



SEO, SaaS

## 10 Inspiring SaaS SEO Case Studies to Learn From

Explore 10 SaaS SEO case studies and learn from the challenges, strategies, and success of companies, like Slack, HubSpot, and more.

Look, we get it.

Search Engine Optimization (SEO) can be an uphill task if you don't know where to start. A few wrong moves, and it can be a slippery slide down search engine rankings.



Thankfully, you can follow the success of **other** SaaS companies who've beaten the algorithm. Their tried and tested approaches can serve as the blueprints that help perfect your SaaS SEO strategy.

This blog post will review 10 inspirational SaaS SEO case studies — covering the challenges, strategies, and key learnings of top-performing companies.

#### **Further Reading:**

- [Take a tour of the crucial strategies required for succeeding at travel and hotel SEO.](#)
- [Discover the essential pillars of SEO for insurance and finance companies.](#)
- [Explore key SEO practices to help startups and enterprises rank higher.](#)

## **The 10 SaaS SEO Case Studies We'll Cover Are:**

- [Zapier: Programmatic SEO Strategy to Reach 5.8M Visits](#)
- [Slack: Generating Over 100M Website Visitors Per Month](#)
- [Ahrefs: Strategic Post That Won 36 Backlinks](#)
- [Canva: Over 650 Million Organic Traffic via Subfolders](#)
- [Adobe: Using Featured Snippets to Gain 84% Share of Voice](#)
- [Grammarly: Attracting 50 Million Monthly Search Visits](#)
- [Intercom: Using Strategic Content Marketing to Reach \\$50 Million ARR](#)
- [HubSpot: How to Gain 40 Million Monthly Visits](#)
- [Groove: Strategy That Improved Conversions by 20%](#)
- [Veed: From 0 to 11 Million Monthly Visitors](#)

Let's get started!

### **1. Zapier: Programmatic SEO Strategy to Reach 5.8M Visits**

The screenshot shows the Zapier website homepage. The URL 'zapier.com' is in the address bar. The navigation menu includes 'Product', 'Solutions', 'Resources', 'Enterprise', 'Pricing', 'Explore integrations', 'Contact Sales', 'Log In', and a 'Sign up' button. The main headline reads 'Automate as fast as you can type'.

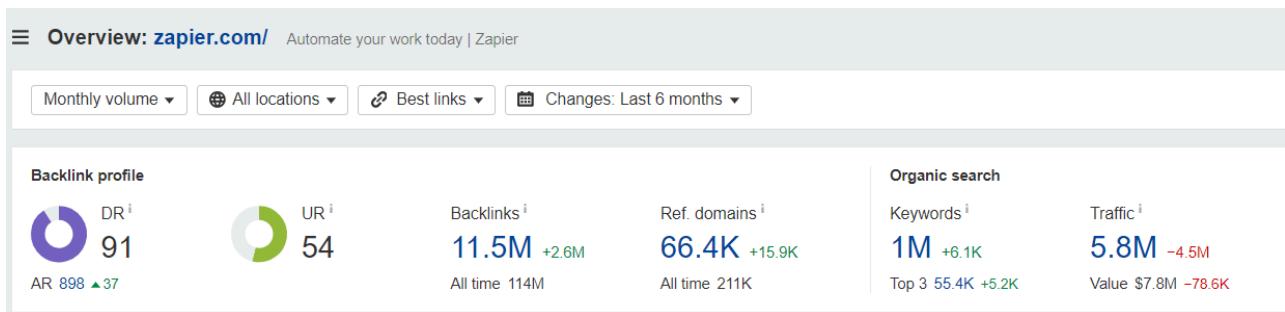
## **Automate as fast as you can type**

AI gives you automation superpowers, and Zapier puts them to work. Pairing AI and Zapier helps you turn ideas into workflows and bots that work for you.

[Start free with email](#)

[Start free with Google](#)

In 2023, the tool raked in an annual recurring revenue (ARR) of over \$250 million due to its massive user base and traffic. Today, the tool's website currently gets nearly 5.4M organic visits!



*How did they do it?*

Let's find out.

## Challenge

Zapier is a middleware tool (software that apps use to connect with another third-party app). For example, Zapier can integrate Dropbox (file storage app) with Evernote (note-taking app).

It **doesn't** perform any **direct** customer-facing operations.

*So, how do users who don't interact much with a tool land on its website?*

## Strategy

Users of popular tools were searching for specific integrations with those tools. So, Zapier focused its marketing campaigns on their app partners and piggybacked off their success.

Here's how:

They created three tiers of landing pages:

### 1. A landing page for each app

The screenshot shows the 'Dropbox Integrations' page on Zapier's website. At the top, there's a navigation bar with links for Product, Solutions, Resources, Enterprise, Pricing, Explore integrations, Contact Sales, and Log in. Below the navigation is a large blue header featuring the Dropbox logo and the text 'Dropbox Integrations' and 'File Management & Storage'. The main content area has a heading 'Do more with Dropbox integrations' followed by a paragraph about how Zapier connects Dropbox with thousands of other apps. There are two prominent buttons at the bottom: 'Start free with email' and 'Start free with Google'. At the very bottom, there are two checkboxes: one for 'Free forever for core features' and another for '14 day trial for premium features & apps'.

### 2. A separate page for every app-to-app integration

The screenshot shows the footer of the Startup Voyager website. It includes the Startup Voyager logo (a stylized 'I' icon), the word 'STARTUP' in bold, and 'VOYAGER' below it. To the right is a blue 'CONTACT' button with white text. On the far right is a black '≡' icon representing a menu.

[Apps](#) > [Dropbox](#) > [Evernote](#) > [Dropbox + Evernote](#)

# Connect Dropbox to Evernote and automate your work

[Connect for Free](#)

[Start with Google for free](#)

**1. Choose a Trigger**  
An event that starts an automation

**2. Choose an Action**  
The event an automation performs after it's triggered

Endless possibilities

### 3. A separate landing page for every app-to-app triggered workflow (called Zap)

[zapier.com/apps/dropbox/integrations/evernote/71/send-new-dropbox-files-to-evernote](#)

[zapier](#) Product Solutions Resources & Support Pricing Contact Sales Log in [Sign up](#)

## Dropbox + Evernote

[Dropbox + Evernote integrations](#)

### Send new Dropbox files to Evernote

Keep your files and notes organised! With this Zap, new files in your Dropbox folder will automatically be added to Evernote.

When this happens... automatically do this!

**New File in Folder** Triggers when a new file is added to a folder. Make sure the number of files/folders in the watched folder does not exceed... **Create Note** Triggers when a new note is created in or moved to a notebook.

Trigger  Scheduled Action  Write

In doing so, they created search engine optimized (SEO) pages for **any** keyword that targets:

- the apps
- their integrations
- their app-to-app use case

#### What's more?

Though the pages follow a templated structure and layout, each page has unique content and internal links — making it beneficial for readers and SaaS SEO.

The screenshot shows the Zapier interface for pairing apps. At the top, there's a search bar labeled "Search for pairing apps". Below it, a section titled "Or pick an app to pair with" displays a grid of app icons and names. An arrow points from the "Formatter by Zapier" icon to the right. The grid includes:

- Google Sheets (Google, Spreadsheets)
- Formatter by Zapier (Documents, Zapier)
- Slack (Team Chat)
- Email by Zapier (Email, Zapier)
- Evernote (Notes)
- Filter by Zapier (Developer Tools, Zapier)
- Webhooks by Zapier (Developer Tools, Zapier)
- Cognito Forms (Forms & Surveys)
- Google Drive (File Management & Storage,...)

This technique, known as programmatic SEO, allows you to scale up content in no time!

*But we're not done!*

Zapier's onboarding process for new app partners ensured they (*the partners*) wrote the content for these landing pages. The content is then edited per Zapier's content guidelines.

In addition to getting SEO content, the company also secured backlinks (links from third-party pages) through integrations and announcement pages on their app partners' sites.

The screenshot shows the Dropbox App Center page for Zapier. The top navigation bar has "dropbox.com/apps/zapier" in the address bar. The main content area features the Zapier logo and a brief description: "Zapier automatically moves info between Dropbox and your other apps. Zapier is an automation platform that supports thousands of the most popular apps, like Google Drive, Typeform, and Slack. In just a few minutes, you can set up automated workflows (called Zaps) that connect Dropbox with the other apps you use most. You can save email attachments to Dropbox, backup content from your note-taking app, upload new Dropbox files to YouTube as videos and much more—no manual work or coding required." To the right, there are links for "Sign in to connect", "Visit website", "Privacy policy", and "App support". On the left, there's a sidebar with "Collections" and a list of categories: New apps spotlight, Featured apps, Accounting & finance, Communication, Creativity & design, Edit documents, Education, eSignature, IT admins, Marketing & sales, Productivity. On the right, there are sections for "Collections" with "Project management", "Productivity", and "Workflow automation".

Just look at the domains linking to Zapier!

## ≡ Referring domains ? How to use

The screenshot shows a search interface for 'Word or phrase' with filters for 'All', 'Dofollow', 'Nofollow', 'Best links', 'DR', 'Domain traffic', and 'Links to target'. Below this, a summary bar shows '68,656 domains' with tabs for 'All', 'New', 'Lost', and date ranges ('Show history: Last 30 days'). Further down is a detailed table with columns: Domain, Status, DR, Dofollow ref. domains, Dofollow linked domains, Traffic, Keywords, and Links to target. The table lists major websites like google.com, wordpress.org, microsoft.com, github.com, en.wikipedia.org, tiktok.com, support.google.com, adobe.com, and bit.ly.

Domain	Status	DR	Dofollow ref. domains	Dofollow linked domains	Traffic	Keywords	Links to target
google.com ▾	98	27,996,314	300,158	45,817,472	4,898,959	16 ▾	
wordpress.org ▾	98	5,984,118	26,617	2,873,190	676,710	2.2K ▾	
microsoft.com ▾	96	3,137,830	604,785	461,169,664	16,458,464	41 ▾	
github.com ▾	96	2,332,074	112,997	52,664,104	9,179,138	373 ▾	
en.wikipedia.org ▾	96	4,936,033	791	1,727,577,472	89,105,652	20 ▾	
tiktok.com ▾	96	2,058,926	803	517,092,064	164,598,348	2 ▾	
support.google.com ▾	96	2,555,999	6,900	68,699,832	9,645,657	761 ▾	
adobe.com ▾	96	1,722,004	15,798	122,373,104	10,995,995	154 ▾	
bit.ly ▾	95	2,680,549	6,688	997,733	139,613	3 ▾	

*The best part?*

As these are very authoritative sites, one backlink can go a long way!

[Learn more about how Zapier's SEO strategy increased their organic visibility.](#)

## Key Takeaways

- Programmatic landing pages with minimal content can rank well with the right backlink strategy.
- The backlinks give Zapier an edge over competitor companies, helping them rank higher.
- The company's SEO campaign helped it rank for other businesses' keywords — piggybacking off their reputation.
- Their keyword and content strategy targets bottom-of-funnel (BoFu) visitors, helping drive traffic and business growth with high-intent visitors.

## 2. Slack: Generating Over 100 Million Website Visitors Per Month

The screenshot shows the Slack homepage with the URL 'slack.com' in the address bar. The header includes the Slack logo, 'Features', 'Solutions', 'Enterprise', 'Resources', 'Pricing', a search bar, 'Sign in', 'TALK TO SALES', and 'GET STARTED' buttons. The main tagline 'Where work happens' is centered above a 'GET STARTED' button. Below the tagline, a sub-tagline 'Slack is free to try for as long as you'd like' is displayed. At the bottom, logos for Airbnb, NASA, Uber, The New York Times, and Etsy are shown.

Slack is an instant messaging application that's designed for business use, though professionals also use it as a community platform.

This SaaS application has over 38 million daily users, with over 200K paid users in 2024. 😱

What's more?

## Challenge

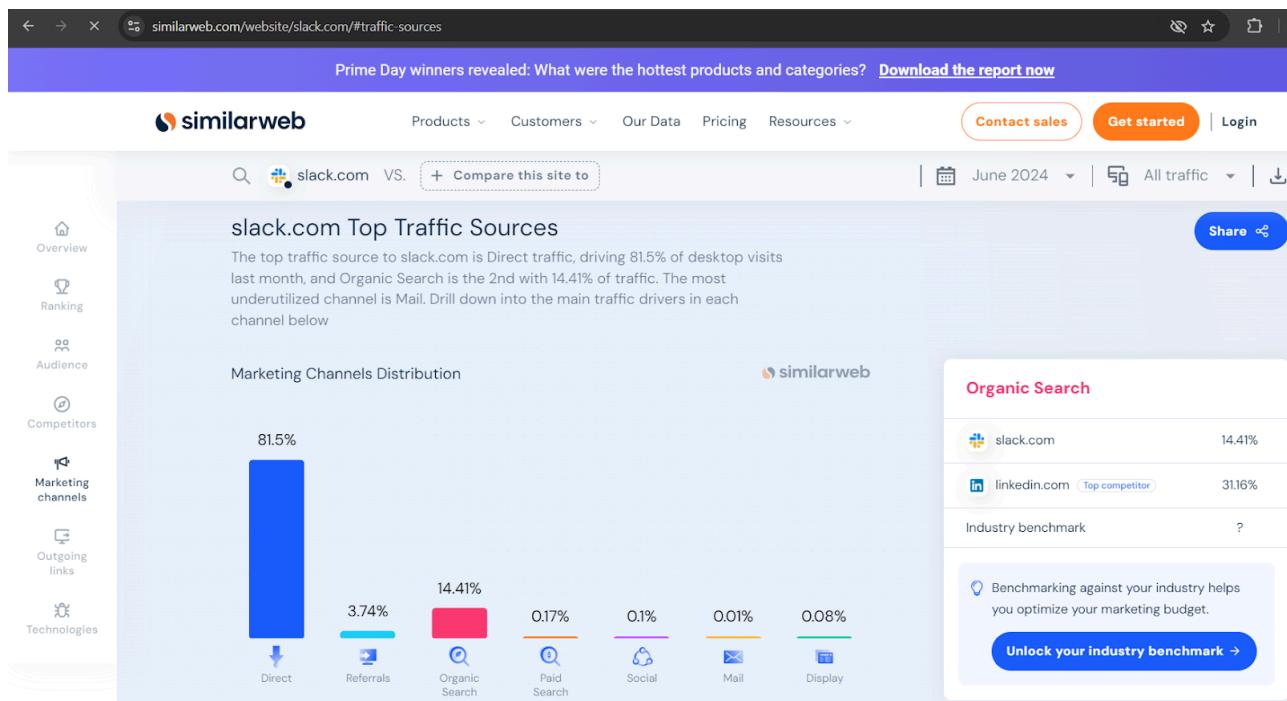
Slack has a growing user base that's happy with the product, which is pretty straightforward to use.

*But why would users visit their website once they've downloaded the app?*

## Strategy

Now, Slack is pretty famous!

That's probably why 81.5% of its traffic comes from direct search (via a bookmark, link, or typing in the URL), and just 14.41% comes from organic search.



One easy explanation for this is that Slack is a very easy name to remember!

Couple this with its popularity and word-of-mouth marketing, and you have tons of people just typing in their URL directly instead of doing it via Google.

### But here's the thing:

Although Slack has a blog, it garnered most of its SEO success from its Help and App Directory landing pages.

Just like Zapier, Slack draws traffic to its site by attracting searchers looking for apps or products that it integrates with.

To do this, Slack has an individual webpage for each integration in its App Directory — that's over 2,500 pages!

For reference, their app directory pages rank for over 46K different keywords!

Backlink profile	Organic search
DR <sup>i</sup> 92 AR 365 ▼11	Keywords <sup>i</sup> 46K Traffic <sup>i</sup> 74K
UR <sup>i</sup> 35	Traffic <sup>i</sup> 74K Value \$92.3K ▼24.1K
Backlinks <sup>i</sup> 958K +277K All time 14.5M	Ref. domains <sup>i</sup> 6.2K +1.4K All time 43.1K

#### *What else contributes to its SEO success?*

Well, thanks to its happy user base and their smashing reviews, Slack comes up for searches like collaborative or productivity software.

Secondly, its blog covers five main topics, which target different audiences:

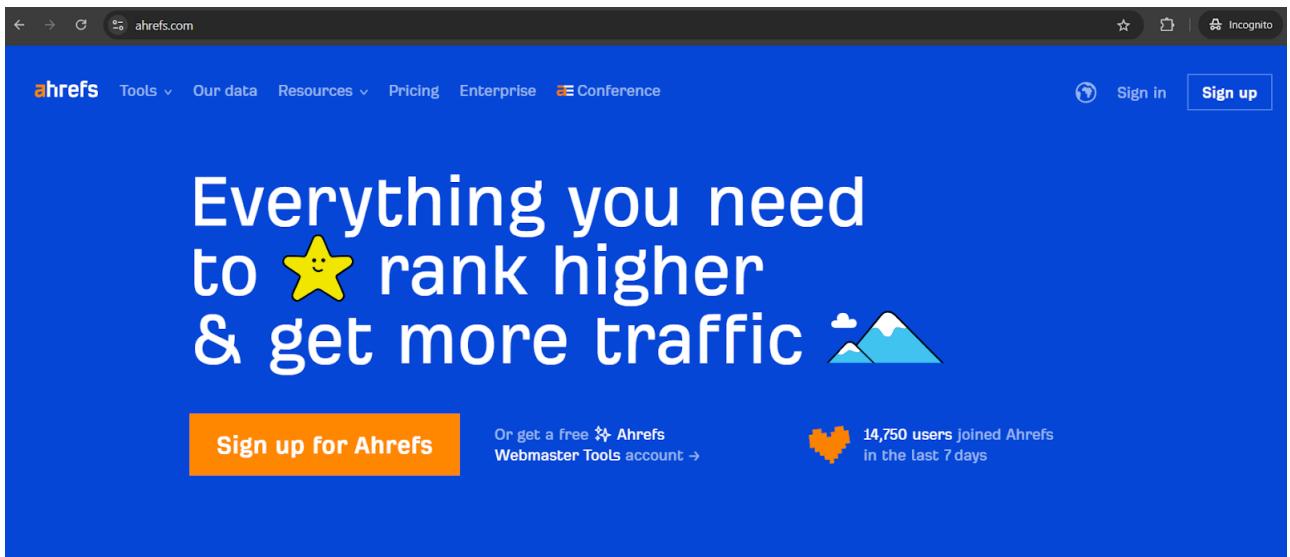
- **News:** The latest product and company updates for current users
- **Transformation:** A source for the latest happenings and their impacts on workplaces for potential customers
- **Productivity:** Learnings about driving efficiency and getting the most out of Slack for business owners
- **Collaboration:** Tips for managers to improve teamwork
- **Developers:** Insights and tips about building Slack apps for developers

Lastly, Slack has an extensive resources section with e-books, reports, and guides for businesses looking to stay ahead of the curve.

[Check out our extensive coverage of Slack's SEO playbook for more details.](#)

## Key Takeaways

- If you have integrations with other tools, create SEO content around that.
- A simple, easy-to-remember URL can do wonders for your direct traffic.
- A great product will turn your customers into promoters. It'll garner good reviews and high ratings, leading to search engines recommending it as a product.
- You can also utilize review websites to power your short-tail keyword SEO strategy.
- Divide your blog into categories catered to different personas.



Ahrefs is an SEO software solution with tools for [keyword research](#), link building, SEO audit for websites, and more.

It's many marketers' go-to source for reliable SEO data.

Here's an SEO case study on one of its strategies that earned one of its posts quite a few backlinks — 36, to be specific.

## Challenge

Getting backlinks can be tough, and relying on paid services for link building can lead to page rank penalties if they're low-quality sources.

*Then, what's the best way to get backlinks?*

Well, the answer can be a good outreach campaign and blog post!

## Strategy

Ahrefs created an SEO page to make use of the Skyscraper Technique, a content strategy to get backlinks.

In this strategy, you create a better version of popular content and publish it on your site. Then you reach out to the people who linked to the first piece and pitch them your updated and improved content piece.

But here's what's brilliant about Ahrefs' strategy:

Ahrefs created a statistics page, the kind of page that typically has a lot of links and gets outdated often. Additionally, other websites will be more likely to link to a reputed blog with updated and reliable stats (from 2024).

The screenshot shows a blog post titled "124 SEO Statistics for 2024" on the Ahrefs blog. The post is categorized under "GENERAL SEO". It was written by Si Quan Ong and reviewed by Joshua Hardwick. The post was updated on March 18, 2024, and has a 10-minute read time. The main content discusses SEO statistics and includes a sidebar with a "Top SEO statistics" section.

#### Contents

- Top SEO statistics
- Search engine statistics
- Ranking statistics
- Backlink statistics
- Keyword statistics
- SEO industry statistics
- Technical SEO statistics
- Local SEO statistics
- Video SEO statistics

Are you curious about the state of SEO in 2024? Then look no further.

We've curated, vetted, and categorized a list of up-to-date stats below.



Si Quan Ong

Content marketer @ Ahrefs. I've been in digital marketing for the past 6 years and have spoken at some of the industry's largest conferences in Asia /TECCAN and Digital

## Top SEO statistics

These are the most interesting SEO stats we think you should know:

After publishing their article, Ahrefs sent 515 emails to companies. It got them 36 backlinks from 32 websites and the coveted 1st rank position for the keyword “SEO stats”.

As of August 2024, [the article has about 4.9K backlinks](#) and is still number one for their target keyword.

The screenshot shows the Ahrefs Backlink profile for the article. It displays various metrics including DR (91), UR (38), AR (863), and organic search metrics like Keywords (1.5K) and Traffic (1.3K).

Backlink profile	Organic search
DR <sup>i</sup> 91 UR <sup>i</sup> 38 AR 863 <sup>▲ 42</sup>	Keywords <sup>i</sup> 1.5K <sup>-179</sup> Traffic <sup>i</sup> 1.3K <sup>+353</sup> Value \$1.6K <sup>+498</sup>
Backlinks <sup>i</sup> 4.9K <sup>+801</sup> All time 21K	Ref. domains <sup>i</sup> 2.5K <sup>+598</sup> All time 5K

Quite the victory! 🏆

## Key Takeaways

- Discover a winning topic and content type to rank on search engines. Content that's easily citable and involves hard data is usually an easy-to-link-to option.
- Use the most updated content with reliable sources to create authoritative posts.
- Do your research, and then select high-quality websites and write personalized outreach emails to pitch your article.
- If your content is truly better than your competitors, getting those backlinks should be easy!

## 4. Canva: Over 650 Million Organic Traffic via Subfolders

The screenshot shows the Canva homepage with a navigation bar at the top. Below the navigation is a main heading "What will you **design** today?". A subtext below it says "Canva makes it easy to create professional designs and to share or print them." There is a purple "Start designing" button. Below the button is a horizontal row of seven cards, each representing a different design category: Docs, Whiteboards, Presentations, Social, Videos, Prints, and Websites. Each card has a small preview image and a title.

**Canva** is a free-to-use graphics and web design software. Users can access the software via a desktop, web, or mobile app.

This SaaS website attracts over 650 million monthly visitors, with 25.39% (about 165 million) of it being organic traffic.

The screenshot shows the SimilarWeb traffic analysis for canva.com. At the top, there is a banner for "Prime Day winners revealed: What were the hottest products and categories? Download the report now". Below the banner, the SimilarWeb logo and navigation menu are visible. The main content area is titled "canva.com Top Traffic Sources". It includes a sidebar with various metrics like Overview, Ranking, Audience, Competitors, Marketing channels, Outgoing links, and Technologies. The main chart, "Marketing Channels Distribution", shows the percentage of traffic from different sources: Direct (71.26%), Referrals (1.93%), Organic Search (25.39%), Paid Search (0.37%), Social (0.9%), Mail (0.09%), and Display (0.06%). To the right, there is a detailed view of the "Organic Search" section, which lists canva.com as the top site with 25.39% traffic, followed by remove.bg (49.58%) and an industry benchmark. A call-to-action button "Unlock your Industry benchmark" is also present.

Below is an SEO case study of what Canva does to gain traffic.

## Challenge

Being a design app, Canva's website had to overcome the technical issues that are common to its niche, like:

- Slow site loading speed
- Poor responsiveness to different devices
- Making the design process accessible

## Strategy

To circumvent the problems above, Canva created sub-folders that serve as landing pages.

The footer of the Startup Voyager website features a dark background with white text. On the left is the Startup Voyager logo, which consists of a stylized 'I' icon followed by the text "STARTUP VOYAGER". On the right is a blue rounded rectangular button with the word "CONTACT" in white capital letters. To the far right is a white three-line menu icon.

- [www.canva.com/templates/](http://www.canva.com/templates/)
- [www.canva.com/resumes/](http://www.canva.com/resumes/)

These, and other similar sub-folders, pull in a significant amount of traffic, helping boost the website's SEO and rank for design keywords.

Path	Ref. domains	Organic traffic ▾	Change	Organic pages
www.canva.com ▾	261,538	76,910,296	100.0%	26,793
> create ▾	10,969	5,799,250	7.5%	289
> features ▾	2,092	3,718,395	4.8%	112
> templates ▾	5,838	2,224,015	2.9%	5,975
> resumes ▾	862	2,016,623	2.6%	140
> colors ▾	5,308	1,823,875	2.4%	1,870
ai-image-generator ▾	2,234	1,684,893	2.2%	1
pdf-editor ▾	332	1,548,994	2.0%	1
> logos ▾	980	1,419,724	1.8%	753
> photo-editor ▾	970	1,245,627	1.6%	1
> learn ▾	13,938	991,537	1.3%	803
free ▾	417	947,294	1.2%	1

They also cover different pages that rank well and contribute to a streamlined user experience.

But most importantly, these sub-folders serve a valuable purpose — **addressing users' search intent**.

For example, the “create” sub-folder encompasses different types of design pages, such as infographics, resumes, logos, banners, invitation cards, and more.

If someone needs to use Canva to make a very specific type of design, this is the place to be!

## Most Popular Designs

Discover everything you need to know about Canva's most popular document types. Access inspiring content, video how-to guides, free templates, and more.

And they're quite popular too!

For example, the resumes page generates about 2 million monthly organic traffic (per Ahrefs).

Monthly volume ▾ All locations ▾ Best links ▾ Changes: Last 6 months ▾

#### Backlink profile



Backlinks <sup>i</sup>  
**2K** +752  
All time 25.3K

Ref. domains <sup>i</sup>  
**811** +191  
All time 3.1K

#### Organic search

Keywords <sup>i</sup>  
**48.1K** +6.7K  
Top 3 4.9K +779

Traffic <sup>i</sup>  
**2M** +158K  
Value \$972K -67.7K

Similarly, the “template” sub-folder includes pages like docs, birthday cards, videos, and more.

These pages are great for people in a rush who just need something almost ready-to-go.

#### What's more?

Canva ranks for seasonal-specific keywords through their pages on Holiday, Birthday, Hanukkah, etc.

The screenshot shows the Canva website at [canva.com/cards/templates/](https://canva.com/cards/templates/). The page title is "Card templates". It features a search bar and navigation links for "Home", "Cards", and "Card templates". Below the header is a section titled "Card templates" with a sub-copy: "Make your thoughtful and touching messages shine with Canva's free card templates that you can customize, print, and give to others on any occasion." To the right is an image of a blue and pink birthday card with the text "Say Something Special". Below the main heading is a horizontal row of category buttons: Holiday, Hanukkah, Birthday, Diwali Cards, Halloween Cards, Thank You, Invitation, Greeting, Save The Date, Photo, Days & Events, Wedding Reception, Baby Shower. A red box highlights this row. Below these buttons are filter options: All Filters, Format, Style, Theme, Feature, Price, Color. At the bottom left, it says "44,537 templates".

Plus, the internal links to these pages help pass page authority from the homepage and subfolder pages. This helps them achieve top spots on search engines and gain more traffic.

For example, the birthday card template page gets 100K monthly organic traffic per Ahrefs.

Monthly volume ▾ All locations ▾ Best links ▾ Changes: Last 6 months ▾

#### Backlink profile



Backlinks <sup>i</sup>  
**2.9K** +2.4K  
All time 12.4K

Ref. domains <sup>i</sup>  
**73** +23  
All time 685

#### Organic search

Keywords <sup>i</sup>  
**11.3K** +4.3K  
Top 3 948 -28

Traffic <sup>i</sup>  
**101K** -4.8K  
Value \$10.3K -3K

[Uncover more about Canva's SEO success in our extensive guide.](#)

## Key Takeaways

- Recognize that search intent can vary. Your digital marketing strategy should incorporate different content for different searchers.
- Maintain a streamlined flow of pages (with internal links) to make it easy for users to navigate your SaaS website and search engines to index it.
- Templated pages with relevant keywords can work great if you want to scale your website.

## 5. Adobe: Using Featured Snippets to Gain 84% Share of Voice



Adobe is a computer software company that develops applications for editing, analytics, and more to enhance digital experiences.

Per Similarweb, its site gets over 300 million monthly visitors, but this wasn't always the case.

Here's what Adobe did to boost its traffic:

## Challenge

Most of Adobe's traffic comes from direct search.

And those that do come from organic search typically land on its website through branded keywords (terms that already include Adobe in them).

However, Adobe's traffic from non-branded keywords was low. The company needed to increase its rankings.

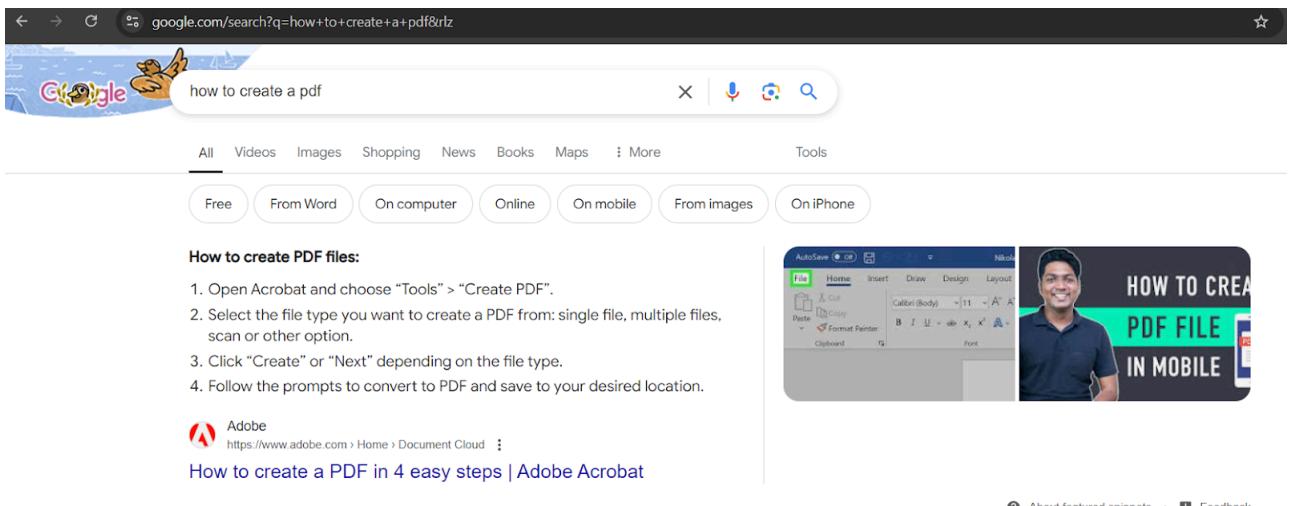
## Strategy

Adobe's Senior Global SEO Manager, Kirill Kronrod, chose featured snippets as the key to increasing organic traffic from non-branded keywords.

*But what are featured snippets?*

Google's featured snippets are the answers that often appear at the top of the search results, offering a detailed, fast response to topics with high query volume.

Here's an example:



To do this, Kronrod researched in-demand topics and phrases and prioritized creating content for the high-volume queries that were

- <https://www.adobe.com/creativecloud/video/discover/crop-video-in-premiere-pro.html>
- <https://www.adobe.com/products/photoshop/lasso-tool.html>
- <https://helpx.adobe.com/in/acrobat/using/signing-pdfs.html>

Adobe also had single product pages, which included all the features of each software. Kronrod switched this up by creating detailed feature pages, where each page would target a specific feature and a non-branded keyword.

CREATIVE GENERATIVE AI

## Type new images into existence by using Firefly as an AI art generator.

Sometimes you need a specific image you can't find through conventional means, like a watercolor-style urban landscape. Create any kind of art quickly with help from Text to Image in Adobe Firefly.

Generate AI art

This AI art generator feature page ranks for non-branded keywords like “art generator” and “ai art generator from text”.

It gets 288k monthly organic traffic per Ahrefs.

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ ai art generator	2	344.0K	86	0.28	172,926	0	1	<a href="https://www.adobe.com/products/firefly/features/ai-art-generator.html">https://www.adobe.com/products/firefly/features/ai-art-generator.html</a> ▼ 1 more
+ ai art	2	125.0K	89	0.54	9,769	0	3	<a href="https://www.adobe.com/products/firefly/features/ai-art-generator.html">https://www.adobe.com/products/firefly/features/ai-art-generator.html</a> ▼
+ ai generated art	3	29.0K	88	0.54	9,270	0	1	<a href="https://www.adobe.com/products/firefly/features/ai-art-generator.html">https://www.adobe.com/products/firefly/features/ai-art-generator.html</a> ▼
+ art generator	2	6.3K	88	0.20	6,541	0	1	<a href="https://www.adobe.com/products/firefly/features/ai-art-generator.html">https://www.adobe.com/products/firefly/features/ai-art-generator.html</a> ▼
+ ai art generator from text	1	5.3K	86	0.53	1,922	0	1	<a href="https://www.adobe.com/products/firefly/features/ai-art-generator.html">https://www.adobe.com/products/firefly/features/ai-art-generator.html</a> ▼
+ free ai art generator	4	55.0K	88	0.49	1,701	0	9	<a href="https://www.adobe.com/products/firefly/features/ai-art-generator.html">https://www.adobe.com/products/firefly/features/ai-art-generator.html</a>

Overview: <https://www.adobe.com/products/firefly/features/ai-art-generator.html> AI Art Generator Online: Create AI art with text - Adobe Firefly

Monthly volume ▾ All locations ▾ Best links ▾ Changes: Last 6 months ▾

Backlink profile		Organic search		
DR i 96	UR i 26 +14	Backlinks i 299 +197 All time 368	Ref. domains i 196 +172 All time 205	Keywords i 5.7K +2.1K Top 3 707 +512 Traffic i 288K -10.1K Value \$81.2K +17.9K

Overall, Kronrod’s strategy secured over 5900 featured snippets and an 8% increase in organic traffic (within the first year) from non-branded keywords.

This contributed to its 84% share of voice — an estimation of brand visibility in terms of search engine rankings compared to competitor websites in the same market.

[Explore our in-depth analysis of Adobe's SEO strategy for product-led growth.](#)

## Key Takeaways

- Understanding what your target audience values can help boost your digital marketing strategy and search rankings. Google prioritizes content that improves the user experience — in this case, easy answers to popular queries.
- Detailed feature pages are essential for SaaS products that want to cash in on valuable SEO real estate.



## 6. Grammarly: Attracting 50 Million Monthly Search Visits

The screenshot shows the Grammarly homepage. At the top, there's a navigation bar with links for Product, Work, Education, Pricing, and Resources. On the right, there are buttons for Contact Sales, Log in, and a teal button labeled "Get Grammarly It's free". Below the navigation, a large heading reads "Responsible AI that ensures your writing and reputation shine". A text box contains a snippet from a Gmail message: "This project is a great opportunity for us to work together! Do you want to team up?". Below this, there are two sign-up buttons: "Sign up It's free →" and "Sign up with Google". A small note at the bottom states: "By signing up, you agree to the Terms and Conditions and Privacy Policy. California residents, see our CA Privacy Notice." The Grammarly logo is visible in the bottom right corner.

**Grammarly** is a cloud-based typing assistant that helps you catch errors before your content goes public.

It works on 500,000+ websites and applications on Windows, Mac, iOS, and Android devices. This, in turn, helps it gain a user base of over 30 million daily users and a website traffic volume of over 50 million visits per month, per Similarweb.

Let's see how it does it.

## Challenge

Although Grammarly does have an editor webpage, its convenience lies in its ability to identify errors and suggest corrections while you write on **other** apps or websites.

## Strategy

To understand Grammarly's SEO strategy, we'll take a look at a few facts:

1. 89.6% of Grammarly's organic search traffic comes from 6% of its pages, including the homepage, a few tool pages, and some blog pages.

### Organic pages 3,393

Page traffic	Pages	Pages' total traffic
0	837 24.7%	0 0%
1–100	1,181 34.8%	22,807 <0.1%
101–1,000	551 16.2%	217,878 0.9%
1,001–5,000	466 13.7%	1,166,607 4.8%
5,001–10,000	155 4.6%	1,106,424 4.6%
10,001+	203 6.0%	21,707,860 89.6%

The main stars include tool and blog pages, like:

- <https://www.grammarly.com/plagiarism-checker>
- <https://www.grammarly.com/grammar-check>
- <https://www.grammarly.com/paraphrasing-tool>
- <https://www.grammarly.com/blog/adverb/>
- <https://www.grammarly.com/blog/how-to-write-a-formal-letter/>

3,393 pages Total traffic: 24.2M 6 Aug 2024 ▾ Don't compare ▾

URL	Traffic	Value	Keywords
<a href="https://www.grammarly.com/">https://www.grammarly.com/</a> ▾	9,345,288 38.6%	\$610.2K	26,805 ▾
<a href="https://www.grammarly.com/plagiarism-checker">https://www.grammarly.com/plagiarism-checker</a> ▾	3,674,382 15.2%	\$1.1M	8,771 ▾
<a href="https://www.grammarly.com/grammar-check">https://www.grammarly.com/grammar-check</a> ▾	2,016,506 8.3%	\$66.6K	9,934 ▾
<a href="https://www.grammarly.com/signin">https://www.grammarly.com/signin</a> ▾	417,366 1.7%	\$161.4K	3,127 ▾
<a href="https://www.grammarly.com/desktop">https://www.grammarly.com/desktop</a> ▾	280,689 1.2%	\$21.1K	4,090 ▾
<a href="https://www.grammarly.com/paraphrasing-tool">https://www.grammarly.com/paraphrasing-tool</a> ▾	199,707 0.8%	\$13.4K	6,098 ▾
<a href="https://www.grammarly.com/signup">https://www.grammarly.com/signup</a> ▾	182,173 0.8%	\$12.5K	893 ▾
<a href="https://www.grammarly.com/blog/adverb">https://www.grammarly.com/blog/adverb</a> ▾	130,826 0.5%	\$926	3,680 ▾
<a href="https://www.grammarly.com/blog/how-to-write-a-formal-letter">https://www.grammarly.com/blog/how-to-write-a-formal-letter</a> ▾	127,055 0.5%	\$28.7K	4,176 ▾
<a href="https://www.grammarly.com/blog/adjective">https://www.grammarly.com/blog/adjective</a> ▾	110,791 0.5%	\$2.2K	5,380 ▾

### Why do these pages perform so well?

It's simple. They help resolve popular pain points that everyone's far too familiar with. A quick Google search for a solution will bring up Grammarly.

But this only works well since the company has optimized these blog and tool pages to address user search intent and provide the resources needed to solve their problems.

2. 44.2% of its organic search traffic comes from branded keywords, i.e., the search includes the term "grammarly" as of August 2024.

**Top pages** [How to use](#)

Monthly volume [All locations](#) [URL](#) [Status](#) [Traffic](#) [Value](#) [Keywords](#) [SERP title](#) Keyword: Contains phrase **grammarly** [X](#) + Keyword filters

Performance history

2,024 pages Total traffic: 10.7M [6 Aug 2024](#) [Don't compare](#)  SERP titles

3. Although the brand is well-known to its audience, users do make typos while searching for it on Google. Over 700K searches contain misspelled versions of “Grammarly”. So, Grammarly capitalizes on Google Ads for misspelled versions of its name.

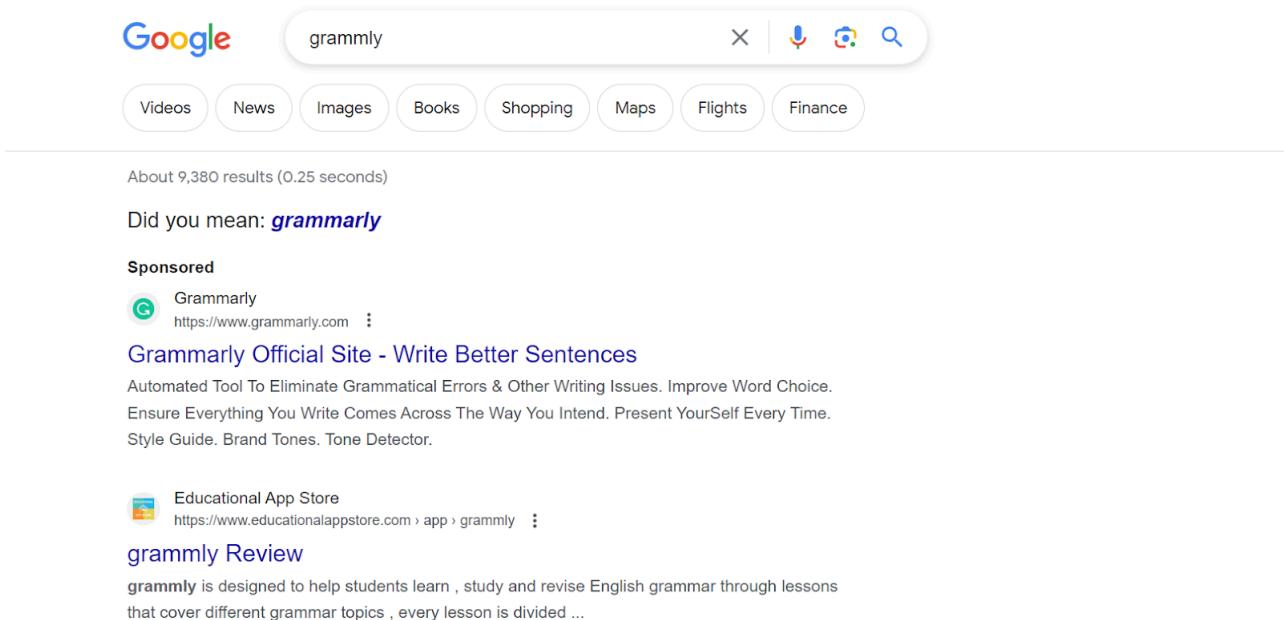
**Top pages** [How to use](#)

Monthly volume [All locations](#) [URL](#) [Status](#) [Traffic](#) [Value](#) [Keywords](#) [SERP title](#) Keyword: Contains **grammly** [X](#)

Performance history

594 pages Total traffic: 718.1K [6 Aug 2024](#) [Don't compare](#)

[https://google.com/search?rlz=1C1FHK\\_enIN953IN953&q=grammly&nfpr=1&sa=X&ved=2ahUKEwizxt\\_sv5yAAxXIO3AKHQyyB3gQvgUoAXoEC...](https://google.com/search?rlz=1C1FHK_enIN953IN953&q=grammly&nfpr=1&sa=X&ved=2ahUKEwizxt_sv5yAAxXIO3AKHQyyB3gQvgUoAXoEC...)  



About 9,380 results (0.25 seconds)

Did you mean: **grammarly**

**Sponsored**

 Grammarly <https://www.grammarly.com> :

**Grammarly Official Site - Write Better Sentences**  
Automated Tool To Eliminate Grammatical Errors & Other Writing Issues. Improve Word Choice.  
Ensure Everything You Write Comes Across The Way You Intend. Present YourSelf Every Time.  
Style Guide. Brand Tones. Tone Detector.

 Educational App Store <https://www.educationalappstore.com/app/grammly> :

**grammly Review**  
grammly is designed to help students learn , study and revise English grammar through lessons that cover different grammar topics , every lesson is divided ...

4. Just 14.5% of Grammarly's blog posts (about 310 posts) attract 82.4% of the blog traffic.



Moreover, these posts are core subjects or interesting topics that are relevant to readers, like:

For reference, the third URL (about adjectives) generates 110k monthly organic traffic



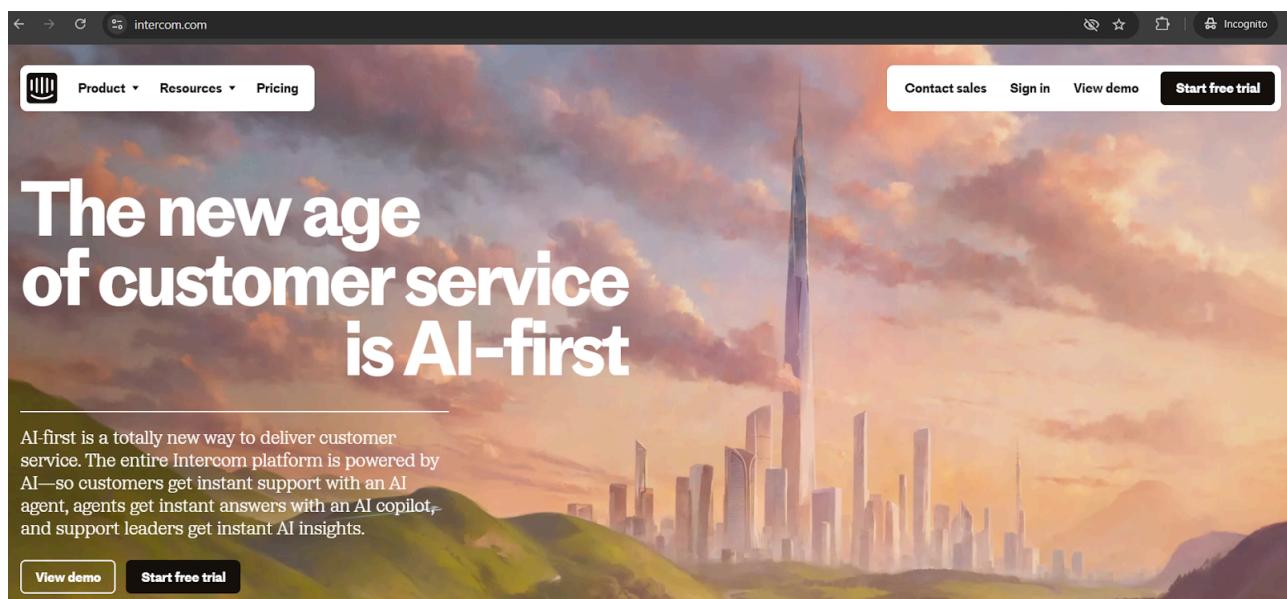
With a traffic driver like that, no wonder they don't have to continuously create new content!

[Get the full coverage of Grammarly's SEO masterclass.](#)

## Key Takeaways

- Free tools can be an SEO magnet with the right strategy (think: using appropriate keywords and addressing search intent).
- Branding is important for SEO, both for direct and organic traffic.
- A sound SaaS SEO strategy incorporates a healthy mix of organic and paid tactics.
- Content optimization and updates are essential to rank.

## 7. Intercom: Using Strategic Content Marketing to Reach \$50 Million ARR



[Intercom](#) is a SaaS solution that helps businesses provide better customer support.

This SaaS company has grown from \$0 to \$50 million in annual recurring revenue (ARR) within 4 years.

Let's explore how their content marketing and SEO strategy helped them boost their ARR.

## Challenge

Intercom has a great product, and while that has been key to its growth, it also had to take on competitors that were vying to dominate the same market and attract users.

## Strategy

Intercom outperformed its competitors through a masterful combination of content marketing and SEO efforts (plus some Google Ads to

## A. Creating Evergreen Content

Intercom focused on targeted, evergreen content to create a first touchpoint with prospective buyers in their target audience.

This included conducting keyword research to identify and create content for medium to high-volume keywords that could help build an inbound traffic stream.

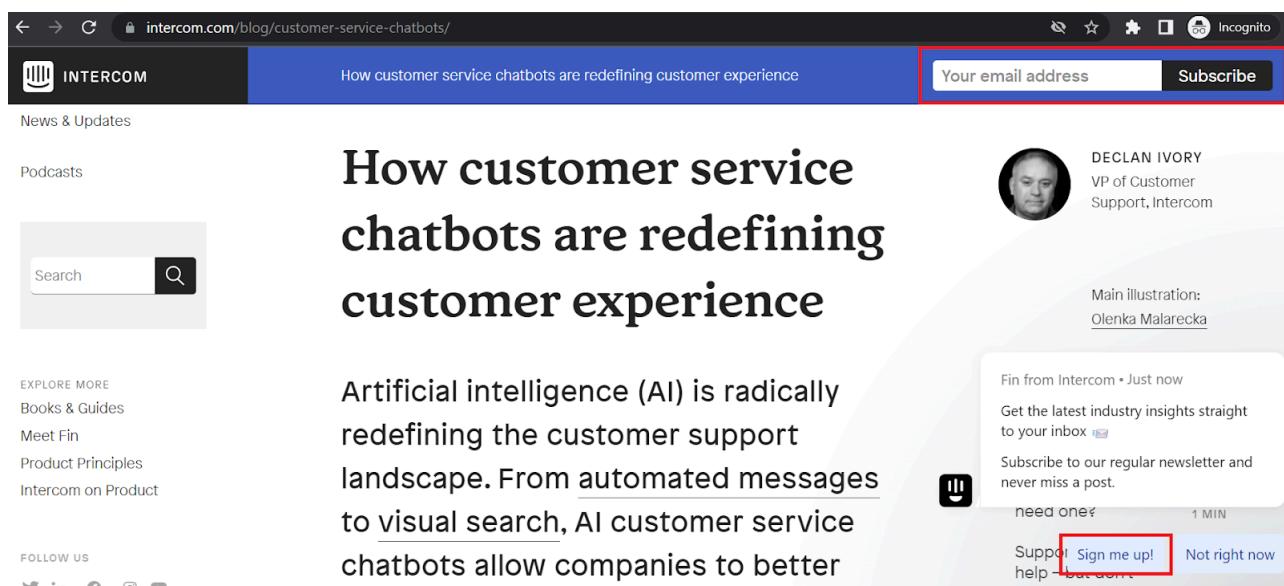
Some of the keywords tackled include:

- product improvements
- customer service chatbots

These keywords were mostly covered in blogs, which included informational content with visual media. As this is evergreen content (not time-bound when it comes to its relevance), it's a great source of leads.

Intercom then used content upgrade offers, newsletters, and other prompts to help users get closer to the brand once they landed on this evergreen content. These offers also helped keep readers engaged and even helped capture their email addresses.

Notice the newsletter and chatbot sign-up options in the image below.



## B. Retargeting

Once a first touchpoint was established, Intercom used granular retargeting via Facebook Ads to target specific audience segments based on the content they read. This helped push visitors further into their sales funnel.

## C. Link Building

Intercom used thought leadership to earn inbound links to their evergreen content.

To do this, they capitalized on emerging topics in customer support and put a spin on them to provide insights for others in the industry.

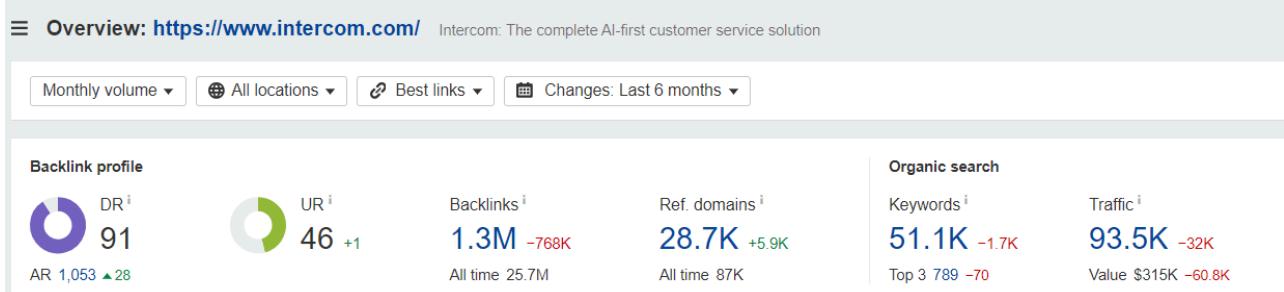
*Did that work out well?*

Take its post on RICE prioritization framework.

It has 1.2K backlinks and 484 referring domains (links from unique domains).



Moreover, Intercom has about 1.3 million pages linking to its website and blog!



All of these strategies helped Intercom drive traffic, grow its sales pipeline, and convert customers, helping this SaaS business achieve its \$50 million ARR.

*Discover the nitty-gritty of Intercom's SEO game plan to boost organic traffic.*

## Key Takeaways

- Focus on both the short (generate traffic, boost conversions) and long-term impact (grow your audience, rank higher, improve domain authority) of your content marketing.
- Amplify the success of your content by republishing it on different platforms with different audiences. Content distribution can help accelerate growth and reach.
- Use evergreen content to build brand awareness and target the top-of-funnel (ToFu) audience — which comprises customers at the beginning of the buyer's journey.
- Newsletters, chatbots, and even pop-ups can help you capture valuable leads for your sales funnel or even email marketing.

## 8. HubSpot: How to Gain 40 Million Monthly Visits

HUBSPOT CUSTOMER PLATFORM

# Grow better with HubSpot

Software that's powerful, not overpowering. Seamlessly connect your data, teams, and customers on one AI-powered customer platform that grows with your business.

[Get a demo](#) [Get started free](#)

Get a demo of our premium software, or get started with free tools.

Your Weekly Activity

Emails	Calls	Meetings
17	25	15
▲ 4	▲ 7	▲ 2

AI Chatbot

Want to chat? I'm an AI chatbot here to help you find your way.

Repurpose your content with content remix HubSpot AI

Contacts Actions

Aisha Saah

HubSpot develops a range of SaaS solutions for inbound marketing, sales, e-commerce, and customer service. Its software services

## Challenge

HubSpot has created several online tools for sales, marketing, and customer service.

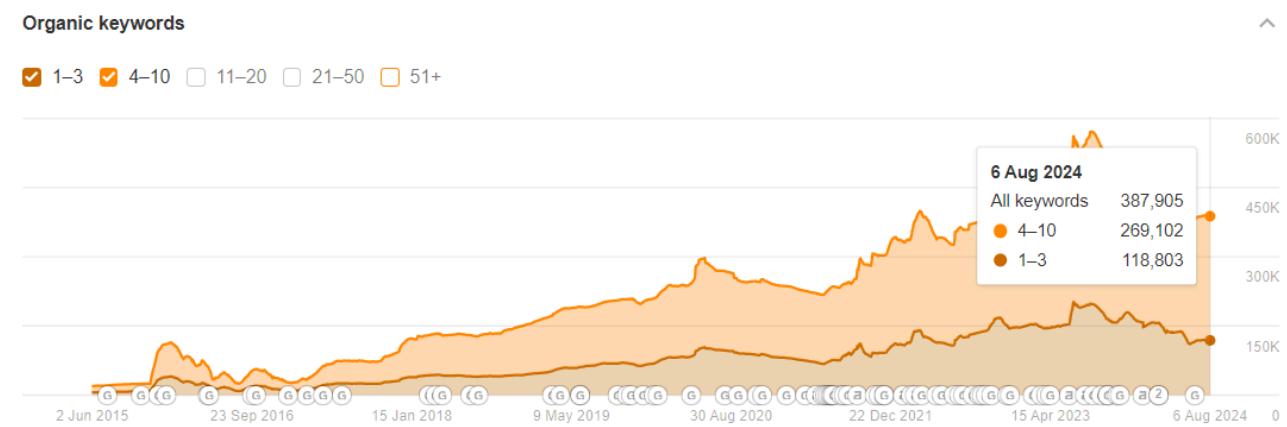
However, this company is younger than many of the giants predominant in those fields, like Salesforce, Adobe, Zoho, and more.

*How did it outdo these companies?*

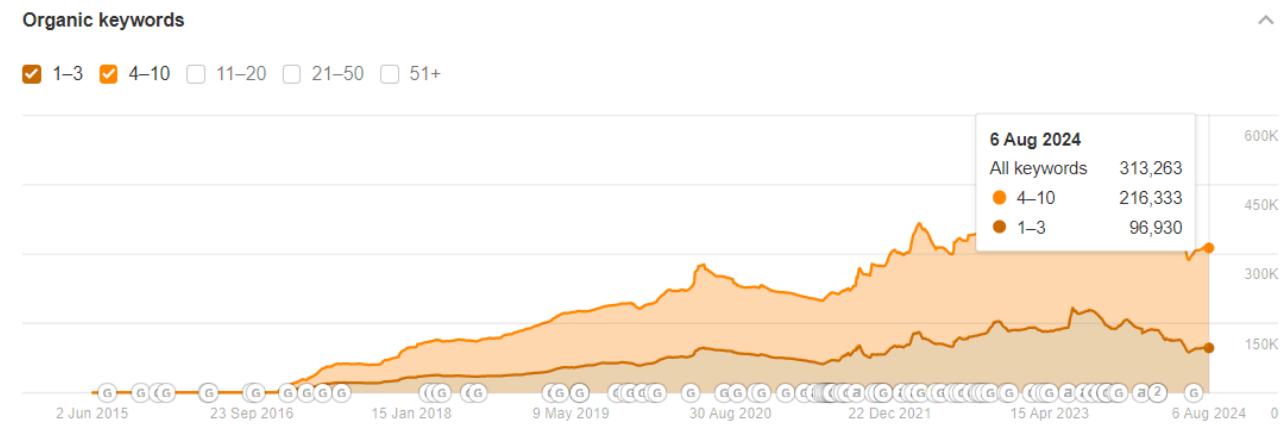
Growing their organic search presence through [content creation](#).

## Strategy

Hubspot's website currently has around 40 million monthly visits and ranks in the top 10 for around 388k keywords.



And that doesn't include their blog, which ranks in the top 10 for another 300k keywords per our analysis on Ahrefs. 🎉



*Their secret?*

They focused on topical authority — which is a measure of your website's credibility for a certain subject. It's built by consistently publishing high-quality content pertaining to that subject.

And websites with topical authority about a subject are more likely to rank for any related keyword.

*Why?*

Google's algorithm uses [E-E-A-T \(Experience, Expertise, Authoritativeness, and Trustworthiness\) guidelines](#) to determine whether your content is valuable.

So, creating content spread across *several topics too quickly* could hinder your SEO campaign.

On the other hand, providing valuable information around several keywords related to **one specific topic at a time** can help you build credibility with search engines.

**1.** Creating **main pages** that served as content hubs and connected them to related topics. It works similarly to a cluster strategy, where you choose a parent topic that branches into subtopics or subpages. The screenshot below shows you HubSpot's blog content hubs, including Marketing, Sales, and Service.

The screenshot shows the HubSpot Blogs page. At the top, there are navigation links for English, High Contrast, Log in, and Start free or get a demo. Below the header, there are links for HubSpot, Blogs, Newsletters, Videos, Podcasts, Resources, and HubSpot Products. A search bar is also present. The main content area is titled "Blogs" and features five cards: "Marketing" (Resources and ideas to put modern marketers ahead of the curve), "Sales" (Strategies to help you elevate your sales efforts), "Service" (Everything you need to deliver top-notch customer service), "Website" (Tutorials and how-tos to help you build better websites), and "Next in AI" (Your essential daily read on all things AI and business). A "See all blogs" button is located at the bottom of the card section. To the right, there is a sidebar titled "EXPLORE BY TOPIC:" with links to Instagram Marketing, Customer Retention, Email Marketing, SEO, and Sales Prospecting.

**2.** The **subpages** they created targeted long-tail keywords with good search volume and low keyword difficulty. For example, HubSpot's marketing page has subpages that cover artificial intelligence, Instagram marketing, email marketing, technical SEO, and more.

The screenshot shows the HubSpot Marketing page. At the top, there are navigation links for English, High Contrast, Log in, and Start free or get a demo. Below the header, there are links for Blogs, Newsletters, Videos, Podcasts, Resources, and a search bar. The main content area is titled "Artificial Intelligence" and features four blog posts: "Looking for the Best AI Tools for Excel? Here Are My 5 Favor...", "AI Media Planning: 6 Expert Tactics You Can't Ignore", "The Best AI Search Engines to Try in 2024", and "I Tried 5 AI Logo Generators. Here's My Favorite". Below each post is the author's name (Lauren Farrell, Ramona Sukhraj, Swetha Amaresan, Erica Santiago) and the publication date (8/5/24, 8/1/24, 8/5/24, 7/31/24). There is also an "Instagram Marketing" section with four blog post thumbnails.

Here's a look at one of their Instagram marketing blog posts, which reels in 110K of monthly organic traffic!

☰ Overview: <https://blog.hubspot.com/marketing/instagram-captions> 650+ Best Instagram Captions for 2024: Good, Cool, Funny & Cute

Monthly volume ▾ All locations ▾ Best links ▾ Changes: Last 6 months ▾

Backlink profile

Organic search

3. Finally, they added **internal links** from the main pages to the subpages to help readers navigate from page to page, and search engines discover all the related pages.

## Key Takeaways

- It's easier to rank for content when you have high topical authority. That means your content marketing approach should focus on topics, not just keywords.
- You need to create high-quality content while following a clustered approach.
- Ensure your content is authoritative and comprehensive to maximize your chances of ranking.

## 9. Groove: Strategy That Improved Conversions by 20%

The screenshot shows the Groove website homepage. At the top, there is a navigation bar with links for Product, Pricing, About us, Resources, Sign In, and a Free trial button. Below the navigation, there is a yellow banner with a 5-star rating and the text "A JOY TO USE". The main headline reads "Customer Support Headaches Eliminated.". A call-to-action button says "Start your free trial". To the right, there are three cartoon illustrations of people: a woman in a purple shirt, a man in a pink shirt, and an older man in a grey sweater. They are shown in a conversation, with speech bubbles containing text like "Hi Team, Can you give me a hand with an order I placed?", "Hi, Certainly! I'll get you in touch with James!", and "Private note to james @James, could you help with this customer?".

Groove is a helpdesk SaaS solution that lets businesses provide quick support to customers.

Although Groove isn't as big as some of the companies above, it's self-funded and profitable — with over 2,000 customers and 10 million in ARR.

That's why the company's SEO case study is a good reference for startups and businesses looking to start from scratch.

Here's what Groove did to boost its conversions by 20%:

### Challenge

Groove's product has winning potential.

However, its marketing wasn't on par.

Based on their [case study](#), search traffic was getting them a conversion rate of 9.4% without any strategy. So their answer was clear, they needed to invest more in search engine optimization (SEO).

### Strategy

Groove's strategy was simple and sweet:

1. They identified their problem — their single-page marketing website. It wasn't doing them any favors in terms of search engine rank.
2. They narrowed down relevant keywords (small to medium volume) through tools like Keyword Planner and Keyword Tool. They did this by identifying what their prospects were searching for through customer conversations and good ol' keyword research.

Here's what they found with Keyword Planner when searching for terms related to "saas helpdesk":

The footer of the Startup Voyager website. It features the "STARTUP VOYAGER" logo with a blue square icon. On the right, there is a "CONTACT" button with a blue outline and a three-line menu icon.

Ad group ideas Keyword ideas

Download Add all (801)

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
saas helpdesk	10	High	\$63.60	0%	<a href="#">»</a>

1 - 1 of 1 keywords [»](#)

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
help desk software	3,600	High	\$83.33	0%	<a href="#">»</a>
free help desk software	480	High	\$49.94	0%	<a href="#">»</a>
it help desk	1,300	High	\$29.37	0%	<a href="#">»</a>
web help desk	880	High	\$12.86	0%	<a href="#">»</a>
open source help desk	260	High	\$23.47	0%	<a href="#">»</a>
help desk	9,900	High	\$39.41	0%	<a href="#">»</a>
helpdesk	14,800	High	\$42.08	0%	<a href="#">»</a>

3. They then used these keywords to plan their sitemap — the website pages and blogs they would create. This helped prevent overlaps and content duplication. Each page had one or two primary keywords along with long-tail keywords.

4. They created a wireframe for each page to understand what copies and content they needed. The content was primarily about fulfilling customer intent. But they still worked the keywords into headers, subheads, and copies and made sure to add internal links to all the pages.

This strategy also helped them steadily grow their organic traffic through the years, helping it reach its current organic monthly traffic of over 67k (per Ahrefs).



## Key Takeaways

- Use tools like Google Analytics to identify any potential for content optimization. You can also use it to measure the performance of your SEO-optimized pages.
- Customer queries and conversations are a good source of information and direction for keyword research.
- Conversion-centric content is vital for your SEO efforts. You need that traffic to lead to \$\$\$!
- Creating wireframes or templates helps you scale your content creation process quickly.

## 10. Veed: From 0 to 11 Million Monthly Visitors

veed.io

**VEED**

Products ▾ Use Cases ▾ Resources ▾ For Business ▾ Pricing

Talk to Sales Login Sign Up

# CREATE PRO-LEVEL VIDEOS WITHOUT PRO-LEVEL SKILLS

VEED makes video creation easier for everyone. Get seen with VEED.

Start for free →

\* No credit card required

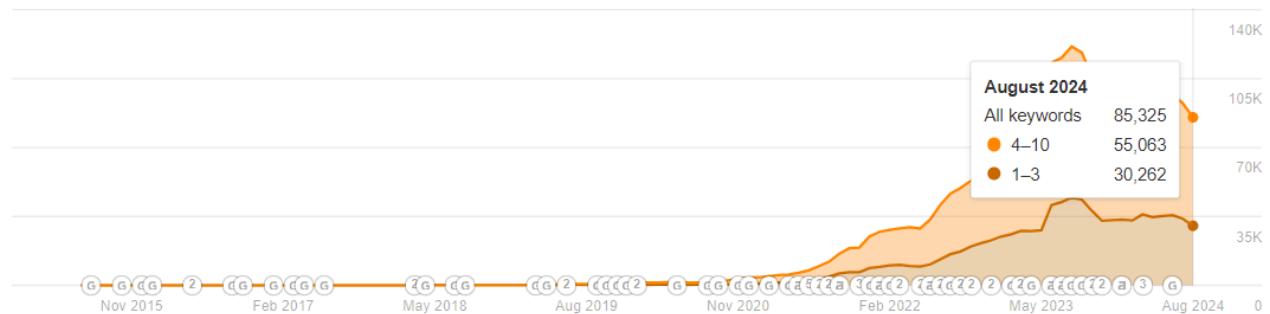
**VEED.IO** is a video editing SaaS tool.

It currently rakes in over 3.9 million monthly website visits and ranked in the top 10 for at least 85k keywords.



#### Organic keywords

1-3  4-10  11-20  21-50  51+



Its growth is astonishing!

And that's exactly why we'll review their efforts as a SaaS SEO case study.

## Challenge

Video editing is a thriving industry. Apps must compete with each other, both in terms of product development and marketing, to stay ahead of the curve.

However, not all companies choose to focus on the same marketing channels. Some choose to build their brand on social media, while others rely on email newsletters or partnerships with influencers.

## Strategy

These content creation and distribution strategies help Veed rank high on a search engine like Google and drive traffic:

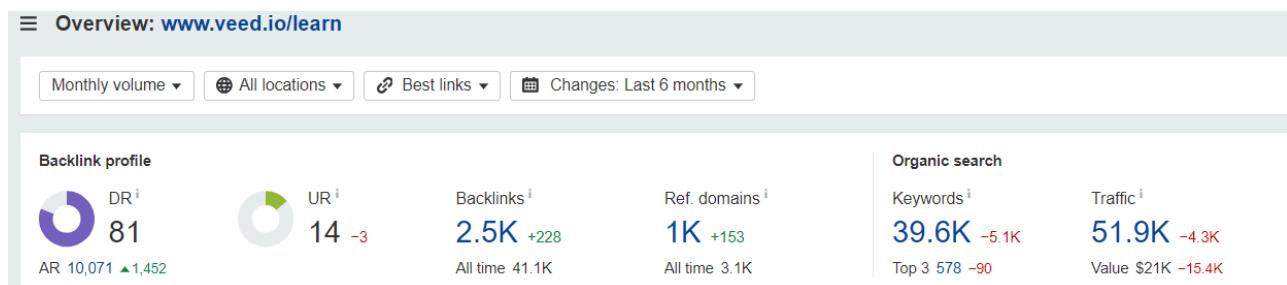
1. It has individual landing pages for different tools, features, social media use cases, etc. In fact, its comprehensive tools section drives most of its organic traffic — roughly 1.9 million of it through an amazing 885 pages.

Path	Ref. domains	Organic traffic ▾ Change	Organic pages
✓ www.veed.io ▾	15,338	3,877,007 100.0%	11,380
➤ tools ▾	4,712	1,951,657 50.3%	885
➤ convert ▾	589	354,100 9.1%	203

The pages in this section include TikTok downloader, video compressor, video editor, and more — which are extremely useful for people that need video editing software.

Path	Ref. domains	Organic traffic ▾ Change	Organic pages
✓ tools ▾	4,712	1,951,657 50.3%	885
➤ tiktok-downloader ▾	124	342,823 8.8%	3
➤ video-compressor ▾	672	333,595 8.6%	12
➤ video-editor ▾	1,562	143,169 3.7%	17
➤ ai-video ▾	235	122,034 3.1%	21
➤ remove-watermark-from-video ▾	28	88,670 2.3%	3
➤ audio-to-text ▾	122	64,114 1.7%	40
➤ audio-translator ▾	55	59,211 1.5%	124
➤ webcam-test ▾	50	57,724 1.5%	3
➤ auto-subtitle-generator-online ▾	247	50,380 1.3%	42
➤ audio-editor ▾	129	50,166 1.3%	10
➤ text-to-speech-video ▾	460	47,860 1.2%	80

2. Another top generator of organic traffic is its SEO-friendly content, which comprises 128 pages that drive 51k worth of traffic. Pretty good for a SaaS business founded just around 5 years ago in 2018!



Its top-performing articles cover keywords like how to compress a video, twitch official banner size, twitch banner size, and how to add music to instagram post, making its content a video editing gold mine!

	Keyword	SF	Volume	KD	Traffic	Position
<input type="checkbox"/>	+ how to compress a video	3	7.1K	16	833	3
<input type="checkbox"/>	+ twitch offline banner size	4	1.0K	4	702	1
<input type="checkbox"/>	+ twitch banner size	4	6.9K	5	270	7
<input type="checkbox"/>	+ how to add music to instagram post	4	29.0K	4	250	11
<input type="checkbox"/>	+ tiktok dimensions	5	2.1K	8	232	4
<input type="checkbox"/>	+ youtube banner	4	34.0K	49	165	16
<input type="checkbox"/>	+ tiktok size	5	1.6K	13	148	4
<input type="checkbox"/>	+ tiktok video size	5	2.4K	16	144	6
<input type="checkbox"/>	+ youtube video ideas	4	4.4K	21	137	9

3. Veed's free tools work impressively for its link building strategy, earning about 15.3k referring domains.

Veed's co-founders would also guest post and do podcasts and interviews for other websites, where they linked back to the product in their content or bio.

The screenshot shows a news article from the website offtrend. The URL in the address bar is screenshot-media.com/technology/innovation/veed-saba-new-gen/. The page has a dark header with social sharing icons (YouTube, Facebook, Snapchat, Twitter, TikTok, Pinterest) and the offtrend logo. Below the header, the word "SCREENSHOT" is prominently displayed. The main content features a large, bold title: "New gen bosses: Sabba Keynejad on how he built VEED for the users, not accolades". Below the title, there is a "TECHNOLOGY > INNOVATION" category navigation. The overall design is clean and modern.

*What's more?*

Veed launches products and adds them to directories like Product Hunt and Crunchbase to earn awareness and backlinks.

## Recent launches

### VEED GPT 2.0

VideoGPT 2.0 is here! VideoGPT helps you create amazing videos using only text. Now, you can add subtitles, use an avatar, generate b-roll, plug in music, and so much more. Then, sit back whilst...  
6mo ago



### VEED Captions App

Supercharge your content creation on iOS! Record in stunning 4K, add instant captions and animations, break language barriers with accurate translations, and enjoy crystal-clear audio. Ideal fo...  
8mo ago



18 more launches

## VEED reviews

★★★★★ (VEED is rated 4.8/5 based on 130 reviews)



Harry Dry, Ankur Singh, Sam Dickie and 118 others have reviewed VEED.

[Leave a review](#)

[All reviews](#)

4. The company also posts product news and updates on social media like Reddit and [Youtube](#) to build awareness and drive additional traffic.

## Key Takeaways

- Creating landing pages for products, features, and use cases can help with content creation and search engine optimization. This is indispensable for products that have tons of uses.
- Landing pages that are optimized to meet user search intent can perform as well as blogs (if not better).
- You can use online forums and social media to build awareness, drive traffic, and receive product feedback.
- Guest post content for high-quality websites can help you earn valuable inbound links.

## Build the Perfect SEO Strategy for Your SaaS Product

SaaS SEO case studies are a great way to discover new strategies to boost your organic search strategy.

You get the opportunity to learn from tried and tested strategies that have garnered SEO success.

But remember, their strategies aren't guaranteed to work for you since SEO success depends on a lot of factors, like site age, domain authority, publishing consistency, and more.

*So, what should you do?*

[Consult the experts at Startup Voyager](#), an SEO agency, to discover the best ways to rank higher on search engines and drive massive traffic to your website. ☀️



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Startup Voyager is an SEO, Content & CRO agency helping startups in North America and Europe acquire customers with organic traffic. Our founders have appeared in top publications like Entrepreneur, Fast Company, Inc, HuffPost, Lifehacker, etc.

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