

Alastair Kane Search Marketing Consultant Announces Focus on Unified Search Optimization Strategies for B2Bs

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Alastair Kane Search Marketing announces an expanded approach to B2B search optimization that addresses the evolving landscape of online search, including traditional search engines and emerging AI platforms. His consultancy provides comprehensive strategies that encompass SEO, PPC, and optimization for AI-powered search platforms.

The expansion comes as businesses navigate an increasingly complex search ecosystem where traditional Google searches coexist with AI platforms like ChatGPT, Perplexity, and Claude. Recent industry developments have introduced multiple new acronyms, including GEO (Generative Engine Optimization), AEO (Answer Engine Optimization), and AIO (AI Optimization), creating confusion for businesses trying to maintain visibility across all search channels.

The consultancy's expanded services build upon more than a decade of experience in B2B search marketing. Kane previously served as Head of Search at a B2B marketing agency before establishing his independent practice. His client portfolio includes companies across multiple industries, including technology firms, SaaS

providers, and professional services organizations.

Alastair Kane, founder and search marketing consultant, recognizes that B2B companies need unified strategies that work across all search platforms. "The search landscape has fundamentally changed over the past two years, and B2B businesses need strategies that address both traditional search engines and AI platforms," said Kane. "Rather than treating these as separate initiatives, we're helping companies develop comprehensive search optimization approaches that ensure visibility wherever their customers are searching."

The unified approach combines traditional SEO consulting with PPC management and newer optimization techniques for AI platforms. This comprehensive strategy helps B2B companies maintain visibility across all search touchpoints, from Google's traditional search results to AI-generated responses in ChatGPT and similar platforms.

The consultancy's SEO services focus on long-term visibility improvements, helping businesses appear on the first page of search results for keywords their potential customers use. This organic visibility strategy complements paid search efforts while building sustainable traffic sources that generate leads over time.

For businesses without established organic visibility, the paid search consultant services provide immediate access to qualified audiences. PPC campaigns allow companies to target potential customers at the exact moment they search for relevant products or services, delivering measurable results and clear return on investment.

Kane's approach emphasizes personalized service and long-term partnerships with select clients. Rather than taking on large volumes of accounts, the consultancy maintains a focused client base to ensure each business receives customized strategies aligned with their specific objectives.

Alastair Kane Search Marketing specializes in B2B search optimization, offering both SEO and PPC consulting services. The consultancy helps B2B businesses increase online visibility, generate qualified traffic, and convert searches into sales opportunities. With experience across multiple industries and a track record of delivering measurable results, the firm provides strategic search marketing guidance tailored to each client's unique business objectives and target markets.

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Alastair Kane Search Marketing

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