

THE B2B CONTENT MARKETING REPORT:

Methods & Results

BACKLINKO

THE B2B CONTENT MARKETING REPORT: METHODS & RESULTS

The goal of this analysis was to better understand the current state of B2B content marketing. Specifically, we wanted to gather benchmarks for B2B blogs, like monthly organic traffic levels, backlinks and social shares.

We also deeply analyzed a subset of top-performing blog posts (identified each company's best performing blog post, as measured by the organic search traffic it received each month). That way, we could identify characteristics for those top performers. And, again, establish benchmarks.

To our knowledge, this is the first large-scale analysis of B2B content performance. However, there are several other high-quality analyses that informed this one, for example [this large scale blog post analysis](#). And this "[State of SaaS Content Marketing](#)" report. However, these large-scale industry studies tend to look at both B2C and B2B brands.

While many content marketing best practices overlap between B2B and B2C, B2B does have its own set of opportunities and challenges. Hence our focus on B2B blogs for this analysis.

WHAT WE DID – STUDY METHODOLOGY

To carry out this research we used the following tools: Crunchbase, Ahrefs, Builtwith, Wordcounter, and Google Sheets

We put together a list on Crunchbase using the following filters:

- Operating status: Active
- Founded pre-2019
- More than 10 employees
- Headquarters in: USA
- Industry includes: B2B
- Industry excludes: B2C, SaaS, Software, Web Apps, Mobile Apps.

We then added in the companies on the Cloud100 list (excluding those headquartered outside of the US), and sorted the list by company size. We cut the list at 550 companies, to give a good mix of industries and company sizes - from 10,000+ right down to 11-50.

We were aiming for a list of 500 companies, but starting with 550 gave us some spares in case any had expired domains. Companies with expired domains were immediately deleted from the list, leaving us with a data set of 502 companies.

We put these companies into a spreadsheet, and used Ahrefs to pull data on blog performance: monthly organic traffic, organic keywords, referring domains and backlinks. We also looked at top performance for individual blog posts (rather than the blog as a whole): how many shares on social media, how much organic traffic, and how many backlinks do top-performing posts receive.

We also did some qualitative research. We visited each blog to see what types of content is published there, what types of images are used, whether it allows comments or uses pop-ups, and what CMS is being used.

Every piece of data got added to our spreadsheet, and then we analyzed our results.

A NOTE ON BENCHMARKING AVERAGES

Towards the end of this report we provide performance benchmarks based on the averages of our data set.

Clearly, there's no such thing as an "average" B2B blog. Our data is skewed by some very well-performing blogs - and some with almost no traffic. So instead of focusing on the mean number as our benchmarking average, we're focusing on the median number (a central statistic less sensitive to extreme outliers).

As an example, our data showed that B2B blogs received on average (mean) 23,362 visits from organic search each month. However, 83 of the blogs we looked at (23% of them) receive less than 20 visits from organic search, and 32 (9%) don't receive any organic traffic at all.

Instead we focused on the median as our benchmark: 280 visits from organic search.

Now, let's break down the specific factors that we looked at.

FACTOR-BY-FACTOR BREAKDOWN



B2B COMPANIES THAT HAVE A BLOG

Determined via visiting each site in our dataset.



EDUCATIONAL VS. COMPANY-FOCUSED CONTENT

Conducted via qualitative analysis on B2B sites with an existing blog.



ALLOWING COMMENTS

Determined via visiting specific blog posts and looking for a comments section at the bottom of each post.



ORGANIC TRAFFIC

Determined via Ahrefs.



FEATURED IMAGES

Conducted via qualitative analysis on several posts per blog.



STOCK IMAGES

Determined via Google Image's "search by image" feature.



CALL TO ACTIONS

Conducted via qualitative analysis on several posts per blog.



POPUP USAGE

Determined via testing exit intent and time-based popups on several posts.



SOCIAL SHARES AND BACKLINKS

Determined via Ahrefs



CONTENT LENGTH

Determined via Wordcounter.

If you'd like to see the raw data that we used for this analysis, [here is a spreadsheet](#) with that data.