

This sheet is a handout material from Udemy course:

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

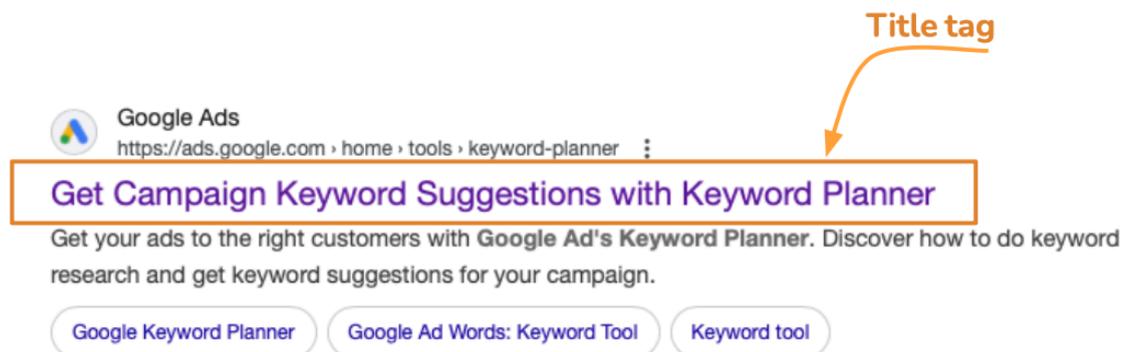
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On-Page SEO and Content Optimization

Let's continue with **On-page SEO**. It refers to **optimizing the content and HTML elements on your webpages to make them search-engine-friendly and user-friendly**. It's everything you do on your site's pages to help Google understand your content and to ensure readers love it. Great content that isn't optimized might underperform, and conversely, perfectly optimized pages won't help if the content is weak. So you need both quality content and solid on-page SEO.

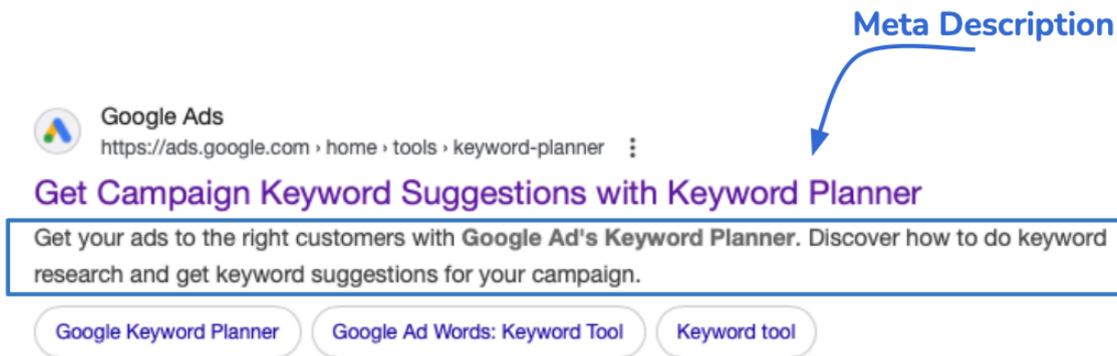
This on-page SEO applies to your blog articles, landing pages, documentation pages, etc. Let's take a look at the essential elements on pages and best practices.

- **Title Tags:**



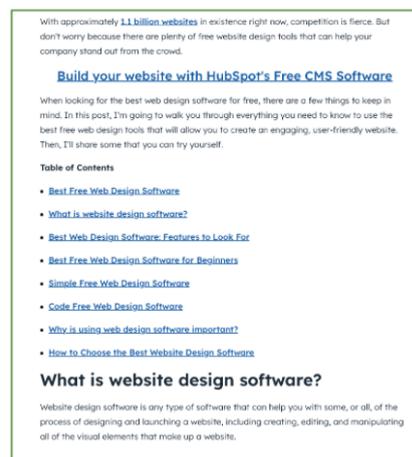
First, the title tag of each page is vital. It's what shows up as the clickable headline in Google results. Make sure each page has a **unique, descriptive title tag that includes the primary keyword near the beginning if possible**. Title tags should be **around 50-60 characters** for best display. **Including your brand name** at the end can be good for recognition, but keep the informative part upfront. Such an optimized title can improve click-through rate as well as relevance.

- **Meta Descriptions:**



Then we have meta descriptions that often appear below the title in search results. These descriptions aren't a direct ranking factor, but they influence click-through ratio. Write a concise meta description 150-160 characters long for each page. These descriptions tell the user what to expect and encourage them to click through.

- **Headings and Content Structure:** (<h1>, <h2>, <h3>, ...)



Next, you should use heading tags to structure your content logically. Typically, a page should have one heading which is the main headline. Then create subheadings for subsections, etc. **This hierarchy helps search engines parse the content and also improves readability for users.**

Remember that a good heading is both descriptive and engaging because users often scan a page and decide whether to stay based on subheadings that catch their eye. If you look at well-optimized SaaS blogs like HubSpot's, you'll notice they break articles into many subsections with clear, benefit-driven headings.

- **Keyword Optimization:**

Within your content, use the target keyword and its close variations naturally. Aim to mention the primary keyword in the first paragraph or introduction and then periodically in

the body where it fits. However, don't stuff a keyword into every other sentence. It makes the content hard to read and can even **hurt your SEO** if it seems spammy to search engines. Google's algorithms (and users) prefer natural language. So write primarily for the user.

It can help to use synonyms or related terms to provide context: this is often called **semantic SEO**. For example, if your keyword is "email marketing automation" related terms could be "drip campaigns," or "marketing automation software," etc. These might be naturally included in an article.

- **Content Depth and Quality:**

The length of content is not a direct ranking factor, but longer, in-depth content often performs well for informational searches because it can answer more queries and keep users engaged. Many top-ranking SaaS blog posts for complex topics are 1,500+ words or even much longer. Don't add fluff to reach a word count, but do aim to cover the topic in full.

For instance, if you're writing "A Guide to Onboarding Remote Employees", an in-depth guide would cover pre-onboarding prep, first week schedules, tools to use, culture integration, etc., rather than just a few generic tips.

Google also measures user engagement signals like bounce rate or time on page indirectly. Content that thoroughly satisfies the query likely keeps users longer, which is a positive sign. One study found that **top-ranking pages tend to have lower bounce rates and higher time-on-site than lower-ranking ones.**

[semrush.com](https://www.semrush.com)

Beyond length, quality is crucial. Your writing should be clear, accurate, and free of errors. Incorporate examples, data, or quotes to support your points. Google's quality evaluators consider expertise, authoritativeness, and trustworthiness of content. So you should demonstrate expertise through depth and backing up claims with evidence.

- **Internal Linking:**

The next aspect is internal linking. **Link your pages to each other in a meaningful way.** Internal links help distribute "**link equity**". This refers to the "ranking power" that one page passes to another through hyperlinks.

When you add these **internal links** to your content, you are helping visitors find related info. But also you are sending a signal to Google that the linked pages matter. This boosts their chances of ranking higher in search results and helps your whole site perform better.

A common strategy is to have blog posts linking to relevant product pages or feature pages when appropriate. Also link between blog posts if one covers a concept mentioned in another. For example, if you have a blog post about “Agile project management” and another about “Kanban vs Scrum methodologies,” it makes sense to interlink when you reference one in the other.

Internal links should use descriptive anchor text - the clickable text. Also the context around the link matters – **Google looks at surrounding words to understand link relevance**. So make sure the sentence around your link is on-topic.

A strong internal linking strategy can create a “**content cluster**” effect where a main page links to several related sub-pages, and those pages link back. This not only helps SEO by spreading link equity, but also guides readers deeper into the content and eventually towards the SaaS product. So, always consider where a reader might want to go next, and make it easy with a relevant internal link.

- **Content Updates and Intrusive Elements**

And the last aspect is **keeping your content up to date**. Especially in tech and SaaS, information can become outdated quickly. Search engines do factor in content freshness for certain queries - Google wants to serve up-to-date info for queries like “trends in this year”. If you have older high-performing posts, periodically update them with new examples, updated statistics, and the latest best practices. Some studies show republishing updated posts can significantly boost organic traffic. When updating, also check if there are new relevant keywords to incorporate.

Also, **be mindful of intrusive elements**. For instance, if you have pop-ups (like a newsletter signup modal), ensure they are not overly disruptive. Google penalizes sites with intrusive interstitials on mobile that cover content immediately. A good practice is to delay any pop-up until a user has scrolled or spent some time, and make it easy to close.

By following on-page SEO best practices, you create a strong foundation that makes it easy for search engines to index and rank your content, and equally easy for readers to find value in it.

Now that our pages are optimized and loaded with great content, we must ensure the site infrastructure supporting them is solid. In the following video, we’ll examine some of the technical aspects.