



THE A-Z OF SAAS QUICK (SOME NOT SO QUICK) WINS

TIPS, TOOLS, AND IDEAS TO
BOOST YOUR CONVERSIONS,
CLICKS, AND SIGN-UPS

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WHAT'S INSIDE

What: 26 tried-and-tested ways to optimise, fix, and boost results for your SaaS

For: Founders, CEOs, business leaders, marketers, content managers, website editors, and anyone else who works on SaaS products, websites, and campaigns.

Based on: 10+ years of getting results for SaaS startups, scale-ups, and global names

Awareness (do this before anything else)

Buttons (ones that you click)

Content strategy (that gets you eyeballs)

Domain (watch out for spamageddon)

Emotion (be sinful)

Forms (email addresses coming your way)

Google Tag Manager (get GTM tagging for ROI measuring)

Html emails (do this and don't do that)

Images (screenshots not teeth)

Journey (Star Wars, Harry Potter, your SaaS)

Keywords (phrases to get you conversions)

Lists for emails (if you're going to do it, do it right)

Measuring (like you're watching users over their shoulders)

Negatives (own up to them and be human)

Opt-ins (so you opt out of spam folders)

PPC ads (for ROI conversion instead of prospect distraction)

Questions (help to write headlines fast)

Repurpose (your shortcut to content for conversions)

So what (do this after every sentence you say)

Trust (testimonial template coming your way)

Usability/UX copy (10-step checklist to make things right)

Visibility for SEO (get seen, get found)

X or LinkedIn, Insta etc (know where your money's going)

You (yes, it's all about you – as in your customer)

Zoned out (if you only read one of these tips, read this one)

AWARENESS

What? When selling with words, first work out your audience's level of awareness about what you offer.

Why? No point giving them case studies if they don't yet know they need what you offer. And it's no point giving them educational content if they know what they want, and they're comparing you against competitors

How? Map their awareness levels and then decide what content they need:

Awareness level	Strategy	Theme
<i>"We don't need what you offer"</i>	Educate your audience about the problem they have.	Incoming legislation affects how you can use data to personalize customer experience.
<i>"I know we need your solution, we don't know you"</i>	Educate the audience about what you offer	White paper on how your SaaS works, assessment tool
<i>"We're comparing you against others"</i>	Show why you're better	Case studies, testimonials

BUTTONS

Unless you're running a wrestling business, don't use "submit" on your buttons. Or "download".

Here's why.

'Submit' doesn't say anything positive will happen as a result of clicking the button. People get nervous at the thought of downloading. How big's it gonna be? Will it use up my data? I'm not reading a pdf on my phone.

Do this instead:

Finish this sentence as if you're the target audience: "I want to..."

- ...get my ebook
- ...book demo
- ...start free trial



CONTENT STRATEGY



Everyone's pumping out content. So in a world where everyone's shouting at your target audience, show you know and understand them better than anyone else.

3-month calendar ideas

Events

Create content around big industry events, to share on social media and piggyback on their hashtags, even if you're not going.

If you are going/exhibiting, post:

- A link to a meeting booking page
- Photos of you setting up at the event stand
- Daily round-ups

Competitors

Find out what they're creating (and what people are sharing), and improve on it. If it's "12 ways CISOs can secure their IoT", create "13 ways CISOs can secure their IoT"

Content pillars (get more ROI out of created content)

1. Decide on your main themes, eg AI in finance.
2. Create one big piece of content around this, eg ebook
3. Create lots of smaller pieces that link to it, eg infographic + video + interview

DOMAIN

Sending mass marketing emails? Don't send from your main domain.

Why?

There's always one or two who will mark you as spam. That's going to make it harder for any future emails to avoid getting put in the spam folder.

What to do instead

Make sure marketing emails come from a subdomain, eg steven@news.yourdomain.com, not steven@yourdomain.com.

So if emails from news.yourdomain.com get marked as spam, your main domain stays protected.

EMOTION

Switched-on experts like you already know this. People make decisions based on emotions, and then justify decisions based on logic.

The tricky part is knowing which emotions to trigger. In an ideal world you'd spend hours on research. In the real world, you need shortcuts.

So start with the 7 sins. Use the below as a starting guide and map it to your product. You're looking for that sweet spot where you're highlighting your product in a way that meets the needs of your audience.

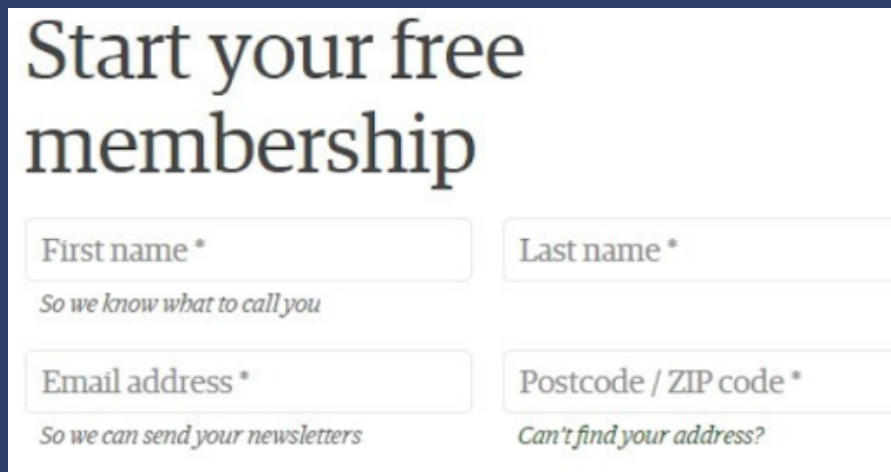
Sin	Emotion
Pride	Beat the competition, become a thought-leader.
Greed	Highlight ROI increases, % increases in productivity.
Lust	Offer the path to a promised land, and a better future with your product.
Envy	Show how others using your product are winning.
Gluttony	Highlight any unlimited (have as many accounts as you want with your platform) or 'everything in one place'. Add a PS in emails to show what else you offer.
Wrath	Use the problem>Agitate/Solution framework. Mention the pain, how it's getting worse, and how you solve it.
Sloth	Show the time and effort savings. Just don't use the "focus on what really matters", as that's been done a zillion times.

FORMS

Marketers, you might not like this – but don't ask for phone numbers in fields.

Conversions drop. Search “impact of phone number fields on conversions” and you'll see.

Do this though: Under every field you **are** using, explain why you need the info. It helps reassure people:



Start your free membership

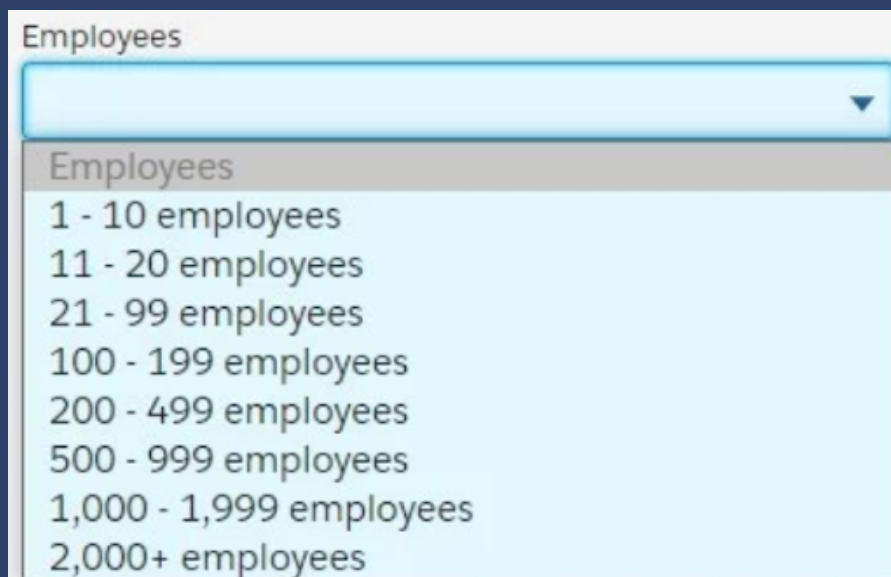
First name *
So we know what to call you

Last name *

Email address *
So we can send your newsletters

Postcode / ZIP code *
Can't find your address?

Targeting enterprises? Use the form to qualify your leads. Ask about business size or number of employees:



Employees

Employees

- 1 - 10 employees
- 11 - 20 employees
- 21 - 99 employees
- 100 - 199 employees
- 200 - 499 employees
- 500 - 999 employees
- 1,000 - 1,999 employees
- 2,000+ employees

GOOGLE TAG MANAGER

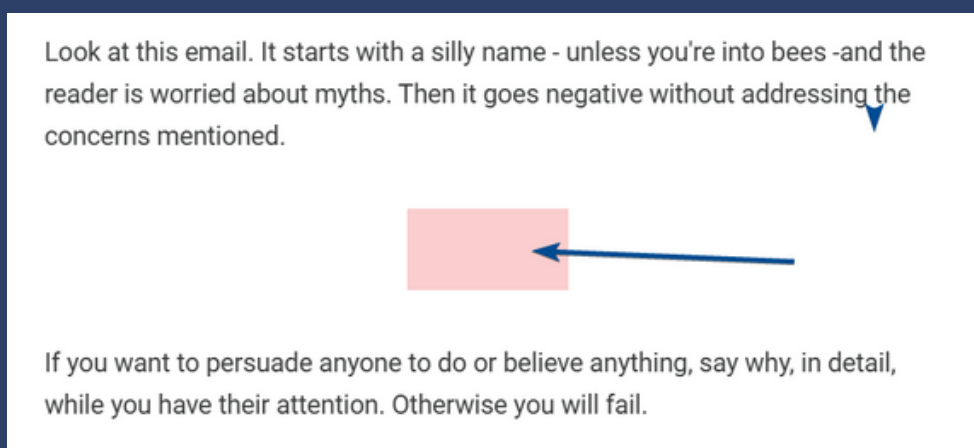
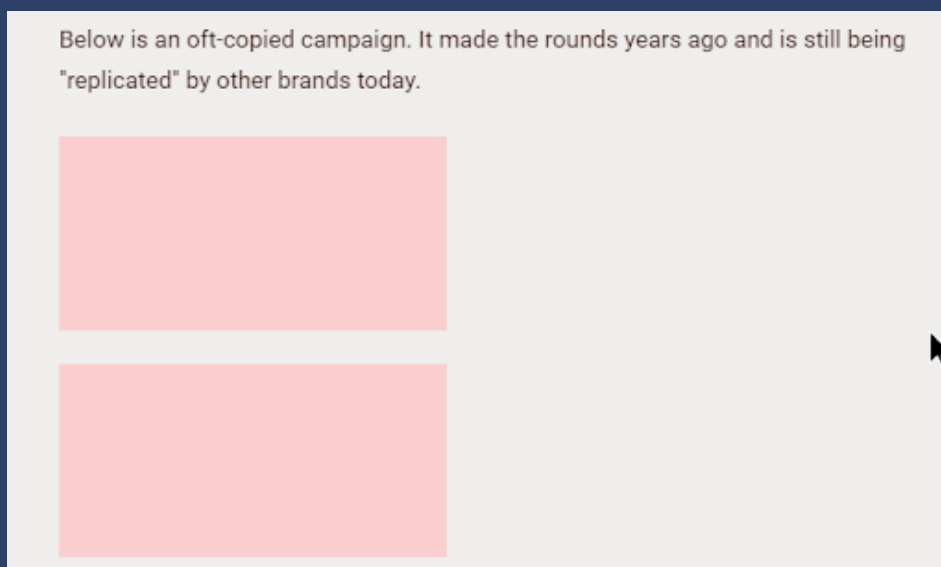
If you're bootstrapping or not got the data to justify a paid-for tool, put this on your site. Seriously. Go beyond the standard Google Analytics and track what people are clicking on.

Track what	Why
Clicks on your menu	Are people clicking what you want them to?
Clicks on CTA buttons	Can people see them? Do they look like buttons?
Clicks in blogs	You've got CTAs in your blogs, right? Add 2 or 3 throughout the blog. Try different calls to action, "explore" vs "buy now", and see what gets the most clicks
Scroll depth	Yes you can do this with Hotjar and MS Clarity. But do it with GTM as well, for cross-checking data. It's easy to set up, I promise.
Video plays	Are people watching your videos?
Form submissions	Do the number of clicks broadly match the number of form submissions? If not, you might need to troubleshoot your form
Icon clicks	Are people clicking your social channels, follow buttons etc?

HTML EMAILS

For emails, html can be your friend. As long as you use it right. That means after someone's opted in, and they're motivated to read your emails. Like how it's done below.

The pink squares below are images. But my email has them turned off by default. I have to allow them to know what the email is talking about. The more people that do that with your emails, the more your domain is trusted, and the more you can bypass spam filters.



For cold emails it's different. Keep to plain text so the reader can read your offer without needing to allow images.

IMAGES

Selling software? Always real images and gifs of your software. Not just icons or mockups. They don't have to be polished, just authentic.

And definitely no stock photos of people with great teeth laughing for no apparent reason. Nobody will believe they're your customers or part of your team.

I mean, this guy is probably a great person. But his monitor isn't on. And why does he have to use a blank cover to hide what he's reading? Probably time to call him in for a 1:1 meeting.



JOURNEY

Don't just highlight your SaaS features in your messaging. It's not sustainable. Because you end up always having to keep coming up with new features to stay ahead.

Instead, use messaging that shows how you help your target audience go on a journey. One that ends with them getting the result they want. For example:

You're a fintech offering money transfers that's faster than banks and their clearing.

Ok, you offer an alternative to traditional institutions. But so does Wise, Revolut, and all the others.

Competing on speed of transfers won't work. Competing only
Instead, show how you understand what your target audience wants, what are their concerns, and how you help them.

For example, how you recognise the problems with slow money transfers. How you know customers need money fast, without hidden fees. And how you offer transparency, like a trusted partner.

It comes down to knowing your customer. That way you build your own brand. Much harder to copy. Especially if you were occupying that space first.

Short of time? Start by storytelling using the Hero's Journey framework, as seen in Star Wars and Harry Potter (yes, Luke and Harry are more similar than you'd think).

KEYWORDS

It's getting harder to rank for keywords. Google is messy with more ads than ever. Meanwhile, ChatGPT is growing in popularity for search.

But there's still lots of opportunities to rank with long-tail (4+ word) phrases.

Here's why. They're often not targeted. In tools like SEMrush the search volume (how often people type in the phrase) might show as 0 because it's less than 100. But those searchers often know exactly what they want.

How? Try <product we offer> + <USP>.

For example, tax pros in the US might be interested in AI, but want their client data kept in the US for compliance reasons. SEM rush says it doesn't have any data, but this query should bring in qualified traffic:

The screenshot shows the SEMrush Keyword Magic Tool interface. At the top, there is a search bar with the text "AI tax software US servers" and a "Search" button. Below the search bar, the breadcrumb navigation reads "Projects > Keyword Overview > Keyword Magic Tool". The main heading is "Keyword Magic Tool: 'AI tax software US servers'". Below this, it shows "Database: United States" and "Currency: USD". There are several filter tabs: "All", "Questions", "All Keywords", "Broad Match", "Phrase Match", "Exact Match", "Related", and "Languages beta". A purple banner with a bar chart icon says "Try out our enhanced AI analysis to get insights on Potential Traffic for your domain." Below this is an "AI-powered" section with a text input field containing "Enter domain for personalized data". At the bottom, there are several dropdown menus for "Volume", "KD %", "Intent", "CPC (USD)", "Include keywords", and "Exclude keywords". A red message box at the bottom states "We couldn't find any data related to your request".

LISTS FOR EMAILS

You might have heard people say, “Don’t buy an email list, build it organically”. Sure, but in the real world you’ve got targets to hit. So do this before sending out your emails:

Send your emails from a sub-domain (why? See D for Domain).

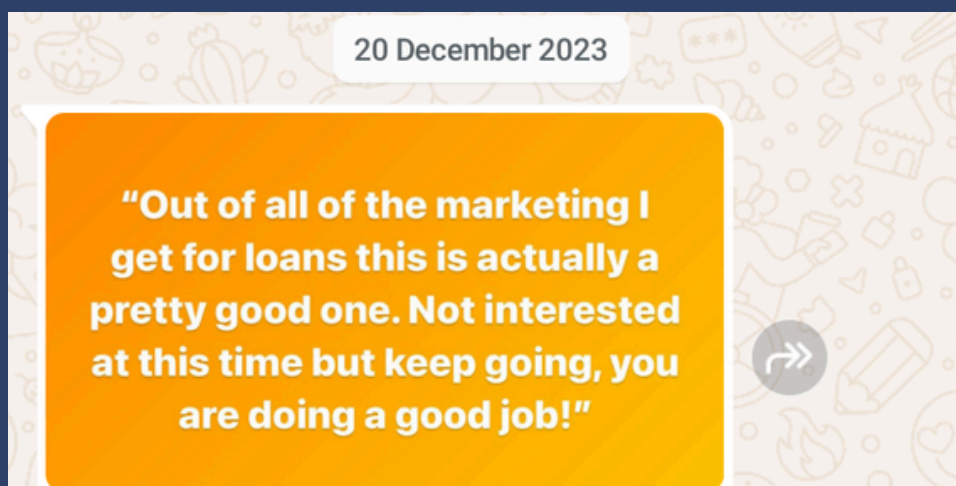
Track everything you send. So you can start segmenting as soon as possible.

Any opens or clicks, create and send follow-ups tailored to the person and their business. If they click on a specific product link, follow up with a blog or how-to video on that product.

Send at least 6 cold emails before offering them a “shall I stop contacting you” email.

Just make sure the email is polite, maybe even some humour or honesty: “I know you’ve probably got much better things to do than read this email”. Because most people won’t be interested in what you offer, but at least you protect your brand.

<shameless plug> A reply from an email I wrote for a finance client:



MEASURING

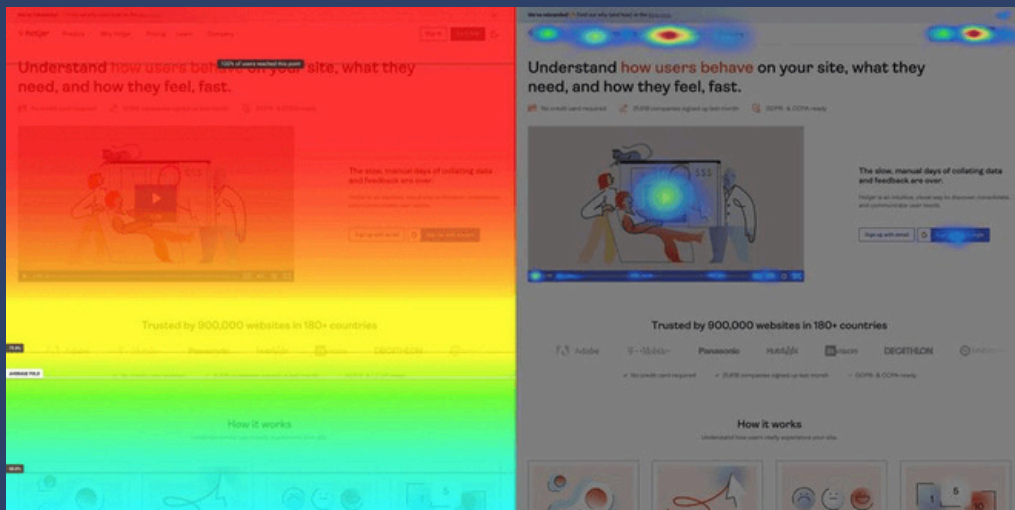
We covered some measuring under G and Google Tag Manager.

That takes care of the **quantitative** data. So now let's get you some **qualitative** data.

You can get this for free with Microsoft Clarity and Hotjar.

Record users on your pages, see how far down they scroll, what they click on, where they get confused.

It's the next best thing to being in the same room as your target audience.



NEGATIVES

Check your messaging and get rid of any promises that things will be “seamless”, “effortless”, or “easy”.

Nobody believes that, and they won't trust someone who says it. So call out your negatives. If you're asking people to migrate to the cloud, be upfront and say:

“We know cloud migration isn't going to be seamless. It never is. And some of your legacy systems might not play nicely with AI. But we know how to overcome many of these challenges, because we've done it many times.”

If you're asking people to do a survey, say *“Next time you're stuck waiting for that pdf to download, mind giving us your feedback?”*

Depending on your brand, you can take this further. *“Plus every time we get a reply, Daniel in the office jumps up and does a little breakdance.”* Of course, you might need someone to actually do it and include a gif of them.



OPT-INS

Use double opt-in when signing up people to your campaign, product, or list. So after they sign up for something with their email, send another asking them to confirm by clicking a button. To do this, they'll need to put your email in their main inbox.

Why?

It helps your deliverability and makes the GDPR gods smile on you, because you're confirming you have a legitimate interest in emailing them.

How?

They've just given you their email, so send the follow-up immediately, while their motivation is highest. When asking for people's email addresses, make it worth their while. Offer a freebie. Something where you can say:

“Look out for an email from us with a bonus for you. If it's in your spam, drag into your primary inbox.”

PPC ADS (OR ANY ADS)

Don't send clicks to your website homepage.

Why?

Too many distractions. The homepage is where you're trying to appeal to everyone. Investors, media, potential customers.

What to do instead

Create landing pages for each ad campaign. This must match the message in your ad. If your ad refers to a specific feature or free trial, make sure your landing page headline also mentions it.

Use the 1:1 ratio

For each landing page, have 1 call to action only. Like GetResponse. No nav bar, just 1 button:

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QUESTIONS

Headlines in sales copy

Need to pump out a headline quick? Start it with “How to” and answer a reader’s question. It’s almost impossible to write a bad headline when it starts with “How to”.

When your user is a CMO who wants more leads:

How to get more leads when you’re a CMO

When your user is a tax pro who wants to save time on reconciling accounts:

How tax pros save time on reconciliation

(although because you’re talking to a numbers person, you’ll need to add how much time they can save)

Headlines for knowledge base/help articles

Your users want answers to their questions, usually how to do something. That means also making sure article titles start with “How to”.

And don’t add a question mark (unless it’s a Q&A and you’re using user questions)

To add more oomph, include how you solve a pain point. Take the CMO example and add “*without <insert pain point>*”

How to get more leads when you’re a CMO, without paying lead-gen agencies for low-quality leads

REPURPOSE

Planning a content strategy revamp? If you already have content, there's no need to start from scratch. Just improve and expand what you've got.

Step 1: Analyse

Check or set up Google Analytics. See what content people are clicking on, and what's ranking well in search results.

Step 2. Rework these first

Look at how to improve or expand those pieces. Imagine you've got "10 ways to harden your Microsoft 365 security". Update it and make it "15 ways to harden your Microsoft 365 security".

Step 3. Create reusable content

Start making annual or quarterly pieces. For example, "The fintech's guide to passwordless authentication in 2025". Revisit in 12 months, make changes and boom you've now got "The fintech's guide to passwordless authentication in 2026"

Audits

Use a crawler tool like Screaming Frog. It's free for up to 500 pages. Put all the pages in a spreadsheet and review using 3-step process. Keep, Update, Delete.

For any you're deleting, make sure to redirect them to other pages, so people don't click and land on 404 pages.

“SO WHAT” TEST

After every sentence in your messages, ask “*So what does this mean for my reader?*”

Why?

Self-interest. Your reader always wants to know “what’s in it for me”.

How?

See how this email answers “So what” in the second sentence or the 1st and 3rd paragraphs.

It's now cheaper to send some currencies.

We're committed to cutting the cost of moving money across borders. That's why we've just lowered our fees, again.

This includes the fees for sending money from currencies like US dollars, New Zealand dollars and Swiss francs, and to currencies like Hong Kong dollars, Brazilian reals, and Romanian Leu.

So, for example, it'll now be cheaper to send 1,000 NZD to RON — it'll cost 4.43 NZD instead of 6.62 NZD. That's a 33% saving.

Use our [fee calculator](#) to see exactly how much you'll save on your next transfer. [See a full list of updated fees and when they apply.](#) [Learn more about why we do this.](#)

Try it yourself, and see how you can switch up your sentences.

“We offer an online platform that has 99.999% uptime”

So what?

“You're always online and services are never disrupted.”

TRUST

More SaaS purchases are coming from word of mouth. Maybe not physically, but online word of mouth. Whether through content from people with authority, or checking out G2 or Capterra reviews (though far fewer are doing this now).

And if you're targeting enterprise, you're going to need a lot of social proof. Think of that old saying, *"No one got fired for buying IBM"*.

Now imagine that CTO you're selling to has kids at university, a big house with a bigger mortgage to pay off. You're asking them to risk all that by choosing you. So you need some serious trust in the bank.

Start by asking your customers for testimonials that go beyond the usual *"Great team, highly recommended"*.

The most powerful testimonials are the ones that state the problem, how you solved it, and why your service went above and beyond.

Adapt this template when asking your customers for testimonials:

"I came to <your company> because I had <problem you solve>. They did <say what you did>, which meant <say result>. I liked how they did <mention a key benefit/USP of your service>"

USABILITY/UX COPY

When it's time to improve your app, or review its MVP iteration, use this 10-point checklist on the current copy. I use it when working on any UX copywriting project

<p>1 Visibility of System Status</p> <p>Does the design clearly communicate its state?</p> <p>Is feedback presented quickly after user actions?</p>	<p>2 Match Between System and the Real World</p> <p>Are we using words that are familiar to the user?</p> <p>Do button actions (eg Ok, cancel, confirm) match the expected path and outcome</p>	<p>3 User control and Freedom</p> <p>Can users easily cancel or undo/redo an action?</p> <p>Can users go back a step in the process?</p>
<p>4 Consistency and standards</p> <p>Do the words and design follow industry conventions?</p> <p>Are we being consistent in how we're presenting screens, eg action screens</p>	<p>5 Error prevention</p> <p>How are we offering users a way to confirm an action?</p> <p>Is there on onboarding introduction?</p>	<p>6 Recognition rather than recall</p> <p>Are all labels and words visible and easily understood?</p> <p>Are labels, menu items, and tooltips easily viewed when needed?</p>
<p>7 Flexibility and ease of use</p> <p>If there are shortcuts, are we educating users correctly on these?</p> <p>Is content and functionality personalized or customized for individual users?</p>	<p>8 Aesthetic and minimalist design</p> <p>Is the visual design and content focused on the essentials?</p> <p>Have all distracting, unnecessary words and elements been removed?</p>	<p>9 Error messages should be expressed</p> <p>Are words using plain language (no messy error codes)?</p> <p>Do error messages indicate the problem, and suggest a solution?</p>

10 Help and documentation

Is help documentation easy to search?

Is help available at the moment when the user requires it, eg tooltips?

VISIBILITY FOR SEO

Download a tool like Screaming Frog (I'm not an affiliate, it's just right for this) and let it give you a list of all website pages indexed.

Check for duplicates that dilute your SEO

- Check for any 404s
- Check you only have 1 version of each page indexed. Select whether you want `www.website.com`, `website.com` but not both
- Check for trailing slashes in URLs that cause duplicates. You want either `www.website.com/services` or `www.website.com/services/` to be indexed. Not both.
- Prevent internal search pages from being indexed, by adding a `noindex` tag

Usability

- Run Lighthouse in Chrome developer tools. This highlights any UX issues, page speed problems

Links

- Make sure your website pages contains links to other pages on your website

Images

- Compress these so your pages load as fast as possible. Search "free image compressor" if you don't have an image editor
- Use alt tags

Schema

- Use structured data to improve the chances of your pages appearing in featured snippets

X/LINKEDIN/INSTA ETC

Whatever channel you use to drive traffic to your pages or products, use UTMs for your campaign links and CTAs.

You add these to your URLs, and they show up in your analytics data. You can find out which channels and messages are bringing you ROI.

Here's one for a LinkedIn ad campaign:

[https://conversiontown.com/newyearoffer?
utm_source=LinkedIn&utm_medium=Ad](https://conversiontown.com/newyearoffer?utm_source=LinkedIn&utm_medium=Ad)

I can then check the data for this ad in Google Analytics, running reports for anything from conversions to page views:



The screenshot shows a table with two columns: 'Landing page' and 'Session source / medium'. The table has a 'Total' row and one data row. The data row shows the landing page as '/newyearoffer' and the session source as '(LinkedIn) / (Ad)'.

	Landing page	Session source / medium
Total		
1	/newyearoffer	(LinkedIn) / (Ad)

How to build UTMs

The quickest and easiest is to use an online generator like <https://ga-dev-tools.google/ga4/campaign-url-builder/>

YOU

In your messaging, for every 1 “we, I, our”, make sure you’ve got 3–4 “you, yours”.

It’s all about your audience, after all. Nobody likes being with someone who only talks about what they think.

And yes, that means never sending out newsletters starting with “We are delighted”. Your reader only wants to know how you’re delighting them.

Not this	More like this
<p>We’re delighted to announce the launch of our new AI-powered event invitation writer.</p> <p>After countless hours of work by us, it’s now available to you.</p>	<p>You can now save time on writing event invites – the newly launched AI tool does it for you.</p> <p>Try it and let the team know your thoughts. After all, our countless hours of work only count when it benefits you.</p>

ZONED OUT BY NOW?

Fair enough. So here's the pitch. Let me take care of the A-Z for you. Plus whatever else you need for your SaaS.

Content strategy

Content based on your business goals, customer needs, and market trends (not just churning out generic stuff and hoping for the best)

Conversion copywriting

Words with the goal of getting you sales, signups, and branding

In-app/product/UX copy

Guiding your users from A to B, and to C for Conversion

Sales emails

Targeting C-level decision-makers (where short emails work best), down to executives

Onboarding emails

Creating workflows, encouraging upgrades from freemium to paid, inviting feedback

Website management

Publishing, auditing and optimising content for conversions and SEO.

Social media

Writing posts, creating calendars, identifying influencers

SEO

Making sure your pages are doing what Google/Bing algorithms want, while keeping your business sounding human.



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