

Meta title: Your B2B SaaS SEO Strategy (Case Studies Included)

Meta description: Learn the new B2B SaaS strategies you can implement for your business and the key metrics to take into consideration.

B2B SaaS SEO

If you spot a thriving SaaS unicorn, you can bet there's a killer SEO strategy behind it.

B2B SaaS and SEO have always been a package deal. But as traffic, leads, and revenue have nosedived in recent years, many companies have started to give up.

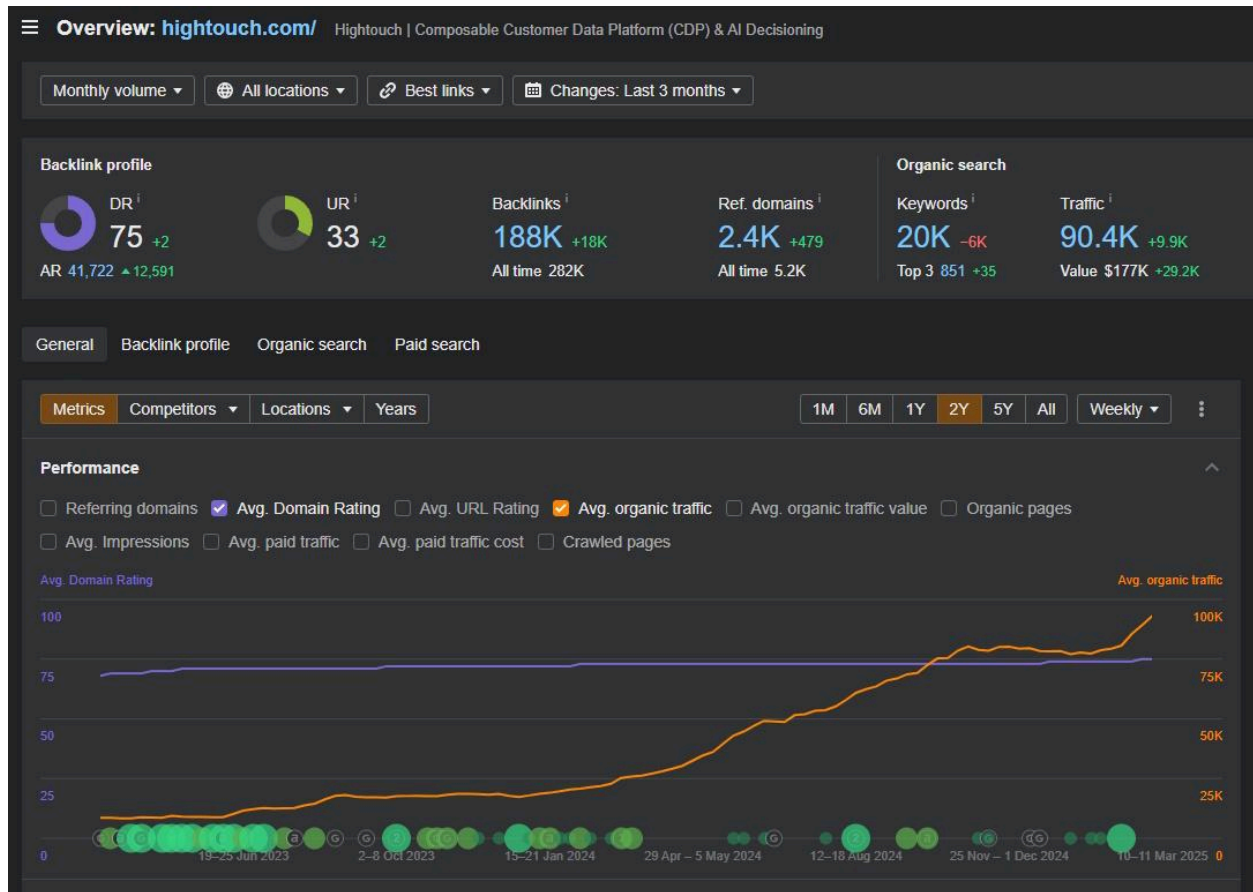
That crash? Totally predictable—but also completely avoidable.

AI shook things up, and Google followed suit. The same SEO playbook that worked for a decade stopped delivering in 2023.

Last year, several big-name SaaS companies paid the price. They lost millions because they committed massive SEO mistakes.

But it didn't have to end that way.

Just look at Hightouch's SEO growth over the past two years. That's the second SaaS company we've helped go from Series B to unicorn (the first was Monday).



Screenshot provided by the author

None of our B2B SaaS SEO clients lost traffic last year.

How'd we pull that off?

Two main reasons:

First, mid-tier backlinks just don't cut it anymore. We've always focused on top-tier, high-quality links, so that shift didn't hit us.

Second, SEO for SaaS started evolving fast in 2023. Instead of playing catch-up, we've been adapting ahead of the curve the whole time.

In this post, I'm breaking down the updated SaaS SEO playbook that's helped turn two companies into unicorns and drive serious results for hundreds of others. Here are eight strategies you need to be thinking about:

- Cleaning up technical SEO issues
- Making sure your site's mobile experience is on point
- Finding the right keywords (not just the highest-volume ones)

- Creating content that actually converts
- Covering the topics your audience is searching for
- Building legit, high-authority backlinks
- Leveraging video for SEO and social reach
- Constantly improving content based on real data

If you're in SaaS and serious about growth, let's chat. [Book a free call](#), and we'll help you hit your goals like we've done for many others.

4 key metrics to focus on for B2B SaaS SEO success

From what we've seen, SaaS companies only care about four metrics.

In the short term, it's all about monthly recurring revenue (MRR) and churn. Are new customers coming in faster than old ones are leaving? That's the immediate concern.

But long term? Those numbers don't mean much without looking at the bigger picture: Customer Acquisition Cost (CAC) and Customer Lifetime Value (LTV). If it costs more to acquire a customer than they're worth over time, the math just doesn't work.

[SEO for SaaS](#) has its own four key metrics, closely tied to these but with some channel-specific differences. How these play out depends a lot on whether you're in B2B or B2C.

- **For B2B SaaS**, SEO needs to drive high-intent traffic that converts into pipeline and revenue. Think longer sales cycles, multi-touch attribution, and content that nurtures decision-makers over time.
- **For B2C SaaS**, it's more about volume. The focus is on ranking for high-traffic keywords, optimizing conversion funnels, and ensuring SEO efforts translate directly into signups and subscriptions.

Same core metrics, different playbook.

Here, we focus only on B2B SaaS.

1. SEO-driven monthly recurring revenue (MRR)

B2B SaaS often involves longer sales cycles and multiple decision-makers. So, SEO needs to be more strategic in reaching qualified prospects. The focus should be on generating leads that have the potential to turn into paying customers.

So, think about how much revenue your SEO is bringing in. That's what really matters for B2B SaaS. Cost is always a factor. But if a marketing channel isn't driving real growth, it's not worth spending.

New customers keep everything moving. If SEO consistently brings in qualified leads that convert, you have room to refine CAC, improve retention, and scale efficiently. But if there's no steady flow of new business, nothing else will fix the problem.

Generating traffic isn't enough for B2B SaaS SEO. It must also attract the right people, fit into longer sales cycles, and turn visibility into actual revenue.

2. SEO-sourced customer acquisition cost (CAC)

In B2B SaaS, customer acquisition cost (CAC) and lifetime value (LTV) are critical. Sales cycles tend to be longer and more complex.

Plus, B2B SaaS often involves higher-value deals, longer decision-making processes, and a smaller customer base. This means each customer you acquire has a much larger impact on your revenue.

So, ask yourself, how much does it cost to acquire each customer through SEO in B2B SaaS? Is that cost within the range your business can handle? And if it's not, is it gradually decreasing as you optimize?

A B2B SaaS SEO strategy is truly effective when it brings in high-quality leads at a cost that aligns with your business model.

It should ideally be lower than the customer's lifetime value (LTV). That's when you know your SEO efforts are driving real, sustainable growth.

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

Yes, it's true: MRR and CAC are the main numbers most B2B SaaS companies use to measure SEO success.

But there's a lot more behind the scenes that can impact those figures.

SEO might be bringing in solid leads for free trials. But those leads might bounce before converting if your onboarding or product experience isn't smooth. SEO can also get people into [your sales pipeline](#). However, those leads could slip through the cracks if your nurturing process or sales team isn't aligned.

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

If your CAC from SEO isn't where you want it or isn't improving, it's time to take a look at CPL and sales conversion rates across all your marketing channels to figure out if SEO is falling short.

Is your CPL higher, or is your conversion rate lower than other channels? That's a red flag, especially if those numbers aren't improving.

Or, maybe SEO's driving lower CPL and better conversions. That means it's likely doing its job. Make sure your conversion funnel is in good shape, and your product/market fit is spot on.

4. Monthly organic traffic volume

If all you can show for your B2B SaaS SEO efforts is [more traffic](#), that's not necessarily a win. It's possible to bring in traffic that's simply not resonating with what your business offers.

But why is this happening?

A few reasons:

- The free trial or lead magnet isn't hitting the mark.
- The lead capture process is clunky or too complicated.
- There's an issue with product/market fit that needs addressing.

That said, organic traffic, especially non-paid, is still a valuable metric to track. We want steady growth, but only if that traffic is relevant to your business.

It's a positive sign when I look at a new client's SEO performance and spot solid, steady traffic growth for the right keywords and pages. The next step is to dive into the lead capture and conversion process, where there's likely room for improvement.

This is especially crucial in B2B SaaS. Traffic without engagement won't generate the qualified leads that truly move the needle. The focus is less on quantity and more on quality. The value of each lead is significantly higher in a B2B context. And a single conversion can have a big impact on long-term revenue.

Now that we've got the foundation covered, let's take a closer look at the strategy we use to drive real results: boosting MRR while keeping CAC under control.

Strategy #1: Conducting a technical SEO audit and optimizing your website

As your SaaS company scales, you might not realize how much technical debt your website has accumulated over time. It's pretty common, but it can cause big problems down the line.

Before you even think about content or links, you've got to do a full technical SEO audit. If Google can't crawl or rank your pages because of technical issues, all the content and backlinks in the world won't help.

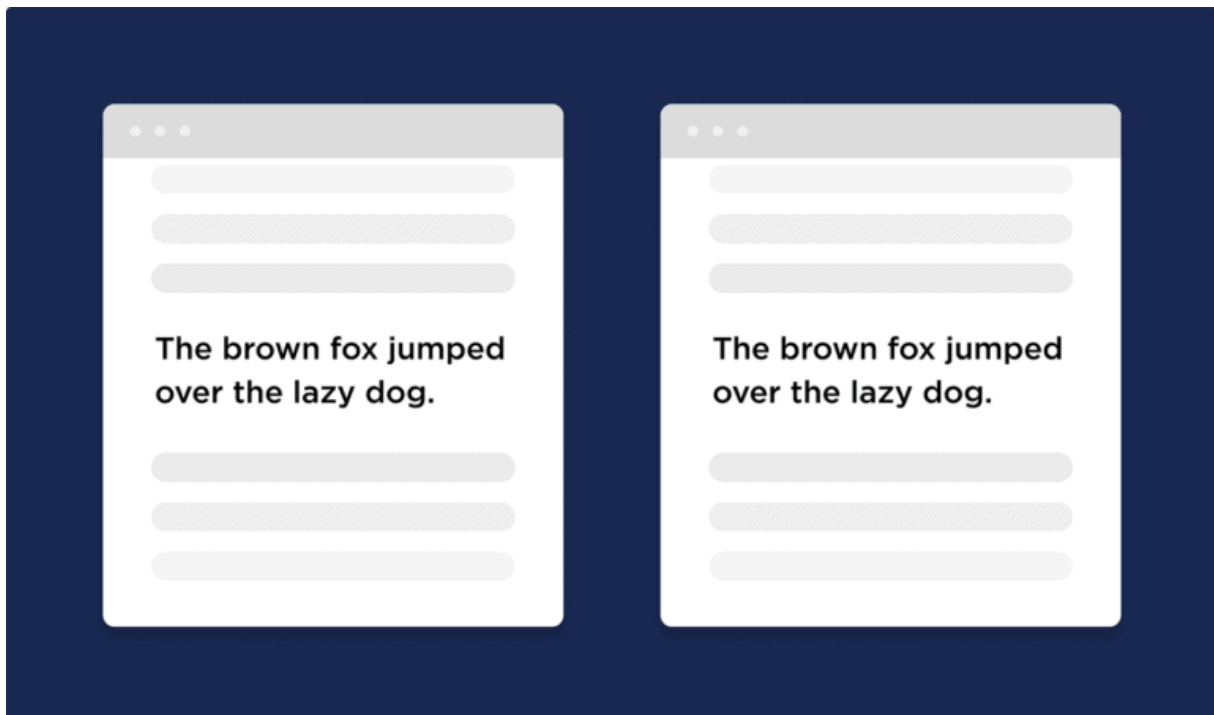
A solid technical SEO audit for SaaS companies zeroes in on three main areas:

1. Ensuring search engines can crawl and index your website

Google won't rank your pages if it can't find them. So, if search engines don't index your essential pages, all your optimization efforts won't amount to much.

Here's what we look for in a technical audit:

- Robots.txt & Noindex Tags – Double-check that you aren't unintentionally blocking important pages from search engines.
- XML Sitemap – Keep your sitemap fresh and submit it to Google Search Console for proper indexing.
- Orphan Pages – Every crucial page needs internal links so both Google and your visitors can discover them easily.
- Duplicate Content & Cannibalization – Avoid having multiple pages go after the same keywords. When this happens, your pages compete with each other instead of helping each other rank higher.



[Image Source](#)

As a B2B SaaS company, having a solid technical foundation ensures your content reaches decision-makers at the right moment. If you aren't indexing key pages like product features or case studies, it can directly impact your ability to attract high-value leads.

2. Evaluating your site performance and improving user experience

Google values fast, smooth, and [mobile-friendly sites](#). Your rankings will suffer if your pages are sluggish or a nightmare to navigate on mobile.

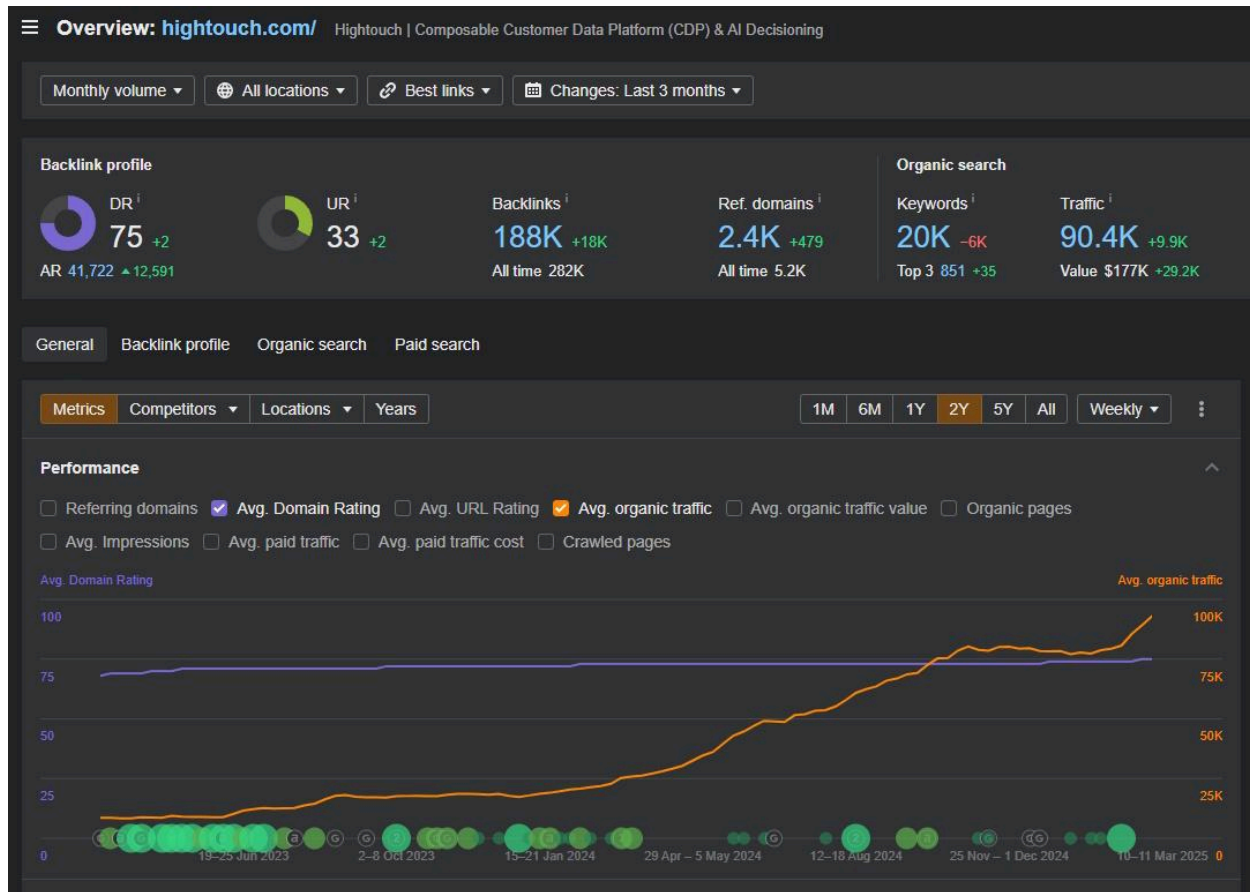
Here are the UX and performance areas we focus on:

- Core Web Vitals – We dive into LCP (Largest Contentful Paint), FID (First Input Delay), and CLS (Cumulative Layout Shift) to make sure users get a seamless experience.
- Page Speed – Optimizing images, trimming down CSS/JavaScript, and using caching can boost your site's load speed.
- Mobile-Friendliness – Since Google's mobile-first approach is now the standard, your site needs to work flawlessly across all devices.

We use tools like Ahrefs to evaluate site health. For example, this health score from our client Hightouch shows that everything is in great shape.



[The results we've driven for Hightouch](#) over the last two years are a big reason why they raised **\$80M in their Series C round, hitting a \$1.2B valuation** in February 2025. This success is a direct outcome of the strategies we've put in place.



Without a solid technical groundwork, **there's no way we could have scaled Hightouch's organic traffic by 10x** in just two years.

3. Performing technical SEO analysis for SaaS-specific challenges

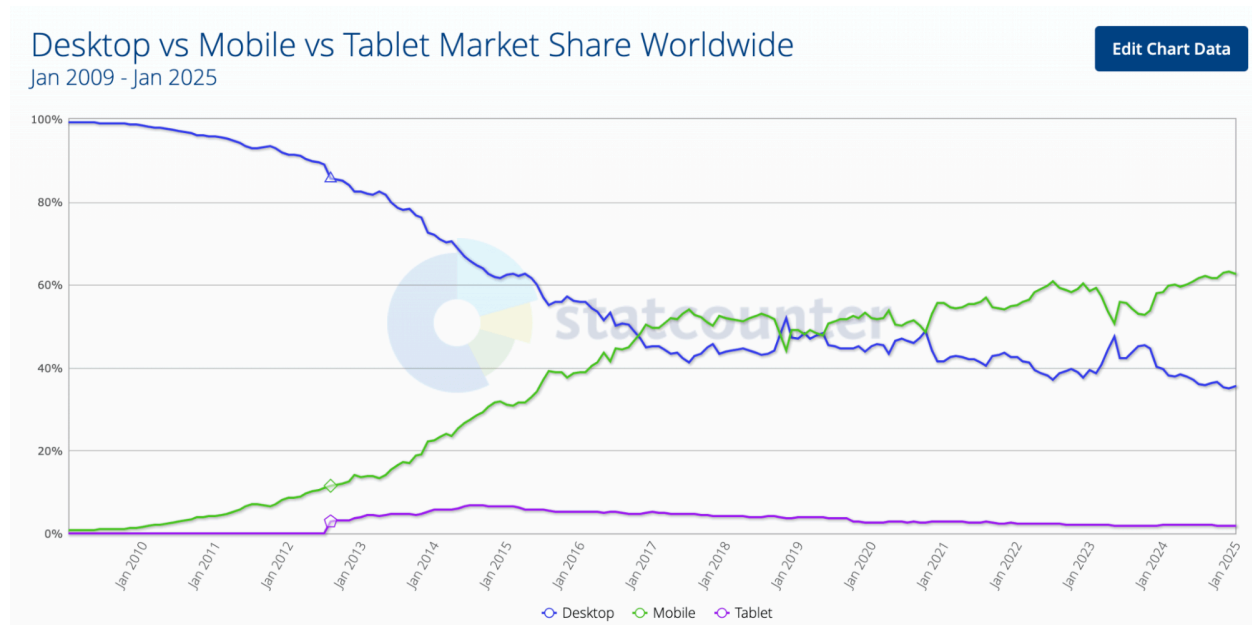
B2B SaaS websites tend to have their own set of technical challenges:

- **JavaScript Rendering Issues** – Many SaaS sites depend on JavaScript for functionality. This can confuse search engines trying to crawl your content. It's worth checking with tools like Google's Mobile-Friendly Test or the URL Inspection tool in Search Console to see how your pages render and make sure Google can fully crawl and index them.
- **Dynamic URLs & Pagination** – When your site dynamically generates pages for things like pricing, features, or integrations, make sure they have the right structure. Otherwise, you risk Google seeing multiple versions of the same content, which could hurt your rankings. Canonical tags are your friend here.
- **Subdomains vs. Subfolders** – Many B2B SaaS companies use subdomains for their blog or help center. While this can work, it can also spread your SEO power thin. Subfolders (e.g., /blog instead of blog.yoursite.com) can help concentrate your SEO efforts in one place.

Strategy #2: Prioritizing a mobile-first experience for users

With mobile usage taking over, it's no surprise that the mobile share of traffic keeps climbing. For a lot of B2B SaaS companies, that number is closer to 90%, not just the typical 60%.

If your target audience consists of on-the-go professionals or people who rely on mobile devices to access services, you can't afford to overlook [mobile optimization](#).



([Image Source](#))

Plus, Google adds even more pressure with mobile-first indexing. This means that if your site isn't mobile-friendly, you're setting yourself up for poor rankings, higher bounce rates, and fewer conversions.

Mobile site and mobile-first indexing best practices



[Send feedback](#)

Google uses the mobile version of a site's content, crawled with the [smartphone agent](#), for indexing and ranking. This is called **mobile-first indexing**.

While it's not required to have a mobile version of your pages to have your content included in Google's Search results, it is very strongly recommended. These best practices apply to mobile sites in general, and by definition to mobile-first indexing.

To make sure that your users have the best experience, follow the best practices detailed in this guide.



[Image Source](#)

When we run a mobile UX audit, we focus on three key areas to ensure your site performs well on all devices and stays in good standing with SEO guidelines.

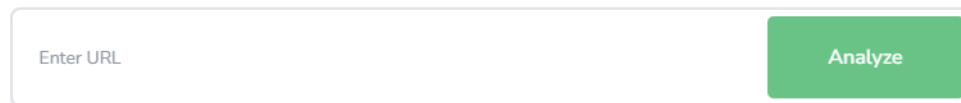
1. Having a responsive and accessible design

Google is all about delivering a great user experience, no matter what device someone uses to access your site. If your SaaS site isn't mobile-friendly, users may bounce quickly.

(Here's a tool you can quickly check if your website is accessible on mobile devices.)

[Free SEO tools](#) / Mobile Friendly Site Test

Mobile Friendly Site Test



[Image Source](#)

They have no problem leaving behind frustrating broken layouts, hard-to-read text, or buttons they just can't click. That kind of issue will definitely hurt your SEO performance.

To make sure your site is mobile-optimized, we focus on a few key things:

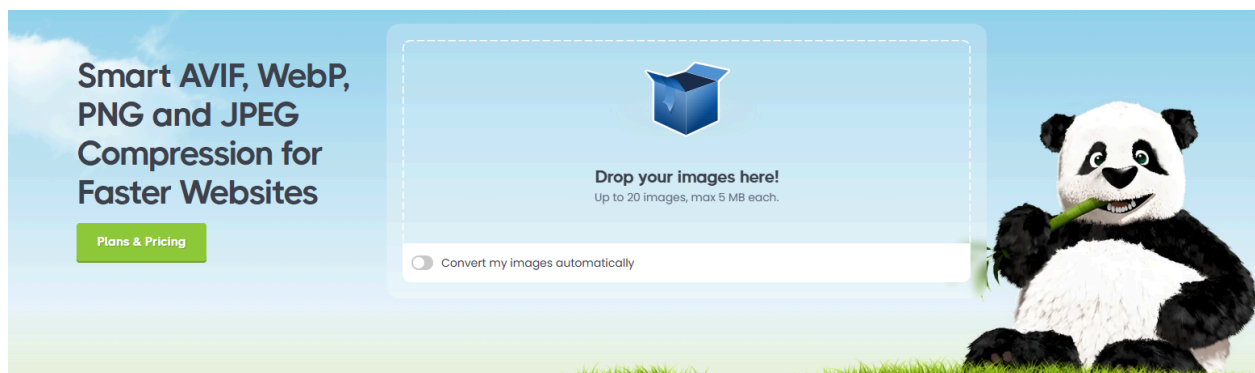
- Responsive design – Your site needs to adjust fluidly to any screen size so nothing breaks or looks out of place.
- Readable fonts and buttons – Make sure the text is legible without needing to zoom in, and buttons should be big enough to easily tap.
- Mobile-ready navigation – Forget hover-based interactions that don't work on touchscreens. Instead, keep things simple with tappable menus and prominent CTA buttons.
- Strong contrast – Text should stand out enough against the background so people can read it in any lighting.

2. Improving page speed for mobile performance

Speed is a major ranking factor for mobile SEO. According to [Search Engine Journal](#), mobile users expect instant access to content, and delays of even a few seconds will cause bounces. This will also tank engagement metrics that impact rankings.

We focus on cutting down on things that slow your site down, particularly on mobile. Here's what we pay attention to:

- Image and element optimization – We compress images and trim down any heavy elements that take too long to load.
- Avoiding redirects – Too many redirects can kill load speed, especially on mobile networks. We aim to minimize them.
- Lazy loading – Instead of loading everything at once, we only load images and content as the user scrolls, keeping things fast.
- AMP (Accelerated Mobile Pages)—If your B2B SaaS site uses a lot of content, Accelerated Mobile Pages (AMP) can help boost mobile user load times.



[Image Source](#)

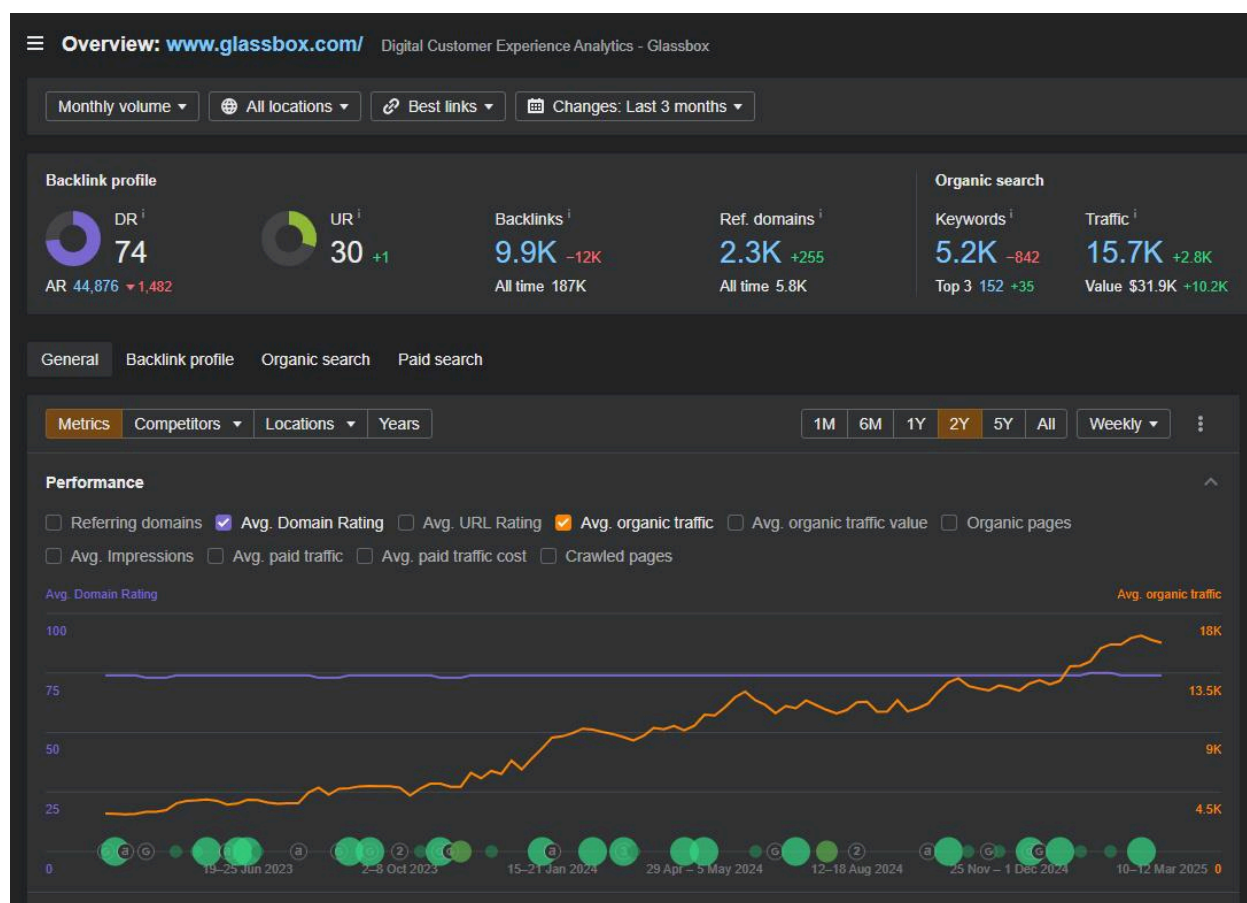
3. Increasing conversions through mobile traffic

Conversions, conversions, conversions. Isn't that what B2B SaaS is all about?

Many SaaS companies fail to convert mobile users because their signup forms, checkout flows, or call-to-action (CTA) buttons don't look good on smaller screens.

Here's where we focus our attention:

- Simplified signup – Cut the clutter. Fewer fields, autofill features—anything that makes signing up easier.
- Easy Logins – Social logins (Google, Apple, etc.) make logging in a breeze and eliminate password fatigue.
- Sticky CTAs – Keep your most important buttons in sight as users scroll through the page.
- Seamless mobile checkout—Whether you're signing up for a trial or making a purchase, make the checkout process as simple and secure as possible.



Screenshot provided by the author

Even though their audience isn't as mobile-heavy as some other SaaS companies, optimizing for mobile helped improve site-wide SEO and boost engagement.

Strategy #3: Finding the right keywords

In the world of B2B SaaS, [keyword research](#) is the starting point for SEO. If you're not targeting the right keywords, all the fancy optimizations and top-tier content you've created will fall flat. Traffic may come, but it won't convert.

Too many SaaS companies get keyword research wrong. Some focus too much on generic, thought-leadership content and wonder why they're not ranking. Others aim for high-traffic, broad search terms, only to find they're attracting visitors who don't intend to convert.

Your keyword strategy for a B2B SaaS brand must attract more than just visitors. It also needs to attract decision-makers, influencers, and potential clients actively looking for the solution you provide.

This means aligning your keywords with search intent, the specific pain points of your target audience, and your broader business goals.

Here's what I mean:

Using keywords with a high commercial intent

In the B2B SaaS industry, the only traffic that really matters is attracting visitors who are ready to act.

They're actively seeking a solution to a problem they've identified. That's why you need high-intent commercial keywords.

Potential customers who are deep in the decision-making process typically use these keywords.

Not all traffic is valuable, especially for SaaS businesses. The most impactful keywords indicate a user is actively considering a solution. At the bottom of the funnel (BOFU), They're looking for a solution that fits their needs and are ready to evaluate or purchase.

Examples of BOFU keywords include:

- "[product category] software"
- "Best [product category] software"
- "[Competitor] alternative"
- "[Product category] pricing"
- "Buy [software name]"

When users type these kinds of terms into a search engine, they've already demonstrated a clear intent to explore or invest in a solution. For SaaS businesses, these are the keywords you want to target because they offer the highest potential to convert traffic into paying customers.

Take [Remote](#), one of our clients, as a real-world example. It's a SaaS company offering internal payroll solutions.

Google international payroll software

KD 22 Volume 200 GV 600 TP 1.3K Clicks 0 CPC 55.00\$ Overview

Global payroll services

From sources across the web

Rippling
 Deel
 Remote

Oyster HR, Inc.
 PAPAYA Global
 Multiplier

ADP GlobalView Payroll
 ADP
 Global eor and payroll s...

7 more

Feedback

Remote
https://remote.com/global-hr/global-payroll

1 Global and International Payroll Made Easy

Run payroll like a local with global payroll services. Pay anyone, anywhere — from your team in the office to your team abroad, all with Remote Payroll.

DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words
79	19K	299.7K	19.4K	208.1K	529.9K	609.5K\$	23	239	95	455	4.6K	2.3K	64.3K\$

Oyster HR
https://www.oysterhr.com/library/best-international-...

2 6 best international payroll providers of 2025

Dec 9, 2024 — 6 top international payroll software companies · 1. Oyster · 2. Rippling · 3. Papaya Global · 4. ADP GlobalView Payroll · 5. Remote · 6. Gusto.

DOMAIN	DR	AR	RP	RD	KW	ST	PAGE	UR	RP	RD	KW	ST	Words
70	120.2K	33.6K	2.7K	59.5K	197.1K	389.2K\$	11	5	4	261	3.7K	2.5K	65.7K\$

Keywords ideas

People also ask

Copy

- top 10 global payroll providers
- international payroll providers
- international payroll processing
- best global payroll providers
- global payroll outsourcing
- deel payroll
- remote payroll
- gartner payroll
- international payroll software free

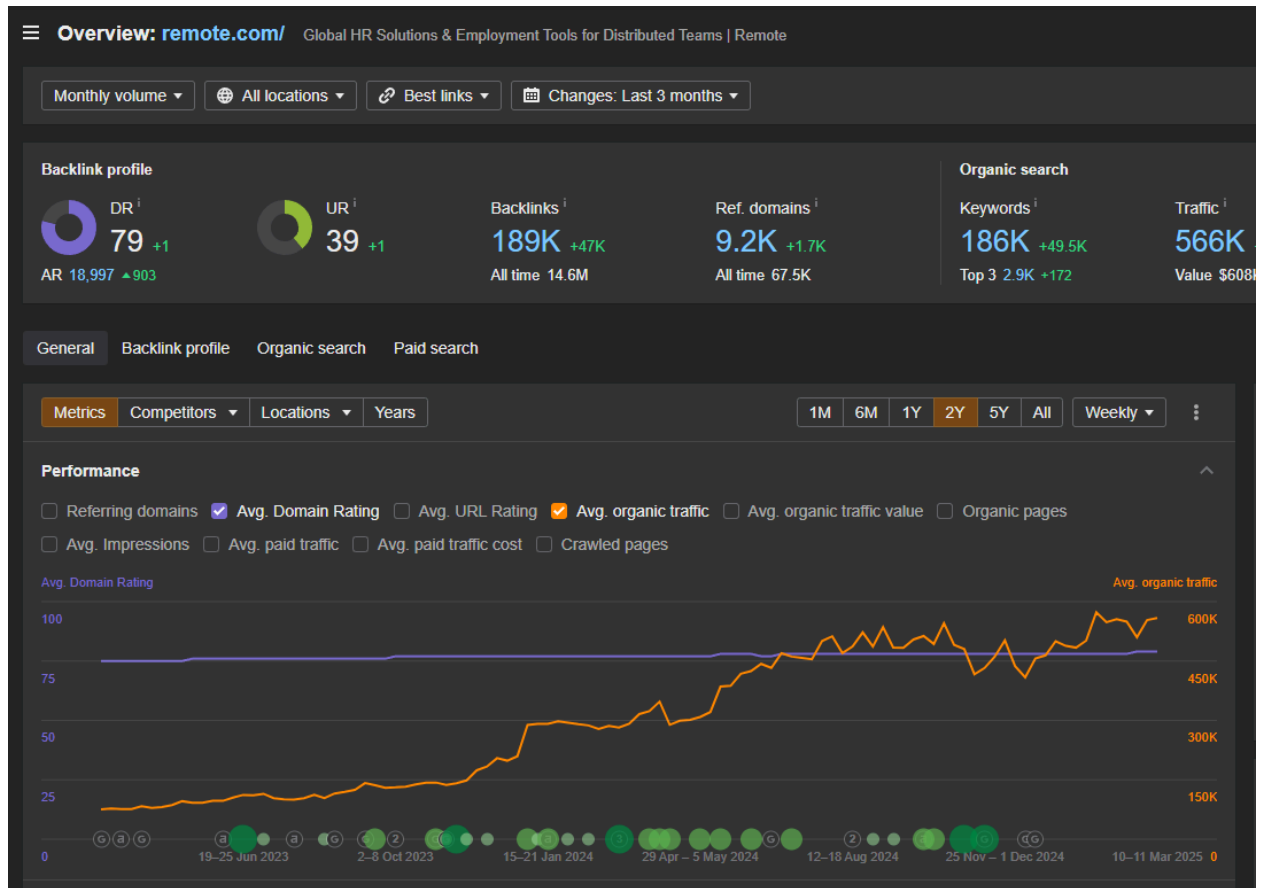
Screenshot provided by the author

If you search for "international payroll software," the very first result you'll see is Remote. That top spot clearly indicates that Google views Remote as the go-to solution for this search term.

Potential customers are more likely to trust Remote as the leading choice when they see it.

Even though Remote isn't among the top 20 payroll software companies by revenue, it has secured a spot in Google's search feature. The feature highlights 9 payroll software options *above* the regular search results. Talk about visibility.

This multi-layered SEO strategy is clearly paying off. Over the last two years, Remote has seen a dramatic surge in website traffic. It jumped from **80k visitors per month to 600k**. Their revenue also grew from **\$500 million to \$815 million!**



Screenshot provided by the author

Revenue growth like that doesn't come from relying on general, educational keywords alone. This is especially true now since AI summaries are grabbing a lot of that search traffic.

The common denominator here is targeting high-conversion keywords that directly influence decision-making and lead to more conversions.

Incorporating the use of mid and top-of-funnel keywords

Mid-funnel and top-funnel keywords don't necessarily drive immediate conversions, but they play a key role in getting the right eyes on your brand. They're all about getting in front of people early in their journey and offering value that builds trust over time. These often appear as helpful guides, industry tips, or answers to common questions.

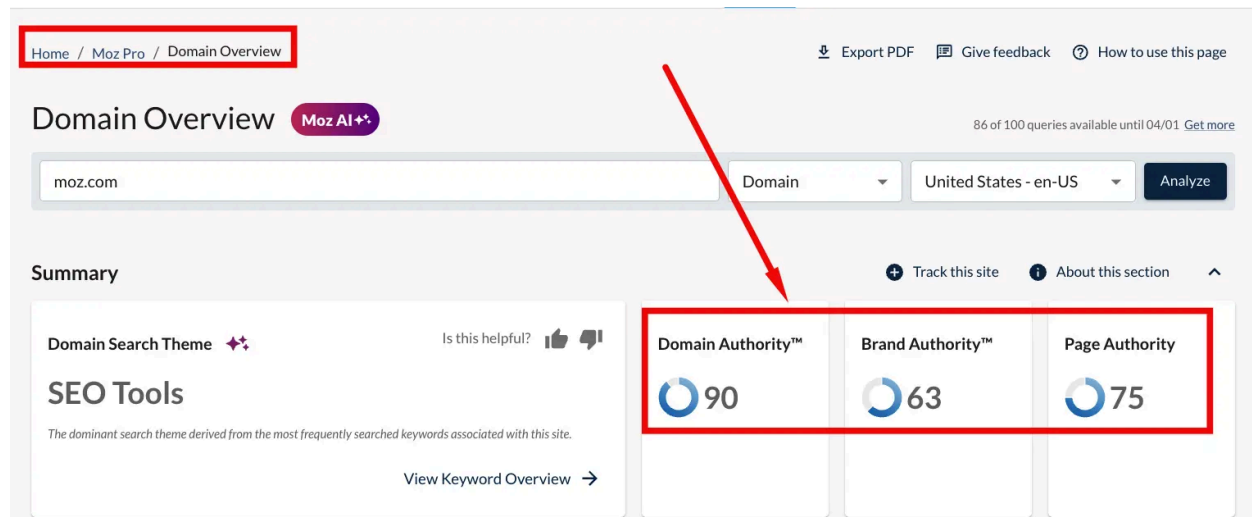
Here are a few examples:

- "How to streamline [task] for [industry]"
- "What does [concept related to SaaS product] mean?"
- "Why should [business type] consider [product category]?"

By targeting these types of keywords, your SaaS company can step in during the research phase, establish itself as an expert, and keep potential customers engaged until they're ready to make a buying decision. It's all about nurturing that relationship and offering value when they need it most.

Keeping search volume and competition balanced

I get it. High-volume keywords look enticing on paper. But they're tough to rank for, especially if you're an SaaS startup trying to [increase domain authority \(DA\)](#).

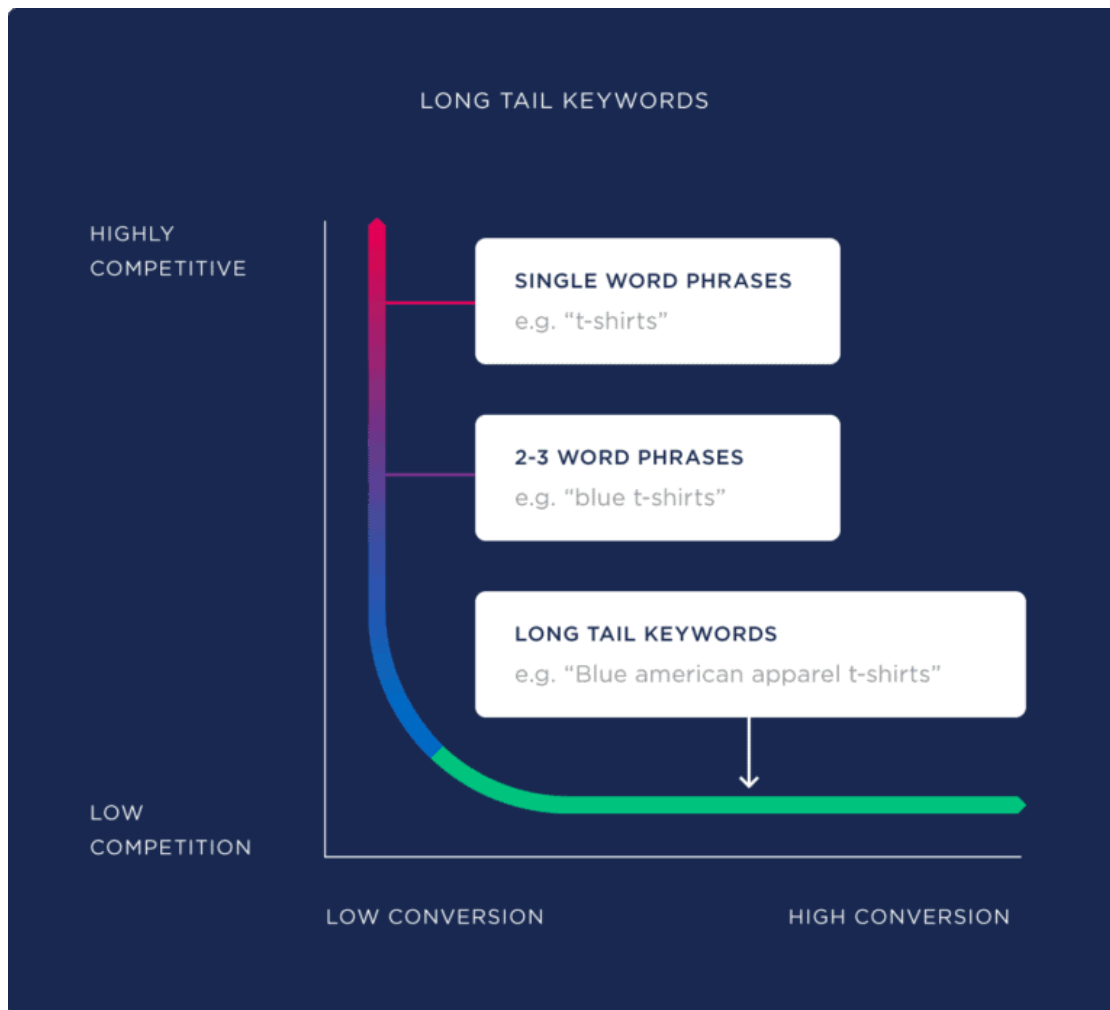


[Image Source](#)

This kind of keyword targeting is mission-critical for B2B SaaS. Decision-makers need time to build trust. Being present in those early research stages lets you stay top-of-mind as they move further down the funnel.

The trick is to balance search volume, competition, and the likelihood of converting that traffic into customers.

- Long-tail keywords—These are more specific, less competitive terms with clear intent. [Senuto](#) reports that they also have a high conversion rate.
- Niche industry terms – Industry-specific keywords may not get massive search volume. However, they speak directly to your niche, often leading to higher conversions since they target more qualified prospects.
- Branded vs. non-branded terms – By tracking both branded (e.g., “[Your SaaS] pricing”) and non-branded (e.g., “top CRM tools for startups”) keywords, you create a more comprehensive keyword strategy that covers all bases.



[Image Source](#)

The main takeaway here is that you should always judge keyword performance by its real impact on leads and customers. Forget about rankings and traffic numbers. What truly matters is Monthly Recurring Revenue (MRR).

We'd take a keyword that delivers a handful of solid customers each week over one that pulls in thousands of visitors who won't convert any day. Quality trumps quantity when it comes to real growth.

Strategy #4: Building a content strategy with a commercial intent

Choosing the right keywords is only half the battle. Some might argue it's the easy part. The real challenge comes in crafting content that:

- Ranks well for those keywords
- Grabs the attention of your ideal audience
- Drives them to take action

Content is where many SaaS companies make [costly mistakes](#). Cutting corners is tempting, but that's where they trip up.

Take this post, for example. This is the kind of content that gets it right.

You're reading this because it's showing up for the keywords we aimed to target.

If you've stuck with it this far, you're probably not the exact fit for what we're selling. Our ideal audience tends to check out and schedule a call after seeing a couple of case studies.

Because when you've helped launch unicorns and boosted enterprise traffic by 5x, it tends to grab attention pretty quickly.

Let's just say, not many agencies, let alone [SaaS SEO agencies](#), can claim that.

Maybe you're not our idea just yet, but if you take the advice we've shareeally nail your KPIs, who knows?

We could be working together a few years down the line. Or you're one of the rare few who truly dive into SEO, and you're just here to make sure we know our stuff before you shell out \$ 10k- \$ 50k a month on link building.

Props to you, by the way. Honestly, even if you're not looking to partner up, feel free to [drop me a message on LinkedIn](#). Always up for a chat.

Now, back to the topic. When we talk about commercial intent content, we're diving into BOFU (Bottom-of-the-Funnel) content.

This is the content you create when you know your audience is *this close* to pulling the trigger. They're actively looking for a solution—your solution. Your content should clear up any last hesitations, pushing them right over the edge to hit that “buy” button.

Optimizing your product and feature landing pages

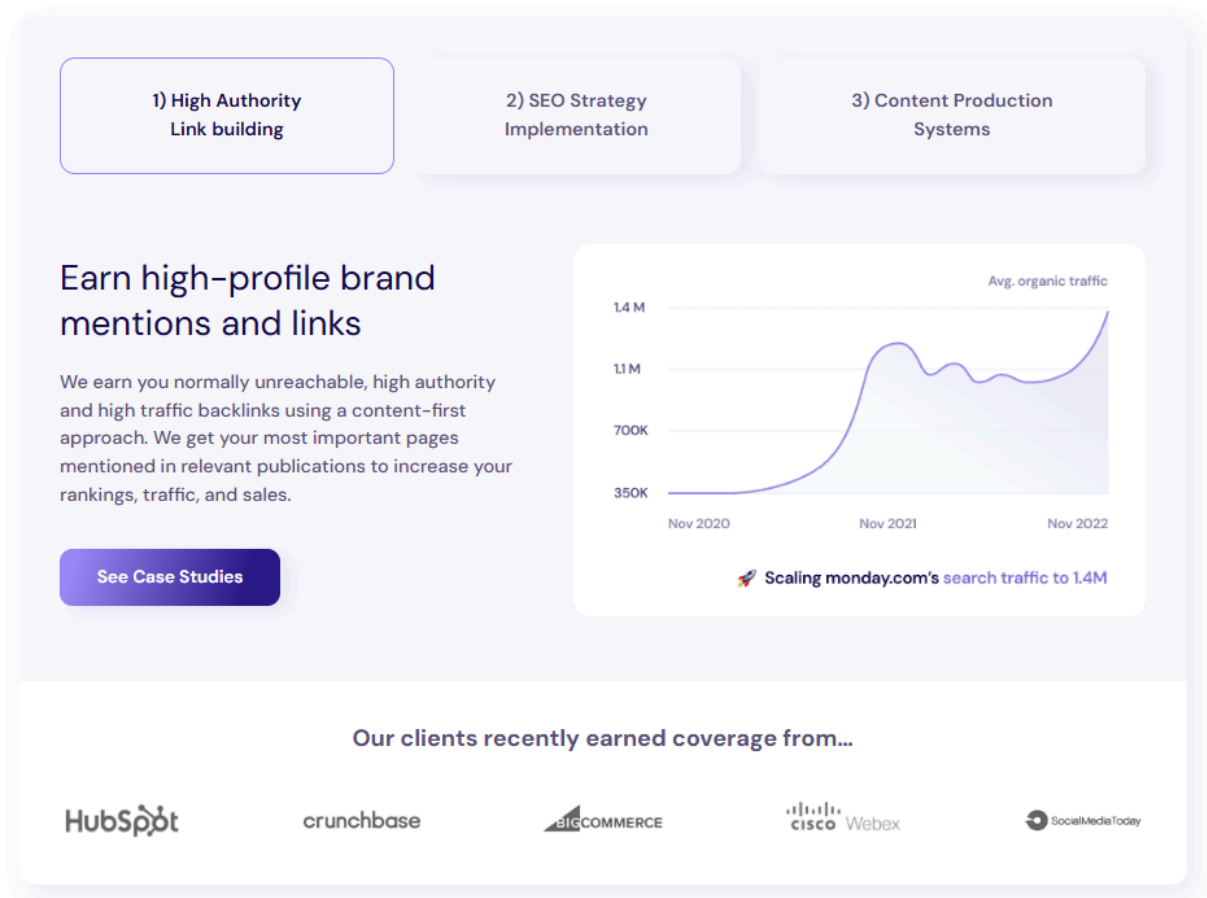
Your product and feature pages are where the magic happens. They're the ones that turn casual visitors into paying customers. These pages must clearly show what your software does, who it's for, and why it's worth their time.

And they're even more critical in the B2B SaaS industry because you're dealing with more complex products.

So, in your landing pages, get straight to the point with a compelling value proposition. Don't waste time with fluff. People want to know exactly how your product can help them. Next, break down the key features and benefits, but keep it simple.

Consider using visual elements like images, screenshots, or short demo videos to let your product speak for itself. A well-placed CTA—like “Start Free Trial” or “Book a Demo”—should be easy to spot so visitors can take the next step right away.

What we do



[Image Source](#)

Lastly, make sure you're targeting the right search terms, like “[your software] features” or “[your product category] solution.” These are high-intent keywords people are searching for when they’re on the brink of making a decision.

Creating competitor comparison blog posts

When potential customers are weighing their SaaS options, comparison pages can be the deciding factor.

People tend to look up “[Competitor] vs. [Your SaaS]” before making a purchase, And if you’re not providing this content, your competitors will. They’ll get the attention, control the conversation, and might just steal the customers who were considering you.

A great comparison page doesn’t rely on emotional language to get your point across. Instead, use logic.

B2B SaaS decision-makers typically consider factors like scalability, integrations, and long-term cost-effectiveness.

So, you want to give potential customers facts and let the product speak for itself. Focus on the real, measurable benefits that show why your SaaS stands out.

Use comparison tables to achieve this.

They lay out the facts, highlight the strengths of your solution, and let prospects quickly scan through and see how you stack up. If your software costs more than a competitor's, don't shy away from that. Use it as an opportunity to explain why it's worth it.

Comparison Table			
	Product A	Product B	Product C
Factor 1	✓	✗	✗
Factor 2	—	—	✓
Factor 3	—	✓	—

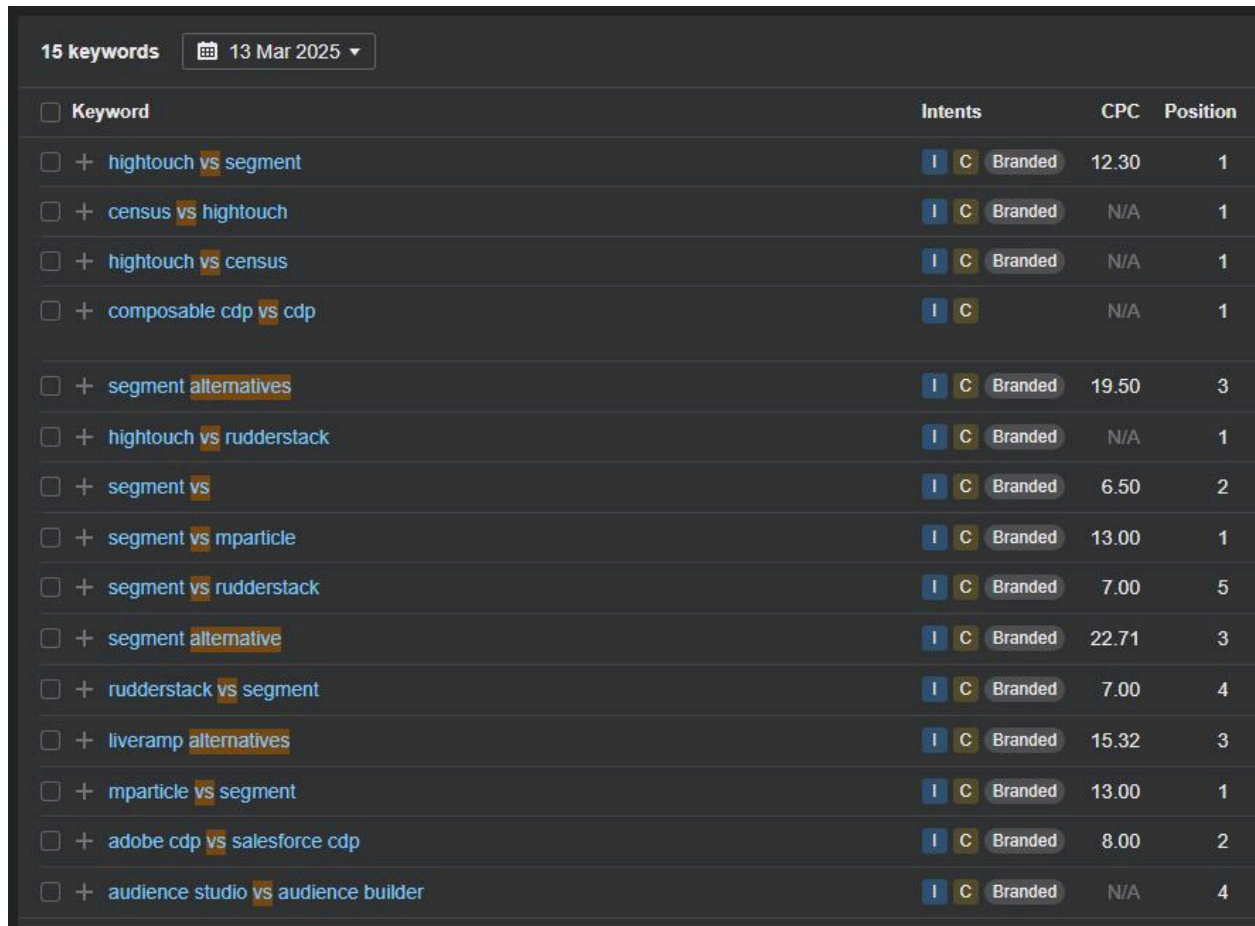
NNGROUP.COM NN/g

[Image Source](#)

Show how much value you’re adding that justifies the price tag. If there's a feature someone else has, be transparent but turn it into an advantage. Perhaps there’s a better way to do things, or maybe the feature is coming soon in your roadmap.

For keywords, think about terms like “best [product category] software,” “[Competitor] alternative,” or “[Your SaaS] vs. [Competitor]” to catch those users actively researching their options.

For example, we helped Hightouch rank near the top when users are comparing them with competitors like Segment or Rudderstack. That’s the sweet spot.



The screenshot shows a Google Ads interface with a dark theme. At the top, it says "15 keywords" and "13 Mar 2025". Below is a table with columns: Keyword, Intents, CPC, and Position. The table lists 15 keywords related to Hightouch and its competitors. The first four keywords are marked with a checkbox and a plus sign, indicating they are selected. The Intents column shows "I" (Informational), "C" (Commercial), and "Branded" (Branded). The CPC column shows the cost per click, and the Position column shows the ranking position.

Keyword	Intents	CPC	Position
☐ + hightouch vs segment	I C Branded	12.30	1
☐ + census vs hightouch	I C Branded	N/A	1
☐ + hightouch vs census	I C Branded	N/A	1
☐ + composable cdp vs cdp	I C	N/A	1
☐ + segment alternatives	I C Branded	19.50	3
☐ + hightouch vs rudderstack	I C Branded	N/A	1
☐ + segment vs	I C Branded	6.50	2
☐ + segment vs mparticle	I C Branded	13.00	1
☐ + segment vs rudderstack	I C Branded	7.00	5
☐ + segment alternative	I C Branded	22.71	3
☐ + rudderstack vs segment	I C Branded	7.00	4
☐ + liveramp alternatives	I C Branded	15.32	3
☐ + mparticle vs segment	I C Branded	13.00	1
☐ + adobe cdp vs salesforce cdp	I C Branded	8.00	2
☐ + audience studio vs audience builder	I C Branded	N/A	4

Screenshot provided by the author

Why pay \$6–\$12 per click to grab the attention of high-value prospects when you can snag them for free? That’s exactly what Hightouch does: ranking organically at the top of search results.

Creating an engaging pricing page

The pricing page is often a make-or-break point for SaaS websites. People land there after checking out your blog posts or other content, and if the page isn’t clear or transparent, they’re probably out the door before you know it.

A strong pricing page makes it easy for users to compare plans, see what's included, and determine what fits their needs. Consider using a pricing table to make the decision-making process painless.

Startup	Scale	Authority
 Links + full SEO strategy \$10,500 /Mo	 Links + full SEO strategy \$16,000 /Mo	 Links + full SEO strategy \$25,000 /Mo
Includes:	Includes:	Includes:
DR 60–90+ Authority Links Per Month *8/Month	DR 60–90+ Authority Links Per Month *15/Month	DR 60–90+ Authority Links Per Month *23/Month
SEO Hours *15/Month	SEO Hours *20/Month	SEO Hours *40/Month
Strategic SEO Calls *1/Month	Strategic SEO Calls *1/Month	Strategic SEO Calls *2/Month
Cannibalization Audits, on-page optimization, Internal link strategy, competitor gap analysis, technical SEO, site structure. Included	Monthly SEO Content Plan 2 content clusters per month analyzed by DR, competition, and conversion.	Monthly SEO Content Plan Full content cluster planning, uncapped.
uSERP KPI Control Room Full KPI, link, and strategy tracking dashboard with real-time GA and Search Console data. Connected via chat for daily communications.	Cannibalization Audits, on-page optimization, Internal link strategy, competitor gap analysis, technical SEO, site structure. Included	Cannibalization Audits, on-page optimization, Internal link strategy, competitor gap analysis, technical SEO, site structure. Included
uSERP KPI Control Room	uSERP KPI Control Room	uSERP KPI Control Room
Book Intro Call	Book Intro Call	Book Intro Call

[Image Source](#)

Does your product have usage-based or enterprise pricing? Don't make potential customers jump through hoops. Make it easy for them to request a custom quote or contact sales.

If you want to seal the deal, throw in some psychological pricing tricks. Highlight the plan most people choose or add an incentive for annual payments.

And for the love of all things conversion, don't skip the [social proof](#). Pack that page with trust signals to show you're the real deal. Think customer logos, testimonials, or case studies.

Add case studies and testimonials

While we're on the topic of social proof, putting the spotlight on your most successful and recognizable customers is a no-brainer for an SaaS company.

And don't just focus on the big names. Find [case studies](#) with customers who really match your ideal buyer's profile.

A killer case study follows a simple structure: the challenge, the solution, and the results. Begin by detailing the customer's pain point before they found your product. Then, discuss how your solution made their life easier and show measurable success.

That could be boosting efficiency, slashing costs, or improving customer satisfaction. To make your case even stronger, sprinkle in direct quotes, data, and before-and-after visuals.

Video testimonials can be powerful—if you can get them. But don't count on it to always happen. Written case studies give you more flexibility, anyway. You can craft the perfect story even if you get unpolished feedback from customers.

Realistically, you often aren't going to get the best content from your customers, and written case studies will give you the most flexibility in highlighting what you have to work with and building it into that problem-solutions-results framework.

Like your pricing page, individual case studies won't draw tons of traffic on their own. But by creating content around targeted keywords like "CRM case studies" or "How [industry] companies use [software]" you'll start bringing in more relevant visitors.

Strategy 5: Building a content strategy with an informational intent

Commercial intent content should take center stage in your B2B SaaS SEO strategy.

But, don't make the mistake of thinking it can stand alone.

You need solid informational content to support it. This is content that educates your audience and helps them understand topics related to your solution.

The beauty of this type of content is that it can pull in search traffic from broader terms. This sets the stage for those juicy commercial intent keywords you're really after.

The thing is, most SaaS buyers don't just jump straight into the "buy now" mindset. They start with questions, research, and figuring out what's out there.

This is why you need informational content.

When you show up with answers before users even start looking for a solution, you become their go-to resource.

Your content plan should have a balance:

- Mid-funnel (MOFU) content that dives into practical solutions
- Top-of-funnel (TOFU) content that shows off your industry expertise

This combo creates a pipeline that guides prospects from curious to convinced.

Crafting MOFU content to address the user's needs

MOFU content targets potential B2B buyers who know they've got a problem, but aren't yet married to any one solution.

They're still in research mode, digging into educational material, comparisons, and expert insights to determine what will work best for them.

At this stage, don't aggressively sell your SaaS product. Leave that to your BOFU content.

Instead, offer valuable, informative content that builds trust. Think of it as a gentle nudge that positions your solution as a strong contender, without outright pitching it.

The goal is to guide these prospects closer to a buying decision. That way, they think of you when they're ready.

Some solid MOFU content ideas include:

- Use-case articles – These explain how your software solves specific pain points in an industry, like “How [Your SaaS] simplifies team collaboration in healthcare.”
- Best practices & strategy guides – Help your audience succeed with advice that positions your brand as the go-to authority, like “The Complete Guide to Setting Up Your CRM.”
- Industry reports & research studies – Sharing original research and insights is a great way to demonstrate thought leadership and attract backlinks.

[A fantastic example of MOFU content](#) in action is from Monday.com.

monday blog

Topics | monday.com | 

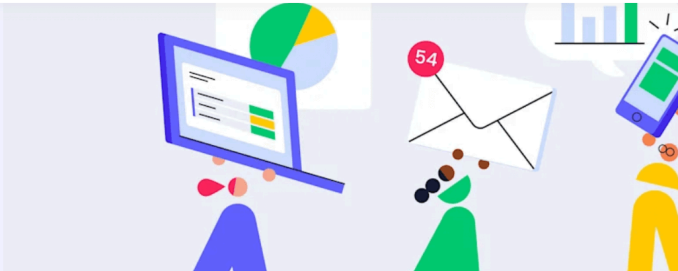
Get started →

Project management

What is Project Management? The Complete Guide [2025]

 David Hartshorne • Updated on Jul 4, 2024 • 27 min read

Get Started



What is project management?

A brief history of project management

Project management approaches

What are the areas of project management?

What tools are used in project management?

Project management templates

Key project management roles

What are the 5 phases of project management?

What are the four types of project management?

8 tips for successful project management

Efficient project management is a must-have when delivering projects on time, within budget, and satisfying all stakeholders.

But what does best-practice project management look like, what are the best frameworks to use, and what features make or break the software you choose?

Our definitive project management guide answers all these questions and more. You'll learn about project management processes, the best frameworks, and how to manage a project effectively.

Get started

What is project management?

"Project management is the application of processes, methods, skills, knowledge, and experience to deliver the project goals within scope, time, and budget constraints."

[Image Source](#)

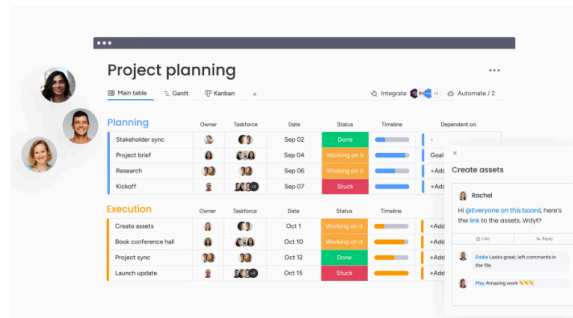
Monday does a great job of walking readers through the project management essentials. In the process, they show how their software can make those tasks easier.

[What is project management?](#)[A brief history of project management](#)[Project management approaches](#)[What are the areas of project management?](#)[What tools are used in project management?](#)[Project management templates](#)[Key project management roles](#)[What are the 5 phases of project management?](#)[What are the four types of project management?](#)[8 tips for successful project management](#)[6 steps to get the most out of project management software](#)[Why use monday.com for project management?](#)[The future of project management: key trends to watch](#)[How can you build a productive project management team?](#)[Create workflows your way with monday.com](#)

2. Planning

Drawing up a clear and intentional project plan ensures all team members move toward the same goal. During the [project planning phase](#), you'll:

- Select your project team members
- Outline your deliverables
- Estimate your required project resources
- Determine any associated activities
- Set [key milestones and dates](#), including the final project completion date



During this process, you can also outline the team's project management methodology. There are many to choose from, including the popular options below. We'll get into more specifics about some of these later in this project management guide.

- Agile
- Waterfall
- PRINCE2
- Scrum
- Lean
- Kanban

[Image Source](#)

The idea with MOFU content is to guide potential customers through the decision-making process. You can deliver helpful insights while casually planting the idea that your product might be the perfect fit for them. This is all while building their trust and prepping them for that next step.

Crafting TOFU content to establish thought leadership and raise awareness

TOFU content is the first impression you make on B2B decision-makers. So it's your chance to catch their attention before they even know they need your solution.

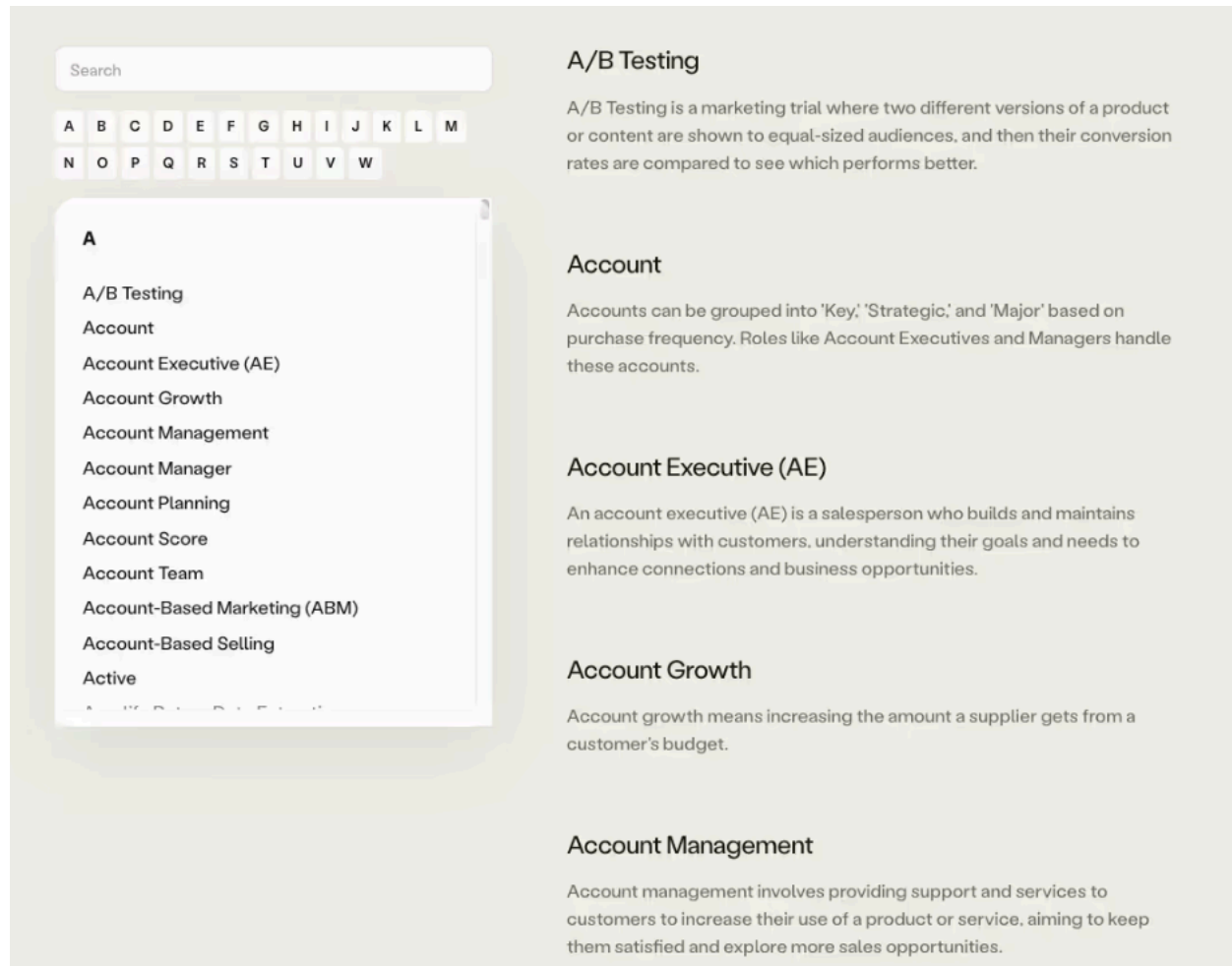
These are folks who might not be looking for a specific product yet, but they're curious about trends, tips, and insights related to their industry. They're in the exploration phase.

Here, you're not trying to make a sale. Instead, you're laying the groundwork for brand awareness, drawing traffic to your site, and positioning yourself as a trustworthy source of info.

Over time, these leads will start recognizing your brand and move further down the sales funnel.

Effective TOFU content looks like:

- How-to guides and tutorials – Help your audience understand the basics of your industry with tangible takeaways.
- Opinion pieces and trend analysis – Share fresh perspectives on what's happening in your space.
- Glossary and definition pages – break down key terms in your field and drive traffic with helpful, SEO-friendly content.



[Image Source](#)

No, TOFU content doesn't usually push for a sale. But it does help get the ball rolling by capturing interest. Plus, by linking internally to your middle and bottom-of-funnel pages, you can guide users to becoming leads.

Both MOFU and TOFU content were crucial for Monday when it came to getting the word out and building brand authority. Their content strategy makes it clear why.

They have a large number of well-crafted blog posts that attract a large number of visitors each month. All that educational, value-driven content is a big reason their brand stays top of mind and keeps growing.

2,402 pages Total traffic: 169K 13 Mar 2025 Don't compare									
URL	Traffic	Value	Keywords	Top keyword	Volume	Position			
https://monday.com/blog/project-management/risk-mitigation/	7,482 4.4%	\$5.5K	1,019	risk mitigation	2.7K	69	1		
https://monday.com/blog/project-management/guide-to-project-management/	6,051 3.6%	\$11.7K	1,497	project management	64.0K		8		
https://monday.com/blog/project-management/everything-you-want-to-know-about-gantt-charts/	4,388 2.6%	\$9.7K	1,040	gantt chart	31.0K		8		
https://monday.com/blog/project-management/raci-model/	4,167 2.5%	\$343	675	raci model	4.4K		6		
https://monday.com/blog/product/how-much-does-monday-com-cost/	4,101 2.4%	\$15.0K	98	monday pricing	6.4K		2		
https://monday.com/blog/pl/desenvolvimento/modelo-de-relatorio/	3,598 2.1%	\$331	332	exemplo de relatório pronto	3.4K		1		
https://monday.com/blog/crm-and-sales/crm-software/	3,011 1.8%	\$18.8K	1,308	best crm software	4.0K		4		
https://monday.com/blog/project-management/functional-dependencies-2/	2,315 1.4%	\$649	228	functional dependency in dbms	7.0K		7		
https://monday.com/blog/project-management/what-is-teamwork/	2,301 1.4%	\$688	647	teamwork definition	6.1K		7		
https://monday.com/blog/project-management/design-process/	2,228 1.3%	\$1.2K	537	design process	13.0K		7		
https://monday.com/blog/task-management/employee-training-plan-template/	1,909 1.1%	\$2.2K	468	employee training plan template	600		1		
https://monday.com/blog/project-management/so-what-is-a-project-everything-you-should-know/	1,818 1.1%	\$289	336	what is project	6.4K		9		
https://monday.com/blog/crm-and-sales/cross-selling/	1,769 1.0%	\$263	382	cross selling means	2.0K		6		
https://monday.com/blog/crm-and-sales/crm-for-small-business/	1,611 1.0%	\$12.1K	377	crm software for small business	4.2K		11		
https://monday.com/blog/project-management/contingency-plan/	1,590 0.9%	\$428	264	contingency plan	18.0K		10		
https://monday.com/blog/project-management/project-tracker/	1,589 0.9%	\$6.9K	370	project tracker	2.8K		3		
https://monday.com/blog/project-management/excel-spreadsheet-for-business-expenses/	1,546 0.9%	\$4.9K	1,448	business expense spreadsheet	1.1K		3		
https://monday.com/blog/teamwork/team-management/	1,520 0.9%	\$1.1K	714	team management	2.7K		4		
https://monday.com/blog/project-management/estimate-at-completion-eac/	1,461 0.9%	\$291	326	eac meaning	200	69	1		
https://monday.com/blog/project-management/change-request/	1,451 0.9%	\$4.8K	232	change request	1.1K	69	1		
https://monday.com/blog/es/gestion-de-proyectos/como-desarrollar-un-plan-para-tu-proyecto-en-6-pasos/	1,421 0.8%	\$209	836	pasos para hacer un proyecto	600		5		
https://monday.com/blog/project-management/moscow-prioritization-method/	1,407 0.8%	\$268	184	moscow method	400	69	2		
https://monday.com/blog/crm-and-sales/crm-for-construction/	1,332 0.8%	\$10.6K	96	crm for contractors	1.2K		3		
https://monday.com/blog/work-management/what-are-okrs/	1,198 0.7%	\$1.3K	673	okrs	25.0K		8		
https://monday.com/blog/project-management/action-plan-template/	1,156 0.7%	\$919	591	action plan format	1.8K		3		

Screenshot provided by the author

Even after their unicorn IPO, this content strategy is still paying off big time. Thanks to their solid SEO game, this SaaS company is pulling in close to a million visitors every single month.

≡

Overview: [monday.com/](#)

monday.com Work Platform | Made For Work, Designed To Love

?

How to use

API

Monthly volume ▾

All locations ▾

Best links ▾

Changes: Last 3 months ▾

Backlink profile

DRⁱ

90

AR 1,357 ▲97

URⁱ

55

+3

Backlinksⁱ

8.6M

+4.6M

All time 24.8M

Ref. domainsⁱ

54.3K

+10.8K

All time 142K

Organic search

Keywordsⁱ

252K

-66.1K

Top 3 5.5K -162

Trafficⁱ

800K

+54.3K

Value \$1.5M +51.7K

Paid search

Keywordsⁱ

6.6K

-8.7K

Ads 7.5K -5.4K

Trafficⁱ

120K

-107K

Cost \$253K -259K

Screenshot provided by the author

Strategy 6: Earning authoritative, organic, and high-quality backlinks

SEO is a high-stakes game where every keyword has its top contenders. In reality, most clicks go to the first 3-5 results on a search engine page. So, you're in direct competition with every other SaaS company fighting for the same spot.

The obvious starting point in this competition is creating stellar content. When users interact with your material, Google gets a big signal that your content is worth ranking higher.

But what if *everyone* is creating awesome content around the same keyword?

That's when you start talking about authority. Backlinks help build this authority.

The more authoritative sites that link to your content, the more likely Google considers you an expert on the topic.

So, how does Google judge the quality of your backlinks? These four factors are key:

- Who's linking to you?
- How many links are pointing to you?
- What content are those links directing to?
- How consistently are they linking back?

In the past, you could get by with low-quality backlinks. These are links from sketchy sites or links built just for the sake of linking. But Google released some key algorithm updates between 2011 and 2013. After that, those spammy links became virtually useless for SEO.

Now, fast-forward to today. And Google's gotten even sharper, especially with AI advancements. It's way better at recognizing and ignoring those low-quality, "mid-tier" links. These backlinks may have come from sites once designed for users but later turned into link farms. Now, those links don't carry much weight.

So, what does this mean for your [link building strategy](#)? Focus on *premium backlinks*. These are links from highly authoritative, reputable sites that still cater to real users. These are the gold standard in SEO today and the links that'll help you climb the ranks.

Want to learn the details of building premium backlinks and why they're so important? This post covers [methods for pricing link building](#).

Link Type	Percentage of Industry Backlinks	Average Value In 2020	Average Value In 2025	Average Price in 2020	Average Price In 2025

Low quality backlinks	45%	1/10	0/10	\$50	\$100
Mid-tier backlinks	35%	4/10	2/10	\$200	\$300
High-quality backlinks	14%	7/10	8/10	\$600	\$800
Premium backlinks	1%	9/10	10/10	\$1,000	\$1,500

Building a solid backlink profile is often the biggest hurdle for established SaaS companies in their SEO journey.

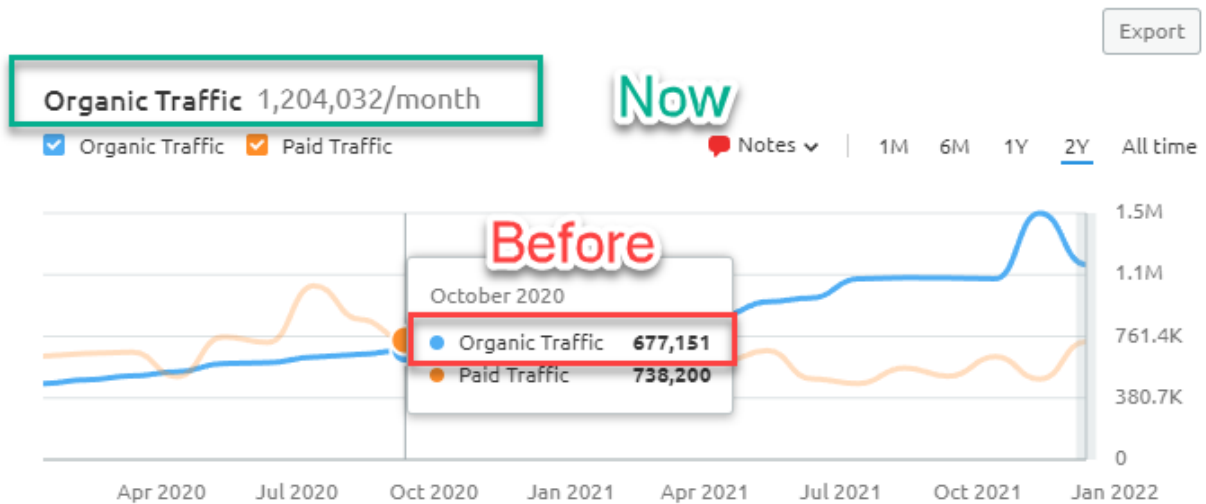
We see it time and time again. SaaS companies with a strong content foundation but lacking quality backlinks struggle to realize their full SEO potential. As soon as we help them build quality links, their growth starts to skyrocket.

Let me paint a clearer picture.

Take Monday.com, for instance. When we first partnered with them, they were pulling in around 700k organic visitors each month. Pretty impressive, right? But they were still leaving a lot on the table. Why? Their backlink profile was filled with low- to mid-tier links that didn't have the muscle to push them further.

Then, we got them high-quality backlinks from industry heavyweights like G2, BigCommerce, and Crunchbase. Three months into this strategy, their traffic surged by 150k monthly visitors.

Fast-forward two years, and we'd helped them add 500k+ organic visitors to their monthly traffic. This contributed to a \$6.8B IPO and skyrocketing market share.



([Image Source](#))

We dive into our link building game plan in detail [in another post](#), but I'll give you the highlights right here:

1. Collaborating with niche-focused resource pages
2. Mixing original research with stories people want to share
3. Securing recurring guest blogging opportunities with top-tier sites
4. Using social media as a powerhouse for links
5. Crafting content that's irresistible to high-authority sites
6. Fixing broken links and turning them into opportunities
7. Engaging in podcasts, webinars, and industry conferences to build credibility

Building high-quality backlinks isn't something everyone can pull off, and it's not cheap if you want to do it right. It's a specialized skill, and it takes an extensive network to make it happen.

The difference with us? We can get valuable links for you faster than you can post a job opening, and we do it at a scale and price that most in-house teams or agencies can't touch. It's what we're known for, and when it comes to SaaS, we're the ones you want in your corner.

Ready to chat? [Let's set up an intro call](#). You'll see why we're the best for this.

Strategy 7: Posting YouTube and TikTok videos for SEO

When you think SEO, you probably think of Google. It's the go-to search engine. And honestly, it's where we focus a lot of our energy here at uSERP.

But video platforms are another huge player you might not be thinking about.

Platforms like YouTube and TikTok have become major search engines, especially for younger audiences.

These days, people aren't always turning to Google when they're searching for product reviews, tutorials, or insights. They're going straight to YouTube or TikTok.

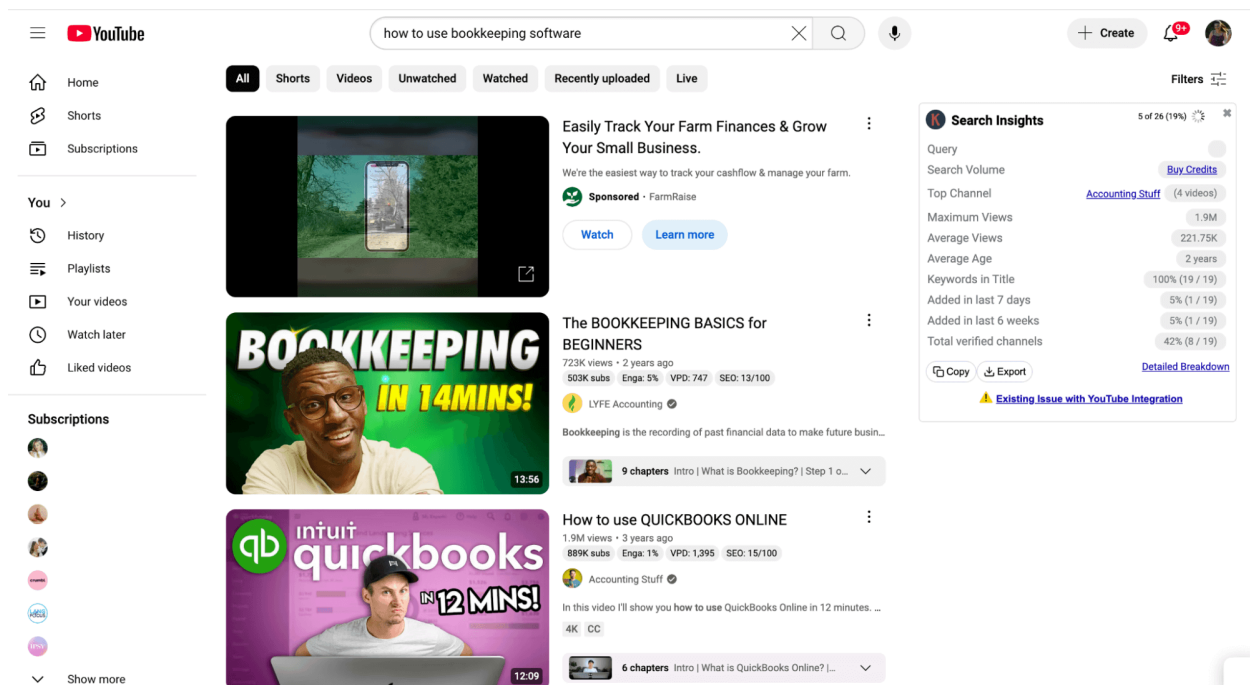
So, what does this mean for SaaS companies? If you're still stuck on just Google rankings, it's time to broaden your horizons. Video content is now essential for any modern SEO and social media strategy.

So, consider embracing platforms like YouTube, TikTok, and even LinkedIn video to capture new eyeballs, drive organic traffic, and position your brand as a go-to resource in your industry.

YouTube: The platform for long-form video content

When it comes to boosting your B2B SaaS brand's visibility, YouTube should be part of your SEO strategy. It's the second-largest search engine in the world, according to [Oklahoma State University](#). And, people flock to it for everything from tutorials to product insights.

Plus, Google tends to pull in YouTube videos for relevant search queries. This means optimizing your videos on YouTube can also work wonders for your Google rankings.



([Image Source](#))

YouTube isn't our main focus here at uSERP. But we can't ignore the power it holds for SaaS companies looking to rank for "how-to" searches, product questions, and educational content. If you're considering YouTube for your SEO game plan, here's what you should be doing:

- **Craft detailed tutorials and product demos** that answer common customer questions (like "How to Set Up [Your SaaS] in Under 5 Minutes").
- **Optimize video titles, descriptions, and tags** with relevant keywords to ensure people can find your content.
- **Add timestamps and chapters** so users can easily jump to the most important parts. This not only makes the content more user-friendly but can also help you land in Google's featured snippets.
- **Encourage engagement.** Likes, comments, and shares signal to YouTube that your content matters, which can give your rankings a boost.
- **Embed videos on your website and blog** to keep people on your page longer and reduce bounce rates. Both are good for SEO.

Let's look at an example.

If you're a project management SaaS company, a great YouTube video could be titled: "How to Manage Projects Like a Pro | Top Tips for 2024." This title uses a high-intent keyword like "Top Tips for 2024." It also clarifies that the content is meant to solve a common problem (e.g., how to manage projects more effectively).

Your video description could include links to related blog posts (like "Best Project Management Software for Teams") and key timestamps so viewers can easily jump to the sections most relevant to them. Don't forget a clear call-to-action. This could prompt viewers to try your software with a free trial or sign up for a demo.

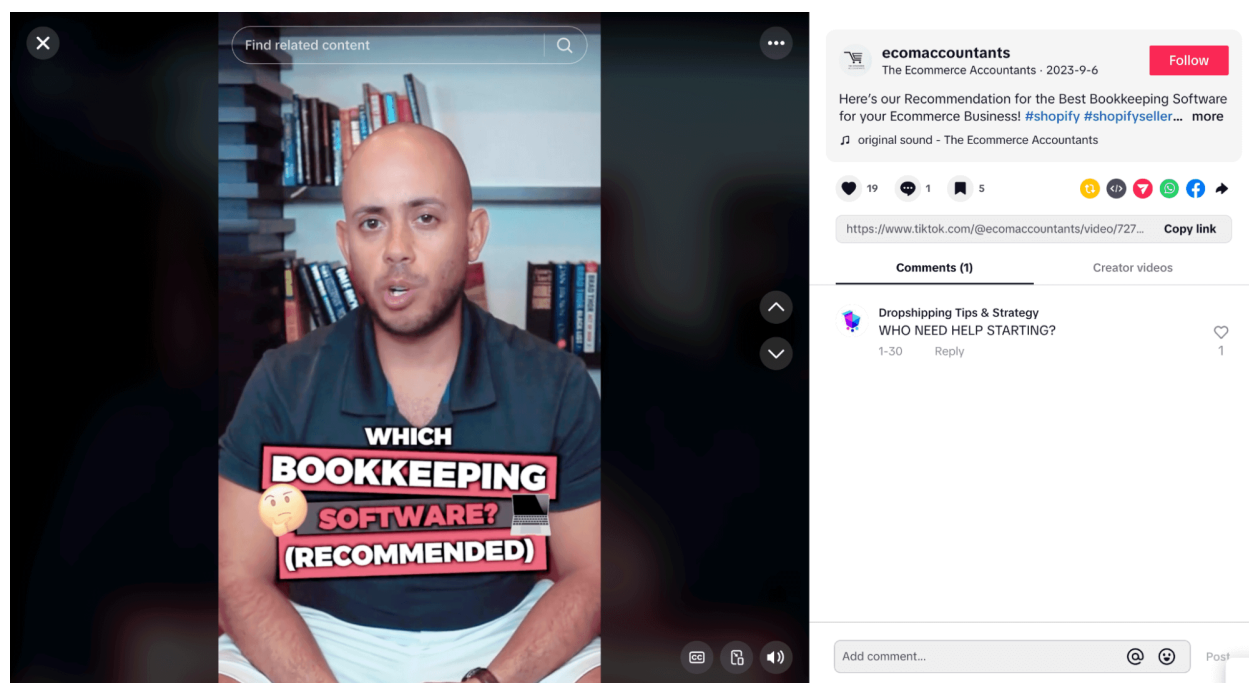
And, just like before, make sure the video delivers value. Share actionable tips on project management, such as effective delegation or tracking progress efficiently. At the same time, subtly show how your platform can simplify the process.

TikTok: The platform for short-form video content

TikTok used to be a platform for lip-syncing dances. Can you imagine it shifting to a full-on search engine just years later? Well, it did.

B2B SaaS buyers are now turning to it for everything from business tool recommendations to product tutorials and reviews.

Its algorithm favors snappy, attention-grabbing short-form videos, which can be a goldmine for SaaS companies looking to boost visibility and generate traffic.



([Image Source](#))

So, how can you leverage TikTok for SaaS SEO? Here's a rundown:

- Create quick, educational content that offers value in under 60 seconds (e.g., “5 Tips to Boost Your Team’s Productivity”).
- Jump on trending sounds and hashtags to maximize exposure.
- Respond to comments with video replies, keeping the engagement cycle going.
- Keep your videos punchy, visually stimulating, and straight to the point. TikTok users scroll fast.
- End with a direct call-to-action (CTA) that drives traffic to your site or another content channel.

Imagine you're a marketing automation SaaS brand. A TikTok video titled: "The 3 Biggest Mistakes in Email Campaigns (and How to Fix Them!) 📧" could do wonders. The video must be quick, full of value, and right to the point. This is ideal for grabbing the attention of those scrolling through their feeds.

For discoverability, pack the caption with popular hashtags like #EmailMarketing, #SaaS, #MarketingTips. These will help the video land in front of users actively searching for similar advice.

Remember your CTA at the end. Whether you’re directing users to a free ebook or a live webinar, this is your opportunity to drive leads further down the funnel.

With that said, here’s a question that’s probably running through your mind:

Is TikTok absolutely necessary for my B2B SaaS SEO? Not yet. But it's a great option if you want to outsmart the competition. It offers a fresh, innovative way to stand out and grab the attention of your target audience.

Strategy 8: Refine your content based on key metrics Recurring, KPI-focused content improvement

SEO used to be at a point where many SaaS companies could post content, wait for the backlinks to pile up, and call it a day.

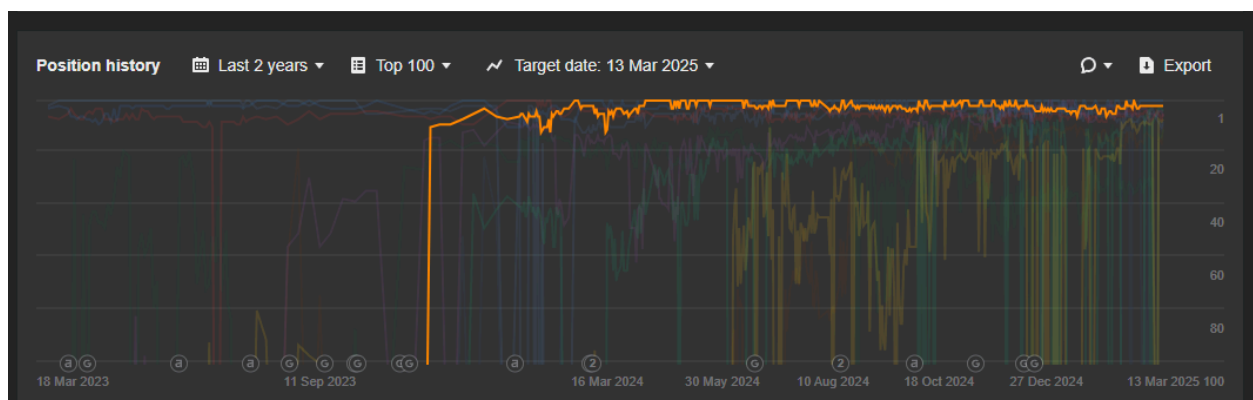
It was a “set it and forget it” mentality. Create, publish, optimize a little, and then forget about it for years.

But, if there's one thing we've learned in recent years, this approach just doesn't cut it anymore. Search algorithms are constantly shifting, and the content landscape is more competitive than ever. So, we've switched gears.

And so should you.

Now, when we target commercial-intent content, we continuously revisit it. That means tweaking and optimizing each month until it's in the top 3-5 results for the keyword we're aiming for.

For example, we had a client trying to rank for a highly competitive keyword. It took about three months of consistent updates to land on the first page, and another three months of ongoing tweaks to finally lock in that top-three position.



Screenshot provided by the author

This client has held down a top-3 spot for over a year and a half now. And it doesn't look like that's changing anytime soon.

Sure, it's not the most efficient way to approach every piece of content, especially when it's purely informational. But for a keyword that's too valuable to ignore, we're all in. And the process is pretty much the same every time.

While it's not typically resource-efficient to do this for informational content, we occasionally employ this strategy when there's a notably high-value informational keyword, and the process is generally the same.

Here's a sneak peek at the moves we're making every month to keep that content climbing up the SERPs:

- Experimenting with meta titles and descriptions. We take special care to create ones that push a direct call-to-action rather than just laying out facts
- Expanding the content to make it more comprehensive
- Targeting new LSI (Latent Semantic Indexing) keywords to grab more related search traffic
- Answering even more related questions users are asking
- Building fresh, high-quality backlinks from relevant sources

And the best part? We don't stop until we reach the ranking we're after.

Let us manage your SaaS campaign

At uSERP, we don't talk the talk when it comes to SaaS SEO. We've lived it:

- We've run SaaS companies.
- We've [scaled brands to unicorn status](#).
- We've helped countless others reach massive milestones within nearly impossible timeframes.

It's quite common for SaaS companies to see steep drops in SEO performance. But not a single one of our clients has experienced a traffic decline over the last 12 months.

We build SEO strategies based on long-term, sustainable tactics like organic link building. We don't wait for the algorithm to shift and leave us scrambling. We're proactive, so we're always adapting to new trends and changes.

We use real data to support our approach. Our priority is to focus on driving results that matter. **Rankings are great, but we're after actual revenue growth.**

We're not here to boost vanity metrics. We're here to help you grow MRR, lower CAC, and scale customer acquisition in the most efficient way possible. Whether you're an up-and-coming startup or an established SaaS player looking to break through a plateau, we're here to take you to the next level.

So, if you want a strategy that delivers real, measurable results, let's connect. [Book a free strategy call with us today](#). And we'll show you how we can help you crush your KPIs this year.

 Let's make your SaaS SEO work harder—for you. Schedule your call today.

Frequently asked questions about B2B SaaS SEO

Got questions about SEO for SaaS? Here are some of the most common questions we hear and the straight-to-the-point answers you actually need.

1. What is B2B SaaS SEO, and how does it work?

B2B SaaS SEO is all about getting your software in front of the right people, without relying on paid ads forever. It's the process of optimizing your site so potential customers can find you when they search for solutions online.

Unlike eCommerce or local SEO, SaaS SEO focuses on ranking for niche, high-intent keywords, [creating valuable content](#) that speaks directly to decision-makers, and building authority through strategic backlinks.

2. How is SaaS SEO different from traditional SEO?

SaaS SEO isn't your typical SEO playbook. Traditional SEO often chases quick wins and one-time purchases.

SaaS SEO is a long game. You build it around retention, recurring revenue, and multiple touchpoints in the customer journey. SaaS companies usually offer subscriptions or tiered pricing. So, their SEO strategy has to work harder.

The key is to:

- Attract the right users
- Guide users from free trials to paid plans
- Keep customers engaged long-term.

That means optimizing for different intent levels, whether someone's just exploring solutions or ready to upgrade their plan.

3. What are the best SEO strategies for SaaS websites?

SaaS SEO is all about getting your product in front of the right audience and turning search traffic into real customers.

The best strategies go after long-tail, highly specific keywords that match real user intent. A well-placed, in-depth blog post or a killer knowledge base article can do more for conversions than a generic top-of-funnel piece ever will. And let's not forget landing pages. If you don't optimize them to convert, all that traffic won't mean much.

Want to climb even higher in the rankings? Build quality backlinks from reputable sources, speed up your site, and ensure it's mobile-friendly. Technical SEO can also give you an edge. Implement schema markup and conduct regular site audits.

Want a roadmap that actually works? Our [8-step SaaS SEO playbook](#) lays it all out for you.

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

The trick is to make your pages BOTH rank AND sell.

Dial in your keyword strategy. Work keywords into your headlines, meta descriptions, and content in a natural and persuasive way.

Then, insert compelling CTAs that actually make visitors want to click. With crisp, benefit-driven copy, show them why your product is the solution they've been searching for.

Also, don't sleep on social proof. A solid mix of customer testimonials, [case studies](#), and real-world success stories can turn skeptics into believers. When people engage, stick around, and convert, Google pays attention.

5. What are the key ranking factors for B2B SaaS SEO?

High-quality content is a must for B2B SaaS SEO, but backlinks from legit, authoritative sites can move the needle.

Site speed, mobile-friendliness, and clear navigation matter, too.

Internal linking is another key piece of the puzzle. It helps visitors find related content. It also allows search engines to identify which pages on your site are most valuable.

And don't ignore user engagement. The longer people stay on your site, the better your SEO performance.

Offering solutions to people's problems will keep them on your pages, and they'll be more likely to interact and convert.

Pair all of this with solid technical SEO. This includes clean code, fast page loading times, and an overall smooth experience. And your SaaS site will be well on its way to better rankings.

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

Typically, you're looking at a solid 3 to 6 months before you start seeing significant improvements. And for full-blown results? It could take up to a year.

However, those time frames aren't set in stone. Results from SaaS SEO can vary. A few things come into play here, like your site's [domain authority](#), how fierce the competition is in your niche, and how well your SEO strategy is actually working.

One thing is certain, though: consistency is key. Stick to SEO best practices, stay patient, and make those tweaks over time. The results will follow.

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

Consider your audience first. What problems are they facing? What do they need? Once you have that figured out, grab a tool like Google Keyword Planner, Ahrefs, or SEMrush.

These will help you uncover [long-tail keywords](#) that matter to your audience. Think about product-specific questions and searches they're already making.

Don't just chase big, competitive keywords. Instead, zoom in on the long-tail ones with real buying intent. And if you can, find those sweet spots where the competition is low, but the demand is there. That's where you'll see real growth.

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

Focus on both the content *and* the technical aspects. That means creating high-quality content that people actually want to link to and share.

Build connections with industry leaders and guest post on reputable sites to build backlinks. Remember to refresh older content regularly and clean up any low-quality links.

This helps you optimize your content so that it's both high-quality and is technically sound.

These actions all work together to boost your site's authority and improve your chances of ranking.

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

[Content marketing](#) is the bridge that connects your B2B SaaS brand to your audience and builds trust along the way.

So, create content that resonates with them. Address their pain points and guide them through different stages of the buying journey.

Blog posts, case studies, whitepapers, and other rich content are great places to start. They provide value, attract backlinks, and keep visitors on your site longer.

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

Keeping an eye on [key metrics](#) is crucial if you want to see how well your SaaS SEO efforts are paying off. To track your progress, look at things like keyword rankings, organic traffic, bounce rates, and conversions. Tools like Google Analytics, SEMrush, or Ahrefs are perfect for this.

They help you get a clear view of how your site is performing.

Also, pay attention to customer retention, revenue growth from organic traffic, and the quality of leads you're bringing in. These metrics give you a fuller picture of whether your SEO strategy drives results, not just clicks.

Britney Steele



Born and raised in Atlanta, Britney is a freelance writer with 5+ years of experience. She has written for a variety of industries, including marketing, technology, business, finance, healthcare, wellness, and fitness. If she's not spending her time chasing after three little humans and two four-legged friends, you can almost always find her glued to a book or awesome TV series.