

This sheet is a handout material from Udemy course:

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

All rights reserved (Robert Barcik, robert@barcik.training).

Technical SEO Considerations

Technical SEO involves optimizing the backend and structural elements of your website to ensure search engines can index it efficiently, and users can navigate it quickly and securely. The good news is many technical best practices are standard. Let's take a look at a few key technical factors.

1. Website Architecture and Crawlability:

- keep site structure shallow and logical – Important pages should be accessible **within 3 clicks from the homepage**
- use clear navigation and link all relevant pages

Search engines crawl websites by following links. Your site's architecture should be logical and relatively shallow. It means that content shouldn't be hidden behind too many clicks. A rule of thumb is that **any important page should be reachable in no more than 3 clicks from the homepage**. You might have main sections like Pricing, Blog, Documentation, etc. under the main navigation. Use clear URL structures that reflect hierarchy. Avoid pages not linked from anywhere – they might not get indexed.

2. Mobile-Friendliness:

- **mobile-first indexing:** Google uses the mobile version of your site for indexing and ranking
- make sure text is readable, buttons are tappable, and layout adjusts well across devices

Google predominantly uses the **mobile version** of a site for indexing and ranking - this is called **mobile-first indexing**. It means your site must be mobile-friendly, or you risk losing visibility, even for desktop users' searches. Ensure your website is responsive, meaning it adapts to different screen sizes.

Text should be legible without zooming, buttons should be easily tappable, and the layout should not require horizontal scrolling. If your desktop site has complex graphics or interactive elements, check they degrade gracefully on mobile. Remember that **over half of all web traffic globally is on mobile devices**. Even for B2B SaaS products, busy professionals might research tools on their phone. A poor mobile experience can cause them to bounce and possibly view your company as less modern.

3. Site Speed

- **slower pages can hurt your visibility** in search results

Page speed is critical not just for user experience, but also for SEO. Google considers site speed as a ranking factor, meaning slower pages can hurt your visibility in search results. And users aren't patient either. According to a Google statistic, **53% of mobile visitors leave a site if it takes more than 3 seconds to load**. So if your site is slow, you're likely losing both rankings and potential customers.

marketingdive.com

4. HTTPS and Security

- HTTPS is a must for trust and SEO – secure sites get **a slight ranking boost**

By now, serving your site over **HTTPS** is a must. Users expect to see the padlock icon indicating a secure connection, and browsers like Chrome flag non-HTTPS sites as “Not Secure.” Google also gives a slight ranking boost to HTTPS pages.