

# How a SaaS Startup

**Acquired 1,300+ Signups (In 6 Months)**

**Targeting Zero Volume Keywords**

## About The Speaker

# AbdulGaniy Shehu



He's the Founder and Lead Content Strategist at Your Content Mart – a content marketing agency that helps B2B SaaS startups acquire user signups and grow MRR using ROI-driven content marketing. He's been featured on Moz, Smart Insights, Coschedule, and G2.

# What are Zero Volume Keywords?

- ➡ SEO tools show the “Not enough data” response.
- ➡ The search volume is less than 100.
- ➡ Only a few people are searching every month.

# Why Do Most SaaS Brands Ignore Zero Volume Keywords?

SEO is a Traffic  
Acquisition Channel  
and not a Customer  
Acquisition Channel.

# The Typical SEO Strategy For Most SaaS Brands

Target high-volume Top-of-the-Funnel keywords to attract tons of website visitors.

Focus on getting readers to download gated content upgrade.

Nurture MQLs using a series of emails to convert them into SQLs.

# What Eventually Happens

**TRAFFIC**



**LEADS**



**SALES**



# Why It Makes Sense to Target Zero Volume Keywords as a SaaS Startup.

15% of searches on Google are brand-new



Google   
@Google



Fun fact: 15% of all Google searches have never been searched before.

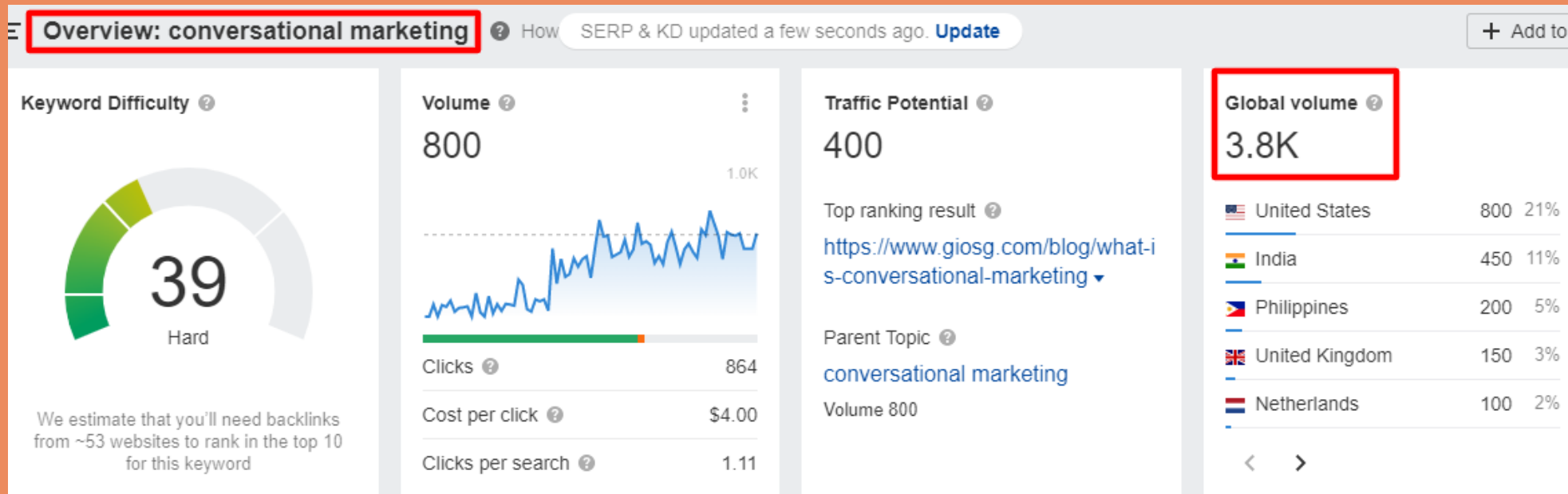
9:20 PM · Feb 15, 2022 Sprinklr

713 Retweets 164 Quote Tweets 5,550 Likes

Rank on Google's first page faster

Stop waiting for months and years before driving organic traffic visitors.

# Take a bet into the future.



# SEO tools aren't perfect.



Abby Reimer • Following

Manager, SEO at Uproer

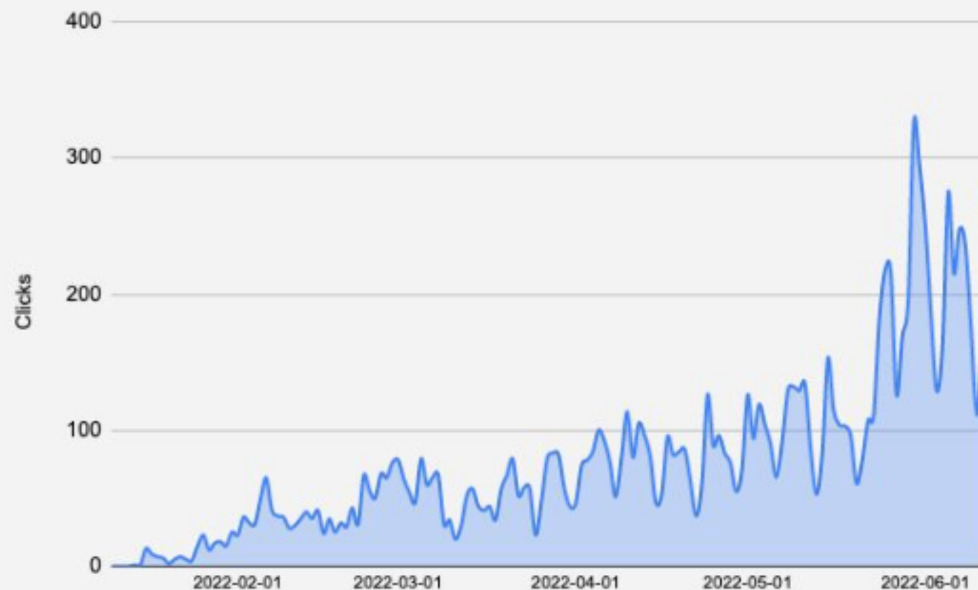
2w • 🌐

Me checking on that "zero volume" keyword like... 🤖

Estimated traffic: 0

Reality: 12,000 visits in 6 months

Keyword tools are just one part of analysis. If a topic is showing up on Google autocomplete (like this one was), is trending in your industry and makes sense for your audience - go for it.



Danny Allen and 2,337 others

191 comments • 66 shares

# They typically have a high buying intent

Landing Page URL <sup>?</sup>	(for selected time range)	First Interaction		Last Interaction		(from First Interaction)
		Conversions <sup>?</sup> ↓	CPA <sup>?</sup>	Conversions <sup>?</sup>	CPA <sup>?</sup>	Last Interaction
alternatives/	\$0.00 (0.00%)	27.00 (100.00%)	\$0.00 (0.00%)	18.00 (100.00%)	\$0.00 (0.00%)	-33.33% ↓

# Are All Zero Volume Keywords Worth Targeting?

Absolutely No.

# **SEO is a demand-capturing and not a demand-generating channel.**

If no one is searching for your keyword (topic) on Google, you won't drive results from it. Period.

# How To Identify Zero Volume Keywords That Are Worth It.

Figure out the  
pain points and  
Jobs To Be Done



Audience  
Research

Validate if people  
are truly searching  
for the keywords



Google  
Autosuggest

Generate more  
ideas you never  
thought of.



People Also  
Ask and  
Related  
Searches  
Sections

# Hypothetical Example

Identifying Zero Volume keywords  
for a Twitter Productivity Software.

# Step 1: Audience Research

## What We Want To Achieve:

Identify the Pain Points and Jobs To Be Done of Anyone That Wants To Be More Productive on Twitter.

# Some Typical Problems Of Twitter Users



Struggling to come up with content ideas



Schedule Tweets



Create and Schedule Twitter threads



Analyze top-performing tweets



Automate Twitter threads



Automate DMs



Manage and track relationships better



Auto retweet high-performing tweets

## Step 2: Use Google Autosuggest

### What We Want To Achieve:

Confirm If These Keywords Actually Exist and  
How Are Users Searching For Them.

## Some Keyword Ideas Identified:



Twitter automation tools



Twitter scheduling software



Twitter thread maker



Twitter analytics tool



Twitter CRM tool



Twitter auto dm tool



Auto retweet tool



Twitter management tools

## Step 3: Use PAA and Related Searches

### What We Want To Achieve:

Generate More Zero Volume Keywords You  
Never Thought Existed.

# Some Examples Generated For This Keyword



How do you schedule a tweet on iPhone?



How do you schedule tweets on Android?



How do you create a thread on Tweetdeck?



Twitter thread to PDF



Twitter welcome message examples



How to welcome someone on Twitter



How do I schedule a retweet?



Twitter follower manager

# Other Ways To Identify Zero Volume Keywords

**Answer  
The  
Public**

[answerthepublic.com](https://answerthepublic.com)

**Also  
Asked**

[alsoasked.com](https://alsoasked.com)

**Keyword  
Chef**

[keywordchef.com](https://keywordchef.com)

# How a B2B SaaS Startup In The Content Marketing Niche Acquired 1,300+ Signups In 6 Months With Zero Volume Keywords

# Alternatives Keywords: A listicle of alternatives to a top competitor in your niche.

Landing Page URL ?	Spend (for selected time range)	Conversions & CPA				% change in Conversions (from First Interaction)
		First Interaction		First Interaction		First Interaction
		Conversions ? ↓	CPA ?	Conversions ?	CPA ?	
1.	\$0.00 (0.00%)	7,945.00 (64.36%)	\$0.00 (0.00%)	7,945.00 (64.36%)	\$0.00 (0.00%)	0.00%
2.	\$0.00 (0.00%)	778.00 (6.30%)	\$0.00 (0.00%)	778.00 (6.30%)	\$0.00 (0.00%)	0.00%
3. alternatives/	\$0.00 (0.00%)	763.00 (6.18%)	\$0.00 (0.00%)	763.00 (6.18%)	\$0.00 (0.00%)	0.00%
4. alternatives/	\$0.00 (0.00%)	585.00 (4.74%)	\$0.00 (0.00%)	585.00 (4.74%)	\$0.00 (0.00%)	0.00%
5.	\$0.00 (0.00%)	436.00 (3.53%)	\$0.00 (0.00%)	436.00 (3.53%)	\$0.00 (0.00%)	0.00%
6. alternatives/	\$0.00 (0.00%)	277.00 (2.24%)	\$0.00 (0.00%)	277.00 (2.24%)	\$0.00 (0.00%)	0.00%
7.	\$0.00 (0.00%)	255.00 (2.07%)	\$0.00 (0.00%)	255.00 (2.07%)	\$0.00 (0.00%)	0.00%
8.	\$0.00 (0.00%)	193.00 (1.56%)	\$0.00 (0.00%)	193.00 (1.56%)	\$0.00 (0.00%)	0.00%
9.	\$0.00 (0.00%)	157.00 (1.27%)	\$0.00 (0.00%)	157.00 (1.27%)	\$0.00 (0.00%)	0.00%
10.	\$0.00 (0.00%)	101.00 (0.82%)	\$0.00 (0.00%)	101.00 (0.82%)	\$0.00 (0.00%)	0.00%
11.	\$0.00 (0.00%)	71.00 (0.58%)	\$0.00 (0.00%)	71.00 (0.58%)	\$0.00 (0.00%)	0.00%
12.	\$0.00 (0.00%)	70.00 (0.57%)	\$0.00 (0.00%)	70.00 (0.57%)	\$0.00 (0.00%)	0.00%
13.	\$0.00 (0.00%)	60.00 (0.49%)	\$0.00 (0.00%)	60.00 (0.49%)	\$0.00 (0.00%)	0.00%
14.	\$0.00 (0.00%)	59.00 (0.48%)	\$0.00 (0.00%)	59.00 (0.48%)	\$0.00 (0.00%)	0.00%
15. alternatives/	\$0.00 (0.00%)	53.00 (0.43%)	\$0.00 (0.00%)	53.00 (0.43%)	\$0.00 (0.00%)	0.00%
16.	\$0.00 (0.00%)	50.00 (0.41%)	\$0.00 (0.00%)	50.00 (0.41%)	\$0.00 (0.00%)	0.00%
17. alternatives/	\$0.00 (0.00%)	36.00 (0.29%)	\$0.00 (0.00%)	36.00 (0.29%)	\$0.00 (0.00%)	0.00%

# Practical Example: Alternatives Keywords For a Podcast Recording Software

Zencastr Alternatives

Riverside Alternatives

Anchor Alternatives

Squadcast Alternatives

Cleanfeed Alternatives

Comparison Keywords: Compare your product to a top competitor, or compare two or more top competitors against one another.

Landing Page URL <sup>?</sup>	Spend (for selected time range)	Conversions & CPA <sup>?</sup>				% change in Conversions (from First Interaction)
		First Interaction		First Interaction		
		Conversions <sup>?</sup> ↓	CPA <sup>?</sup>	Conversions <sup>?</sup>	CPA <sup>?</sup>	
1.	\$0.00 (0.00%)	7,945.00 (64.36%)	\$0.00 (0.00%)	7,945.00 (64.36%)	\$0.00 (0.00%)	0.00%
2.	\$0.00 (0.00%)	778.00 (6.30%)	\$0.00 (0.00%)	778.00 (6.30%)	\$0.00 (0.00%)	0.00%
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6.	\$0.00 (0.00%)	277.00 (2.24%)	\$0.00 (0.00%)	277.00 (2.24%)	\$0.00 (0.00%)	0.00%
7.	\$0.00 (0.00%)	255.00 (2.07%)	\$0.00 (0.00%)	255.00 (2.07%)	\$0.00 (0.00%)	0.00%
8.	\$0.00 (0.00%)	193.00 (1.56%)	\$0.00 (0.00%)	193.00 (1.56%)	\$0.00 (0.00%)	0.00%
9.	\$0.00 (0.00%)	157.00 (1.27%)	\$0.00 (0.00%)	157.00 (1.27%)	\$0.00 (0.00%)	0.00%
10.	\$0.00 (0.00%)	101.00 (0.82%)	\$0.00 (0.00%)	101.00 (0.82%)	\$0.00 (0.00%)	0.00%
11. vs	\$0.00 (0.00%)	71.00 (0.58%)	\$0.00 (0.00%)	71.00 (0.58%)	\$0.00 (0.00%)	0.00%
12.	\$0.00 (0.00%)	70.00 (0.57%)	\$0.00 (0.00%)	70.00 (0.57%)	\$0.00 (0.00%)	0.00%
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18.	\$0.00 (0.00%)	28.00 (0.23%)	\$0.00 (0.00%)	28.00 (0.23%)	\$0.00 (0.00%)	0.00%
19.	\$0.00 (0.00%)	24.00 (0.19%)	\$0.00 (0.00%)	24.00 (0.19%)	\$0.00 (0.00%)	0.00%
20. vs	\$0.00 (0.00%)	22.00 (0.18%)	\$0.00 (0.00%)	22.00 (0.18%)	\$0.00 (0.00%)	0.00%
21.	\$0.00 (0.00%)	21.00 (0.17%)	\$0.00 (0.00%)	21.00 (0.17%)	\$0.00 (0.00%)	0.00%
22.	\$0.00 (0.00%)	19.00 (0.15%)	\$0.00 (0.00%)	19.00 (0.15%)	\$0.00 (0.00%)	0.00%
23.	\$0.00 (0.00%)	15.00 (0.12%)	\$0.00 (0.00%)	15.00 (0.12%)	\$0.00 (0.00%)	0.00%
24.	\$0.00 (0.00%)	11.00 (0.09%)	\$0.00 (0.00%)	11.00 (0.09%)	\$0.00 (0.00%)	0.00%
25.	\$0.00 (0.00%)	9.00 (0.07%)	\$0.00 (0.00%)	9.00 (0.07%)	\$0.00 (0.00%)	0.00%

# Comparison Post Keywords For Sendfox (an email marketing software)

Sendfox vs Convertkit

Sendfox vs Mailerlite

Sendfox vs Activecampaign

Sendfox vs Mailchimp

Sendfox vs Sendinblue

# Comparison Post Keywords For Sendfox (an email marketing software)

Convertkit vs Flodesk

Mailerlite vs Getresponse

Activecampaign vs Keap

Mailchimp vs Aweber

Sendinblue vs  
Constant Contact

# Product Use Cases and Features: Highlights the core features and use cases of your SaaS product.

Landing Page URL	Spend (for selected time range)	Conversions & CPA				% change in Conversions (from First Interaction)
		First Interaction		First Interaction		
		Conversions	CPA	Conversions	CPA	
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5. generator/	\$0.00 (0.00%)	436.00 (3.53%)	\$0.00 (0.00%)	436.00 (3.53%)	\$0.00 (0.00%)	0.00%
6.	\$0.00 (0.00%)	277.00 (2.24%)	\$0.00 (0.00%)	277.00 (2.24%)	\$0.00 (0.00%)	0.00%
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16. software/	\$0.00 (0.00%)	50.00 (0.41%)	\$0.00 (0.00%)	50.00 (0.41%)	\$0.00 (0.00%)	0.00%
17.	\$0.00 (0.00%)	36.00 (0.29%)	\$0.00 (0.00%)	36.00 (0.29%)	\$0.00 (0.00%)	0.00%
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22.	\$0.00 (0.00%)	19.00 (0.15%)	\$0.00 (0.00%)	19.00 (0.15%)	\$0.00 (0.00%)	0.00%
23.	\$0.00 (0.00%)	16.00 (0.12%)	\$0.00 (0.00%)	16.00 (0.12%)	\$0.00 (0.00%)	0.00%
24.	\$0.00 (0.00%)	11.00 (0.09%)	\$0.00 (0.00%)	11.00 (0.09%)	\$0.00 (0.00%)	0.00%
25.	\$0.00 (0.00%)	9.00 (0.07%)	\$0.00 (0.00%)	9.00 (0.07%)	\$0.00 (0.00%)	0.00%

# Practical Example: Features and use cases keywords for a journaling software.

Journal writing software

Audio journal app

Daily journal software

Shared journal app

Online journal maker

Other Zero Volume keywords types  
you can focus on to drive qualified  
traffic and acquire user signups for  
your SaaS startup.

# Best X For Y

## Goal:

Capture people looking for a specific solution to the challenges they're facing.

# Practical example for remote workers productivity software

Best digital planner app for android.

Best digital planner app for iPad.

Best productivity tools for mac.

Best organization apps for iPhone.

Best task management software  
for individuals.

# How To Solve Y Using Z

## Goal:

Show the reader how to use your product to solve a specific problem.

# Practical example for a recording and transcription software for online meetings

How to record a meeting in Google Meet.

How to record a Zoom meeting as a participant.

How to record Microsoft Teams meeting.

How to transcribe a Google Meet meeting.

How to transcribe a Zoom meeting.

Don't ignore Zero Volume keywords

Make it a Core Part Of Your SaaS  
Startup's SEO Strategy.

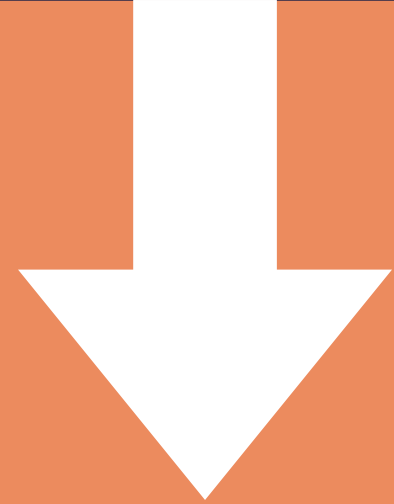
# With Zero Volume Keywords



Drive  
Qualified  
Traffic



Acquire  
User  
Signups

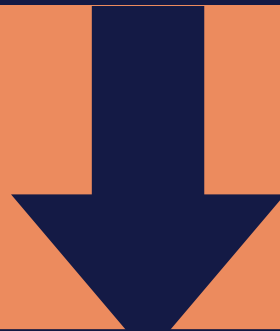


Grow MRR

Wondering how to get started with Zero Volume keywords for your SaaS Startup?

My agency (Your Content Mart) can help.

Fill the form in the link below to partner with us



[yourcontentmart.co/pyc/](https://yourcontentmart.co/pyc/)





Thanks For Listening

Happy to answer any  
questions you may have.