



SEO for B2B & SaaS Sites

Agenda



Presentation duration

30 Minutes



Conductor Speakers:

- Melissa Nicolich, Sr. SEO
Strategy Director

- SEO Trends for B2B & SaaS Sites in 2025
- Getting Ahead of the Trends
- The Customer Journey
- E-E-A-T
- Conclusions & Leave-Behinds

SEO Trends for B2B & SaaS Sites in 2025

AI & Automation Front & Center

As the AI boom continues, the B2B and SaaS industries will continue to see user searches trending towards AI topics, including ways to make tasks easier, ethical use of AI, and automation of tedious job functions.

Focus on Content Quality & E-E-A-T

E-E-A-T will remain central to SEO strategy. Ensuring that you have experts identified and writing your content, while providing users with confidence in your insights will be paramount.

The Rise of Voice Search

Voice search usage will continue to trend upward, along with more conversational search queries. Ensuring you're optimized for the long tail and FAQs will be important to rank in AI Overviews.

The background features a complex, abstract pattern of organic, flowing shapes. The primary colors are a vibrant teal and a muted grey, set against a light cream or off-white background. The shapes vary in opacity and form, creating a layered, textured effect. Some shapes are solid, while others are semi-transparent, allowing the colors beneath to show through. The overall composition is dynamic and modern.

Getting Ahead of the Trends

Tactics for SEO Success in 2025

Establish a POV on the Big Topics

What is your company's stance on AI? How about sustainability? Are you covering these topics regularly throughout your content? If not, start thinking about how you can apply the big themes to your content and solutions.

Stand Up Authorship

If you don't already have author pages, start working on them! It will be important to establish yourself as an expert in your field if you want your content to rank well (more on this in a bit)

Anticipate User Questions & Needs

Diversify your content to meet user needs, including various media formats (image, video, etc), question and answer-style content, long form content, quizzes etc.

Technical Hygiene

Technical health will remain the backbone of your SEO strategy. Start working on your health score in Conductor Website Monitoring and make a plan to work on your page speed efforts this year.

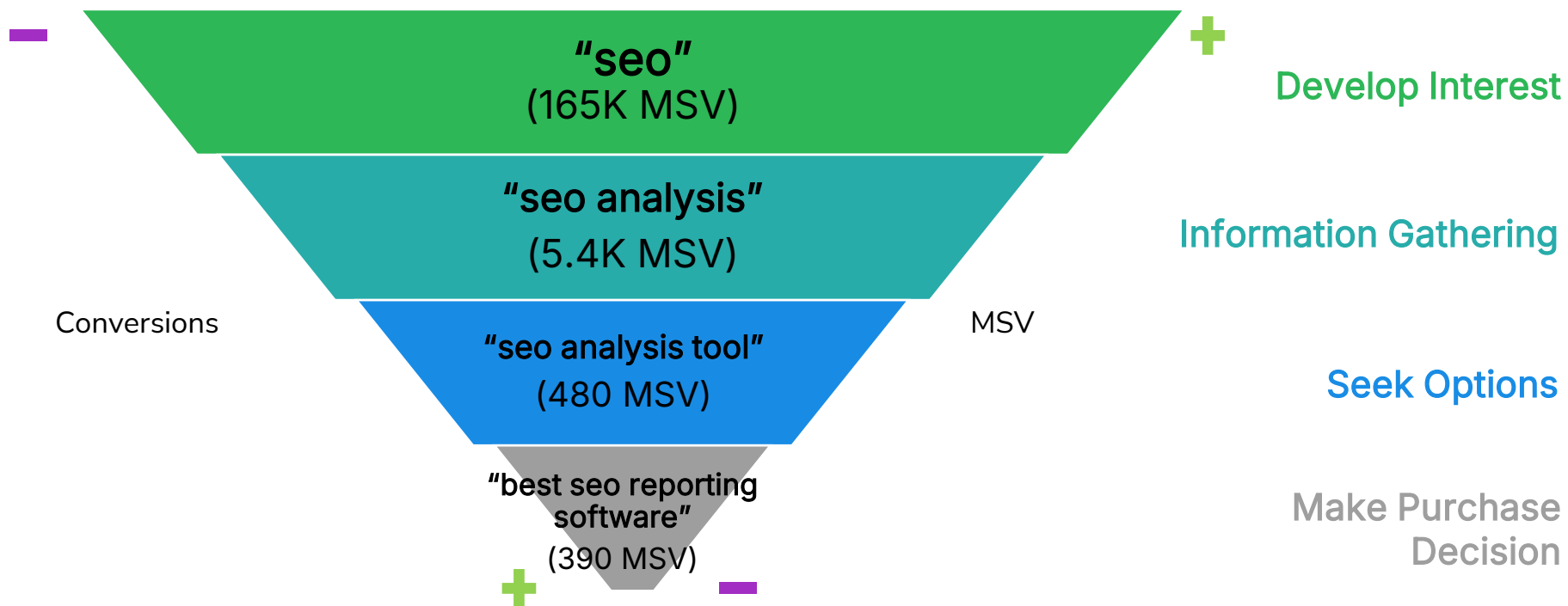
Establish a POV on the Big Topics

How will you represent your organization's POV on the big topics? What are the big topics for your industry?

Think about creating a customer journey that leads users into solutions that align with emerging search trends.



Establishing a Buyer's Journey



Why Does the Buyer Journey Matter?

Users search in a variety of ways to arrive at your content. Many B2B & SaaS sites fall into the trap of using internal jargon on their sites or speaking to every audience as if they're extremely sophisticated.

The buyer journey allows us to establish topical authority and appeal to upper funnel audiences with our content & solutions.

Example SaaS Customer Journey

JOURNEY STAGE	AWARENESS		INTEREST		CONSIDERATION		CONVERSION		RETENTION & SUPPORT	
OBJECTIVE	Generate awareness for event management software & its benefits.		Present event management software as a solution to common pain points that occur when planning an event.		Stimulate engagement and consideration of specific event management products offered by Attendee Interactive.		Drive lower funnel activity and convert to lead or book a demo.		Continue to share thought leadership as a means of supporting event planning community and establishing authority.	
EXAMPLE SEARCH TERMS	Keyword	MSV	Keyword	MSV	Keyword	MSV	Keyword	MSV	Keyword	MSV
	how to plan an event	880	task management	6600	cross team collaboration	720	attendance software	720	how to write an abstract	14800
	conference planning	390	data integration	5400	how to collect customer feedback	140	attendance management software	480	what is an abstract	9900
	conference planning checklist	210	brand awareness strategy	880	how to measure event success	50	event management platform	390	what is a keynote	880
	what does an event manager do	140	how to build brand awareness	720	abstract management system	50	event management tools	390	how to find sponsors	390
	how to plan a conference	140	session management	390	how to market an event	30	conference management software	390	how to get speaking engagements	170
	what is event management software	90	event budget	320	customer feedback analysis	30	attendance tracking software	320	event survey questions	50
	nonprofit conference planning	90	abstract management	110	how to evaluate the success of an event	20	abstract management software	70	thank you email for attending event	40
	what is an event management system	40	consolidate data	110			event budget software	30	unique swag items	40
how to organize a conference	40	speaker management	90					event kpi examples	20	
		improve attendee engagement in events	20							
TOP COMPETITORS	WildApricot.com		Cvent.com		Bizzabo.com		Connecteam.com		TheSpeakerLab.com	
	Tagvenue.com		Bizzabo.com		Splento.com		G2.com		HubSpot.com	
	HubSpot.com		HubSpot.com		InitLive.com		TrustRadius.com		Bizzabo.com	
	SocialTables.com		Qlik.com		Asana.com		Capterra.com		SocialTables.com	
	InitLive.com		SocialTables.com		HubSpot.com		WildApricot.com		EventBrite.com	
	Cvent.com		Stova.io		Stova.io		SoftwareAdvice.com		Sweap.io	
			Eventify.io							
KPIs	Sessions		Sessions		Sessions		Sessions		Sessions	
	New User Growth		New User Growth		New User Growth		Schedule a Demo		Schedule a Demo	
	Time on Site		Time on Site		Time on Site		Lead Form Capture		Lead Form Capture	
	Bounce Rate		Bounce Rate		Whitepaper Downloads				Time on Site	
STRATEGIC ENABLERS	Early Stage Content Creation		Challenges/Solution Page Buildouts		Product Page Optimization		Linkbuilding (Internal/External)		Blog Content Creation - Hub & Spoke	
	Answer Box Strategy		FAQ Inclusion		Late-Stage Content Creation		Discoverability Strategy		Content Diversity Strategy	
	FAQ Inclusion		Mid-Stage Content Creation		Head Term Keyword Strategy		Product Page Optimization			
	People Also Ask Strategy		Product/Solution Page Optimization		Content Diversity Strategy					
CONDUCTOR PLATFORM ENABLERS	Explorer		Explorer		Content Guidance		Market Share		Content Guidance	
	Content Guidance		Content Guidance		Page Optimization Brief		Page Optimization Brief		Explorer	
	Page Insights		Page Optimization Briefs		Result Type Reporting		Content Guidance		Content Briefs	
	Content Briefs		Content Briefs		Content Briefs		ContentKing		Page Insights	
	Draft Insights		Draft Insights		Draft Insights		Workspace Reporting		Draft Insights	

Key Points to Consider

Are your potential audiences aware that your industry or product exists?

How do your solutions or services solve customer pain points?

How is our voice different from others in the space? Are we providing a unique POV?

Are we optimized for conversion once users get to our lead-driving pages?

The Importance of E-E-A-T

Experience

Experience means the extent to which the content creator has the necessary first-hand or life experience for the topic.

Expertise

Consider the extent to which the content creator has the necessary knowledge or skill for the topic. Different topics require different levels and types of expertise to be trustworthy.

Authoritativeness

Consider the extent to which the content creator or the website is known as a go-to source for the topic. While most topics do not have one official, Authoritative website or content creator, when they do, the website or content creator is often among the most reliable and trustworthy sources.

Trustworthiness

Trust is the mechanism by which raters determine if the page is “accurate, honest, safe, and reliable.

Raters look for things like:

- Sufficient contact information, content accuracy and citing of sources and security of the site.

How to assess your content for E-E-A-T



Foundational elements

- The content is **in-depth, specific, and helpful** to the human reading it.
- The content is not overly promotional.

Content is in-depth & specific



Who created the content?

Is it **self-evident** to your visitors who authored your content?

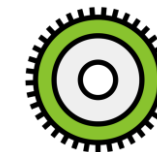
Authorship is self-evident



How was the content created?

Sharing **details about the processes** involved can help readers and visitors better understand how your unique piece of content was created.

Content creation process details are shared



Why was the content created?

The "why" is that you're **creating content primarily to help people**, content that is useful to visitors. If you're doing this, you're aligning with E-E-A-T.

Purpose of content is clearly to be helpful

Leverage In-House Expertise to Strengthen E-E-A-T

Reviews & Mentions

- Get good reviews on external sites.
- Get mentioned on authoritative sites.

Content

- Align with your audience, answer the questions they are **already asking**.
- Provide **in-depth content** with diverse ways to consume the content (i.e., written, video, graphics).

Authorship

- Implement **Author boxes & bylines**.
- Develop **author pages** to be linked to from author boxes & bylines.
- Link to external profiles, such as LinkedIn profile pages.

Structured Data

- Demonstrate E-E-A-T throughout schema types on your site.
 - E.g., [Organization schema](#), with properties such as SameAs schema linking to social media profiles.
 - Use comprehensive [Article schema](#) with author information on applicable pages.
- Implement [ProfilePage schema](#) on author pages.

What Technical Components Will Matter for E-E-A-T?

Strong Link Signals

Fix up any broken links and redirects across your site

Evaluate your backlink profile
- how do you stack up vs. competitors in the space?

Page Speed

Review your Core Web Vitals and tackle any low-hanging fruit

Solid Information Architecture

Ensure that your content is easy to find, utilizing things like your navigation and breadcrumbs to guide users and search engines

High Quality Content

This could mean redirecting old, underperforming content or refreshing evergreen content that just needs a facelift.

Review engagement metrics on your content to assess whether it's worth keeping or removing.

The background features a complex, abstract composition of overlapping organic shapes. The color palette is dominated by a vibrant teal, a soft cream, and a dark charcoal grey. The shapes vary in size and opacity, creating a sense of depth and movement. A prominent white rectangular box is centered horizontally and vertically, serving as a backdrop for the main text.

Conclusion & Leave-Behinds

Remember

Great Content is Paramount to SEO

Great content that provides the best user experience will earn the best rankings.

Conductor is here to help you build content in the way that both users and search engines prefer.

Write Across the Customer Journey

Put yourself in the customer's shoes - what do they need to know? Are you providing it?

Continue to work on filling gaps in your customer's experience by creating new content and updating existing content.

When in Doubt, We're Here to Help!

Use your OMRs for expert research and recommendations.

Use the Support functions via your CSM or the platform.

Utilize the Conductor Knowledge Base.

The background features a complex, abstract composition of organic, flowing shapes. The color palette is primarily teal, grey, and white. The teal shapes are solid and vary in size and orientation, some resembling stylized leaves or petals. The grey shapes are semi-transparent and have a fine, stippled texture, creating a layered effect. The white shapes are solid and often appear as negative space or highlights within the composition. The overall aesthetic is modern and artistic, with a focus on fluid, naturalistic forms.

Questions?

THANK YOU!