

Generating B2B Leads Through Search Visibility

Rendleton partnered with an engineering consultancy seeking to improve digital visibility for specialised technical services, strengthen professional credibility, and create a more effective pathway for generating qualified B2B enquiries.

The engagement focused on **website strategy, technical SEO, service positioning, and conversion optimisation** to support sustainable business development growth from commercial and infrastructure-focused clients.

BUSINESS CHALLENGE

The consultancy delivered specialised engineering and infrastructure services, but its digital presence did not clearly communicate the depth of its technical expertise or the commercial value of its capabilities. Service pages were highly technical but difficult for non-engineering decision-makers to navigate, search visibility for priority engineering services was limited, and prospective commercial clients were not being guided effectively toward project enquiry discussions.

As a result, the firm was underutilising digital channels as a scalable source of qualified B2B opportunities.

STRATEGIC OBJECTIVES

- Improve visibility for specialised engineering services
- Strengthen digital credibility and technical authority
- Clarify service positioning for commercial decision-makers
- Create more effective B2B project enquiry pathways
- Establish a scalable foundation for search visibility and leads

RENDLETON'S STRATEGIC APPROACH

01 Discovery & Business Assessment

Conducted workshops with leadership stakeholders to understand target sectors, priority service lines, and commercial growth objectives.

02 Market & Competitor Analysis

Reviewed competing engineering consultancies to identify positioning opportunities, content gaps, and search visibility improvements.

03 Website Strategy & Technical UX Improvement

Refined information architecture, improved service-page clarity, and created a more accessible experience for commercial decision-makers.

04 Technical SEO & Search Visibility Optimisation

Implemented technical SEO, structured service-page optimisation, and local visibility enhancements for relevant infrastructure searches.

05 Conversion Optimisation & Performance Measurement

Simplified project enquiry pathways, clarified calls-to-action, and implemented analytics tracking for ongoing lead-generation optimisation.

STRATEGIC OUTCOME AREAS

Area	Strategic Impact
Technical Credibility	Stronger communication of engineering expertise and capability
Search Visibility	Improved discoverability for relevant infrastructure searches
User Experience	Clearer navigation for technical and commercial audiences
B2B Enquiry Quality	Better alignment with target commercial opportunities
Growth Foundation	Scalable structure for ongoing SEO and lead generation

SERVICES DELIVERED

- ✓ Digital Growth Strategy
- ✓ Website Strategy & Development
- ✓ Technical SEO
- ✓ Local SEO
- ✓ Content Strategy
- ✓ Conversion Optimisation
- ✓ Analytics & Reporting

This engagement positioned the consultancy as a **credible technical partner** capable of supporting complex engineering, infrastructure, and commercial project requirements.

Ready to Discuss a Similar Growth Challenge?

Let's explore how a strategy-led digital growth system can help your engineering consultancy improve visibility, strengthen technical credibility, and generate better-qualified commercial project opportunities.

BOOK A STRATEGY CALL →

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