

Alastair Kane Search Marketing Announces Focus on AI-Driven B2B SEO Consultant Services

October 10, 2025

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Alastair Kane Search Marketing, a specialized search marketing consultancy serving B2B companies, announces its strategic emphasis on AI-adapted SEO strategies as businesses navigate the rapidly evolving search landscape of 2025.

The consultancy, led by veteran search marketing expert Alastair Kane, recognizes that while SEO fundamentals remain crucial for business growth, the introduction of AI search technologies has fundamentally transformed how companies must approach their online visibility strategies. This shift requires businesses to work with consultants who understand both traditional SEO principles and emerging AI-driven search behaviors. Details about these specialized B2B SEO consultant services are available at https://alkane.marketing/b2b-seo-consultant/.

"SEO has undergone a massive evolution with the introduction of AI search, but it remains absolutely critical for B2B success," said Alastair Kane, Principal Consultant at Alastair Kane Search Marketing. "The core principles that drive organic visibility still apply, but businesses need to ensure their consultant understands the tactics that work in 2025 and beyond. Companies that adapt their strategies now will maintain their

competitive edge as search continues to evolve."

The consultancy's approach combines technical SEO audits, competitor research, content strategy for both traditional and AI search, link building, and specialized AI search optimization. This comprehensive methodology addresses the unique challenges B2B companies face, including longer sales cycles, complex buyer journeys, and the need to reach multiple decision-makers within target organizations.

With over a decade of experience helping B2B businesses generate traffic and sales from search engines, Alastair Kane brings extensive expertise from his previous role as Head of Search at a B2B marketing agency. His consultancy has helped clients across various industries achieve specific business objectives through personalized search marketing services. More information about his professional background can be found at https://www.linkedin.com/in/alastair-kane/.

The consultancy offers both SEO and PPC consulting services, recognizing that B2B companies often need a multi-channel approach to capture demand effectively. While SEO provides long-term visibility and brand awareness benefits, PPC campaigns enable businesses to quickly gain visibility for important buyer-stage keywords where organic rankings may take time to develop.

Alastair Kane Search Marketing's B2B SEO services focus on driving qualified leads, increasing revenue, and establishing clients as industry leaders. The consultancy's methodology includes targeted content development, authoritative link building, and integration with other marketing channels for comprehensive impact.

Alastair Kane Search Marketing provides search marketing consulting services to B2B companies seeking to increase their online visibility and generate qualified traffic and leads. The consultancy works with select clients to build long-term partnerships, offering personalized strategies that align with specific business objectives. Based on nearly 15 years of industry experience, the firm specializes in helping B2B organizations navigate the complexities of modern search marketing. Additional information about the consultancy can be found at https://alkane.marketing/.

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For more information about Alastair Kane Search Marketing, contact the company here:Alastair Kane Search MarketingAlastair Kane07826 325738al@alkane.marketingMerton Rd Southsea PO5 2AEUnited Kingdom

Alastair Kane Search Marketing

Alastair Kane is an experienced B2B search marketing consultant who has been helping B2B businesses with SEO and PPC since 2011.

Website: https://alkane.marketing/

Email: al@alkane.marketing

Phone: 07826 325738