

● SEO Self-Assessment for SaaS & Startups ●

Use this checklist to evaluate if your company is positioned to leverage SEO as a true growth channel - not just blog posts or backlinks.

Score yourself 1 point per “Yes” - total possible: 30.

● 1. Foundation & Technical SEO

Question	Yes/No
Is your website built on a scalable CMS (e.g. Webflow, HubSpot, custom Next.js) with full control over metadata, schema, and redirects?	
Does your site load in under 2.5 seconds on desktop & mobile?	
Is HTTPS enforced and all URLs canonicalized (no duplicate versions)?	
Do you have clean URL structures for product, feature, and blog pages?	
Is your site indexable (no unintentional noindex or JS-blocked pages)?	

● 2. Positioning & Keyword-Market Fit

Question	Yes/No
Have you defined your ICP and mapped their awareness stages (Problem → Solution → Product)?	
Have you identified 3–5 “high-intent” product keywords (e.g. “CRM for real estate”)?	
Do you rank for your core brand term + product descriptors (e.g. “{brand} + pricing”)?	
Are feature pages optimized for use cases and pain points, not just features?	
Do you have landing pages aligned with each buyer persona or industry vertical?	

Tip: Keyword strategy for SaaS ≠ volume; it’s about mapping to the customer journey.

● 3. Content Strategy & Demand Generation

Question	Yes/No
Do you have a content plan that balances TOFU (awareness) and BOFU (conversion) posts?	
Are your articles optimized around search intent (informational vs transactional)?	
Do you update and republish old content every 3-6 months?	
Do you include in-product screenshots, data, or customer examples in posts?	
Are your CTAs contextual (e.g. "Try it free" vs generic "Learn more")?	

Tip: SaaS SEO is 50% content distribution, not just creation. Promote on LinkedIn, Reddit, and other channels.

● 4. Authority & Backlinks

Question	Yes/No
Do you have backlinks from at least 10 relevant SaaS or tech-media domains?	
Have you done guest posts or digital PR (e.g. SaaS directories)?	
Are your founder(s) or team mentioned/interviewed on external sites?	
Do you have a referral strategy (customers or partners linking back to you)?	
Is your backlink profile clean (no spammy links or link farms)?	

● 5. Tracking & Conversion

Question	Yes/No
Is GA4 + Search Console properly set up?	
Do you track demo requests, free trials, or signup conversions?	
Is your CRM or product analytics connected to identify organic-sourced MQLs?	
Do you track branded vs non-branded performance separately?	
Do you report on pipeline or MRR influenced by SEO?	

● 6. Brand & Entity SEO

Question	Yes/No
Do you have consistent brand presence across Crunchbase, G2, Capterra, etc.?	
Are your founders active on LinkedIn, Medium, or podcasts in your niche?	
Is your business verified on Google and has Knowledge Panel elements?	
Are your key terms and brand co-occurring on external pages (entity building)?	
Do you show social proof (logos, case studies, testimonials) on your main pages?	

Tip: Entity optimization helps Google understand who you are and increases visibility across AI-powered search tools (ChatGPT, Perplexity, Gemini).

Scoring & Interpretation

Score	Readiness Level	Meaning
0–10	Foundation Stage	You need SEO infrastructure before scaling. Focus on site speed, crawlability, and basic tracking.
11–20	Growth Stage	You have the basics; next step is consistent content and backlinks to build authority.
21–30	Scale Stage	You're ready for advanced SEO and content automation to dominate your niche.

Ready to turn insights into traction?

Let's turn your checklist results into a practical roadmap - whether you're building the foundation or scaling to the next level!

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