



# Understanding the Importance of B2B SEO

SEO is one of the most customer acquisition channels for B2B companies. Business-to-Business or B2B SEO is an integral part of customer acquisition for B2B companies. Since B2B marketing focuses on generating quality leads, ranking for highly used keywords and phrases by these leads can lead to conversions. You can contact [Chicago SEO](#) services to know more about the importance of B2B SEO services:

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