

With so much conflicting information
about SEO in 2025, what actually
matters and what gets results?



SaaS SEO Playbook

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**I Scaled Beehiiv's Blog
To 300K Visitors. This
Content Generated
\$100K In Attributed
Revenue (2024)**



Introduction

Since 2019, I've collaborated with numerous SaaS teams to kickstart their SEO strategies.

My contributions include:

- Crafting optimized blog content for bootstrapped startups.
- Developing content briefs for in-house writers to ensure SEO alignment.
- Identifying high-traffic Reddit threads and writing comments to drive brand awareness.

And I've learned a few things along the way!

My **SaaS SEO Playbook** breaks down how I'm thinking about search engine optimization in 2025.

If you have any questions or require my SEO services, please send me a DM on X or email me.

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What Does Google Want To See In 2025?

Google has a problem: AI-generated content is flooding the search results. This means searchers often see 10 links to almost identical articles, which all say the same thing. This makes Google less helpful for searchers.

To combat this, I believe Google has pushed Reddit threads and Medium article links higher in search results because they want a broader range of content on the first page. This is why we see more Reddit and Medium links on Google's first page than previously.

Google has increasingly included Reddit threads in top search results because they often provide real user experiences and unique insights that traditional articles might not offer. I believe this is an attempt to provide more authentic, diverse perspectives to searchers.

If you can demonstrate "authorship" and produce highly opinionated, authoritative content, you are sending the right signals to Google. This is the type of content they want to present to searchers. It also makes their AI Overviews feature more useful too.

Should Your SaaS Use AI-Generated Content?

Google's stance on AI-generated content has evolved over time, but they have never explicitly said they are categorically "against" AI-generated content.

I recently ran a poll on X with a simple question:

Have you ever quit reading a blog article because it seemed like AI wrote it?

I certainly have, and I wanted to know whether my followers have done the same. Turns out, it is a real problem.

I found that 97% of people stop reading blog articles when the content feels AI-generated. This creates a dilemma for marketers:

Should they use tools like ChatGPT to churn out generic blog articles at lightning speed or take the time to craft thought leadership content with original insights?

AI only repeats the information already available on all the pages in the Google search results.

How Can You Write Content That Ranks & Drives Sign-Ups?

Uninspiring, bland content leads to low time-on-page and dismal conversion rates.

When writing blog content in 2025, you need to focus on three things:

1. Start with audience-centric research.
2. Add personal experiences and perspectives.
3. Make your content skimmable yet rich.

When you write blog content, are you focused on ranking or engaging?

I hear this question a lot from SaaS marketers.

In reality, it's not a trade-off between the two. Engaging blog content will rank well on Google. We know this because Google values metrics like "time-on-page" to rank your content in the search results.

If you focus on writing genuinely engaging content, you'll naturally end up ticking every 'SEO box' by the end of the article.

What About Keyword Optimization?

Sure, keyword placement is important but right now, I think Google's algorithm is far more interested in whether or not you are bringing fresh insights to the table on a particular topic.

Why should Google rank your content highly if it merely echoes the information already available in identical articles across the search results?

Many SEO professionals say it's fine to write AI-generated blog content because it ranks well and Google currently cannot distinguish between AI and human-written articles.

While this might be true today, I think Google's algorithm will increasingly look to rank content with original insights and fresh perspectives higher in the search results.

This will also improve the search experience for Google users. When browsing Google for information on a topic, the last thing you want is a long list of links to AI-generated articles that all largely repeat the same information.

How Can You Take An Audience-Centric Approach?

The most engaging blog content starts with understanding your readers. What are their pain points? What questions do they need answers to?

Spend time digging into forums, social media threads, and customer feedback to identify their burning questions. You should avoid writing for a vague SEO audience.

Instead, write for real people with specific problems. A blog post should never feel like a repetition of existing information.

Layer in your own unique experiences, case studies, and anecdotes. Readers are far more likely to trust your expertise if you have been there and done that.

Use subheaders, bullet points, and bolded text to make your content easy to scan while packing every section with valuable insights.

Has Your Content Quality Started To Slip?

When was the last time you felt genuinely proud of the blog posts on your website?

If your content looks like everything else in the search results, your audience will tune out. Worse, if it feels AI-generated, they will not just ignore it; they will call you out on it.

The embarrassment that comes with being exposed for publishing bland, AI-driven content can damage your credibility.

And I don't know about you, but I'm finding a lot of AI-generated content incredibly tedious. There is nothing more annoying than reading through something only to realize it's AI-generated.

It's like the "author" is pulling a rug out from under you. Readers can tell when you are simply filling space on your website instead of offering real value.

To generate sign-ups for your SaaS, don't settle for content that reads like a Wikipedia entry and does not even stand a chance of converting?

Is Parasite SEO Right For Your SaaS?

Both Medium and LinkedIn have high domain authority, which can help your content rank more easily due to the trust Google places in these established websites. This is known as Parasite SEO.

You might achieve faster results (publishing some blog content on Medium and LinkedIn) since you're leveraging the existing SEO strength of these platforms rather than building your own from scratch.

Even on high-authority platforms, content quality is key. Google rewards content that provides value, so your articles need to be informative, engaging, and relevant to both the platform's audience and search intent.

Google has been cracking down on what they call "site reputation abuse." They've updated algorithms to combat this practice, which could mean less success with this strategy in the future.

Alongside publishing blog content on your primary domain, it's worth experimenting with writing Medium and LinkedIn articles.

Actionable SEO Audit For Your SaaS Website, Recorded On Video

Receive private feedback on your SaaS website delivered in a recorded video.

I will set a direction for your SEO strategy with needle-moving tactics specific to your SaaS.

As my time is limited, I can only offer these audits to a handful of SaaS businesses.

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