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[Essentials of Software-as-a-Service \(SaaS\) Business.](#)

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Keyword Research

Let's start at the beginning of the SEO process which is **keyword research**. **Keyword research is the process of finding out what words and phrases your target audience types into search engines when looking for information related to your product or domain.** The goal is to identify **high-value keywords** that you can create content around, so that when people search those terms, they find you. Effective keyword research ensures you're covering all relevant topics your potential customers care about – from broad industry questions to specific solution queries.

Let's see what such keyword research might look like.

1. Start with Customer Problems (Topics over Keywords):

- for each major problem or theme that your products addresses, brainstorm how someone might search for help on it

Rather than hunting for random popular keywords, start with customer problems. For each major problem or theme that your product addresses, brainstorm how someone might search for help on it. For example, if your SaaS product is a time-tracking tool, your customers' problem might be employees wasting time on non-work tasks. They might search for keywords like "improving productivity". Note those down.

Also consider different levels of awareness: some might search very generally, others search more specifically, for instance: "time tracking software for remote teams". Both types of queries matter – the general ones are usually top-of-funnel, the specific ones might indicate someone closer to actually needing a product.

2. Use Keyword Research Tools:

- leverage SEO tools to expand and refine the keywords

Once you have these ideas, leverage SEO tools to expand and refine them.



Tools like **Google Keyword Planner**, **Ahrefs**, or **Keyword magic tool** from **SEMrush**, **Moz's Keyword Explorer**, or other free options like **AnswerThePublic**. These can show you how often certain terms are searched and suggest related queries. For example, if you input project management software into a keyword tool, you'll likely get suggestions such as "best project management software 2025," or "project management tools for small business". These are potential content opportunities. Keywords Explorer from Ahrefs is particularly useful – you can enter a broad term and get a huge list of "matching terms" and questions people ask around that topic. Of course, not all terms are relevant, which brings us to the next step: **filtering**.

3. Assess Search Volume and Difficulty:

- **SEARCH VOLUME:** how many times per month it's searched
- **KEYWORD DIFFICULTY SCORE:** how competitive the keyword is



You'll want to target a mix of low to medium difficulty keywords.

Each keyword will have an **estimated search volume**. It represents how many times per month it's searched. Then there is an **idea of how competitive it is** - often indicated by a Keyword Difficulty score. For SaaS, it's common to find that very broad keywords have high volume but also high competition.

For instance, "CRM software" might have tens of thousands of searches but also extremely tough competition from big companies. On the other hand, a keyword like "CRM for freelance designers" might have lower volume but also lower competition and a more specific intent. Especially if you're a newer or smaller SaaS company, **you'll want to target a mix of low to medium difficulty keywords. Start by targeting more niche, lower-competition keywords** and build up from there.

4. Find Keyword Gaps via Competitors:

Identify other websites or blogs in your niche that rank well - find keywords that your competitors rank for but you don't.

One efficient way to do SaaS keyword research is to study your competitors. Identify other websites or blogs in your niche that rank well. Using tools, you can perform a "content gap analysis" – find keywords that your competitors rank for but you don't.

Moz suggests that identifying your SEO competitors' top keywords can streamline your own keyword research.

moz.com

If a competitor is getting traffic for some "how-to guide", you might create a generic "how to" guide or an alternative article on your site. Many tools like Ahrefs or SEMrush let you input multiple competitor domains to see overlapping and unique keywords. This can reveal content opportunities you hadn't thought of. However, ensure the keywords align with your audience. Don't chase a keyword only because a competitor ranks for it – it needs to be relevant to your product.

5. Align Keywords with Search Intent and Funnel Stage:

Google the keyword you're targeting and examine what types of content appear in the top results.

I already mentioned search intent before. During keyword research, note the intent behind keywords. If you are unsure, SEO experts recommend simply Google the keyword you're targeting and examine what types of content appear in the top results.

For instance, if most results are “how-to” guides, it likely indicates an informational intent. If you see comparison posts or product reviews, the searcher is probably evaluating different options. Also, pay attention to what they call the “three Cs of search intent.”

The first is the **content type**: for example, whether the top results are blog posts, product pages, or videos. The second is the **content format**, such as a step-by-step guide, a listicle, or a comparison article. The third is the **content angle**, which refers to the perspective. For instance, highlighting the most up-to-date options, like “Best tools in 2025.”

Understanding these patterns helps you align your content more effectively with what users expect, increasing your chances of ranking well.

If you only write content to attract visitors, but never help them compare products, you’ll get traffic but **no customers**. If you only focus on selling, you’ll miss people who are still learning. So the content balance helps you **reach people at all stages** of their decision-making process.

6. Don’t Ignore Niche and Branded Keywords:

Create content around coined terms or proprietary concepts related to your SaaS.

Let’s continue. If your SaaS product solves a very specific problem or has unique terminology, lean into that. Sometimes creating content around a coined term or concept your company pioneers can attract those who encounter that term elsewhere.

Also, don’t forget to track **branded keywords** — these are searches that include your company or product name. People using these terms already know about you, so they’re probably further along in their decision process. That’s why it’s important to make sure **your website shows up** when they search. You can do this by creating helpful content like blog posts, FAQs, or use case pages that include those branded terms. If you don’t, they might end up on third-party sites, forums, or even competitor pages instead.

7. Global Considerations:

Tailor content and keywords accordingly to attract the regional audience.

And finally, remember to consider localization if you target multiple geographies and languages. Keyword research should be done per market if your SaaS is multilingual. Search behavior varies – a term popular in the US might be phrased differently in Europe or Asia. Tools like **Google Trends** or country-specific keyword data are helpful. Tailor content and keywords accordingly to attract the regional audience.