of solving it?

Why it matters: Buyers don’t care about generic content, they care about their problems. When your article speaks to those pains, engagement skyrockets.

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6. CTA & Conversion Path | Decide on the exact next step you want ICP readers to take:

 Book a demo

 Download a whitepaper

 Sign up for a webinar

 Start a free trial

Then map the conversion path: Where should the CTAs appear? Which landing page do they link to?


Why it matters: Without a clear conversion plan, even the best content leaks potential leads.

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7. Related Content for Internal Linking

List 3–5 existing assets to link to from this content.

 Other blog posts

 Case studies

 Product pages

Why it matters: Internal links help SEO, but more importantly, they keep ICP visitors moving deeper into your funnel.

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8. Success Metrics | Define what success looks like before you publish:

✓ ICP accounts attracted (via ➡ Dealfront)

✓ Conversions generated (form fills, demo requests)

✓ Deals influenced (pipeline \$ tied back to this content)

Why it matters: Success is measurable from day one. You know whether a piece worked because it's tied to revenue, not vanity metrics.

Why use this template?

By standardising content briefs around account-first principles, you guarantee that:

- Every piece is written for the right audience.
- Every piece fits into the buying journey.
- Every piece has measurable business impact.

That means fewer “content for content’s sake” projects, and more assets that actively pull the right companies into your pipeline.

Expected results

By implementing this Play, you’re not just improving rankings, you’re transforming SEO into a targeted revenue engine. Within three to six months of consistent execution, you’ll start to see meaningful shifts in your pipeline.

The opportunities generated through organic search will increasingly align with your Ideal Customer Profile, reducing the noise of unqualified leads and giving your sales team more of the right conversations. Those high-intent accounts will also come into the funnel better educated, shortening sales cycles and freeing your reps to focus on solution discussions instead of basic discovery.

Conversion rates will rise as your content consistently matches both search intent and account needs, and you'll have sharper visibility into which topics, formats, and keywords actually drive pipeline impact. That means you can confidently cut back on low-ROI content and double down on proven winners. Sales and marketing will also be more closely aligned, with shared, account-level insights into which companies are engaging and when to act.

Perhaps most importantly, you'll have the ability to demonstrate ROI with clarity. Regular reports will tie closed-won revenue back to specific SEO initiatives, making it easier to justify ongoing investment in content and SEO.

The bottom line: every piece of content will work harder for you, attracting the right companies, influencing live deals, and contributing directly to revenue growth.

This playbook was brought to you by Dealfront

Dealfront is the go-to-market platform for Europe that gives businesses everything they need to win leads and close deals.

Dealfront's multilingual AI understands the nuances of European data, so it can access data and insights that other tools can't, all within Europe's complex compliance standards.

Dealfront – The way to win deals in Europe.

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33+

real-time
trigger events



100+

Segmentation filters

