



B2B SEO & Google updates 2023:  
**Why you need patience  
right now**

**Aplus M**  **Nordics**

# Our SEO experts at BBN share their thoughts and learnings from the recent B2B SEO and Google updates

If you want to run search engine optimization for your B2B corporate website or your e-commerce shop, it has not been easy in the last few months: Google has seldom released as many core updates on the SEO world as this year.

There were delays, updates were distributed in bits and pieces in several steps, the rollout was not transparent – so everything was actually as usual. Nevertheless, the behavior of the search results pages (SERPs) was more erratic than usual, as a wide variety of new ranking criteria were introduced, which were also superimposed with a new ranking weighting.

Many website operators wondered at a loss why their rankings had been subject to strong fluctuations over weeks – if not months – and were even more perplexed when some of these results had leveled off.

Sometimes strange developments could be observed, especially with websites for B2B companies:

## Strong fluctuations and more love for shops

For many of our customers, the confusion began with highly fluctuating rankings in the product areas – whether for branded keywords that contained the brand name or for generic product names.

Not optimal if “Manufacturer name + product name” is no longer found to be a top result by Google from the website “Manufacturer name.com” – especially not if you are in the middle of the optimization process.

What happened here?

We observed that Google suddenly preferred sites with extended shop functions, as we are used to from the B2C area to the manufacturer sites.

Understandable when it comes to things like home electronics and the like, slightly problematic when it comes to capital goods that can only be brought to customers through sales partners.

The result: Leading suppliers in their product lines were displaced by shops with used parts, as these – in comparison to new products – can usually be obtained from an online shop without any problems.

## Can Google still differentiate between B2C and B2B?

Whether or not the much-cited user intent is actually fulfilled in such cases is up for discussion. The following question even arises: Does the search engine make no distinction between B2C and B2B?

As of the end of August 2021, this question has not yet been answered and the fluctuations in the search results are continuing.

Just because Google makes SEO difficult at the moment, you should still work on providing users with the best page on a topic or product – that’s modern SEO.


## What do you do as a B2B website operator?

So what should B2B website operators do?

Optimize further! Because we also see:

Pages that have SEO-optimized content and good user guidance and user experience are not subject to fluctuations as much as non-optimized pages. In addition, we observe that conversions are less affected by optimized pages and accordingly decrease far less or not at all than with non-optimized pages.

To determine the obvious: Just because Google makes SEO difficult, you should still work on providing users with the best page on a topic or product – that’s modern SEO.



Making the complicated  
uncomplicated for  
global B2B brands



