



# SEO Report

August 2024

# Executive Summary

# Executive Summary

- ▶ August was an excellent month for performance – MALs up 67% since June
  - Best month on record for organic Boardroom MALs (16)
- ▶ Blog / lead magnet pairings led to immediate increase in MALs
  - Continuing this technique with new and existing content should build on this success
- ▶ Commercial traffic increased 15% YoY; leads up 20%
- ▶ Program pages offer additional MAL growth opportunity once updated
- ▶ Content project underway to align blog with magnet promotion
  - Greatest opportunity to build on recent MAL growth

# Overall Performance

# August Performance

- ▀ Total organic sessions were down slightly YoY; flat MoM
  - Significant increase in MALs and total leads YoY and MoM

	Aug '23	Jun '24	Jul '24	Aug '24
Sessions	17,543	16,176	16,682	16,963
MALs	-	70	101	117
Boardroom	0	35	31	45
SAP	18	64	62	74
GAP	27	154	203	194
Downloads	527	496	733	651

# August Performance

- ▶ Highest number of organic Boardroom MALs since we started tracking this metric
- ▶ Highest total of organic SAP + BRD of any month

## Aug 2024

● Growth Accelerator (GA):	67 (58%)
● <b>SaaS Academy Ascent (SAP):</b>	<b>33 (28%)</b>
● Boardroom (BRD):	16 (14%)

## Jul 2024

● (No value):	1 (1%)
● <b>Growth Accelerator (GA):</b>	<b>62 (61%)</b>
● SaaS Academy Ascent (SAP):	27 (27%)
● Boardroom (BRD):	11 (11%)

## Jun 2024

● <b>Growth Accelerator (GA):</b>	<b>40 (57%)</b>
● SaaS Academy Ascent (SAP):	24 (34%)
● Boardroom (BRD):	6 (9%)

# August Performance

- MoM MAL growth is coming primarily from blogs where CTAs were added
- 4 updated articles combined to generate 43 more MALs over the last two months

Page	June	July	Aug	2-month Diff
/blog/saas-financial-models	18	32	34	+30
/ (homepage)	18	19	23	+6
/blog/saas-company-valuation-metrics	4	19	20	+31
/blog/saas-pricing-strategies	0	3	1	+4
/blog/what-is-a-business-playbook	0	3	2	+5
/blog/how-to-calculate-arr	0	2	1	+3

# August Performance

- ▶ We updated the Valuation article title to mention the template and added a section on how to download and use it

## SaaS Valuation: How to Value a SaaS Company in 2024 - **Template Included**

### How to Use Our Template

We've made creating a SaaS valuation model easier than it's ever been before. Simply follow the steps below to use our template:

1. **Download the Template:** Navigate to our [SaaS Company Operating & Valuation Model Template](#) webpage and click "Download Now For Free!"
2. **Answer a Few Questions:** Answer a few general questions about your business, including who you are, who the founder of the company is, and your SaaS company website.
3. **Click "Let's Scale":** When you click this button, the download will begin.
4. **Open the Template:** Use Google Sheets or Microsoft Excel to open our template.
5. **Fill In Fields:** Drop in financials for the company you want to analyze.
6. **Review Your Financial Models:** Our template does all the math and determines the appropriate public trading value for the SaaS company you're analyzing!

# August Performance

- ▀ The impact of the changes was clear – every KPI has improved dramatically following changes made on July 16

	Before	After	Diff
MAL	4	35	+31
BRD	3	15	+12
SAP	7	14	+7
GAP	8	29	+21
Downloads	31	91	+60

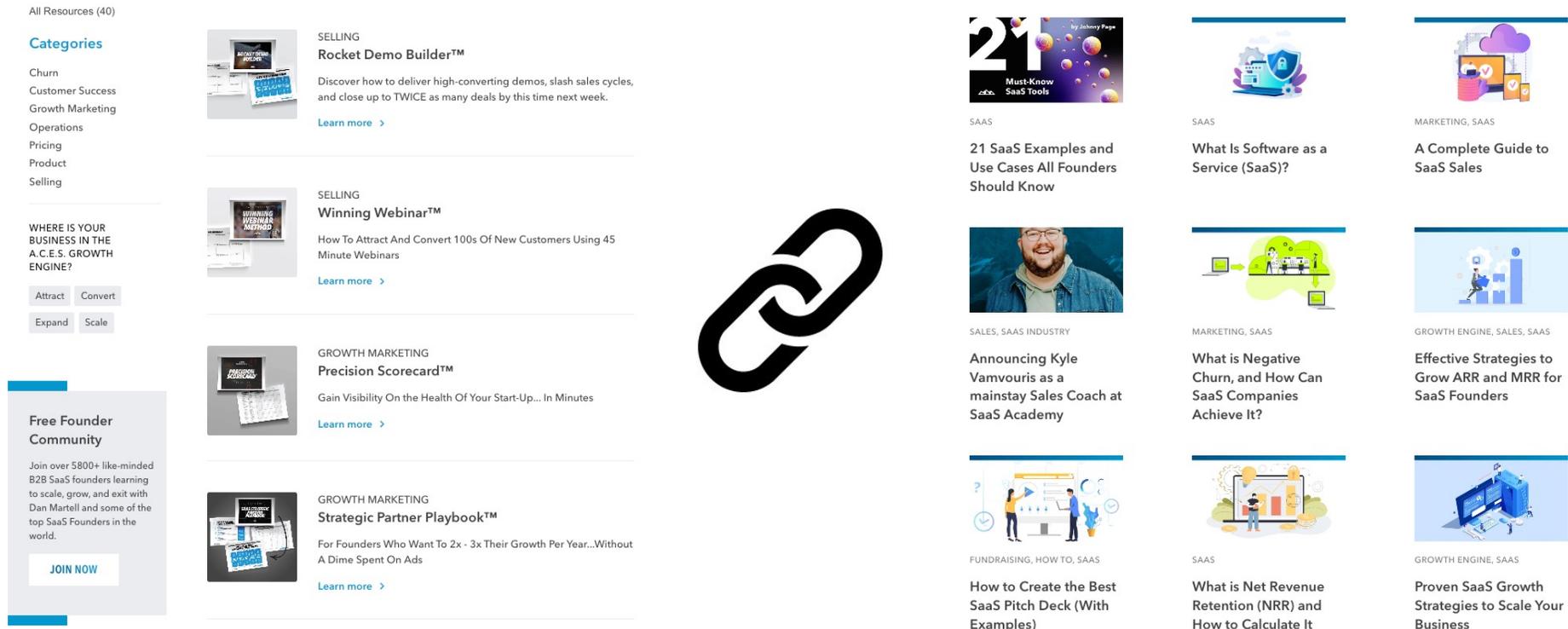
# August Performance

- 7 new articles are planned to align with magnet promotion schedule
  - Success will depend on our ability to rank and drive traffic
  - Need to get more topics live and test to see what works

Target Date	Topic	Lead Magnet
LIVE	Step-by-Step Guide to LinkedIn Prospecting	LinkedIn Prospecting
9/10	B2B SaaS Ads for Facebook: How to Write Copy that Converts	SaaS Ad Builder
9/14	B2B Content Creation: How to Build Authority and Grow Revenue	Authority Engine
9/17	Top 5 SaaS Growth Metrics: KPIs to Hit Growth Goals	Precision Scorecard
9/21	How to Close More Deals with a Killer SaaS Demo	Rocket Demo Scorecard
9/24	Re Engagement Emails That Work: Templates and Examples	Reactivation Emailer
9/28	How to Run a Productive and Engaging Team Meeting	Weekly Sync Format

# August Performance

- In addition to publishing new content aligned with lead magnets, we will continue to identify existing articles that can drive more leads



The screenshot shows a content library interface. On the left, there is a sidebar with 'All Resources (40)' and a 'Categories' list including Churn, Customer Success, Growth Marketing, Operations, Pricing, Product, and Selling. Below this is a section titled 'WHERE IS YOUR BUSINESS IN THE A.C.E.S. GROWTH ENGINE?' with buttons for 'Attract', 'Convert', 'Expand', and 'Scale'. A 'Free Founder Community' box is also present. The main content area displays a grid of articles, each with a thumbnail, title, category, description, and a 'Learn more' link. A large black link icon is overlaid in the center of the page.

**Categories**

- Churn
- Customer Success
- Growth Marketing
- Operations
- Pricing
- Product
- Selling

**WHERE IS YOUR BUSINESS IN THE A.C.E.S. GROWTH ENGINE?**

Attract Convert  
Expand Scale

**Free Founder Community**

Join over 5800+ like-minded B2B SaaS founders learning to scale, grow, and exit with Dan Martell and some of the top SaaS Founders in the world.

[JOIN NOW](#)

**SELLING**  
**Rocket Demo Builder™**  
Discover how to deliver high-converting demos, slash sales cycles, and close up to TWICE as many deals by this time next week.  
[Learn more >](#)

**SELLING**  
**Winning Webinar™**  
How To Attract And Convert 100s Of New Customers Using 45 Minute Webinars  
[Learn more >](#)

**GROWTH MARKETING**  
**Precision Scorecard™**  
Gain Visibility On the Health Of Your Start-Up... In Minutes  
[Learn more >](#)

**GROWTH MARKETING**  
**Strategic Partner Playbook™**  
For Founders Who Want To 2x - 3x Their Growth Per Year...Without A Dime Spent On Ads  
[Learn more >](#)

**21 Must-Know SaaS Tools**  
SAAS  
**21 SaaS Examples and Use Cases All Founders Should Know**

**What Is Software as a Service (SaaS)?**  
SAAS

**A Complete Guide to SaaS Sales**  
MARKETING, SAAS

**Announcing Kyle Vamvouris as a mainstay Sales Coach at SaaS Academy**  
SALES, SAAS INDUSTRY

**What is Negative Churn, and How Can SaaS Companies Achieve It?**  
MARKETING, SAAS

**Effective Strategies to Grow ARR and MRR for SaaS Founders**  
GROWTH ENGINE, SALES, SAAS

**How to Create the Best SaaS Pitch Deck (With Examples)**  
FUNDRAISING, HOW TO, SAAS

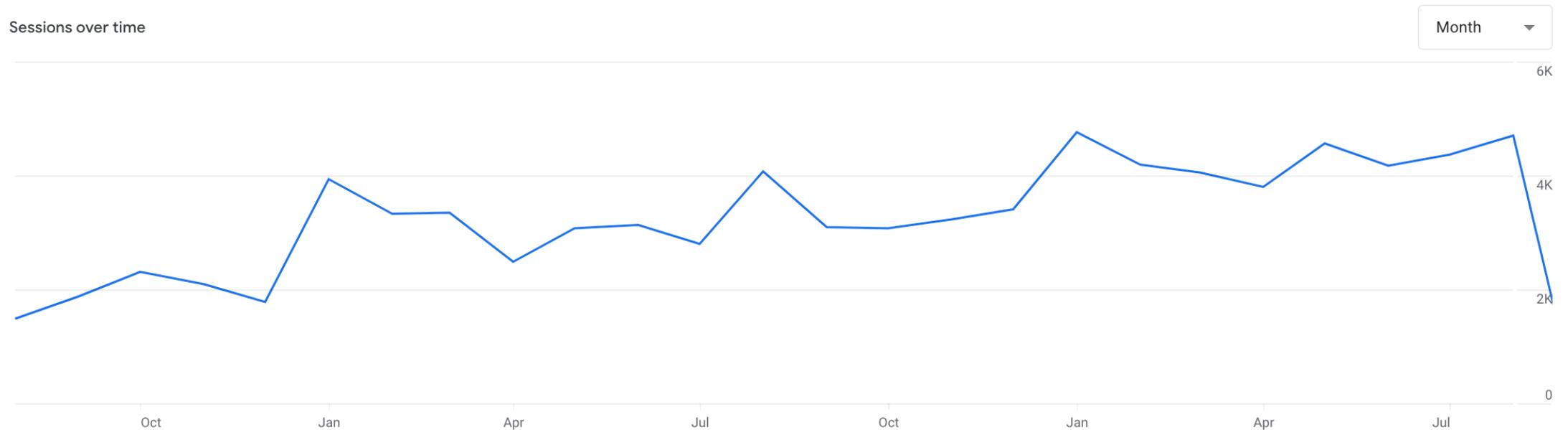
**What is Net Revenue Retention (NRR) and How to Calculate It**  
SAAS

**Proven SaaS Growth Strategies to Scale Your Business**  
GROWTH ENGINE, SAAS

# Commercial Performance

# Commercial Performance

- Aug was our 2<sup>nd</sup> best month on record for commercial traffic up 15% YoY



# Commercial Performance

- Leads from commercial pages were up 20% YoY
- Homepage led the way with 132% more leads on just 9% more traffic
  - CVR improved 92%

Landing page + query string		+	Key events	
SHOW ALL ROWS			resource_downloads	
			365.00	vs. 304.00 ↑ 20.07%
1	/			
	Aug 1 - Aug 31, 2024		153.00	
	Aug 1 - Aug 31, 2023		66.00	
	% change		131.82%	
2	/resources			
	Aug 1 - Aug 31, 2024		44.00	
	Aug 1 - Aug 31, 2023		9.00	
	% change		388.89%	
3	/playbooktemplates			
	Aug 1 - Aug 31, 2024		31.00	
	Aug 1 - Aug 31, 2023		10.00	
	% change		210%	

# Commercial Performance

- Program pages were up 45% YoY on sessions
- Only 3 program applications leads for the month

Landing page + query string		↓ Sessions
SHOW ALL ROWS		407 vs. 280 ↑ 45.36%
1	/programs/events	
	Aug 1 - Aug 31, 2024	135
	Aug 1 - Aug 31, 2023	89
	% change	51.69%
2	/programs	
	Aug 1 - Aug 31, 2024	104
	Aug 1 - Aug 31, 2023	71
	% change	46.48%
3	/programs/growth-accelerator	
	Aug 1 - Aug 31, 2024	72
	Aug 1 - Aug 31, 2023	54
	% change	33.33%
4	/programs/saas-coaching	
	Aug 1 - Aug 31, 2024	65
	Aug 1 - Aug 31, 2023	0
	% change	0%
5	/programs/boardroom-saas-mastermind	
	Aug 1 - Aug 31, 2024	31
	Aug 1 - Aug 31, 2023	0
	% change	0%

# Commercial Performance

- Program pages should convert much better once updates are made
  - Currently not optimized for conversion – no clear CTA until the very bottom of page

The Academy

## SaaS Coaching and Training for B2B Founders

### The Old Way to Scale a SaaS Company

Stressful, Slow, Painful

The old way of scaling a SaaS drains Founder passion and kills energy. It includes:

- Getting spread too thinly and doing everything themselves instead of growing their business
- Waking up in the morning with hundreds of tasks and not sure which one to do next
- Staying up until midnight scheduling demos
- Spending most of their time on things that drain their energy instead of focusing on what they're good at
- Hitting a growth plateau and not knowing where their next customer is going to come from

There's a better way.

To scale and achieve your Perfect Exit, you need three key elements:

- ✓ A custom Plan
- ✓ The right tools
- ✓ The right support



## Schedule a FREE SaaS Action Plan

A SaaS Scale Specialist will review your situation, identify the biggest roadblocks, and build a custom plan to get you to the next level of SaaS growth.

100% Free. A \$899 Value.

[GET YOUR FREE GROWTH PLANNING SESSION](#)

# Commercial Performance

- ▶ SAP page currently #1 for “saas coaching”

The screenshot shows a Google search for "saas coaching". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar are tabs for "All", "Images", "Videos", "News", "Shopping", "Forums", "Web", and "More". There are also filter buttons for "Programs", "Near me", "Cost", "Career", and "Sales coach".

The search results are as follows:

- SaaS Academy**  
https://www.saasacademy.com › programs › saas-coachi...  
**SaaS Coaching - Sales and Marketing Training**  
Scale your SaaS business with a custom growth plan, essential tools, and expert support. Join over 800 founders who found their ideal exit strategy.
- saasceo.com**  
https://www.saasceo.com › saas-coaching  
**9 Top SaaS Coaching Services (Updated 2024) - SaasCEO.com**  
1. Dan Martell from SaaS Academy. The process starts when you schedule a free growth session with one of his SaaS Scale Specialists to identify: ... During this ...
- MentorCruise**  
https://mentorcruise.com › coach › saas  
**Find a SaaS Coach**  
Top SaaS Coaches · Victor Rubio · Andreea Mares · Andreea Mares · Jason Amunwa · Jason Amunwa · Jeff Solomon · Jeff Solomon.
- B2B SaaS coach**  
https://denishshatalin.com  
**SaaS Coach For B2B Founders - Grow Your MRR Fast**  
Dec 17, 2021 — SaaS coach that gets you more product demos. SaaS coaching designed to grow your startup. Get more product demos and close more sales.
- GrowthMentor**  
https://www.growthmentor.com › blog › saas-coach  
**SaaS Coaches: The Bootstrapped Founder's Growth Hack**  
Jul 24, 2023 — Discover experienced SaaS marketing coaches ready to boost your startup growth, all without diluting your equity.

# Commercial Performance

- Boardroom page currently #1 for “saas mastermind”

The screenshot shows a Google search for "saas mastermind". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar are navigation tabs for "All", "Images", "Videos", "News", "Shopping", "Forums", "Web", "More", and "Tools". Underneath are filter buttons for "Reviews", "Reddit", and "Discord". The search results are as follows:

- SaaS Academy**  
https://www.saasacademy.com › programs › boardroom-...  
**SaaS Founders Boardroom - SaaS Mastermind**  
The program is structured into **mastermind** groups, capped at eight founders each. The groups are hand-curated and the program is invitation-only. If ...
- PoE Advisory**  
https://poeadvisory.com › product › saas-mastermind  
**SaaS Mastermind**  
You get access to: Leading **SaaS** growth advisors; Exclusive guest speakers including European **SaaS** focused VC's and successful **SaaS** founder; A global network ...  
£299.00
- SaaSPRENEUR Mastermind**  
https://mastermind.gohighlevel.com  
**SaaSPRENEUR Mastermind - Dallas, TX**  
Everything you need to launch and scale your new **SaaS** Business! DAY 1 Introduction to **SaaSPRENEUR**ship Technical Insights into **SaaS** Mode

Below the results is a "People also ask" section with four questions, each with a dropdown arrow:

- What is the mastermind model?
- What does a mastermind do?
- What is a SaaS founder?
- Who are the thought leaders in SaaS?

A "Feedback" link is located at the bottom right of the search results area.

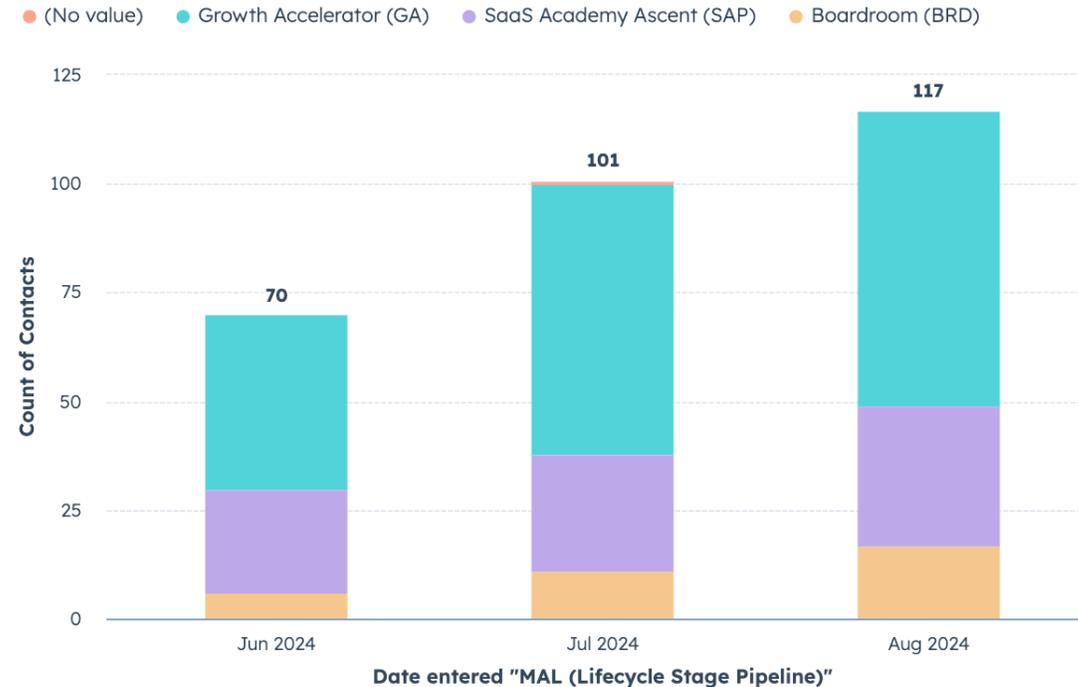
# MAL Projections

# MAL Projections

- ▀ MAL became our primary KPI in July – with aggressive growth targets
  1. Goal 1 was to increase MALs from 45/mo to 280 MALs/mo
    - This rate of growth is not realistic in organic search
    - Takes time for content to mature – not as effective at lead gen as PPC
    - No other levers for rapid growth
  2. Goal 2 was to increase ratio of SAP/BRD to greater than 35%
    - Ratio was 38% in July and 42% in Aug
    - Need to continue writing new topics to see what converts

# MAL Projections

- ▶ We've seen 67% MAL growth from June to Aug
  - 60% of these came from the Homepage, Financial Models and Valuations
  - Will be unlikely to see significant growth from these three URLs



# MAL Projections

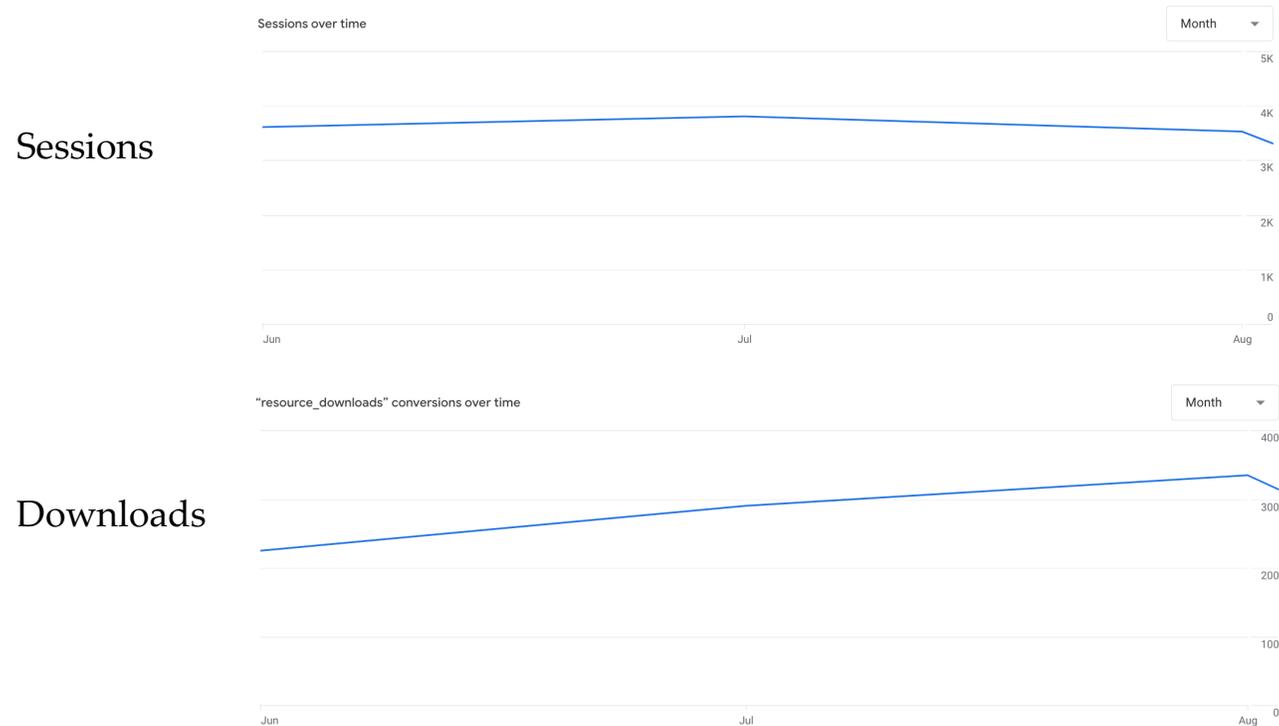
- ▀ The two blogs rank #1 or #2 for most KWs – unlikely to see more traffic

Keyword	Volume	Position
✓ saas valuation	150	1
✓ saas company valuation	100	1
+ how to value a saas company	80	1
+ saas company valuations	40	1
+ saas valuation metrics	40	1
+ how to evaluate a saas company	40	1
+ saas valuation calculator	150	5
+ saas startup valuation	30	1
+ valuing saas companies	30	1
+ valuation of saas companies	30	1
+ valuation for saas companies	30	1
+ sas valuation	30	1
+ valuation of saas company	30	1

Keyword	Volume	Position
✓ saas financial model	200	2
+ saas financial modeling	50	1
+ saas financials	40	1
+ saas financial	30	1
+ saas financial model template	100	4
✓ saas financial models	30	1
+ saas modeling	60	2
+ saas business model template	40	2
+ saas startup financial model	20	2
+ saas revenue model excel	30	4
+ b2b saas financial model	20	2
+ saas forecast model	20	2
+ saas model template	40	5

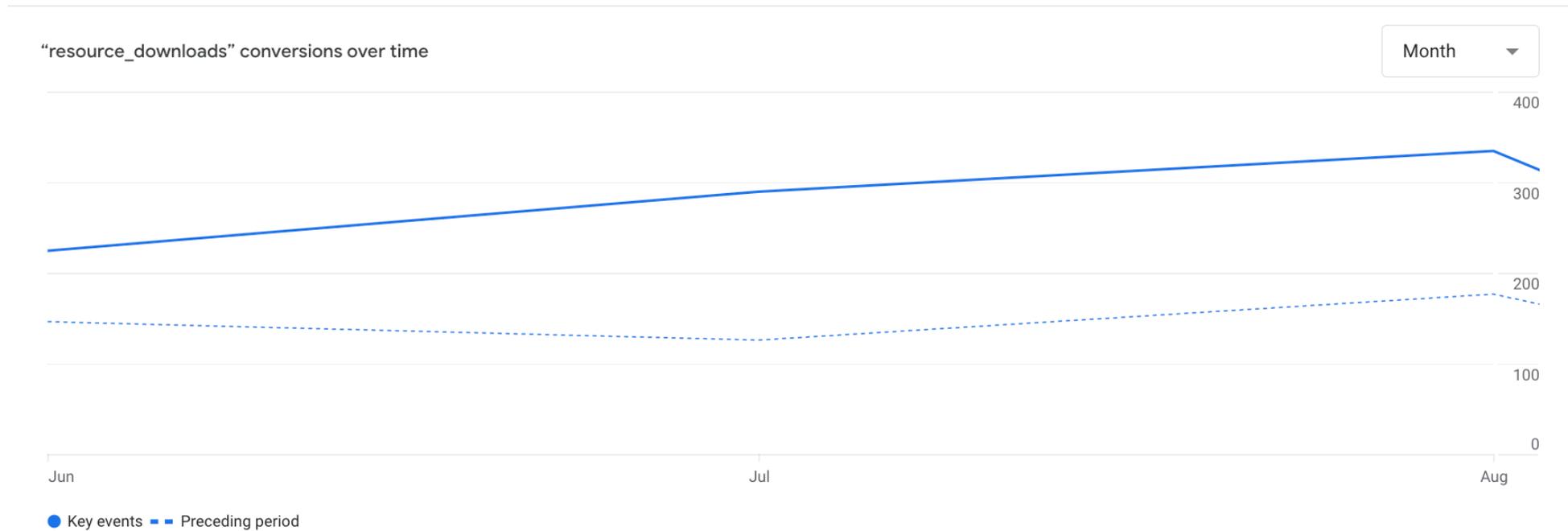
# MAL Projections

- ▀ Sessions to these 3 pages were flat – MAL growth was due to CVR gains
  - Downloads increased 49% from June to Aug
  - Primarily due to updates made to the Valuation blog



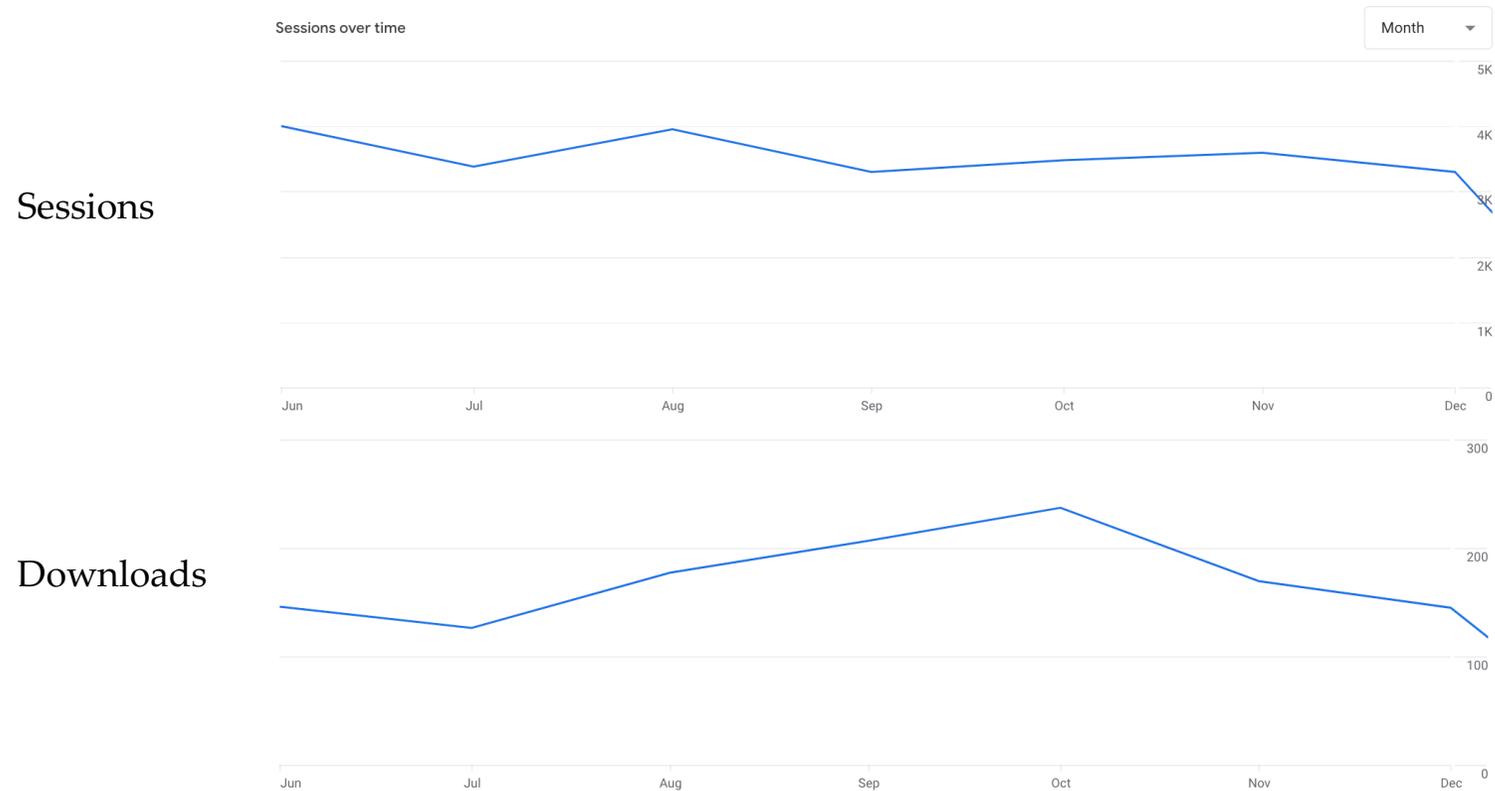
# MAL Projections

- Downloads are up 89% YoY from June to Aug due to improved CVR



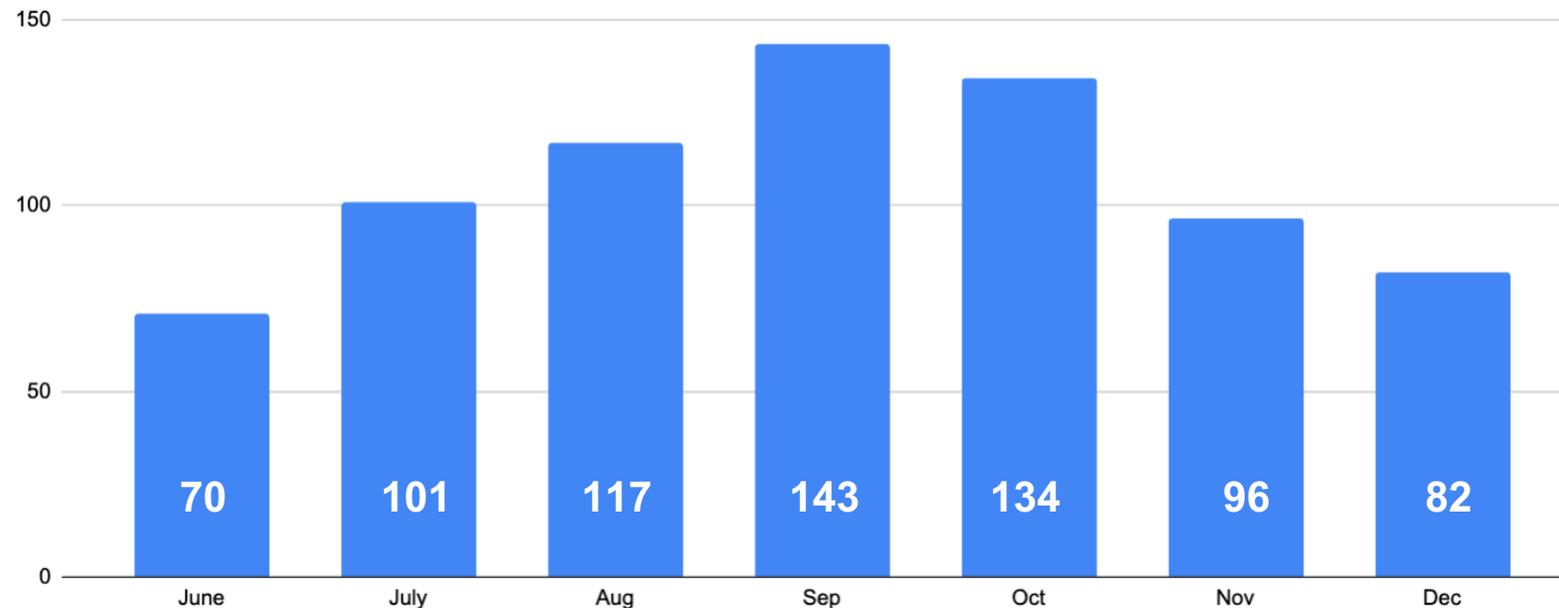
# MAL Projections

- ▀ Last year we saw sessions dip slightly after Aug – flat from Sep to Dec
  - Downloads continued trending up to Oct before dropping Nov and Dec



# MAL Projections

- Based on current CVR and traffic forecasts, MALs should increase in Sept
  - We would expect volume to decline into Q4 due to seasonality
  - Any growth will come from new content & content updates



# Content Performance

# Content Performance

- ▶ Blog sessions are down 13% YoY
  - Valuation Metrics still the main culprit for lost traffic
  
- ▶ Resource Downloads were up 28% YoY
  - Valuation Metrics blog is driving the lead growth despite fewer sessions

Landing page + query string		↓ Sessions	Key events resource_downloads
SHOW ALL ROWS		9,722 vs. 11,177 ↓ -13.02%	284.00 vs. 222.00 ↑ 27.93%
1	/blog/saas-company-valuation-metrics		
	Aug 1 - Aug 31, 2024	1,076	53.00
	Aug 1 - Aug 31, 2023	1,823	18.00
	% change	-40.98%	194.44%
2	/blog/how-to-start-a-saas-company		
	Aug 1 - Aug 31, 2024	651	2.00
	Aug 1 - Aug 31, 2023	437	1.00
	% change	48.97%	100%
3	/blog/how-to-calculate-annual-recurring-revenue		
	Aug 1 - Aug 31, 2024	532	9.00
	Aug 1 - Aug 31, 2023	574	3.00
	% change	-7.32%	200%
4	/blog/saas-marketing		
	Aug 1 - Aug 31, 2024	508	1.00
	Aug 1 - Aug 31, 2023	117	0.00
	% change	334.19%	0%

# Content Performance

- Blog articles are currently ranking in the top 10 for nearly 850 KWs

845 keywords 5 Sep 2024 Don't compare Filters

Keyword	Volume	KD	Position
<input type="checkbox"/> ✓ saas company	9.9K	41	3
<input type="checkbox"/> ✓ saas marketing	2.3K	26	1
<input type="checkbox"/> ✓ rule of 40	6.5K	30	7
<input type="checkbox"/> ✓ how to start a saas company	350	5	1
<input type="checkbox"/> + saas company meaning	1.2K	59	4
<input type="checkbox"/> + marketing saas	200	18	1
<input type="checkbox"/> ✓ what is a saas company	1.8K	36	4
<input type="checkbox"/> + customer success manager job description	1.0K	16	5
<input type="checkbox"/> ✓ saas business	1.6K	45	4
<input type="checkbox"/> ✓ rule of 40 saas	1.1K	24	6
<input type="checkbox"/> ✓ saas valuation	150	18	1
<input type="checkbox"/> ✓ magic number saas	700	7	5
<input type="checkbox"/> + ltv formula	1.2K	31	6
<input type="checkbox"/> + saas business model	1.2K	19	7
<input type="checkbox"/> + what is mrr in business	900	30	7
<input type="checkbox"/> ✓ saas company valuation	100	15	1
<input type="checkbox"/> + how to calculate customer acquisition cost saas	100	6	1
<input type="checkbox"/> + customer acquisition cost for saas	100	11	1
<input type="checkbox"/> + arr mrr	90	2	1

# Content Performance

- Recently achieved the #1 position for “saas startup” with How to Start a SaaS Company
  - This is our #2 blog URL for sessions over the last 90 days



Search result	Words	DR
1 <a href="https://www.saasacademy.com/blog/how-to-start-a-saas-company">How to Start a SaaS Company in 2024</a>	3,076	55
2 ▶ People also ask		
3 <a href="https://www.ycombinator.com/companies/industry/saas">SaaS Startups funded by Y Combinator (YC) 2024</a>	N/A	90
4 <a href="https://explodingtopics.com/blog/saas-startups">40 Skyrocketing SaaS Companies &amp; Startups (2024)</a>	3,999	85
5 <a href="https://www.kracov.co/writing/the-first-90-days">The First 90 days of Building a SaaS Startup - Alex Kracov</a>	1,878	29
6 <a href="https://acquire.com/">Acquire.com: Best Marketplace to Buy and Sell SaaS Startups</a>	1,216	66
7 <a href="https://blog.groovehq.com/100k">A SaaS Startup's Journey to \$100000 a Month</a>	1,434	84
8 <a href="https://kenmoo.me/what-is-a-saas-startup/">What Is a SaaS Startup And How To Start Your Own</a>	3,144	39
9 <a href="https://www.youtube.com/watch?v=k7wuqmibLcY">How I Started a SaaS Business from Nothing</a>	N/A	99
10 <a href="https://www.lightercapital.com/blog/saas-startup-growth-strategies">How to Grow a SaaS Business, Fast</a>	2,243	66

# Content Performance

- This article has the potential to convert MALs – needs a LM pairing
  - Suggest Playbook Template (62 downloads in the last 90 days)

SALES, LEADERSHIP, TRAINING

## How to Start a SaaS Company in 2024

By Matt Verlaque  4



**Proven SaaS Business Playbook Template to create a repeatable scalable process to unlock critical growth in your SaaS business**

In this exclusive resource you'll find templates for:

- ✓ Business Playbook Template
- ✓ Standard Operating Procedures (Marketing / Sales / Customer Success / Operations)
- ✓ Scorecard Templates
- ✓ Hiring Process Templates

[DOWNLOAD NOW!](#)

The screenshot shows a grid of various business templates including: PL001 - Business Playbook, OPS001 - Approved Vendors, MKT001 - Weekly Marketing, MKT002 - Marketing Program, CS001 - Customer Success, and ADM001 - Company Scorecard. A central graphic reads 'SAAS BUSINESS PLAYBOOK TEMPLATE'.

Linkable Asset – SaaS Stats + Facts

# Linkable Asset

## 17 new natural Links to the SaaS Stats Linkable Asset

Live Links	DR
<a href="https://nordicapis.com/why-api-security-is-a-growing-concern-for-cisos-in-2024/">https://nordicapis.com/why-api-security-is-a-growing-concern-for-cisos-in-2024/</a>	74
<a href="https://ari.geenius.ee/blogi/veebimajutuse-blogi/tarkvara-kui-teenus-kuidas-teha-meiliturundust-saas-ettevotete-klientidele/">https://ari.geenius.ee/blogi/veebimajutuse-blogi/tarkvara-kui-teenus-kuidas-teha-meiliturundust-saas-ettevotete-klientidele/</a>	71
<a href="https://www.ai-bees.io/post/b2b-saas">https://www.ai-bees.io/post/b2b-saas</a>	50
<a href="https://www.gptbots.ai/blog/ai-saas">https://www.gptbots.ai/blog/ai-saas</a>	42
<a href="https://www.accessowl.io/blog/saas-user-management-how-to-counter-shadow-it-and-saas-sprawl-and-stay-compliant">https://www.accessowl.io/blog/saas-user-management-how-to-counter-shadow-it-and-saas-sprawl-and-stay-compliant</a>	36
<a href="https://www.trydome.io/blog/starting-an-ai-saas">https://www.trydome.io/blog/starting-an-ai-saas</a>	35
<a href="https://www.arrowfishconsulting.com/how-to-value-a-saas-company/">https://www.arrowfishconsulting.com/how-to-value-a-saas-company/</a>	19

# Link Building - SaaS Stats Linkable Asset

Live Links	DR
<a href="https://dealhub.io/glossary/technology-enablement/">https://dealhub.io/glossary/technology-enablement/</a>	72
<a href="https://www.artisan.co/blog/b2b-saas-sales-model">https://www.artisan.co/blog/b2b-saas-sales-model</a>	42
<a href="https://formstory.io/learn/saas-companies/">https://formstory.io/learn/saas-companies/</a>	38
<a href="https://webkeydigital.com/digital-marketing-strategies-for-saas-business/">https://webkeydigital.com/digital-marketing-strategies-for-saas-business/</a>	37
<a href="https://technotrenz.com/stats/saas-statistics/">https://technotrenz.com/stats/saas-statistics/</a>	36

# Link Building - SaaS Stats Linkable Asset

Live Links	DR
<a href="https://www.savvy.security/saas-security-glossary/unlocking-the-power-of-identity-first-security/">https://www.savvy.security/saas-security-glossary/unlocking-the-power-of-identity-first-security/</a>	34
<a href="https://ternary.app/blog/saas-vs-self-hosted/">https://ternary.app/blog/saas-vs-self-hosted/</a>	33
<a href="https://webstreet.co/insights/investment-analysis-and-portfolio-management/">https://webstreet.co/insights/investment-analysis-and-portfolio-management/</a>	31
<a href="https://zencoder.ai/blog/ai-automation-reduce-costs-saas">https://zencoder.ai/blog/ai-automation-reduce-costs-saas</a>	24
<a href="https://www.findyouraudience.online/revenue-models-and-pricing-in-b2b-saas-what-works/">https://www.findyouraudience.online/revenue-models-and-pricing-in-b2b-saas-what-works/</a>	16

# Linkable Asset

- Currently ranking #2 for “saas stats”
- Up to 57 referring domains
  - 48 of these were acquired naturally



Google search results for "saas stats". The search bar shows "saas stats" with filters for "2024", "Today", "2021", "2020", "Adoption", and "Marketing". The top result is from Vena Solutions, titled "74 SaaS Statistics, Trends and Benchmarks for 2024", dated Jun 17, 2024. Below it is a "People also ask" section with questions like "What are the statistics for SaaS?", "Is SaaS still growing?", "What percentage of SaaS make money?", and "What is SaaS in data analytics?". The second result is from SaaS Academy, titled "46 SaaS Industry Stats and Insights for 2024 and Beyond", dated Feb 12, 2024. The third result is from Exploding Topics, titled "80+ SaaS Statistics and Trends (2024)", dated Feb 12, 2024.

# Link Building

# Link Building - August

- 13 links were secured between July and August

Website	DR	Campaign
<a href="https://builtin.com">builtin.com</a>	85	HARO
<a href="https://hr.com">hr.com</a>	77	Competitor Backlinks
<a href="https://jobillico.com">jobillico.com</a>	76	Competitor Backlinks
<a href="https://securityinfowatch.com">securityinfowatch.com</a>	76	HARO
<a href="https://nicereply.com">nicereply.com</a>	73	Competitor Backlinks
<a href="https://verycreatives.com">verycreatives.com</a>	50	Broken Links

# Link Building - August

Website	DR	Campaign
jivochat.com	78	Vendor List
powerdmarc.com	77	Competitor Backlinks
workast.com	62	Vendor List
clootrack.com	58	Vendor List
currentware.com	56	Competitor Backlinks
zest.co	55	Broken Links (SaaS Stats)
ai-bees.io	51	Competitor Backlinks

# Link Building - August

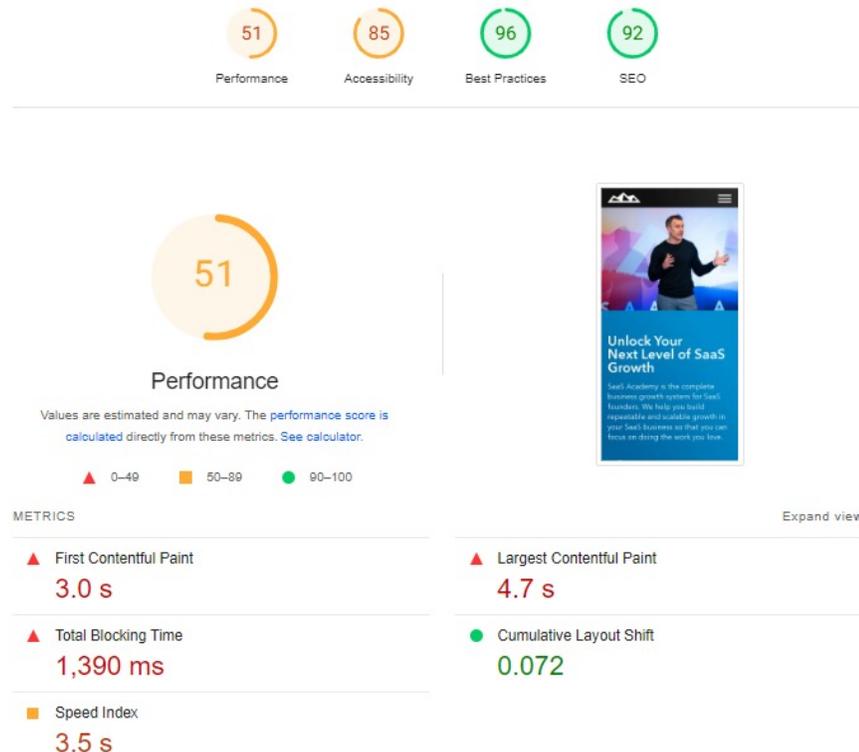
- Eight links went live between July and August

Live Links	DR
<a href="https://powerdmarc.com/secure-service-edge-sse/">https://powerdmarc.com/secure-service-edge-sse/</a>	77
<a href="https://www.workast.com/blog/the-importance-of-data-security-in-a-digital-world/">https://www.workast.com/blog/the-importance-of-data-security-in-a-digital-world/</a>	62
<a href="https://www.eway-crm.com/blog/business/cultivating-a-data-driven-mindset-for-saas-success/">https://www.eway-crm.com/blog/business/cultivating-a-data-driven-mindset-for-saas-success/</a>	65
<a href="https://www.currentware.com/blog/best-email-service-providers/">https://www.currentware.com/blog/best-email-service-providers/</a>	56
<a href="https://verycreatives.com/blog/high-touch-low-touch-saas">https://verycreatives.com/blog/high-touch-low-touch-saas</a>	50
<a href="https://www.zest.co/blog/break-the-cycle-speed-up-your-stores-b2b-gift-sales-cycle-by-80-before-the-holidays">https://www.zest.co/blog/break-the-cycle-speed-up-your-stores-b2b-gift-sales-cycle-by-80-before-the-holidays</a>	55
<a href="https://www.ai-bees.io/post/b2b-saas">https://www.ai-bees.io/post/b2b-saas</a>	51
<a href="https://www.forecastr.co/blog/forecasting-tools-saas-platforms">https://www.forecastr.co/blog/forecasting-tools-saas-platforms</a>	34

# Core Web Vitals : CWV

# Core Web Vitals - Mobile

- PageSpeed Insight score for mobile needs improvement



## DIAGNOSTICS

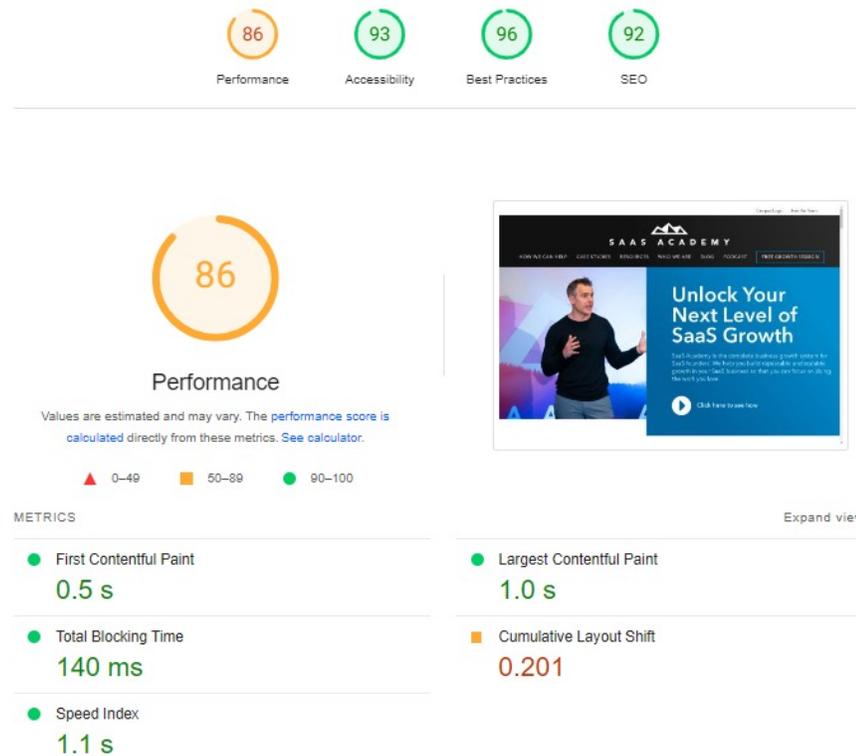
- ▲ Avoid large layout shifts — 5 layout shifts found
- ▲ Reduce initial server response time — Root document took 670 ms
- ▲ Largest Contentful Paint image was lazily loaded
- ▲ Properly size images — Potential savings of 189 KiB
- ▲ Reduce unused CSS — Potential savings of 41 KiB
- ▲ Eliminate render-blocking resources — Potential savings of 190 ms

For more information please check:

<https://developers.google.com/speed/pagespeed/insights/>

# Core Web Vitals - Desktop

- PageSpeed Insight score for desktop is above average



## DIAGNOSTICS

- ▲ Avoid large layout shifts — 5 layout shifts found
- ▲ Reduce initial server response time — Root document took 670 ms
- ▲ Largest Contentful Paint image was lazily loaded
- ▲ Properly size images — Potential savings of 189 KiB
- ▲ Reduce unused CSS — Potential savings of 41 KiB
- ▲ Eliminate render-blocking resources — Potential savings of 190 ms

For more information please check:  
<https://developers.google.com/speed/pagespeed/insights/>

Thank You!