

SEO for SaaS Startups

A Case Study on Early-Stage Growth

Presented by SEO Experts Company India

Backlink profile **Organic search** Paid search

Monthly volume ▼

All countries ▼



Organic traffic 6,364 /month

All time

One year

Last 30 days

Export ▼



PROJECT GOAL

The goal of this case study is to explore the effective SEO strategies implemented by a **SaaS startup** during its early-stage growth phase.

It aims to provide insights into the specific **SEO tactics** employed by the startup, the challenges faced in a competitive market, and the **measurable outcomes** achieved as a result of their SEO efforts.

The primary objective is to showcase how **strategic SEO** implementation can contribute to the organic growth and visibility of SaaS startups



Here are the Guest Blogging Strategies that We Implemented

1. Call-to-action prompts were added to each blog post
2. We implemented strategies to earn quality backlinks
3. We fixed the software pages which were not functioning properly one by one.
4. A breadcrumb navigation feature was incorporated for offering easier navigation to the users and boost SEO.



Call-to-Action Prompts were Added to Each Blog Post with Updated Content

Our team strategically included a significant number of **CTAs (calls to action)** within the blog entries that matched the queries of **potential customers**. As a result, our client experienced an increase in order **calls and revenue**.



Earned Quality Backlinks

According to our research and implementation, the **development of backlinks** is considered to be the most significant ranking element by Google.

Our team was able to successfully execute a **backlinking strategy** by acquiring connections from relevant and high-quality websites. This proactive approach ultimately led to a boost in our client's overall **domain authority**.



Fixed Broken Links

The issue at hand involved Google indexing over **19 product pages** on the website, but they were loading as broken or blank pages with a **200 HTTP response code**.

To resolve this problem, we **implemented a no index, no follow** Meta robots tag in the HTML code of each page, successfully **deindexing all problematic pages**.

It is important to note that conducting a quick site: search is an **effective way to confirm** whether or not a specific page is indexed.

4

We Incorporated Breadcrumbs to Enable Easier Navigation

Upon **receiving contact** from the client, we noted that their website was lacking breadcrumb navigation. In order to improve the **SaaS software** site's SEO health, we implemented the necessary changes. Now, with the **breadcrumb integration**, users can easily trace their steps from their current page back to the **main page of the website**.

THE RESULTS WE ACHIEVED

As per the statistics presented, the organic traffic of our client's website has seen an impressive **organic traffic 6.3K** within a short span of initial **6 months** after taking SEO Services.

So there you have it...

...the challenges we faced, the strategy we built, and the results we delivered.



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THANK YOU