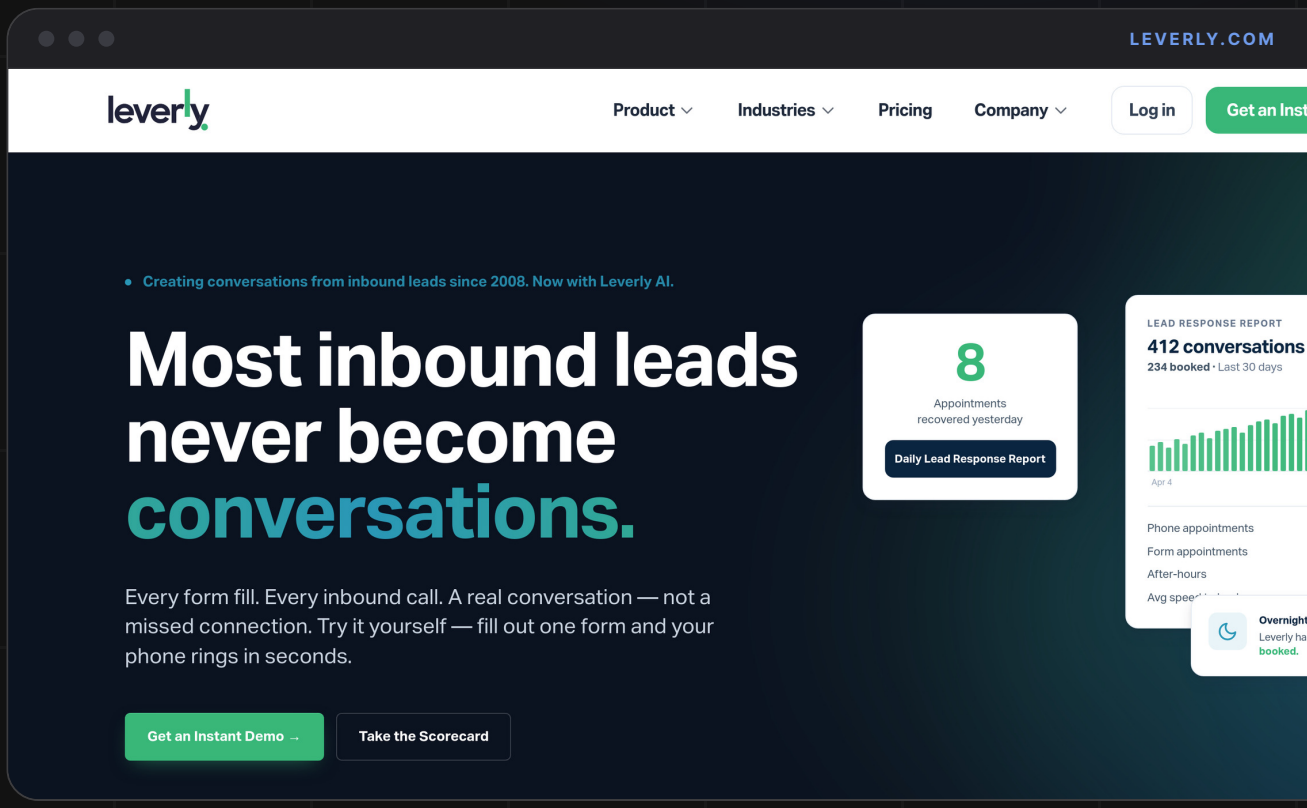
**Foysal Ahmed**
SEO Strategist

SEO PORTFOLIO

# A SaaS site that *earns* page one

A full technical audit and keyword strategy for a sales automation SaaS, from crawl errors through to on-page targeting.




## THE PROBLEM

Strong product, invisible site. Crawl and indexing faults kept most pages out of Google, and the pages that did rank were aimed at terms nobody was buying on.

WHAT I BUILT

# Six fixes, one audit

The audit came first. Every change after it was ranked by how much traffic was at risk, not by how easy it was.

1 **Full Technical Audit**
Crawled every URL and ranked each fault by the traffic it put at risk.

2 **Crawl and Index Fixes**
Cleared 40+ blocking errors so Google could reach the whole site.

3 **Keyword Strategy**
Mapped commercial terms to the pages that could realistically win them.

4 **On-Page Rebuild**
Titles, headings and body copy retargeted page by page.

5 **Internal Link Structure**
Money pages linked from every guide that supports them.

6 **Tracking and Reporting**
Search Console and rank tracking wired into one view.

TECH STACK

Search Console · Analytics · Semrush · Lighthouse

RESULTS

# Page one, fifty times

## 50+ keywords on page one

Positions tracked on Google and counted six months after the audit shipped, with organic traffic up 47 percent over the same window.

**+47%**
Organic traffic in six months

**40+**
Crawl and indexing faults fixed

**DR 36**
Ahrefs domain rating at handover

### Technical fix log

5 of 5 shipped

- **Full site audit delivered**
  Every URL crawled, faults ranked by risk
- **40+ crawl faults fixed**
  Indexing restored across the site
- **Keyword map built**
  Commercial terms matched to real pages
- **On-page targeting rebuilt**
  Titles, headings and copy per page
- **50+ terms on page one**
  Positions tracked after the audit

### Want page one for your SaaS?

Send me your domain and I will show you the first three fixes I would make.

Message me on Upwork →