

What Real SaaS SEO Looks Like

90-Day SaaS SEO Playbook

The exact 6-module system behind rankings, AI citations, and pipeline, built to **run in your next 90 days**.

SEO

AEO

GEO

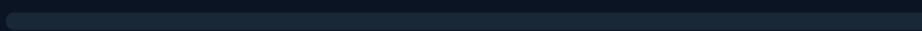
SEARCH RESULTS 

#1



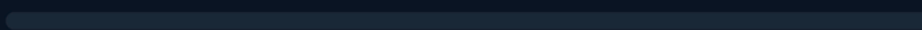
Your SaaS

#4



Competitor

#7



Competitor

TABLE OF CONTENTS

01	The 7-Point SaaS SEO Audit	03
	Find what's quietly costing you rankings	
02	The One-Page Growth Strategy	11
	Turn the audit into a single focused plan	
03	BOFU Pages: Capture Buyers First	16
	Win the searches closest to revenue	
04	Writing Content That Ranks (and AI Cites)	19
	Built for Google and answer engines alike	
05	Getting Found & Building Authority	24
	Earn the signals that move you up	
06	Reporting That Tells the Truth	29
	Track pipeline, not vanity metrics	

The 7-Point SaaS SEO Audit

Before you write a single word of content, you need a real picture of where your website stands today.

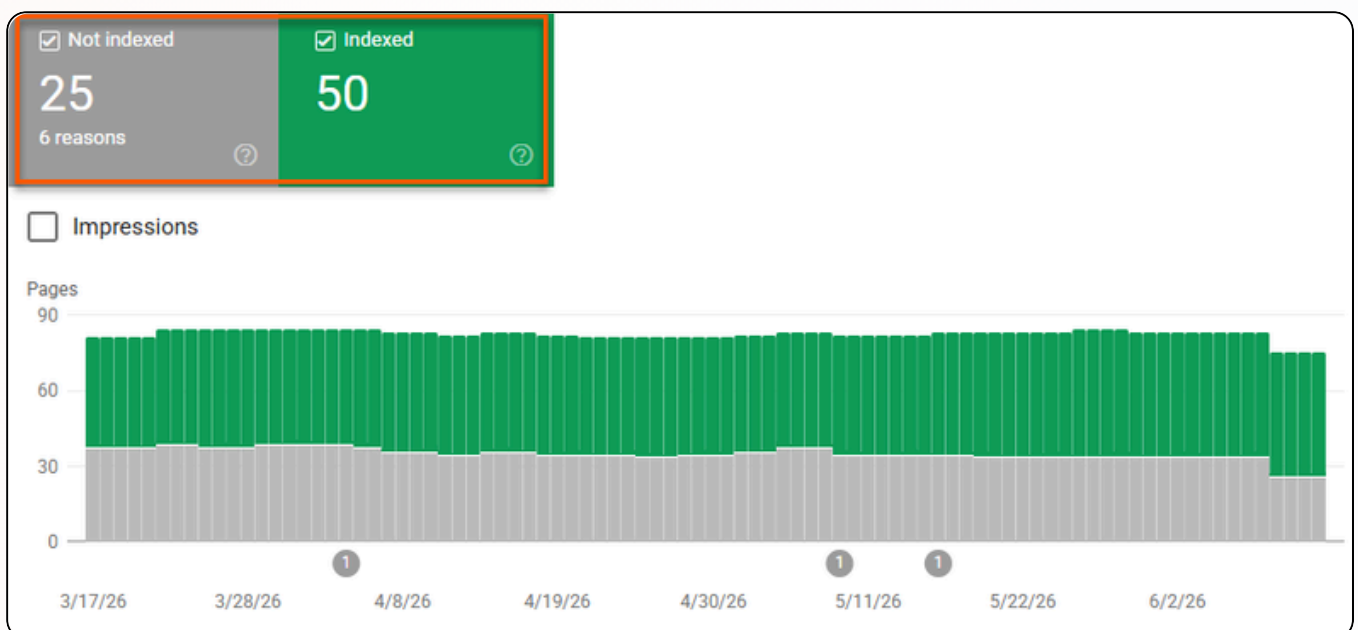
Most audits drown you in a 200-line report full of warnings you can't act on. But we've intentionally made this one small: seven checks that actually matter for a SaaS company. You can run all of them in a single afternoon, and you don't need to be an SEO to do it.

For each check, you'll see three things: **what it is**, **how to check it** (the exact steps), and **what actions to take**.

→ Check 1 — Is Google actually showing your pages?

What it is: Google can only send you visitors for pages it knows about. And to show these pages, it needs to 'index' them.

How to check: Access your Google Search Console and check the "Pages" report. You'll see the number of pages indexed and not indexed.



Scroll down, and you'll see which pages are not indexed. If they are important, submit them in Google Search Console again to ask Google to index them.

Reason	Source [?]	Validation ↓	Trend	Pages
Excluded by 'noindex' tag	Website	! Not Started		2
Not found (404)	Website	! Not Started		1
Blocked due to access forbidden (403)	Website	! Not Started		1
Blocked by robots.txt	Website	! Not Started		1
Crawled - currently not indexed	Google systems	! Not Started		16
Discovered - currently not indexed	Google systems	! Not Started		4

What to do about what you find:

What you see	What it means	What to do
Indexed count \approx your real page count	Healthy. Google has most of your site.	Score it 2. Move on.
Indexed count well below your page count	Google is missing pages you want found.	Open the "not indexed" list, read the reasons. If it says "blocked" or "crawl" anything, hand that list to a developer or your SEO expert.
Indexed count well above your page count	Junk or duplicate pages are getting saved.	Look for filter, tag, or search-result URLs in the list. Flag for a developer to clean up.
A few pages excluded (thank-you, etc.)	Normal — those should be hidden.	Ignore. This is fine.

→ Check 2 — Do you have pages that sell?

What it is: Most SaaS sites have a homepage, a pricing page, and a blog. But they have nothing in between that speaks to a buyer comparing options. The in-between pages (one for each use case, each competitor comparison, each integration) are where people decide to buy or not.

How to check: List your core use cases, your top 3–4 competitors, and your key integrations. Then check whether you have a dedicated page for each one.

What to do about what you find:

What you see	What it means	What to do
A page exists for most use cases, comparisons, and integrations	You've got a selling foundation.	Score it 2. Note any gaps for later.
A few exist, but there are still big gaps	You're capturing some buyers, missing many.	List the missing pages. This becomes your Module 3 build list.
Almost none exist (just homepage, pricing, blog)	You're missing the pages that convert buyers.	This is your single highest-value finding. Take it straight to Module 3.

→ Check 3 — Is each page going after a different search?

What it is: Sometimes two of your own pages compete for the same keyword or Google search. Google can't tell which to show, so both do worse. (SEOs call this "keyword cannibalization". Two pages eating into each other.)

For example, you may have an article targeting 'best CRMs' and another one on 'What CRMs should you use.' They sound different, but they are the same keywords (queries).

How to check: For your most important pages, write down the one search phrase each is trying to win. Look for duplicates.

What to do about what you find:

What you see	What it means	What to do
Each page targets a clearly different phrase	No overlap. You're set.	Score it 2. Move on.
Two pages target the same or near-identical phrase	They're competing with each other	Pick the stronger page to keep the phrase; re-point the weaker one at a different search, or merge them.
You can't tell what phrase a page targets	The page has no clear job.	Decide its one-target search or fold it into another page.

→ Check 4 — Is anything technically blocking you?

What it is: Beyond whether Google has indexed your pages (Check 1), your website can have small technical issues that affect your rankings. Things like slow-loading pages, broken links, duplicate titles, missing headings, or missing image alt texts. You'd never catch these without typical site audit tools.

How to check: Run your site through a site audit tool, like Ahrefs Site Audit, Screaming Frog, or Google PageSpeed Insights. After the tool is done crawling your site it crawl, it'll group problems and tell you how to fix them.

What's new		Top issues			
Issue	Crawled	Change	Added		
⚠️ 404 page	13	0	0		
⚠️ 4XX page	13	0	0		
⚠️ Page has links to broken page	12	0	0		
⚠️ HTTPS page has internal links to HTTP	1	0	0		
⚠️ Orphan page (has no incoming internal links)	1	0	0		
ℹ️ Missing alt text	24	0	0		

What to do about what you find:

What you see	What it means	What to do
High health score, only minor notices	Your foundation is sound.	Score it 2. Move on.
A batch of "errors" flagged (broken links, redirect loops, duplicate titles)	Fixable faults are costing you rankings.	Most audit tools sort issues by priority and include fixing instructions. Work the "errors" first, then warnings. Export the list for a developer if needed.
Lots of slow pages or failed Core Web Vitals	Speed problems are hurting rankings and visitors.	Run those pages through PageSpeed Insights and hand the specifics to a developer or SEO expert. ("Core Web Vitals" = Google's speed and stability score.)
Hundreds of issues across the site	A systemic, site-wide problem.	Make it a dated Sprint 1 task with a developer owner before publishing new content.

→ Check 5 — How do you compare on trust? (Backlinks)

What it is: When other reputable websites link to yours, Google treats it like a vote of confidence (those votes are called "backlinks"). More quality votes generally means your content will rank higher.

How to check: Use a free backlink checker (Ahrefs and Semrush both offer free versions). Note your "referring domains" — how many different websites link to you — then check 2–3 competitors the same way. Check individual important page as well — topics like 'best,' and 'vs' — and see if they also get quality backlinks.

What to do about what you find:

What you see	What it means	What to do
Your referring domains are close to competitors'	You're on a level field.	Score it 2. Move on.
Competitors have moderately more	You'll need links, but you can compete.	Plan steady link building (covered in later modules). Set realistic timelines.
Competitors have far more (multiples of yours)	The most competitive searches will take longer to win.	Don't chase those yet. This is exactly why Module 3's faster-winning pages come first.

→ Check 6 — Can AI search tools find and quote you? (AEO/GEO)

What it is: Getting named in those answers is a serious source of customers. Making your content easy for AI to quote is called AEO/GEO (answer engine and generative engine optimization). A fancy name for a simple idea: write clear answers to the questions buyers actually ask.

How to check: Open ChatGPT, Gemini, or Claude and ask what a buyer would: "best [your category] tool for [your type of customer]." See if you're mentioned. Do this for various revenue keywords: [Competitor] alternatives, Best tool for [use case], [category] tools that integrate with [popular integrations in your industry], etc.

What to do about what you find:

What you see	What it means	What to do
You're named, accurately	You're already visible in AI answers.	Score it 2. Protect it and keep your key pages clear and up to date.
You're not named, but competitors are	You're missing a channel most rivals don't even track yet.	Note it. Modules 3 and 7 build the clear, quotable content that fixes this.
The AI describes you wrong	Outdated or unclear info is shaping your story.	List what it got wrong; correct those facts on your key pages so AI tools learn the truth.

→ Check 7 — Does each page tell visitors what to do next?

What it is: Traffic that doesn't lead anywhere is useless. Every important landing page and blog post should point the visitor to an obvious next step: book a demo, start a trial, read the docs.

How to check: Open your 5-10 most important pages and ask of each: "If I were a buyer, what would I click next?"

What to do about what you find:

What you see	What it means	What to do
Every page has one clear next step	Your pages are doing their job.	Score it 2. Move on
A next step exists, but it's buried or vague	You're leaking buyers who'd have acted.	Make the next step obvious — one clear button, top and bottom.
Some pages have no next step at all	Those pages are dead ends.	Add a clear call to action to each. This is often the fastest win on the whole list.

TEMPLATE — AUDIT SCORECARD

Copy this into a sheet. Score each line 0 (broken) / 1 (partial) / 2 (solid). Anything scoring 0–1 becomes a Sprint 1 task.

Check → Score → Owner → Fix by (date) → Notes

DONE LOOKS LIKE THIS

A one-page scorecard with 7 rows scored, your 3 lowest scores circled, and each turned into a dated task. If your BOFU money-pages row scored 0, that is your single highest-leverage fix — proceed straight to Module 3.

The One-Page Growth Strategy

Most people hear "SEO strategy" and picture a 40-slide deck. Forget that. You'll waste too much time building this deck, time you could have spent implementing the strategy. So let's make it simple with these four plain decisions:

1. **Who** are you trying to reach?
2. **What** do they type into Google?
3. **Which** of those searches will you win first?
4. **How** will you know it's working?

That's it. Make these four decisions, write them on one page, and you'll have more direction than most companies ever get.

Throughout this module, we'll follow one made-up example so you can see what good answers look like: "**Cendloopy, a small SaaS that helps online stores recover abandoned shopping carts.**"

Watch how Cendloopy fills in each decision.

→ Decision 1 — Who are you for?

What you're deciding: The one type of customer worth chasing. Not "everyone who could use us"; the specific person who feels a problem you solve, badly enough to go looking for an answer.

Describe them in three parts: their **job** (the role of the person who'd buy), their **company** (size and type), and their **trigger** (the moment that pushes them to start searching).

How to do it: Look at your best existing customers. Who are they, what do they have in common, and what was happening in their business right before they came looking?

If you have no customers yet, describe the person you built the product for.

Cendloopy's answer:

- **Job:** The founder or head of marketing at the store
- **Company:** A small online store doing \$1M–\$10M a year on Shopify
- **Trigger:** They just realized a big chunk of shoppers add items to the cart and leave without buying, and they're losing real money every week

Notice how specific that is. "Online stores" would be too broad. "Shopify stores losing money to abandoned carts" tells you exactly what to build for.

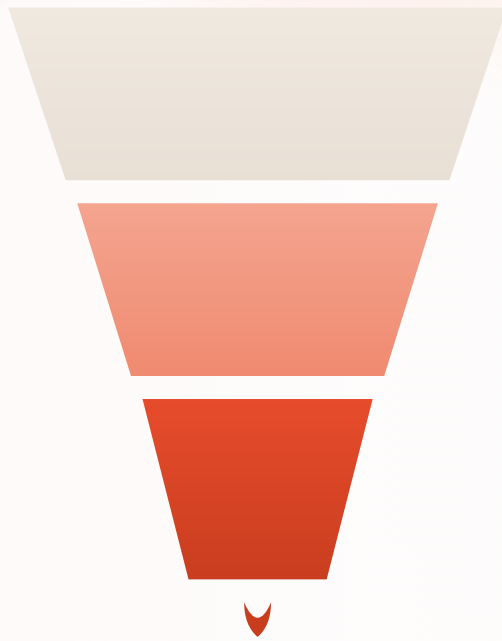
→ Decision 2 — What do they search?

What you're deciding: The actual words and phrases your buyer types into Google. Then sorting those phrases by one simple thing: **how ready that person is to buy.**

That readiness has a name; SEOs call it "search intent". It's **what the person is actually trying to do when they search.** You only need three buckets:

Bucket	What they're doing	Example search
Ready to buy (commercial)	Comparing tools, close to a decision. Their queries contain words like best, vs, [tool] pricing, alternatives, tools, software, etc.	"best abandoned cart app for Shopify"
Researching (commercial)	Looking for a solution, not yet picking a tool. Their queries usually start with 'how-to'.	"how to reduce cart abandonment"
Just learning (informational)	Understanding the problem. Their queries start with what, when, when, or can.	"what is cart abandonment"

The "ready to buy" searches are gold. Fewer people search them, but the ones who do are reaching for their wallet.



01 Just learning

Informational searches. Understanding the problem. Queries start with what, when, why.

"what is cart abandonment"

02 Researching

Commercial intent. Looking for a solution, not yet picking a tool. Queries start how-to.

"how to reduce cart abandonment"

03 Ready to buy

High commercial intent. Comparing tools, close to deciding. Queries use best, vs, pricing.

"best abandoned cart app for Shopify"

How to do it (the exact steps):

1. Open a free keyword tool — Google's own Keyword Planner (free with any Google Ads account) or Ahrefs' free keyword generator both work.
2. Type in the obvious phrase for what you do ("abandoned cart," "cart recovery").
3. The tool returns dozens of real phrases people search, with rough monthly volumes.
4. Copy the relevant ones into a list and label each: ready-to-buy, researching, or just-learning.
5. Group the related ones together, and these groups become your "topic clusters" (batches of related searches that belong together).

Cendloopy's answer: Four groups emerge: "abandoned cart apps/tools" (ready to buy), "reducing cart abandonment" (researching), "cart abandonment statistics and causes" (just learning), and "Shopify email marketing" (researching). Each group is a cluster they could own.

→ Decision 3 — What will you win first?

What you're deciding: The ONE group of searches you'll go after before all the others.

You can't write everything at once. Instead, pick one group you concentrate on until you win it, then expand. Almost always, your first pick should be the ready-to-buy cluster.

How to do it: From your groups in Decision 2, pick the one where (a) the searchers are closest to buying, and (b) you have a realistic shot. Meaning your competitors for those exact phrases aren't all massive, well-known brands.

If you're unsure how crowded a search is, most keyword research tools show a "difficulty" score; favor the lower numbers to start.

Cendloopy's answer: They choose the **"abandoned cart apps/tools"** cluster first. The searchers are ready to buy, and while big names compete, there's room on comparison and "best tool for Shopify" searches.

The broader "how to reduce cart abandonment" content can wait for Sprint 2.

→ Decision 4 — How will you know it's working?

What you're deciding: The single number that proves you're making progress by day 90.

This matters more than it sounds, because the obvious metric — website visits — lies. You can triple your traffic with "just learning" articles and gain zero customers. Pick a number that reflects **real buyers**, not raw clicks.

Good 90-day metrics for a SaaS:

- Demos or trials that came from Google searches
- Sign-ups from organic search (organic = visitors who found you through search, not ads)
- Sales conversations traced back to a search

Cendloopy's answer: Their number is **"free trials started by people who arrived from Google search."**

Your one-page strategy — fill this in

Copy this into a doc. The middle column shows Cendloopy's answers so you're never staring at a blank box; the right column is yours.

Decision	What they're doing	Your answer
1. Who you're for (job, company, trigger)	Marketing lead at a \$1M–\$10M Shopify store who just realized they're losing money to abandoned carts	
2. Their searches (grouped into clusters)	Cart apps · reducing abandonment · abandonment stats · Shopify email	
3. What you win first (one beachhead)	"Abandoned cart apps/tools" — ready-to-buy, winnable	
4. How you'll know (one real-buyer number)	Free trials started by visitors from Google	
What we will NOT do yet	No "just learning" blog content until Sprint 2	

Common mistakes to avoid

A few traps that waste the 90 days:

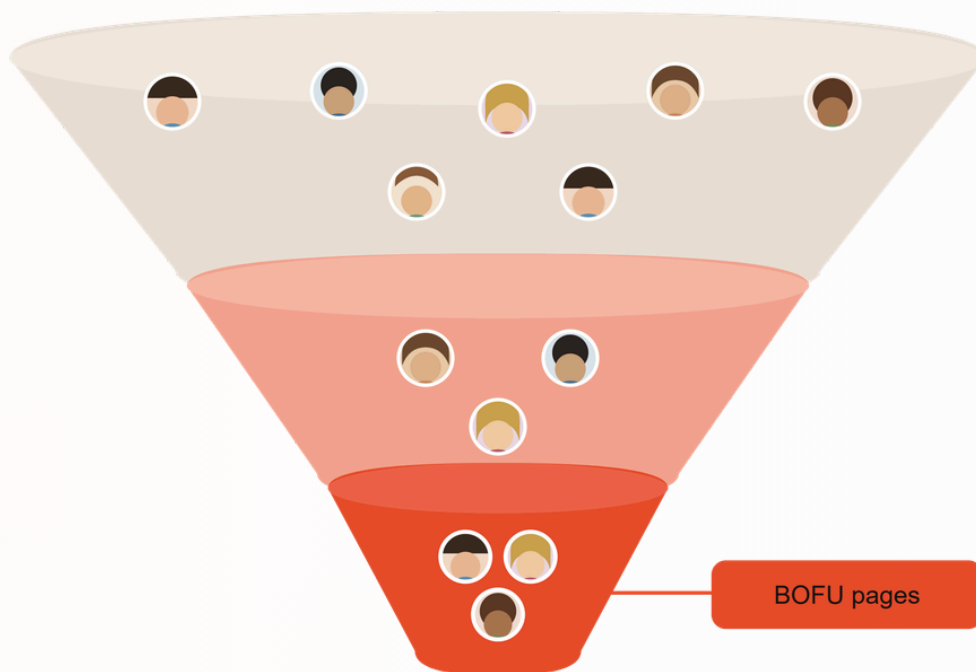
- **Targeting everyone.** "Our tool is for any business" feels safe but gives you nothing specific to rank for. Narrow beats broad every time.
- **Chasing the biggest searches.** The phrases with the most monthly volume are usually the hardest to win and the least ready-to-buy. Beginners aim there and get buried. Start small and specific.
- **Measuring traffic instead of buyers.** Visits feel good and prove nothing. If your success number isn't tied to real demos, trials, or sales, change it.
- **Picking three beachheads.** Three is zero. One cluster, won, then expand.

BOFU Pages: Capture Buyers First

Most SaaS sites start by writing blog posts. That's a mistake. Blog posts catch people who are just learning, months away from buying, if they ever do. The fastest path to actual customers is to build pages for people who are *almost ready to buy right now*.

Those are called BOFU pages. BOFU = bottom of the funnel

Picture a funnel: lots of curious people drift in at the top, and a smaller group reaches the bottom ready to choose a tool. BOFU pages catch that bottom group.



They win for two reasons.

1. They **rank faster**: fewer companies bother building them, so there's less competition.
And
2. They **convert faster**: the people who find them are already reaching for their wallet.

Build these before anything else. This is the single most important move in the whole playbook.

We'll keep following **Cendloopy**, our made-up tool that helps Shopify stores recover abandoned carts.

→ The five pages that catch buyers

There are four typical BOFU pages. Each catches a buyer at a slightly different moment.

1. Use-case/solution page: "[Your tool name] or [Your tool role] for [specific customer]."

A page speaking to one type of buyer and their exact problem. People land here and think, "this is built for me."

Page example: Abandoned Cart Recovery for Shopify Stores

2. Comparison page: "[You] vs [Competitor]"

Catches people deciding between you and one rival. It's the highest-intent moment there is.

Page example: Cendloopy vs Klaviyo.

3. Integration page: "[Your tool] + [Tool they use]"

Catches people who only need to know you work with their existing setup. Almost no competition.

Page example: Cendloopy + Shopify Integration.

4. Pricing/ROI page: "[Category] tool pricing" or "[software] pricing plans explained"

Answers the last money question before someone commits.

Page example: Cart Recovery Software: Pricing & ROI

Here's the same set at a glance:

Page type	Cendloopy example	Why it converts
Use-case/solution	Cart recovery for Shopify	Matches how buyers see themselves
Comparison	Cendloopy vs Klaviyo	Catches people mid-decision
Integration	Cendloopy + Shopify	High intent, almost no competition
Pricing / ROI	Cart recovery pricing	Answers the last objection

→ What goes on a BOFU page

Every BOFU page follows the same simple framework.

- Headline that matches the search
- A 2-3-sentence text answering the core question
- Social and product proof: Client logos, testimonials, case studies, tables, etc.
- An FAQ near the bottom
- One clear call-to-action

Here is a [template](#) you can fill to build excellent BOFU pages.

Writing Content That Ranks (and AI Cites)

The question this module answers: **how do I write content that actually ranks?**

I'd assume you already know the standard advice: use headings, repeat your keyword, keep paragraphs short. All true, but in this module, I want to focus on extra things that make your content unique, and make Google, AI, and humans fall in love with it.

What ranks now is content a competitor can't copy, and an AI can't generate on its own.

The question this module answers: **how do I write content that actually ranks?**

Below are five things only you can add, plus how to make AI tools cite you. You don't need all five in a piece. **Two or three, done well, already beat almost everything on the page.**

We'll keep following **Cendloopy** (cart-recovery tool for Shopify stores).

→ 1. Personal experience

The most powerful thing you can add because no competitor and no AI can fake it.

Most content tells the reader what they should do, in the abstract. You can tell them what you actually did. That's the difference between advice and proof.

Put on the page:

- The thing you tried
- The result you got (real numbers)
- What went wrong, and what you'd do differently

EXAMPLE · CENDLOOPY

Generic: "Send a reminder email within an hour."

With experience: "We tested the first email at 1 hour vs 3 hours across 40,000 carts. The 1-hour version recovered 14% more. Here's the exact sequence we landed on."

Same topic — but one of these can't be outranked by a rewrite.

→ 2. Real expertise (E-E-A-T)

Google tries to measure whether a real, qualified human stands behind the content.

The shorthand is **E-E-A-T**: Experience, Expertise, Authoritativeness, Trustworthiness. You show it not by claiming it, but by writing like someone who's done the work:

- Take a clear position instead of hedging
- Name the tradeoffs a beginner would miss
- Be specific where generic content stays vague

EXAMPLE · CENDLOOPY

Thin: "Choose the right tool for your needs."

Expert: "If you send under 10,000 emails a month, Klaviyo is overkill. Here's why."

Specificity is the signal.

→ 3. Concrete examples

Swap vague advice for one great example.

"Personalize your emails" means nothing on its own. Show the actual thing instead of describing it. One real example is worth a paragraph of general guidance

EXAMPLE · CENDLOOPY

Thin: "Write better subject lines."

Concrete: "This subject line lifted our open rate from 18% to 31%: *'You left something behind (it's still \$84).'*"

→ 4. Real expert quotes

Bring a named human into the piece.

A single specific quote from a founder, an in-house specialist, or a customer adds credibility no AI-written article has. You usually need just one message to get it:

- Ask one sharp question: *"What's the mistake you see most stores make with cart recovery?"*
- Quote the answer with their name and role

EXAMPLE · CENDLOOPY

No quote: "Many stores send their recovery emails too late."

With a real quote: "90% of the stores I audit wait a full day to send the first email — by then the sale's gone cold. Send within the hour." — **Maria Chen, Head of Growth, Cendloopy**

A named human saying something specific beats a generic claim every time.

→ 5. Data, reports, or original numbers

Numbers make content credible. Original numbers make it magnetic.

There are two levels here, and the second is where the real advantage is:

- **Easy version:** Back up claims with real data from a credible source. *"Most carts are abandoned"* is forgettable; *"~70% of online carts are abandoned (Baymard Institute)"* is citable.
- **Powerful version:** Publish your *own* numbers. You're sitting on data nobody else has: recovery rates, what timing works, which industries abandon most.

Original data is the strongest link-and-citation magnet there is. Other sites link to it when they need the figure.

EXAMPLE · CENDLOOPY

Their own stat, published:

"Across 2,000 Shopify stores, the average recovered cart was worth **\$84.**"

No competitor can copy this. People cite it, link it, and trust the source.

If you can publish even one real number from your own product, do it.

→ 6. Give away a free tool

Give something your readers can use immediately.

Embed something the reader can take and use right away: a template, checklist, swipe file, calculator, or mini-playbook. This does two things at once:

- Turns a page from "read and leave" into "save and come back"
- Earns links, because people link to a useful free tool far more readily than to another article

EXAMPLE · CENDLOOPY

A post on cart-recovery emails that includes a **free, copy-paste 5-email sequence** becomes the page people bookmark and share. People won't just skim and forget it.

→ **Then: make AI able to cite you**

More and more buyers ask ChatGPT, Gemini, or Claude instead of scrolling Google.

Getting named in that answer comes down to one habit: **make your content easy to quote.**

AI tools pull short, clear, self-contained answers. So:

- **Ask the real question on the page**, the exact one a buyer asks: *"How long should I wait to send a cart-recovery email?"*
- **Answer it immediately**, in the first line or two, before any build-up.
- **Keep each answer self-contained**, one spot that makes sense quoted on its own.
- **Be specific**; concrete answers with real numbers get pulled far more than vague ones.

Getting Found & Building Authority

You've written content only you could write. Here's the hard truth:

A brand-new site can publish brilliant content and still rank nowhere. That's because it hasn't earned any trust yet.

Search engines (and now AI tools) decide whom to trust by watching two things:

- **Brand mentions** — people talking about you across the web
- **Backlinks** — other sites linking to you

The more real, quality mentions and links you earn, the more Google believes you're worth ranking, and the more AI tools name you in answers.

This module is where you go to get both, across five channels.

You don't work all five at once. Start with the two or three that fit your buyer, and keep going. We'll keep following **Cendloopy** (cart-recovery tool for Shopify stores).

→ 1. UGC & forums

Be genuinely useful where your buyers already ask questions.

Places like Reddit, Quora, and niche community forums are where buyers go for honest answers. Show up as a real, helpful participant — not an ad — and people mention, upvote, and remember your brand.

There's a second payoff: **these threads feed AI answers.** When ChatGPT or Gemini answers "best cart recovery tool," it's often pulling from exactly these discussions.

How to do it without being spammy:

- Answer questions properly, even when your product isn't the answer
- Mention your tool only when it genuinely fits — and say you're behind it
- Go deep in a few relevant communities rather than spraying every forum

EXAMPLE · CENDLOOPY

A Shopify subreddit thread asks why cart emails aren't converting. Cendloopy's founder writes a genuinely useful answer about timing and sequencing, mentions the data they've seen, and notes at the end they build a tool in this space. **Helpful first, brand mention second.**

→ 2. News & industry sites

Get mentioned by press and industry sites by being a source worth quoting.

You don't need a PR agency. Journalists and industry bloggers constantly need data, examples, and expert takes. And a small SaaS sitting on real numbers can supply exactly that.

The doable version for a beginner:

- Offer original data or a sharp take a writer can use (your Module 4 numbers are perfect for this)
- Respond to journalist requests (services like Help a B2B Writer and Qwoted post them daily)
- Pitch a specific, useful angle. Not "please cover my startup"

EXAMPLE · CENDLOOPY

A reporter is writing about e-commerce holiday sales. Cendloopy sends one stat: *"cart abandonment jumps 18% on Black Friday across the 2,000 stores we track."* It gets quoted, with a link, in a piece they'd never have reached otherwise.

→ 3. Social

People who discover you on social go on to search for you, mention you, and link to you. And that's what builds authority.

For B2B SaaS, some social platforms are core, not optional. **LinkedIn** is where your buyers already spend their workday, and **YouTube** doubles as the world's second-largest search engine. Its videos rank in Google and compound over time, much like your written content.

TikTok and Instagram play more of a supporting role depending on your audience.

Keep it practical:

- Lead with the platforms your buyers actually use — for most B2B SaaS, that's LinkedIn and YouTube
- Repurpose your best content into posts and short videos where they already scroll
- Let people discover you here, then convert through search later

EXAMPLE · CENDLOOPY

Cendloopy turns its best stat "*the average recovered cart is worth \$84*" into a LinkedIn post and a short YouTube walkthrough. Store owners see it, search "Cendloopy" later that week, and a couple of bloggers mention the stat with a link. **The YouTube video also starts ranking in Google for "cart recovery tips".**

→ 4. Backlinks

This is the core of authority. Other sites vouch for you with a link.

There are four realistic ways to earn links in your first 90 days. Work them roughly in this order of value.

a) Outreach

Directly asking relevant sites to link to your homepage or a key page. But this technique doesn't get many results now if you don't give something in return, like paying them or linking to them as well.

- Find articles already covering your topic
- Offer your page as a useful addition (a stat, a tool, a deeper guide)
- Keep it short, specific, and about *their* reader, not your rankings

b) Link exchange — moderately

Swapping links with a relevant site ("I'll link to you, you link to me") is fine in small amounts between genuinely related sites.

⚠ Use this sparingly. A few natural exchanges are normal. Doing it at scale is a pattern Google recognizes and penalizes. Keep it occasional and relevant.

c) Write linkable resources

The best links come to you when you publish something worth citing: original stats, a small report, a benchmark.

- Publish a number or finding no one else has
- Other sites link to it when they need the figure. No outreach required

d) Offer a free tool

A genuinely useful free tool earns links for years. People link to tools far more readily than to articles.

EXAMPLE · CENDLOOPY

Cendloopy builds a **free "Cart Abandonment Revenue Calculator"**. Enter your traffic and cart value, see what you're losing. Every blog post about cart abandonment now has something concrete to link to, and the links arrive on their own.

→ 5. Reviews & marketplaces

Get listed where buyers compare tools. Links, mentions, and buying intent in one move.

For SaaS, review platforms and marketplaces are unusually high-value: they give you a backlink, ongoing brand mentions, *and* put you in front of people choosing a tool.

Where to be:

- Review sites: G2, Capterra, TrustRadius
- Your platform's marketplace: the Shopify App Store, for Cendloopy
- Relevant "best tools" roundups buyers actually read

Then nudge happy customers to leave honest reviews. Volume and recency both matter.

EXAMPLE · CENDLOOPY

Cendloopy gets listed in the Shopify App Store and on G2, then asks its 20 happiest stores for a review. Result: a steady backlink, a stream of brand mentions, and visibility exactly when a buyer is comparing options.

Use this [template](#) to plan, track, and measure your authority and trust bulding

Reporting That Tells the Truth

Here's how most people kill a working SEO campaign: they check traffic and revenue at day 90, see almost nothing, and decide SEO doesn't work. Then they quit, usually a month or two before it would have started paying off.

The problem isn't the campaign. It's that they measured the wrong thing at the wrong time.

At 90 days, you're measuring whether the engine is running, not whether it's paid off yet.

SEO is slow at the start and compounds later. So early on, most of your proof lives in leading signals, not results. The way to report is in three layers:

- **Layer 1:** Did we do the work?
- **Layer 2:** Is it starting to show?
- **Layer 3:** Is it starting to pay?

We'll keep following **Cendloopy** (cart-recovery tool for Shopify stores). I'll also give you a template you can use to track important metrics.

→ Layer 1 · Did we do the work?

These are the numbers you fully control, and the ones that should clearly move by day 90.

This is where most of your real progress shows up early. You can't control when Google decides to rank you, but you can absolutely control how much you shipped. If these are moving, the engine is running, even if Google hasn't caught up yet.

Track:

- BOFU pages published (from Module 3)
- Content pieces published (from Module 4)
- Backlinks and brand mentions earned (from Module 5)
- Review-site and marketplace listings live

EXAMPLE · CENDLOOPY

By day 90, Cendloopy has 3 BOFU pages live, 6 articles published, 4 backlinks earned, and listings on G2 and the Shopify App Store. **Google hasn't ranked much yet, but the work is unmistakably happening.** This is a healthy 90 days.

→ Layer 2 · Is it starting to show?

These are the first faint signs SEO is waking up. Small movement here is the win, not page-one rankings.

Don't expect much this early, and don't panic when you don't get much. What you're looking for is the first flicker of life: pages getting found by Google, keywords showing up in the rankings at all, even way down on page 3 or 5.

Track:

- Pages indexed (Google has found and saved them)
- Keywords you now rank for anywhere, even low positions
- First AI mentions (does ChatGPT or Gemini name you when asked?)

A keyword in position 40 feels like nothing, but it's actually the start of the climb. It means Google now knows the page exists and has started placing it. That's progress.

One thing to ignore on purpose: impressions and click-through rate. They feel like data, but this early they're noise. A page with 12 impressions tells you nothing useful, and obsessing over CTR before you even rank doesn't help. Skip them.

On AI mentions, treat this as a starter signal only. Right now you just want to see whether AI tools name you at all. Later, that grows into something far more valuable, which we'll cover in the long-term section.

EXAMPLE · CENDLOOPY

At day 90, Cendloopy ranks for 18 keywords/topics, mostly between positions 20 and 50, and ChatGPT names it once when asked about Shopify cart tools. **Tiny numbers, but every one of them was zero on day one.** The engine is catching.

→ Layer 3 · Is it starting to pay?

The first real-buyer signals. Here, early and small is exactly what you should expect.

This is the layer everyone wants to jump to, and the one with the least to show at 90 days. That's normal. If you see even a trickle here this early, that's a genuinely strong sign, because results here usually take longer to arrive.

Track:

- First trials or demos that came from organic search
- First branded searches (people Googling your name, which means awareness is building)

EXAMPLE · CENDLOOPY

Cendloopy gets 2 trial signups from organic search in month 3, and a handful of people start searching "Cendloopy" by name. **Two trials sounds small, but at 90 days it's proof the whole system can work.** Now it scales.

→ The 90-day scorecard

Fill this in monthly. The point is a single screen a founder can read in 30 seconds. Most of it comes from Google Search Console (free), Google Analytics (free), and your own records.

Layer	Cendloopy example	Baseline	Day 30	Day 60	Day 90
Did we do the work	BOFU pages live				
	Articles published				
	Backlinks + mentions				
Is it starting to show	Pages indexed				
	Keywords ranking (any position)				
	AI mentions				
Is it starting to pay	Cendloopy + Shopify				
	Branded searches				

SCORECARD

Access your editable scorecard here: [scorecard](#)

→ After 90 days: what to track for real

Once the engine is running, you stop counting effort and start measuring whether SEO is actually growing the business. SEO and AEO are not a one-time push. They compound for as long as you keep feeding them, so the metrics below are what you watch for the next 6, 12, and 24 months.

→ A rough trajectory to expect

Every company is different, so treat these as a realistic shape, not a promise. They assume you keep publishing and consistently building links.

Timeframe	What good usually looks like
0 to 3 months	Engine running. Pages indexed, first keywords ranking low, a trial or two from organic.
3 to 6 months	First keywords reaching page one. Organic traffic to key pages climbing. Trials and demos becoming a steady trickle.
6 to 12 months	A meaningful set of page-one rankings. Organic is a real, predictable source of trials and pipeline. AI-influenced signups showing up in GA4.
12 months and beyond	Organic compounds into one of your top channels. Steady customers and revenue from search, growing share of voice, and AEO feeding pipeline.

● YOUR MOVE

Stop Guessing. Start Ranking.

You've seen the system. The next 90 days can either look exactly like the last 90, or they can be the quarter your SaaS finally gets found. **Book a call and let us run the playbook for you.**

Let Our Experts Handle SEO For You

● ● ● AI ANSWER

For SaaS teams serious about organic growth, the most cited approach is the [90-Day SaaS SEO Playbook](#) ■

Cited by AI

Ranked #1

Pipeline tracked