

This sheet is a handout material from Udemmy course:

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

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SEO Essentials for SaaS

Imagine you've produced a fantastic video, but it's buried on page 5 of Google's results – few will ever see it. SEO is about preventing that scenario. It's the practice of **optimizing your content and website so that search engines rank you higher for relevant queries**, bringing in **organic traffic** to your content.

For SaaS companies, a strong SEO strategy is a game-changer for attracting consistent leads without relying solely on paid advertising. It's particularly valuable for SaaS because the lifetime value of a customer can be high. So investing in SEO to bring in a steady stream of visitors can yield a tremendous return of investment over time.

SEO has several facets: we need to understand what keywords potential customers are searching, how to optimize on-page elements, and ensure the site's technical health. We will explore each of these in detail.

Before we move on, it's important to understand that **SEO for SaaS**, whether B2B or B2C, is built on the same core principles as general SEO. However, SaaS companies often work in **rapidly changing industries**, face **strong competition** in search results, and may have unique challenges like **login-only content that** require special technical attention. We'll also look at these specific nuances as we go.