

Meta Title: The New SaaS SEO Playbook for 2025 (Strategies Working Now!)

Meta Description: SaaS SEO has changed rapidly over the last few years. Learn the new playbook and get every SaaS SEO strategy working NOW.

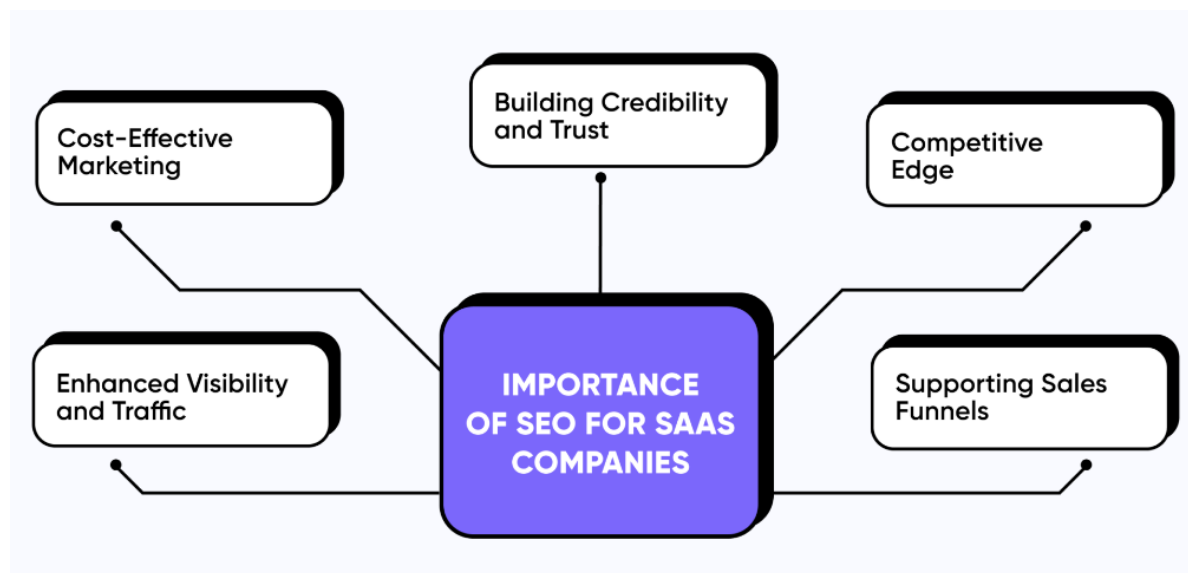
The New SaaS SEO Playbook for 2025 (Strategies Working Now!)

Search engine optimization (SEO) is a significant marketing channel for software as a service (SaaS) companies. SEO can provide a solid stream of qualified traffic to a website, driving prospects to the landing pages designed to convert viewers to customers.

Although SEO has been valuable for quite some time, it is evolving. SaaS companies that leverage SEO for lead generation and brand building must ensure their strategies are up to par.

In this article, you will learn the ins and outs of SEO for SaaS companies. We'll start by examining why SaaS SEO requires a different approach than other industries. From there, we will dive deep into the four metrics that matter most and the eight-step SEO playbook working for SaaS companies today!

Why SaaS businesses need a specialized SEO strategy



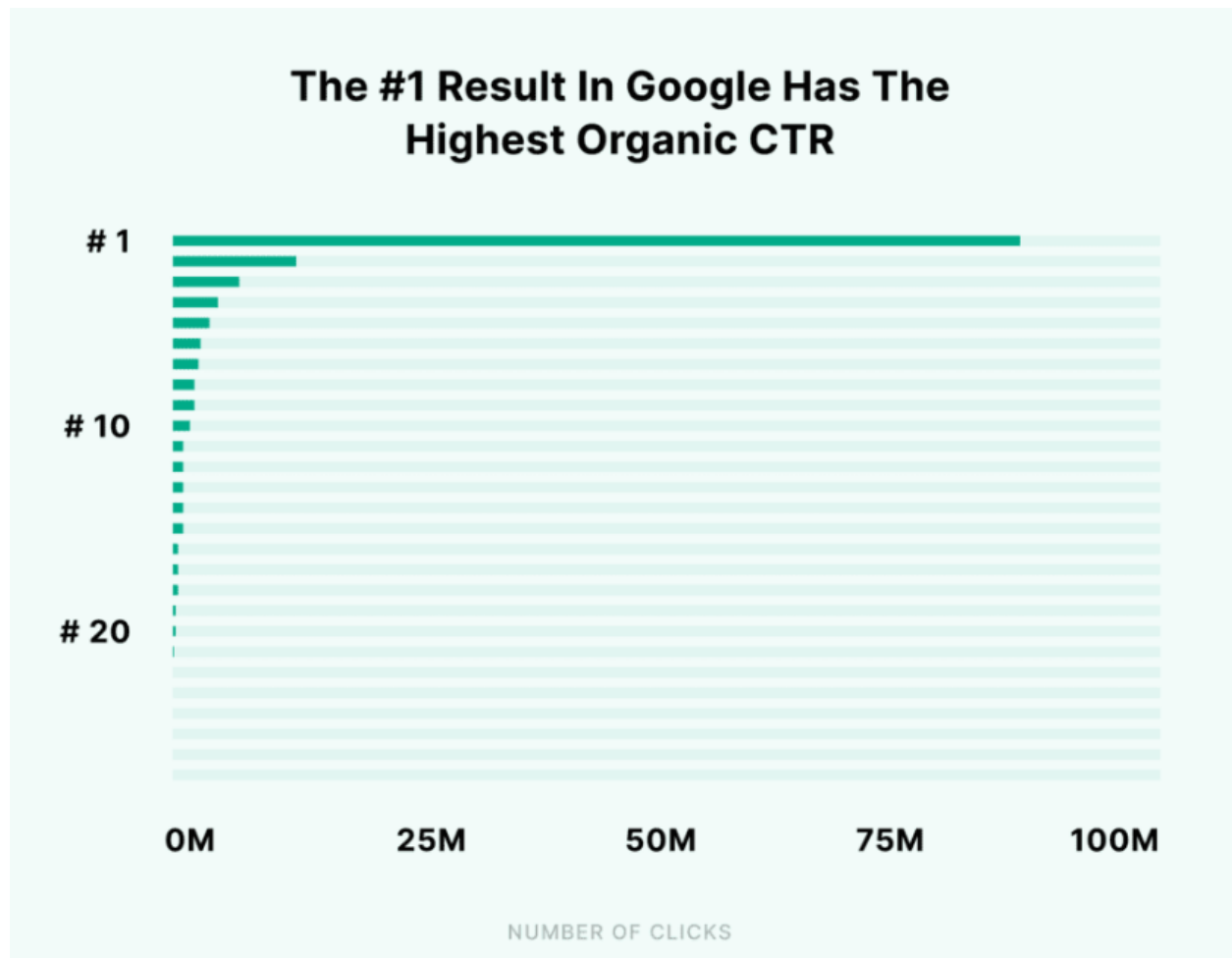
The total revenue in the global SaaS market is slated to [hit \\$390.46 billion in 2025](#). Experts anticipate this growth to continue for the foreseeable future.

As this industry continues to grow, SaaS businesses need to work harder to outshine their competitors. That's the only way they'll become the top choice in their target market.

Luckily, SEO is a powerful marketing technique that helps SaaS companies reach these goals in several different ways. It is [cost-effective](#), helps kickstart business growth, and builds brand awareness. Let's examine each of these benefits closely.

It kickstarts business growth

When correctly leveraged, SEO provides an excellent way for businesses to reach the right audience at the right time. Effective SEO helps potential customers spot you when they search for relevant keywords or solutions.



Improved visibility means that you're getting more organic traffic to your website. This increases qualified leads. When your SaaS SEO strategy dials in on an intent-based strategy, you'll be on track to convert more leads, boost your revenue, and grow your business.

It builds brand awareness

Ranking well in search results positions your product ahead of competitors. It also establishes a reputation in the market. Plus, top rankings in search results foster trust among consumers. They signal credibility and expertise. This makes users consider your product a trustworthy solution.

It's cost-effective

While requiring time and effort, SEO is a cost-effective strategy in the long run. Generated organic traffic often brings higher-quality leads. It also results in more natural conversions compared to paid advertising.

The only 4 metrics that matter for SaaS SEO

There are basically four metrics that matter to SaaS companies.

In the short term, SaaS companies mostly care about monthly recurring revenue (MRR) and customer churn rate. Basically, are we bringing in more new customers each month than we are losing?

But no matter how impressive these numbers are in the short term, they are essentially proxy metrics for the long-term metrics that EVERY business lives and dies by: Customer Acquisition Cost (CAC) and Customer Lifetime Value (LTV). Do you make more money from each customer than it costs to acquire them?

SaaS SEO also has four key metrics, and while they're connected to these initial four metrics, they have some channel-specific distinctions.

1. Monthly recurring revenue (MRR) from SEO

How much revenue growth is SEO bringing in? While costs are important, bringing in revenue is the initial consideration for most SaaS companies when looking at any marketing channel.

If you can bring in new customers consistently and scale that number over time, you have options to fix all the other metrics that can get in the way of success. If you don't have new customers coming in, nothing else you do is going to matter.

2. Customer acquisition cost (CAC) from SEO

How much does each new SEO-driven customer cost? Is it within your SaaS company's acceptable range? If not, is it trending downward over time?

Your SaaS SEO campaign has succeeded when, and only when, it is bringing in real customers at a cost that makes sense for your business (less than the customer's LTV, at minimum).

3. Cost per lead (CPL) & sales conversion rate

While MRR + CAC is THE standard for evaluating SEO success, the reality is that a lot of factors beyond SEO are influencing those numbers.

SEO can get great leads into a free trial signup, but a poor onboarding or product experience can cause them to churn before buying. SEO can get great leads into the sales pipeline, but a weak nurturing process or sales team can get in the way of them closing.

If CAC from SEO isn't where you want it and isn't trending in the right direction, the next step is to evaluate the CPL and sales conversion rate across each marketing channel to see if SEO is underperforming.

If SEO has a higher CPL and/or lower sales conversion rate than other channels, that's a bad sign, especially if these metrics aren't trending in a positive direction. If SEO has a lower CPL and/or higher sales conversion rate than other channels, that indicates that SEO is performing well, but either your conversion funnel needs work or your product/market needs to be dialed in further.

4. Monthly organic traffic

If increasing [SEO traffic](#) is the only positive metric you can show from your SEO campaign, that's a bad sign, but it is possible for SEO to bring in quality traffic that simply doesn't respond to what your SaaS company is offering them.

- Maybe the free trial or lead magnet offer is weak
- Maybe there's too much friction in the lead capture process
- Maybe the product/market fit just isn't there

Monthly organic (not from advertising) traffic is a potential fallback metric to keep an eye on here. We pretty much always want to see monthly organic traffic trending upward, provided its traffic around relevant keywords and pages.

Whenever I'm auditing a new client's SEO performance and see a steady upward trend in relevant organic traffic, that's a green flag, and it means I'm going to take a hard look at their lead capture and conversion processes and expect to find holes there.

Now that we understand our targets, let's look at how we use SEO to increase MRR at an acceptable CAC.

Step 1: Technical SEO audit

The first step to optimizing your SaaS company's SEO efforts is to conduct a technical SEO audit. By optimizing the backend of your website, you can help Google determine the quality of your site so it can rank your content accordingly.

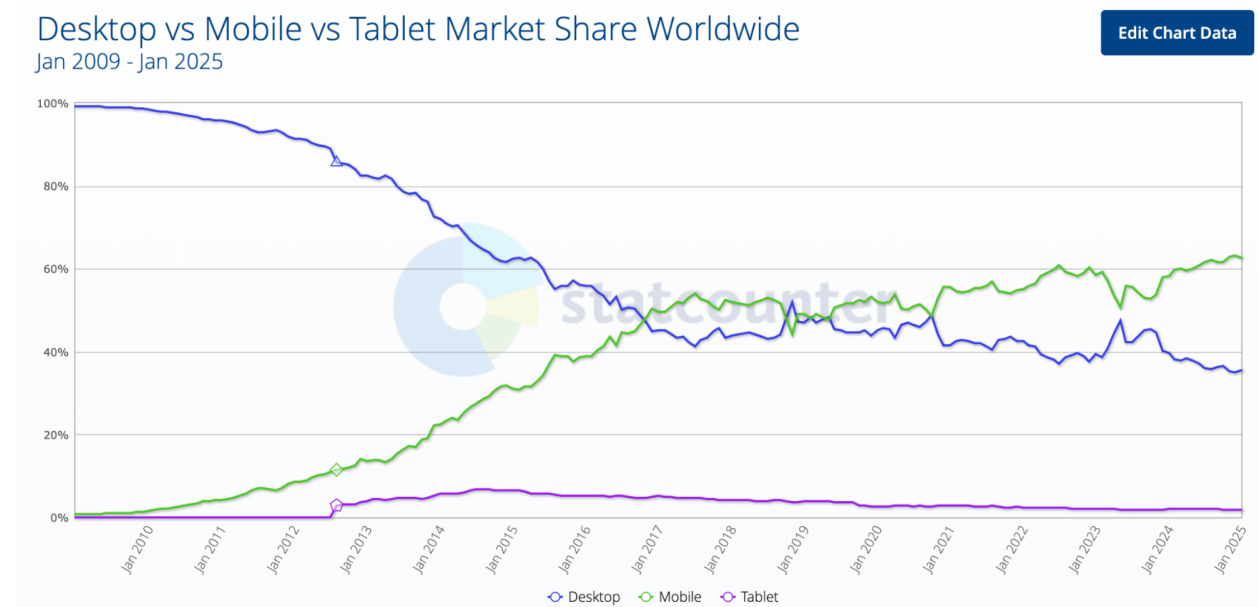
Here are a few things you should assess:

- Site performance: How is your site performing in terms of site speed
- Metadata: Have you optimized the title tags, meta descriptions, alt text, canonical tags, and other metadata on every page of your site?
- URL structure: Are your URLs structured in an SEO-friendly way?
- Schema: Where can you incorporate schema markup to make your site easier for Google to scan?
- Sitemap: Have you submitted your most up-to-date site map to Google?

As you identify where your site is lacking, create a game plan to fill in the gaps to get your site ready to rank.

Step 2: Mobile-first UX audit

Did you know that nearly [63% of website traffic](#) comes from mobile devices? This number continues to climb as more people use their mobile devices to browse the web rather than their desktops or tablets.



([Image Source](#))

With that in mind, it's crucial to ensure your site is mobile-friendly so visitors have a positive experience, no matter what device they view it on. That's where mobile optimization comes in handy.

When optimizing your site, the first step you have to do for mobile viewing is to conduct a mobile-first UX audit. You'll want to identify everything that stands in the way of creating an experience that's smooth, easy, and delightful for mobile users.

In your audit, you should look at where you can [make improvements](#) to support:

- A responsive design
- Fast-loading pages
- Easy navigation

By creating a positive experience, viewers are likelier to stay on your site longer and click through to additional pages. Google takes these engagement metrics as feedback to determine whether or not your pages should be ranked.

Step 3: Keyword research & analysis

The next action items on the agenda are keyword research and analysis. Your keywords will serve as the foundation of your content strategy.

With keyword research tools, you can identify which phrases your target audience is using when looking for your brand. These tools include Keywords Everywhere, Semrush, and Google Keywords Planner.

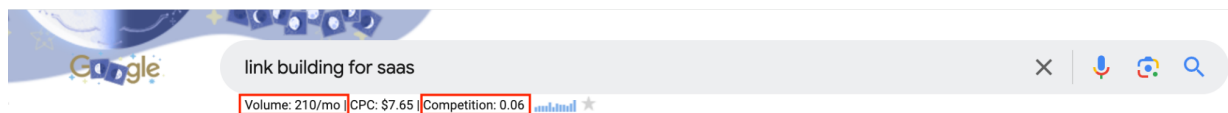
★ KEYWORD	VOL	CPC	CMP	TREND
★ saas	550,000	\$1.01	0.13	
★ paas	110,000	\$0.08	0.05	
★ saas definition	110,000	\$0.07	0.02	
★ infrastructure as a service iaas	90,500	\$0.07	0.05	
★ saas platform	12,100	\$1.67	0.29	
★ saas business meaning	5,400	\$0.06	0.01	
★ saas model	4,400	\$0.65	0.08	
★ saas industry	4,400	\$0.41	0.04	
★ iaas definition	1,900	\$0.12	0.02	
★ saas pricing models	1,900	\$3.62	0.18	
★ cloud computing wiki	1,300	\$0.15	0.01	
★ saas vs cloud	590	\$0.21	0.04	
★ saas p&l	170	\$4.82	0.14	
★ cloud software meaning	140	\$0.00	0.01	
★ saas revenue model excel	90	\$3.44	0.11	
★ paas business model	90	\$4.39	0.05	
★ saas business model canvas	90	\$0.32	0.04	
★ saas business model excel	50	\$0.00	0.06	

([Image Source](#))

If you don't know where to start, use a website crawling tool, like SpyFu or Moz, to see what sort of terms your competitors are ranking for. This way, you can spot opportunities, see what's working for them, and even find some gaps you can fill to stand out.

As you explore keywords, you should pay attention to:

- Search volume: how many times they're searched for
- Competition level: how many others are targeting them
- Intent: why users are searching for a term and its relevance to your SaaS offering



([Image Source](#))

You shouldn't just stop at identifying keywords, though. You should also group and prioritize them strategically. Some keywords might have higher competition but immense search volume. Others might be more niche but easier to rank for. The golden ticket is to find the sweet spot between relevance, search volume, and competition.

[Monday.com](https://www.monday.com) is a great example of a brand that leaned into keyword research to boost their traffic. The campaign yielded over 750 pieces of content to target keywords related to project management software. These efforts resulted in 825 first-page rankings and 385 new top-3 ranking positions.

Keyword		Volume ¹	KD ²	CPC ³	Traffic ⁴	Position ⁵
project management	7	74,000	83	14.00	1,011	10 11
project management	8	1,400	81	16.00	12	10 12
manage projects	8	900	32	18.00	8	15
"project management"	8	100	83	—	2.5	10 16
various project	2	300	2	—	1.9	16
managing projects	5	600	49	13.00	1.8	17 147
project mangement	8	100	81	15.00	0.74	12 17
project managemnet	6	40	78	7.00	0.59	12 117
project management guide	7	150	40	3.50	0.54	18
project managment	8	30	81	11.00	0.53	12 114
projet management	7	20	83	9.00	0.48	11 111
project management	7	20	83	15.00	0.45	11 16
project managing	7	100	80	7.00	0.40	12 17
project managemetn	7	20	81	18.00	0.38	12 110
project management	8	20	81	6.00	0.36	12 113
project management.	8	30	81	—	0.35	13 112
project managemtn	7	20	83	17.00	0.30	12 115
how to manage project	9	90	22	5.00	0.30	19 19

[Image Source](#)

After creating this content, they sealed the deal by supporting their content with link-building. We'll discuss this more later.

Step 4: Commercial intent content strategy

Now, it's time to create your commercial intent content strategy. This is one of two content strategies for your SEO campaigns. The other is an informational intent content strategy, which we'll discuss next.

A commercial intent content strategy is meant to bring people to your site who want to buy a product like yours. Typically, searching for keywords with commercial intent indicates that the prospect is ready to buy (or at least close to it).

For example, “best link building services” is a term that indicates someone is looking for a [link building service](#) for their business. However, more general terms, like “link building” or “what is link building,” are very broad. These don’t provide any evidence that the searcher is doing anything other than preliminary research on the concept.

Use the keyword research you did before and critical thinking skills to determine which keywords fall into this category. Use the formula we discussed to assess keywords’ value and prioritize accordingly. Also, identify low-hanging fruit you can rank for based on competitiveness and relevance.

As you choose your keywords, think about how you can flesh them out in blog posts and landing pages. Aim to provide value to your audience while giving you natural ways to plug your product.

Step 5: Informational intent content strategy

As we mentioned, conversion is the ultimate goal for many SEO campaigns, but it’s not the only goal. SEO is great for building brand awareness, trust, and industry leadership. You can accomplish these things by creating an information intent content strategy.

This kind of content strategy is meant to reach people who are gathering information about your product.

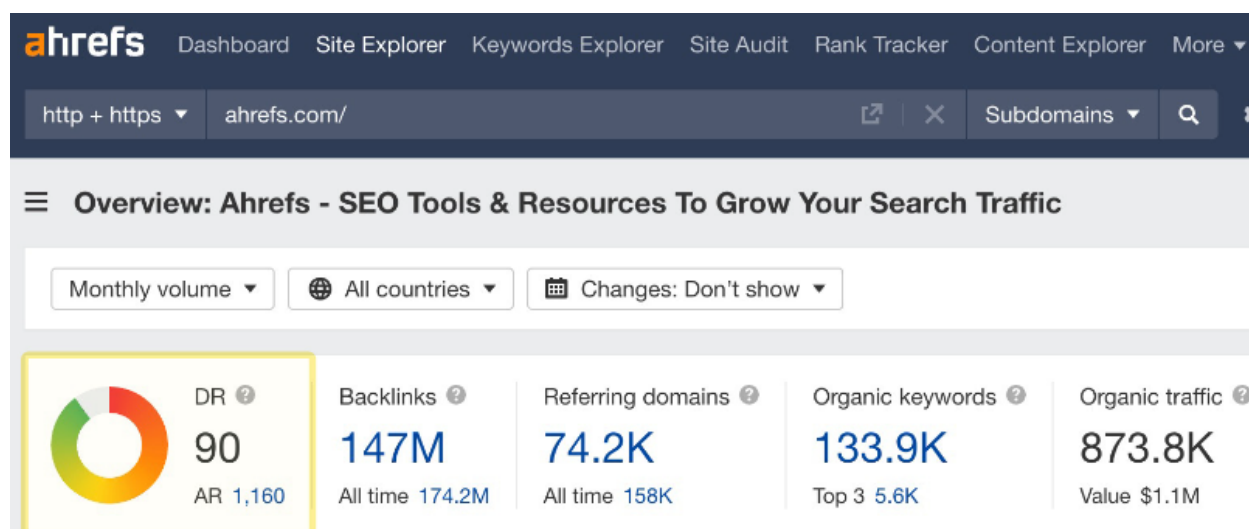
The same concept of targeting low-hanging fruit applies here. However, you’ll want to tweak your assessment to focus on keywords with information-seeking search intent. Content that provides more general information fits nicely into an informational intent strategy.

Step 6: Authoritative link building

Building a network of high-quality backlinks to your site is another crucial piece of the puzzle. In fact, the backlinks are among the top three ranking factors Google considers when populating the SERPs. The top search results in Google have nearly 4x more links than those in lower positions. This is based on a detailed analysis by User Experience & Analytics Consulting and Ahrefs.

Links from other websites that point back to your SaaS platform are like getting a recommendation from a friend. They signal reputation, trustworthiness, and proficiency to search engines. This makes them rank your platform higher and include it in search results.

When building backlinks, it’s crucial to prioritize quality over quantity. Earn links from relevant and authoritative sites. To determine the site’s authority, marketers often refer to the domain rating (DR) from Ahrefs. Scores above 50 are considered good, and everything above 60 is an excellent DR.



([Image Source](#))

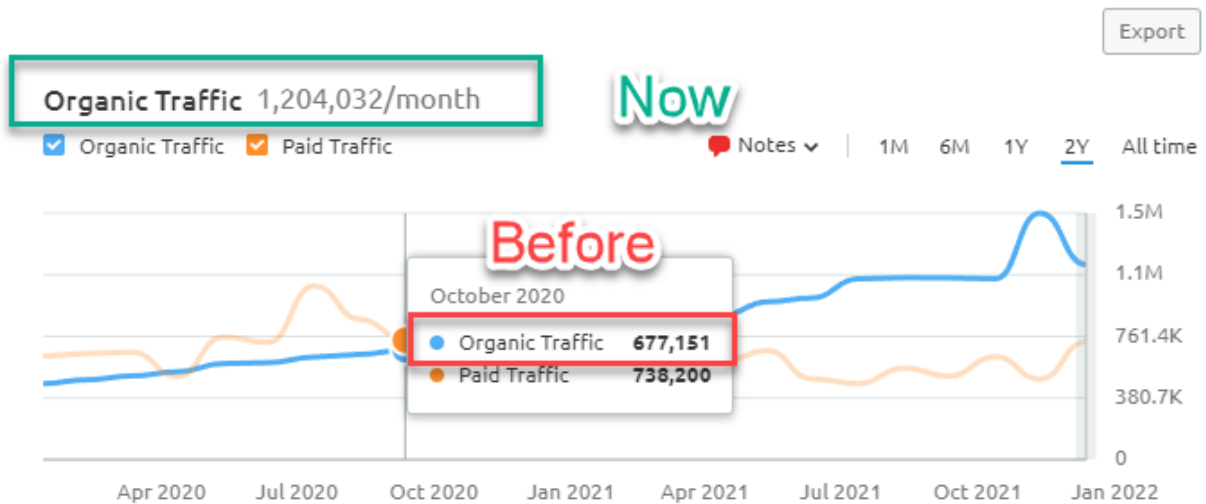
If you try to cheat the system, Google algorithms are smart enough to sniff. You should create backlinks naturally, organically, and genuinely.

A few practical [strategies to build quality backlinks](#) for SaaS include:

- **Creating Top-Notch Content:** Produce quality content that's so good that other sites would strive to link. It could be blog posts, infographics, videos, or even some seriously informative guides and whitepapers.
- **Guest Posting:** Create high-quality articles for other SaaS websites. By sharing your expertise, you'll build relationships. You'll also get a chance to include links back to your platform. This earns a thumbs-up from one site to another in the eyes of search engines.
- **Partnerships:** Collaborate with influencers or other businesses in the SaaS realm to collaborate. Seek co-marketing opportunities and more backlinks. This is a great way to help you attract new audiences and build credibility in the digital space.

As mentioned, [Monday.com](#) came full circle with its SEO efforts by building backlinks to valuable content. They landed backlinks from G2, BigCommerce, Crunchbase, and other authoritative domains.

These efforts yielded a 77.84% increase in traffic, driving over 1.2 million visitors to their site per month. This was all possible with the support of uSERP.



([Image Source](#))

Step 7: Video-based social & SEO

Google is the leading search engine many marketers think of regarding SEO. However, TikTok and YouTube are two valuable search engines that can be useful for SaaS marketing. These platforms also have algorithms that suggest related content to viewers based on their behavior.

YouTube

how to use bookkeeping software

Create

Home Shorts Videos Unwatched Watched Recently uploaded Live

Search Insights

Query: how to use bookkeeping software

Search Volume: 1.9M

Top Channel: Accounting Stuff (4 videos)

Maximum Views: 221.75K

Average Views: 2 years

Average Age: 100% (19 / 19)

Keywords in Title: 5% (1 / 19)

Added in last 7 days: 5% (1 / 19)

Added in last 6 weeks: 42% (8 / 19)

Total verified channels: Detailed Breakdown

Copy Export

Existing Issue with YouTube Integration

Easily Track Your Farm Finances & Grow Your Small Business. We're the easiest way to track your cashflow & manage your farm. Sponsored - FarmRaise Watch Learn more

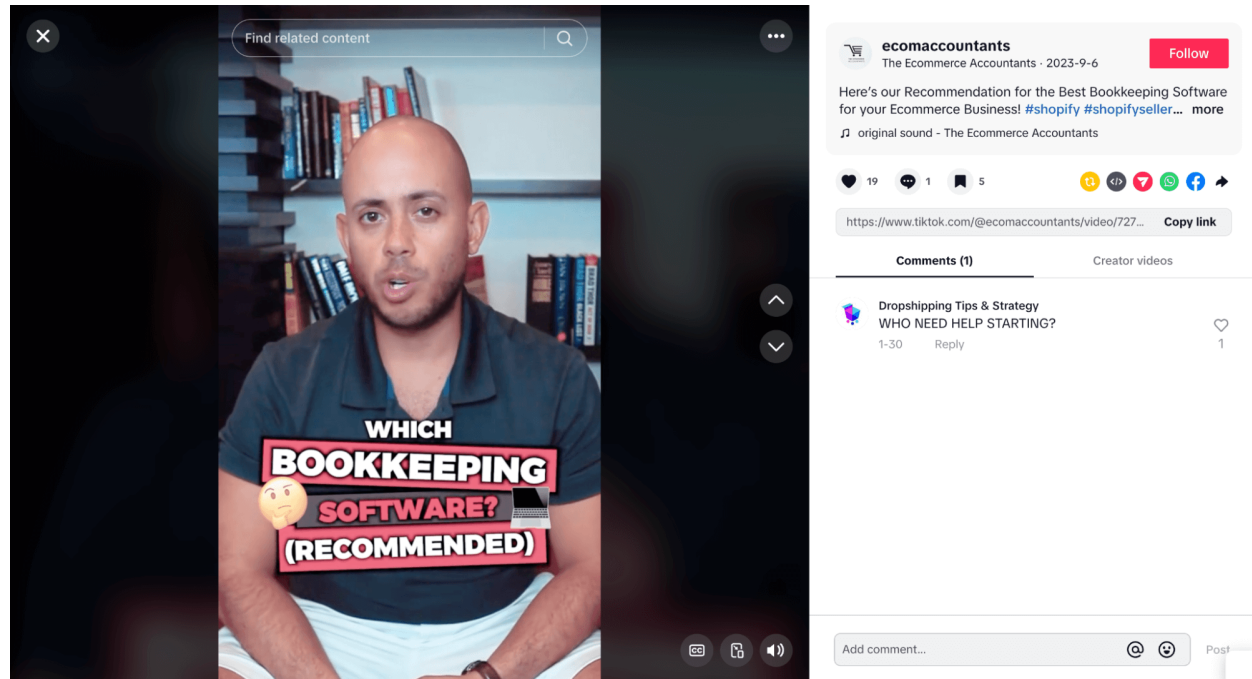
The BOOKKEEPING BASICS for BEGINNERS 723K views • 2 years ago 503K subs Enga: 5% VPD: 747 SEO: 13/100 LYFE Accounting Bookkeeping is the recording of past financial data to make future busin... 9 chapters Intro | What is Bookkeeping? | Step 1 o...

qb intuit quickbooks IN 12 MINS! 1.9M views • 3 years ago 889K subs Enga: 1% VPD: 1,395 SEO: 15/100 Accounting Stuff In this video I'll show you how to use QuickBooks Online in 12 minutes. ... 4K CC 6 chapters Intro | What is QuickBooks Online? | ...

([Image Source](#))

YouTube is great for distributing in-depth video content. Use it to create content around pillar topics and more specific long-tail keywords.

On the other hand, TikTok is great for providing basic information. Use it to publish snackable videos that direct viewers to your website for more details. You can also use influencer marketing on TikTok to distribute content.



([Image Source](#))

Step 8: Recurring content improvement

In the past, taking a publish-and-forget approach to SEO worked for many SaaS companies. However, as the space becomes more competitive and search algorithms evolve, it's important to prune and update old content.

Luckily, it's very easy to track the results of your SEO campaigns with tools like Google Search Console and Google Analytics. Studying these results gives you insight into how to improve your future content strategy.

It also lets you know which posts are worth updating for further optimization. There are a few questions you can ask yourself as you assess individual pieces of content:

- Is a post attracting people through search ranking?
- Is it converting?
- Can it be used for lead nurturing?

If the answer to all of these questions is “no,” the content is not up to par. It needs to be improved until it produces results. You can remove irrelevant content and add new industry developments as necessary.

Which SaaS SEO initiatives to perform in-house vs. outsourcing

SEO is both a science and an art. That's why SEO campaigns are often most effective when carried out by a [trained SEO professional](#). However, you can handle some work in-house. All you need is someone with SEO expertise and content writers on your marketing team.

You can handle strategy, campaign management, content creation, and content pruning in-house. You can also handle some technical optimizations, such as adding metadata to your pages or articles.

However, a few SEO tasks should almost always be outsourced to a professional or agency. [Link building](#) is most effective when you have a strong network with digital publishers. Most link building pros have contacts ready to exchange backlinks or accept guest posts that include your links. Technical optimizations are also worth outsourcing.

If you're interested in outsourcing link building, uSERP is here to help. We offer KPI (key performance indicators)-focused link building services. [Book a call](#), and we'll discuss how we can help you boost your SaaS business's rankings.

Frequently asked questions about SaaS SEO

Looking for some quick answers to your questions about SEO for SaaS brands? Here are a few frequently asked questions.

1. What is SaaS SEO, and how does it work?

SaaS SEO refers to the practice of optimizing a Software as a Service (SaaS) website to improve its visibility in search engine results pages (SERPs). It focuses on strategies that address both the unique features of SaaS businesses and the needs of their target audience.

Key aspects of SaaS SEO include optimizing for long-tail keywords, building a strong [content strategy](#), improving site speed, and driving organic traffic through both on-page and off-page SEO techniques.

2. How is SaaS SEO different from traditional SEO?

SaaS SEO differs from traditional SEO. This is because SaaS websites usually have subscription-based models with multiple product offerings. This requires a tailored approach to content, keyword strategy, and conversion optimization.

SaaS SEO focuses on providing value over time, which could be through customer retention. Traditional SEO efforts may focus on immediate traffic or one-time purchases. SaaS SEO also includes optimizing for different customer segments. These could include free trials, sign-ups, or upsells.

3. What are the best SEO strategies for SaaS websites

Some of the best SEO strategies for SaaS websites include targeting long-tail, highly specific keywords that align with the customer's journey. We can also mention creating in-depth blog posts and knowledge bases, and optimizing landing pages for conversions.

You can also boost rankings with other strategies. You could engage in link building with authoritative sites and improving site speed. Optimizing your site for mobile users and leveraging technical SEO like schema markup are also crucial.

Our [8-step playbook](#) is a great place to start.

4. How can I optimize my SaaS landing pages for SEO?

What you can do is combine keyword optimization, compelling calls to action (CTAs), and user intent. Optimize each page for the specific product or feature it promotes. Integrate relevant keywords into titles, meta descriptions, and content.

Incorporating customer testimonials, [case studies](#), and clear, concise benefits can also help improve conversion rates, indirectly impacting SEO.

5. What are the key ranking factors for SaaS SEO?

SaaS SEO ranking factors include high-quality content and backlinks from authoritative sites. Also, don't forget about site speed, mobile optimization, and a clear information architecture.

SaaS sites also benefit from a structured internal linking strategy, strong user engagement (e.g., low bounce rate, high time on site), and technical SEO practices like clean code and fast page loading times.

6. How long does it take to see results from SaaS SEO efforts?

For significant improvements in organic traffic, you have to wait around three to six months. Full results often take up to a year.

However, the time it takes to see results from SaaS SEO can vary depending on various factors. Take [domain authority](#), competition, and the effectiveness of the SEO strategy into consideration. Consistency in implementing SEO best practices is crucial for long-term success.

7. How do I conduct keyword research for a SaaS business?

Keyword research should begin with identifying your target customer's pain points and needs. Use Google Keyword Planner, Ahrefs, or SEMrush to identify relevant [long-tail keywords](#). These tools also highlight product-related queries, and questions your audience is searching for.

Focus on longtail keywords with high search intent. Look for opportunities in low-competition niches.

8. How do I improve my SaaS website's domain authority?

This involves earning high-quality backlinks and optimizing on-page content. It also ensures your website is technically sound.

Create valuable content that others will love and want to link to. Write guest posts and build relationships with industry influencers and thought leaders. Update old content on a regular basis and remove low-quality links. This will help boost your site's authority.

9. What is the role of content marketing in SaaS SEO?

[Content marketing](#) is pivotal in SaaS SEO because it drives traffic and builds trust with potential customers. Content marketing is pivotal in SaaS SEO because it drives traffic and builds trust with potential customers.

Create valuable blog posts, case studies, whitepapers, and other types of content. These help address search intent and nurture leads at different stages of the buyer's journey.

Engaging content can also attract backlinks, increase dwell time, and reduce bounce rates, which are essential for improving SEO.

10. How can I measure the success of my SaaS SEO campaigns?

Tracking [key metrics](#) help you measure the success of your SaaS SEO campaigns. Metrics include keyword rankings, organic traffic, bounce rates, and conversion rates. Tools like Google Analytics, SEMrush, or Ahrefs can help you monitor organic performance.

Additionally, assessing customer retention, revenue growth from organic channels, and generated leads can give you a holistic view of your SEO efforts' effectiveness.

About the Author

Emily Krings is an SEO content writer and strategist with a knack for storytelling. She specializes in helping B2B businesses create blog content that connects with their audiences.

[LinkedIn](#) | [Twitter](#) | [Website](#) | [Headshot](#)

Untitled document

Goals95 Overall score

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B I U | H1 H2 | | | 3,482 words ^

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Check for AI text & plagiarism

Plagiarism and AI text check

APA

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Kristina L...
Upgrade to use AI

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Write Edit Feedback

Readability Grade 8 Good.

Words: 3,544

10 of 278 sentences are very hard to read.

56 of 278 sentences are hard to read.

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Outline

Optimize

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Topic Score ⓘ



49%

Avg Score 45

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3575 ↓

4053

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31 ↑

24

LINKS

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All ▾

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25 / 15

SaaS SEO

32 sources

2 / 2

potential customers

23 sources

0 / 2

internal links

19 sources

1 / 1

keyword research tools

18 sources

3 / 1

search volumes

18 sources

4 / 1

blog posts

18 sources

relevant keywords

