



2025

B2B SaaS SEO Performance Report

A Study of 300 B2B SaaS Websites:
Version 4

STRATABEAT





Overview

2025 B2B SaaS SEO Performance Report

Stratabeat is excited to bring you the 2025 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.



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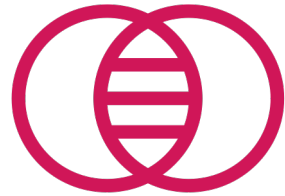
FRAMEWORK

OF THE STUDY

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 specifically



How SEO activities correlate with results



Methodology

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.

This is the fourth version of our benchmark study. Performance in this particular round of the study was measured by comparing data from January 2025 vs. January 2024.



Interpreting the Data

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.



AIO

AI OVERVIEWS



The Increasing Presence of AI Overviews

Google AI Overviews (AIO) are AI-generated summaries that appear at the top of Google search results, providing users with a concise overview of a topic by synthesizing information from multiple sources.

Based on our study, the percentage of Google queries for B2B SaaS that include an AIO in the SERP (search engine results page) is increasing compared to 2024. Yet, you can still grow your organic traffic significantly in 2025 regardless of AIO.



AI Overviews

Google AI Overviews Impact



Among the keywords ranking in the Google top 10 positions among the 300 B2B SaaS websites included in our B2B SaaS SEO study, AIO were present in the SERP for 17.1% of the queries. Only in 1.4% of queries did the website included in our study actually appear within the AIO.

AI Overviews Visibility in the SERP

17.1%

VISIBILITY

In Organic Queries

B2B SaaS Websites Included in the AIO

1.4%

INCLUSION

In AIO

Google AIO Impact among the Top 10%



Among the keywords ranking in the Google top 10 positions for the top 10% of performers in our study, AIO were present in the SERP for 19.2% of the queries – a higher percentage than the overall database of 300 websites.

AI Overviews Visibility in the SERP

19.2%

VISIBILITY

In Organic Queries

B2B SaaS Websites Included in AIO

1.7%

INCLUSION

In AIO



Interpretation...

AI Overviews are starting to be visible on a broader range of Google queries, especially top-of-the-funnel searches. There are voices in certain marketing circles stating that AIO is having a major impact on reducing organic traffic to websites.

However, our findings show that you can be successful in competing against AIO or in adjusting your content strategies to achieve significant organic traffic growth. Case in point, the top 10% in organic traffic growth in our study faced 12.3% greater competition from AIO in the Google SERP, yet still managed to achieve 6.9X greater organic traffic growth than the collective 300 B2B SaaS websites studied hereunder.

Our advice is to reverse engineer the queries that trigger an AIO and to take note of those that do not. You can then implement corresponding content and optimization strategies to ensure you're competing most effectively per topic and per keyword in the SERP.



AUDIENCE

SEGMENTATION



The Value of Audience Segmentation

When you segment the audience by industry in your website, you are able to target your audience more precisely and effectively.

The benefits of audience segmentation also carry over to SEO by enabling you to rank for industry-specific, long-tail keywords. Among the 300 websites analyzed, industry segmentation translated into significant organic traffic growth.

Audience Segmentation

Google Organic Traffic



According to our research, the websites that segmented the target audience (segmentation by industry) increased organic traffic on average by 17.3% vs. 11.5% for those without segmentation.

Audience Segmentation

17.3%

IMPROVEMENT

In Organic Traffic

No Segmentation

11.5%

IMPROVEMENT

In Organic Traffic



50.4% higher organic traffic growth rate

The websites that segmented the audience achieved a 50.4% higher organic traffic growth rate of those without segmentation.



The benefits do not stop at

Organic Traffic Growth



46.5% referring domain growth rate

Among the websites that segmented the audience, 96.7% increased the number of referring domains (websites linking to them). The average growth rate of referring domains was 46.5%. For those websites that segmented the audience AND increased the number of referring domains, the average growth rate was 57.7%.



Easier path to Google rankings

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



ONLINE

TOOLS



Online Tools

The Value of Free Online Tools

According to our analysis, by offering free, online tools such as ROI calculators, interactive wizards, etc., B2B SaaS companies are able to drive greater organic traffic and increase the number of referring domains pointing links at their website.

Google Top 10 Ranking Keywords



Websites in our study that offered free online tools, such as ROI or TCO calculators, increased the number of keywords ranking organically in the Google top 10 on average by 24.7% vs. 2.0% for those without tools.

Offering Free Online Tools

24.7%

IMPROVEMENT
In Google Top 10 Rankings

No Tools

2.0%

IMPROVEMENT
In Google Top 10 Rankings

Google Organic Traffic



Websites in our study that offered free online tools, such as ROI or TCO calculators, increased Google monthly organic traffic on average by 20.7% vs. 11.5% for those without tools.

Offering Free Online Tools

20.7%

IMPROVEMENT
In Organic Traffic

No Tools

11.5%

IMPROVEMENT
In Organic Traffic



80% higher organic traffic growth rate

The websites that offered free online tools achieved an 80.0% higher organic traffic growth rate than those without tools.



88% referring domain growth rate

Among the websites offering free online tools, 93.9% increased the number of referring domains (websites linking to them). The average increase in referring domains among the websites offering tools was 88.0%, which is 3.5X higher than those without tools.



EFFECTIVE path to SEO results

Offering free tools is an effective method for driving organic rankings, traffic, and referring domain growth. In the case that the tool's output is gated, it can be effective for email capture and lead generation, as well.



ORIGINAL

RESEARCH



The Value of Original Research

According to our analysis of 300 B2B SaaS websites, content based on original research positively impacts SEO traffic and referring domain growth.

We have found that original research is one of the strongest forms of content in driving SEO results.

Original Research

Google Top 10 Ranking Keywords



Websites in our study that offered original research increased the number of keywords ranking organically in the Google top 10 on average by 20.9% vs. a DECLINE of -10.2% for those without original research.

Offering Original Research

20.9%

IMPROVEMENT
In Google Top 10 Rankings

No Original Research

-10.2%

DECLINE
In Google Top 10 Rankings

Google Organic Traffic



The websites in our study offering original research increased organic traffic on average by 18.7% vs. 11.2% for those without original research.

Offering Original Research

18.7%

IMPROVEMENT

In Organic Traffic

No Original Research

11.2%

IMPROVEMENT

In Organic Traffic



67% higher organic traffic growth rate

The websites that offered original research achieved a 67.0% higher organic traffic growth rate than those without research.



80% referring domain growth rate

Among the websites conducting original research, 97.0% increased the number of referring domains (websites linking to them). The average increase in referring domains among the websites with original research was 80.0%, which is 3.4X higher than those without original research.



Effective approach to marketing

Publishing and promoting original research is not only beneficial for SEO but is also effective for breaking through the noise, expanding reach, thought leadership, trust-building, differentiation, lead generation, and more.



BLOGGING

FREQUENCY



The Value of Publishing 9+ Blog Posts per Month

Our analysis included a study of the benefits of various blogging frequencies.

What we found is that blogging 9+ times per month delivers better SEO results than blogging less frequently. The statistics on the following pages specifically highlight the difference between blogging 9+ vs. 1-4 times monthly.

Blogging Frequency

Google Organic Traffic



The websites in our study that published 9+ blog posts per month increased Google monthly organic traffic on average by 20.1%. This compared with 16.2% when blogging 5-8 times monthly and with 5.6% for those blogging 1-4 times monthly.

Blogging 9+ Times/Month

20.1%

IMPROVEMENT
In Organic Traffic

Blogging 5-8 Times/Month

16.2%

IMPROVEMENT
In Organic Traffic

Blogging 1-4 Times/Month

5.6%

IMPROVEMENT
In Organic Traffic



3.6X the organic traffic growth rate

The websites publishing 9+ posts monthly achieved 3.6X the organic traffic growth rate of those with a publishing frequency of 1-4 times monthly.



89.9% referring domain growth rate

Among those websites publishing 9+ blog posts monthly, 97.8% achieved an increase in the number of referring domains (websites linking to them). The average referring domain growth rate was 89.9%, which was 3.6X higher than the websites with 1-4 new blog posts per month.



The top 10% of performers blog

**11 times 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.



CUSTOM

GRAPHICS



Custom Graphics

The Value of Custom Graphics in a Blog

Given Google's focus on content that delivers unique value, the study included an examination of the impact of using custom graphics in a blog as opposed to using stock imagery or no visual graphics at all.

The data indicates that custom blog graphics have a powerful impact on SEO results.

Google Organic Blog Traffic



The websites in our study that used custom graphics in their blog increased Google monthly organic traffic to the website on average by 44.7% vs. -2.6% for those websites without custom blog graphics (e.g., using stock images or no images).

Using Custom Graphics

44.7%

IMPROVEMENT

In Organic Traffic

Lack of Custom Graphics

-2.6%

IMPROVEMENT

In Organic Traffic



GREATER organic traffic growth rate

The websites using custom graphics in their blog achieved a 44.7X the organic traffic growth rate, while those without custom graphics experienced a DECLINE in organic traffic. Those websites with custom graphics AND higher organic traffic achieved an average growth rate of 57.7%.



55.4% referring domain growth rate

Among the websites using custom graphics in their blog, 95.8% increased the number of referring domains (websites linking to them). The average increase in referring domains among the websites with custom graphics was 55.4%.



INTERNAL

LINKING



The Value of Internal Linking in a Blog

Internal linking is one of the most overlooked elements of SEO. Yet, it's effective in improving performance.

Beyond boosting organic traffic, internal links are helpful with directing site visitors to related content, deepening user engagement, communicating the focus of a page to Google, improving crawl efficiency, and spreading SEO equity among pages.

Internal Linking

Google Organic Blog Traffic



The websites in our study that implemented internal linking in their blog increased Google monthly organic blog traffic on average by 37.1% vs. a decline of -25.5% for those websites without internal linking.

With Internal Linking in the Blog

37.1%

IMPROVEMENT

In Organic Traffic

Without Internal Linking in the Blog

-25.5%

DECLINE

In Organic Traffic



GREATER organic traffic growth rate

The websites that implemented internal linking in their blog achieved a 37.1% organic blog traffic growth rate. This compares with a DECLINE for those without internal linking in their blog. For those websites that implemented internal linking AND increased organic traffic, the average growth rate was 56.7%.



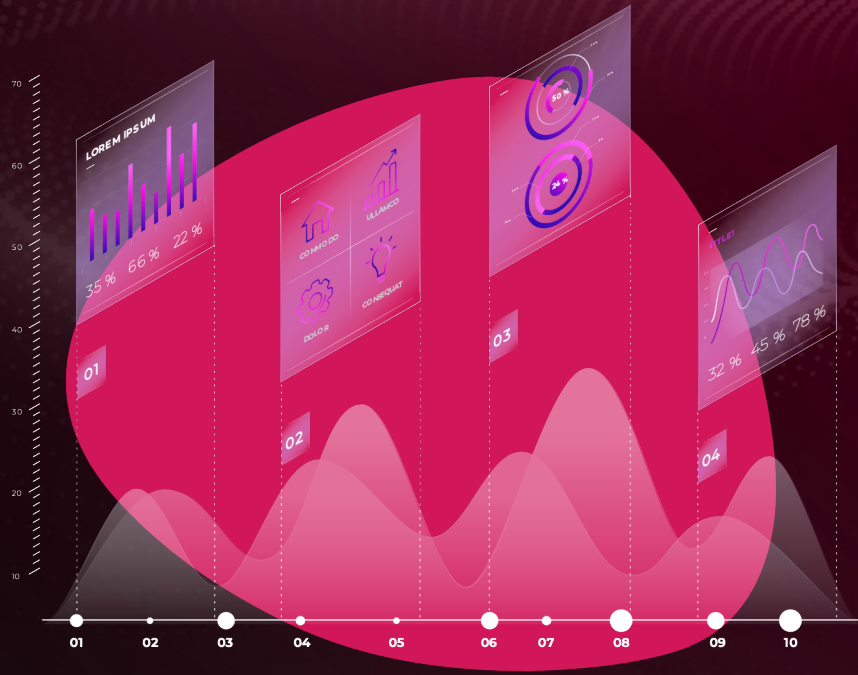
60.5% referring domain growth rate

Among the websites implementing internal linking in their blog, 96.9% increased the number of referring domains (websites linking to them). The average referring domain growth rate among the websites with internal linking in their blog was 60.5%.



TOP

PERFORMERS

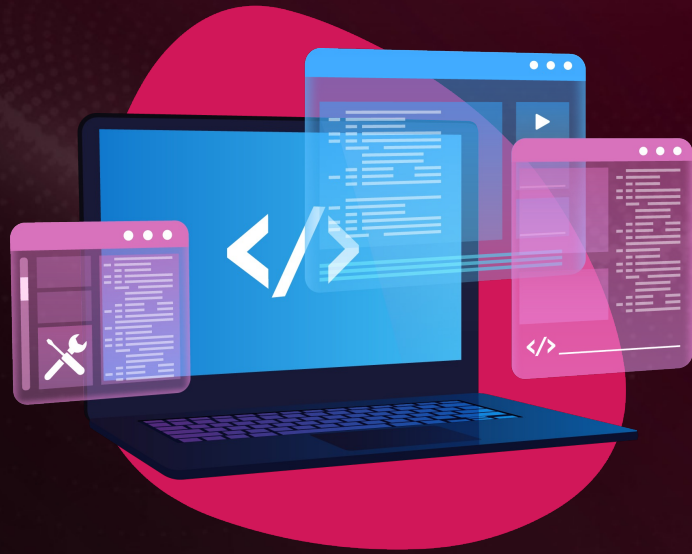


Top Performers

The Top 10%

The top 30 performers in our study outperformed the broader group of 300 websites in the growth of Google top 10 ranking keywords as well as organic traffic.

What's interesting is that the top 10% of performers had lower average growth of referring domains (36.3% vs. 60.1%), indicating that Google may now be giving additional relative weight to other ranking factors than it had previously.



Top Performers

What the top performers focus on...

- Leaned into audience segmentation more
- Were more likely to have a diversified content hub and to conduct original research
- Published 11 blog posts per month on average
- Wrote longer blog posts (33.4% longer)
- Included author bios (Google E-E-A-T), custom graphics, and internal linking more in their blogs
- Etc.



84.7% average growth rate

The top 10% of websites in the study increased Google Top 10 ranking keywords on average by 84.7%. This compares with 9.4% for the full set of websites. **This translates into a 9.0X difference.**

An interesting point here is that this was achieved even though AI Overviews were included in the Google SERP (search engine results page) 12.6% more often for the high performers than the overall database of 300 websites.



112.3% average growth rate

The top 10% of websites in the study grew organic traffic by 112.3% on average. This compares with 16.3% for the full set of websites. **This translates into a 6.9X difference.**

Again, an interesting point here is that this was achieved even though AI Overviews were included in the Google SERP (search engine results page) 12.6% more often for the high performers than the overall database of 300 websites.



Examples of top performers...

- One healthcare SaaS increased organic traffic by 1,465.8% year-over-year. This was partly through a new owned media hub and audience segmentation strategies, but was also the result of a number of acquisitions and mergers.
- A cloud security SaaS increased organic traffic by 223.1% year-over-year. This was partly due to audience segmentation as well as online tools, original research, blogging 13 times monthly, internal linking, and custom graphics in the blog.
- A marketing SaaS increased organic traffic by 105.4% year-over-year. This was partly due to online tools, original research, blogging 15 times monthly, internal linking, and custom graphics in the blog.

Top Performers



TAKEAWAYS



AI Overviews is a challenge, but one you can overcome for now

AI Overviews is increasingly visible in the SERP, yet is still missing from 82.9% of the keywords ranking in the Google top 10 across the 300 websites examined.

As seen in our study, the B2B SaaS that are growing their organic traffic the most are faced with even more competition from AIO than the other 270 brands. Yet, they are thriving in Google.

For the near-term, overcoming AIO is realistic, but you do need to be strategic in your approach based on the topic and keyword.

Key Takeaways



Key Takeaways

The power of original research & online tools

Various forms of content, such as original research and free 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 is still effective when you focus on your ICP. But frequency matters.

Blogging at least 9+ times monthly greatly increases organic traffic and backlinks.

The top 10% of performers among the 300 websites studied averaged 11 posts per month. Blogging is still a highly valuable tool in your SEO toolbox.



Get an SEO Audit

Benchmark Your Company's SEO Performance



Get an SEO Audit

Receive an individualized assessment against the industry benchmarks. Uncover your SEO Score. Plus, receive actionable SEO tips for greater performance.*

Let's talk!

✉ audits@stratabeat.com

* Qualified B2B SaaS and tech companies only.



STRATABEAT

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 CRO.

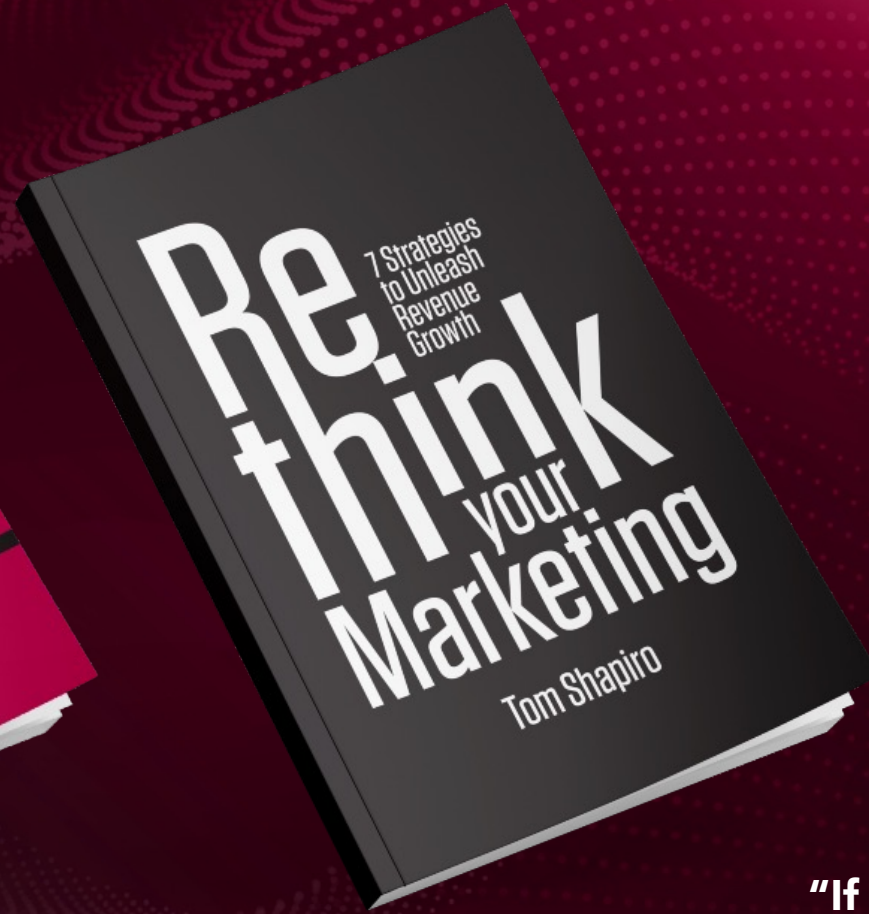
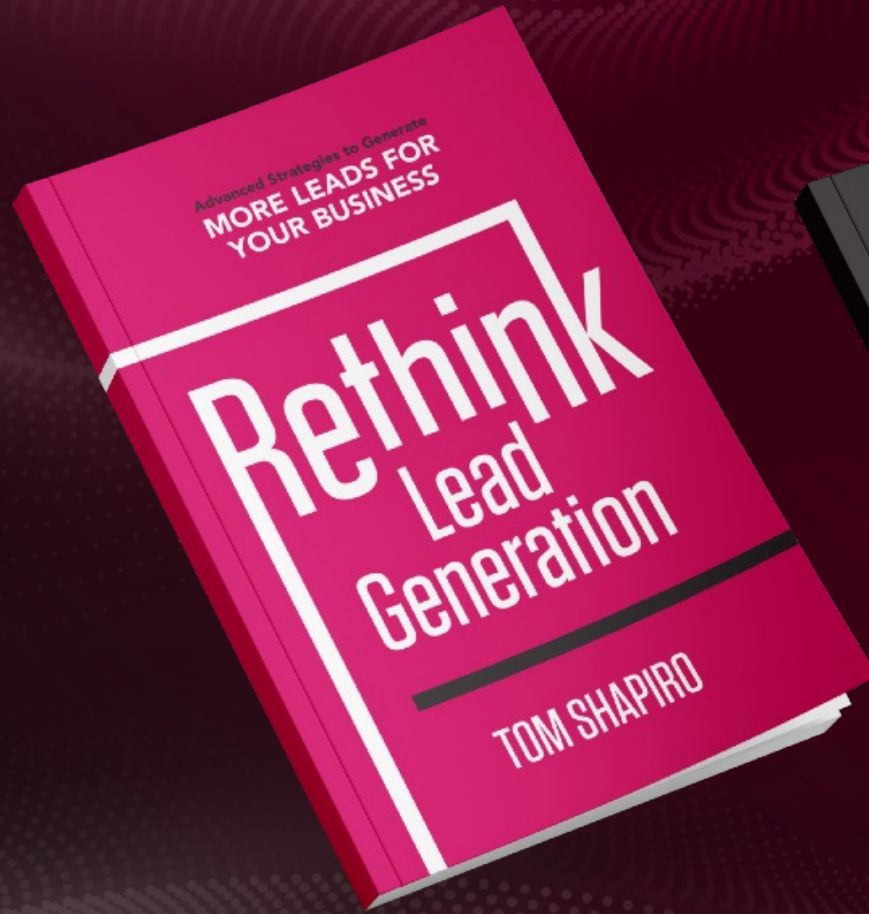
We're the only SEO & content marketing agency with the unique combination of neuroscience-based marketing for greater impact; advanced audience insight techniques for precision-targeted marketing; content-ICP fit verification to ensure you're attracting the right prospects; and an intense focus on CRO for increased leads & pipeline.

STRATABEAT



Experience

Stratabeat's 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 at MarketingProfs
and bestselling author

STRATABEAT

