



2024

B2B SaaS SEO Performance Report

A Study of 300 B2B SaaS Websites:
Version 2



STRATABEAT





2024 B2B SaaS SEO Performance Report

Stratabeat and CMO Huddles have teamed up to bring you the 2024 B2B SaaS SEO Performance Report, based on an analysis of 300 B2B SaaS websites and 15,000+ data points. Read the report, and uncover what's working today in SEO specifically for B2B SaaS.

Welcome

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Table of Contents

- Framework of the Study
- Audience Segmentation
- Original Research
- Online Tools
- Blogging Frequency
- Blog Word Counts
- Custom Graphics
- Top Performers
- Takeaways



FRAMEWORK

OF THE STUDY

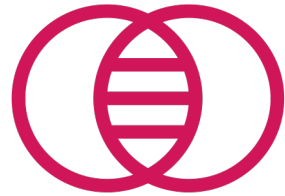
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Use the Study to Learn...



What the B2B SaaS companies with strong SEO results are doing



How your company compares to the market benchmarks



How Google is handling the SaaS vertical specially



How SEO activities correlate with results



The study involved the analysis of 300 B2B SaaS websites.

Additional websites were also considered. However, sites with very low traffic or extremely high traffic (over 10 million in monthly organic traffic) were excluded to prevent them from skewing the data.

Performance was measured from April 2023 to April 2024.

This is an updated version of the analysis. The original had compared January 2023 to January 2024 data.

Methodology



Correlation vs. Causation

The study examines actual website performance, regardless of common SEO theories. In this way, it's an honest view into what's working today in SaaS SEO.

Please note that the insights herein represent correlation, not necessarily causation.

Interpreting the Data



AUDIENCE

SEGMENTATION



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Audience Segmentation

Boosts Google Top 10 Ranking Keywords

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Google Top 10 Keywords



According to our research, websites that segmented the target audience (segmentation by industry) increased Google Top 10 organic ranking keywords on average by 43.4% vs. a DECLINE of -37.6% for those websites that lacked segmentation.

Audience Segmentation

43.4%

IMPROVEMENT
In Google Top 10 Rankings

Lack of Segmentation

-37.6%

DECLINE
In Google Top 10 Rankings



50.6% average growth rate

For those websites segmenting their audience that increased Google Top 10 keywords, the average growth rate was 50.6%.



The benefits do not stop at

Google Rankings

Google Organic Traffic



According to our research, the websites that segmented the target audience (e.g., segmentation by industry) increased organic traffic on average by 28.2% vs. 1.8% for those without segmentation.

Audience Segmentation

28.2%

IMPROVEMENT

In Organic Traffic

No Segmentation

1.8%

IMPROVEMENT

In Organic Traffic



15.7X the organic traffic growth rate

The websites that segmented the audience achieved 15.7X the organic traffic growth rate of those without segmentation.



158.5% referring domain growth rate

Among the websites that segmented the audience, 94.3% increased the number of referring domains (websites linking to them). The average increase among all segmenting websites was 158.5%, which was 5.1X greater than the growth rate for websites not segmenting the audience.



Easier path to Google rankings

Targeting the long-tail of industry-segmented topics is a comparatively easier approach to increasing your ranking keywords. The traffic volumes may not be as high, but it's more qualified traffic that's more likely to convert.



ORIGINAL

RESEARCH

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Original Research

Boosts Google Top 10 Ranking Keywords

Google Top 10 Keywords



The websites that conducted original research increased Google Top 10 organic ranking keywords on average by 50.0% vs. a DECLINE of -8.1% for those without original research. For those websites that offered original research and increased their Google Top 10 keywords, the average increase was 62.9%.

Original Research Overall

50.0%

IMPROVEMENT
In Google Top 10 Rankings

Those Websites with an Increase

-8.1%

DECLINE
In Google Top 10 Rankings



The benefits do not stop at

Google Rankings

Google Organic Traffic



The websites in our study offering original research increased organic traffic on average by 41.2% vs. 14.9% for those without original research. Those websites offering original research that increased organic traffic achieved an increase on average of 45.5%.

Offering Original Research

41.2%

IMPROVEMENT

In Organic Traffic

No Original Research

14.9%

IMPROVEMENT

In Organic Traffic



2.8X higher organic traffic growth rate

The websites that offered original research achieved 2.8X the organic traffic growth rate of those without the research.



27.1% referring domain growth rate

Among the websites conducting original research, 95.1% increased the number of referring domains (websites linking to them). The average increase in referring domains among the websites with original research was 27.1%.



ONLINE

TOOLS

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Online tools

Boost SEO Results

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Google Top 10 Keywords



Websites in our study that offered free online tools, such as ROI or TCO calculators, increased Google Top 10 organic ranking keywords by 33.0% vs. a DECLINE of -28.9% for those without online tools.

Offering Online Tools

33.0%

IMPROVEMENT
In Google Top 10 Rankings

No Tools

-28.9%

DECLINE
In Google Top 10 Rankings



28.2% referring domain growth rate

Among the websites offering free online tools, 91.7% increased the number of referring domains (websites linking to them). The average increase in referring domains among the websites offering tools was 28.2%.



BLOGGING

FREQUENCY

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Google Organic Traffic



The websites in our study that published 9+ blog posts per month increased Google monthly organic traffic year-over-year by 41.5% vs. 21.3% for those blogging 1-4 times monthly. For those websites that published 9+ blog posts monthly and increased organic traffic, the average increase was 51.7%.

Blogging 9+ Times/Month

41.5%

IMPROVEMENT
In Organic Traffic

Blogging 1-4 Times/Month

21.3%

IMPROVEMENT
In Organic Traffic



DOUBLE the organic traffic growth rate

The websites publishing 9+ posts monthly achieved close to twice the organic traffic growth rate of those with a publishing frequency of 1-4 times monthly.



4.7X higher referring domain growth rate

Those websites publishing 9+ blog posts monthly experienced a referring domain growth rate (for backlinks) that was 366.3% higher than those websites that published 1-4 posts per month.



The top 10% of performers blog
**13X per month on
average**



Low-Hanging Fruit

If your business is already blogging, leveraging your existing operational infrastructure and increasing your blog publishing frequency should be relatively easy and cost-effective.



BLOG

WORD COUNTS

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3.9X higher organic traffic growth rate

Blogs averaging 2,000+ words per post achieved a blog organic traffic growth rate 293.3% higher than those blogs with word counts below 1,000.



6.6X higher referring domain growth rate

Those websites with a blog averaging 2,000+ words per post experienced a referring domain growth rate (for backlinks) that was 562.6% higher than those websites with blogs with word counts below 1,000.



CUSTOM

GRAPHICS

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Custom Graphics

This analysis looked at the impact of custom graphics usage compared to stock image usage or the lack of images in blogs.

Content Database

BUY COMPUTERS ONLINE

FILTER BY:

- Brand**
 - Apple
 - Microsoft
 - IBM
 - Alienware
- Type**
 - Desktop
 - Laptop
 - Tablet
- Cost**
 - \$5000+
 - \$2K-\$5K
 - \$1K-\$2K
 - <\$1K

RESULTS

Apple Product	Microsoft Product	IBM Product
Alienware Product	Apple Product	Microsoft Product
IBM Product	Alienware Product	Apple Product

Content Gateway

TECH | NEWS WEBSITE

Apple

APPLE LOGO

Popular Apple Resources

- Apple News
- Apple Reviews
- Apple Products

TechBase Stats

Content Library

Apple Library

- Latest
- Reviews
- Products
- News
- Etc.

Apple Reviews

Apple MacBook Pro

Apple Products



Custom Graphics

Boost Organic Traffic & Referring Domains

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Google Organic Traffic to The Entire Website



The websites in our study that used custom graphics in their blog increased organic traffic to the website on average by 26.8% vs. 13.0% for those websites without custom graphics (e.g., using stock images or no images).

Using Custom Graphics

26.8%

IMPROVEMENT

In Organic Traffic

Lack of Custom Graphics

13.0%

IMPROVEMENT

In Organic Traffic

Google Organic Traffic To The Blog



The blogs in our study that used custom graphics increased organic traffic to the blog on average by 43.7% vs. 27.4% for those blogs without custom graphics (e.g., using stock images or no images).

Using Custom Graphics

43.7%

IMPROVEMENT
In Organic Blog Traffic

Lack of Custom Graphics

27.4%

IMPROVEMENT
In Organic Blog Traffic



135.3% referring domain growth rate

Among the websites using custom graphics in their blog, 96.3% increased the number of referring domains (websites linking to them). The average increase in referring domains among the websites with custom graphics was 135.3%.



8X higher referring domain growth rate

The websites with custom graphics achieved 8X the growth rate in referring domains of those websites lacking custom graphics.

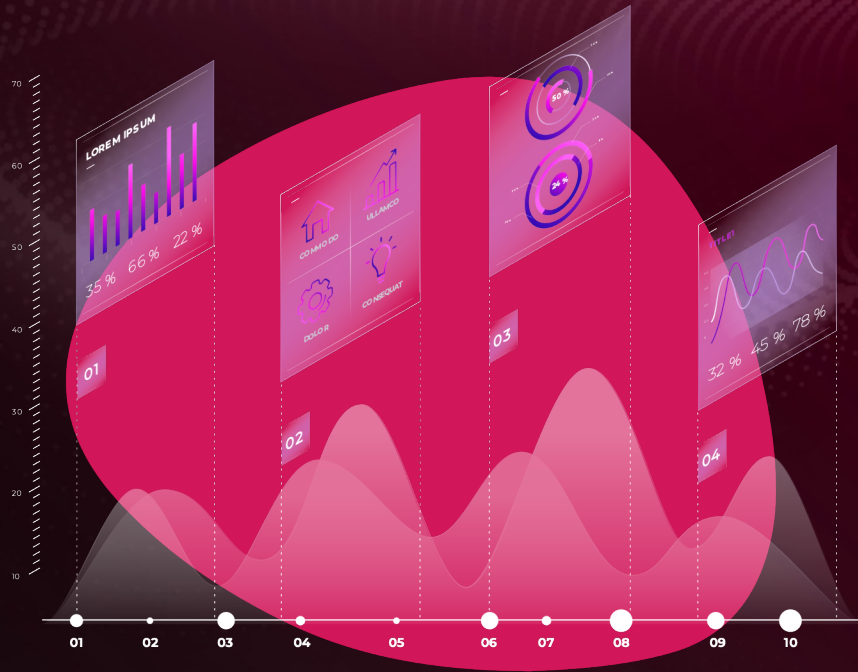


TOP

PERFORMERS

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Top Performers

The Top 10%

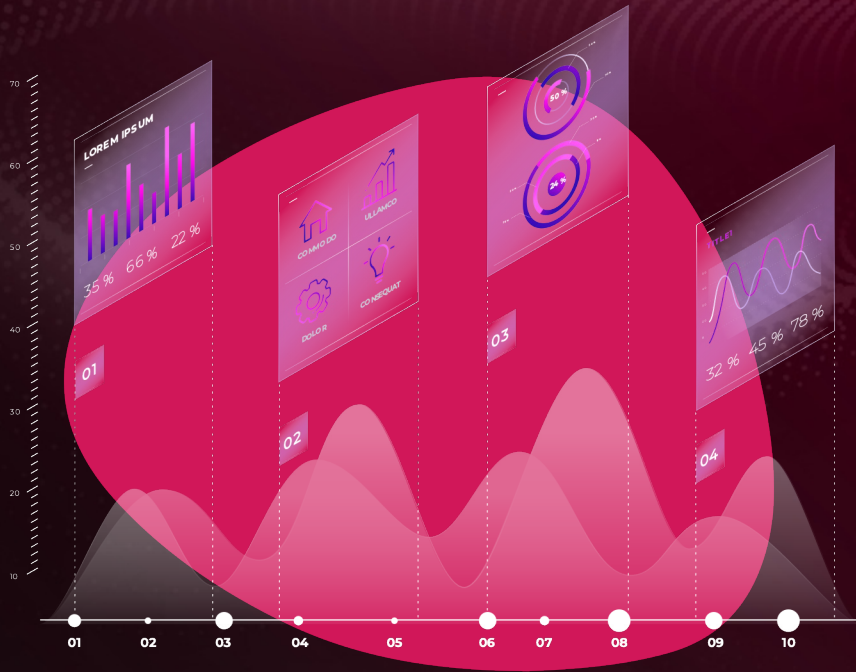
The top 30 performers in our study outperformed the broader group of 300 websites in the growth of Google Top 10 keywords, organic traffic, AND referring domains (for backlinks).



What the top performers focus on...

- Leaned into audience segmentation more
- Offered online tools in more cases
- Published 13 blog posts/month on average
- Included author bios more (Google E-E-A-T)
- Used custom graphics in their blogs more
- Focused on optimized internal linking more than the larger group

Top Performers





39.3% average growth rate

The top 10% of performing websites in the study increased Google Top 10 keywords on average by 39.3%. This compares with 19.4% for the full set of websites.



130.1% average growth rate

The top 10% of performing websites in the study grew organic traffic by 130.1% on average. This compares with 46.2% for the full set of websites.



195.7% average growth rate

The top 10% of performing websites in the study increased the number of referring domains on average by 195.7%. This compares with 29.7% for the full set of websites.



TAKEAWAYS



Audience segmentation works

Segmenting the audience in your website is also highly effective for SEO.

Long-tail industry-specific keywords tend to be easier to rank for in Google.

Audience segmentation also means your content will be more targeted and therefore will likely resonate more deeply.

Key Takeaways



The power of original research & online tools

Various forms of content, such as original research and tools, are great for SEO.

And their benefits go beyond SEO – they are also effective for cutting through the noise, reconceptualization, thought leadership, trust-building, differentiation, lead generation, etc.

Key Takeaways



Blogging frequency matters

Blogging at least 9+ times monthly greatly increases Google Top 10 keywords, organic traffic, and backlinks.

The top 10% of performers among the 300 websites studied averaged 13 posts per month.

With this in mind, your brand should consider blogging frequently if possible.

Key Takeaways

Stratabeat Overview



Marketing
Strategy



Web
Design



SEO



Content
Strategy



Authority
Building



Conversion
Optimization

What We Do

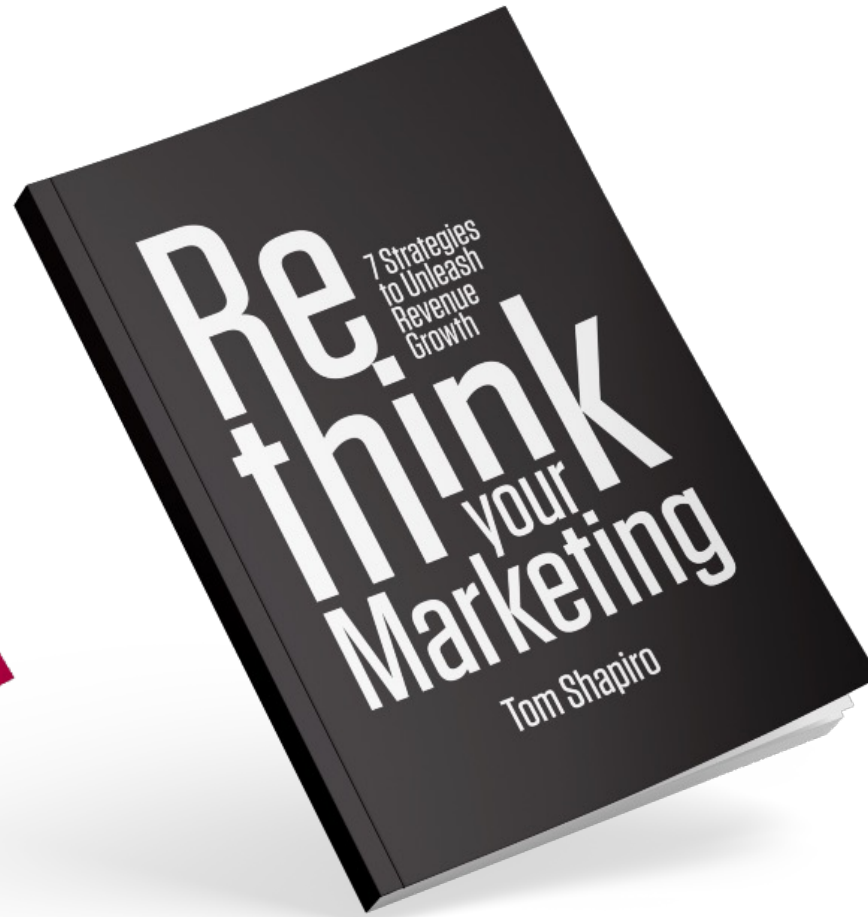
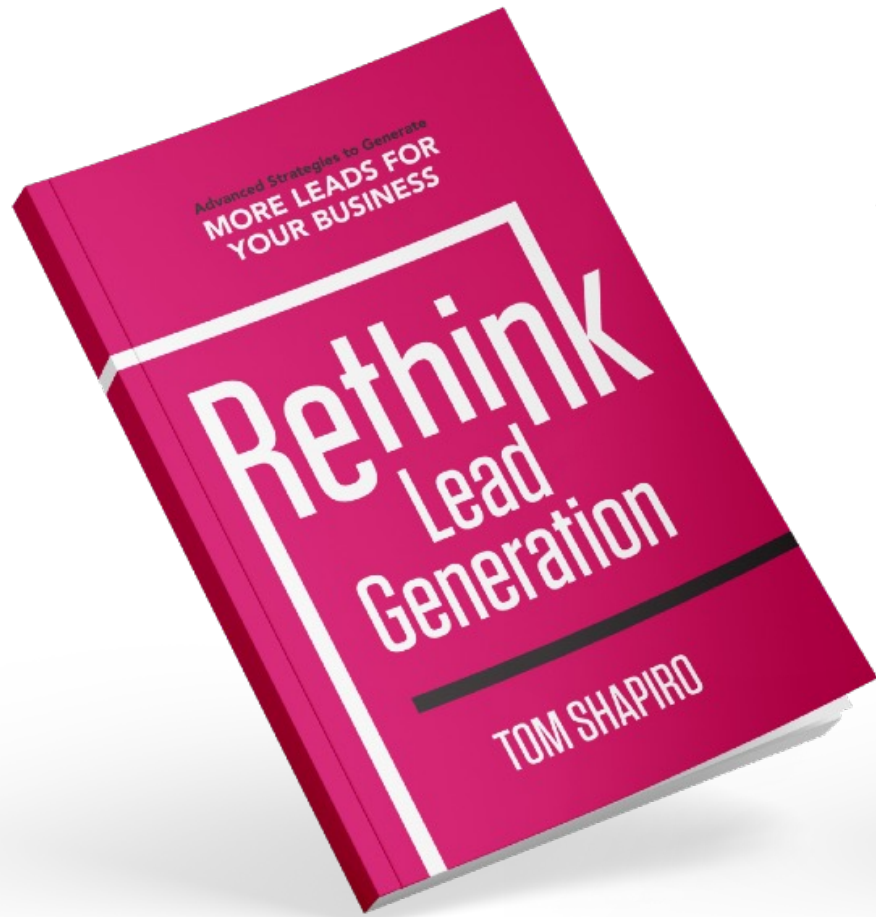
Stratabeat is an organic growth agency for B2B SaaS and tech brands. We have special expertise in SEO, Content Strategy, and Conversion Optimization. Taking a holistic view of marketing, we factor in human psychology, neuroscience, and behavioral intelligence. We take pride in our strong client results and 30+ client testimonials.



Clients

Our team members have developed SEO and content strategies for a wide variety of brands.

Our Books



“If your lead gen needs a Red Bull, Tom’s book is here.”

Ann Handley
Chief Content Officer
MarketingProfs and bestselling author



CMO Huddles

Overview



The CMO Huddles Community

CMO Huddles is a community of B2B marketing leaders designed to help CMOs make faster, better, and more informed decisions.

The organization provides exclusive access to industry thought leaders, expert-led workshops, high-level networking, and coveted PR opportunities.

Who We Are





Members

CMO Huddles members include marketing leaders from hundreds of organizations, including ZoomInfo, SproutSocial, and Wasabi.





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