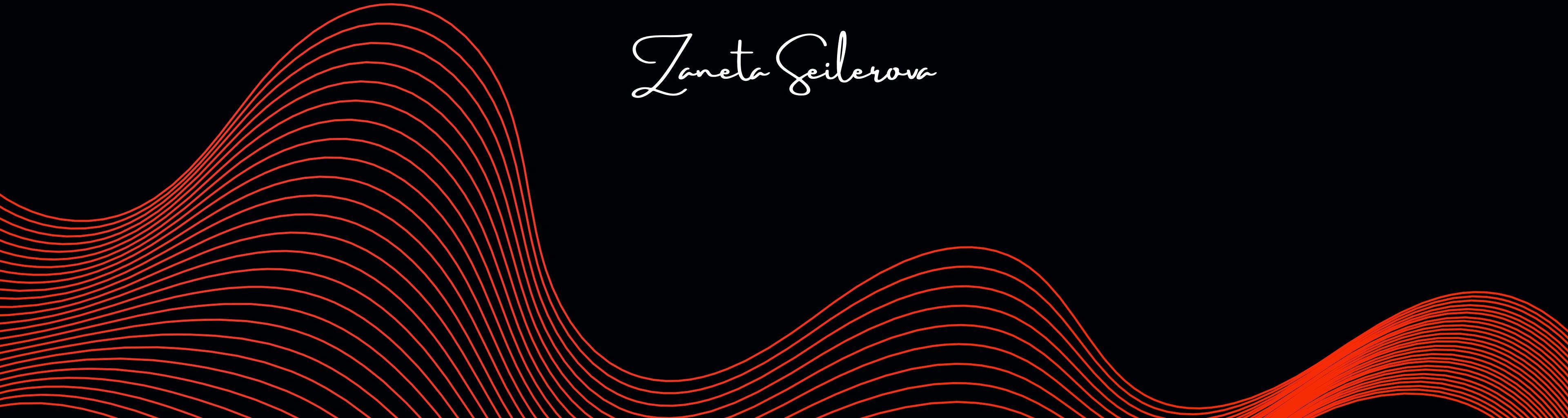


GO-TO-MARKET SEO STRATEGY: 500-USER ACQUISITION PLAN (12 MONTHS)

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OBJECTIVE & GROWTH TARGET

Successfully hard-launch the AI-based cybersecurity SaaS and establish organic acquisition as a scalable growth channel.

12-MONTH GROWTH TARGET

Acquire 500 qualified users through SEO-driven organic traffic.

PERFORMANCE MODEL

Using a reverse funnel approach:

- Target: ~16,000–20,000 qualified organic visitors annually
- Assumed conversion rate: 2–3% (high-intent traffic)
- Outcome: 500 user milestone

STRATEGIC FOCUS

Prioritize high-intent commercial search queries while building long-term topical authority in e-commerce threat detection.

To reach 500 users in 12 months, we'll use a reverse funnel strategy. At a 2–3% trial conversion rate, we need 16,000–20,000 qualified visitors. We'll focus on high-intent keywords for early conversions while building long-tail content to scale traffic.

MARKET ASSUMPTIONS & ICP DEFINITION

MARKET ASSUMPTIONS

- UK-first market entry
- B2B SaaS subscription model
- Direct signup or demo-led conversion
- Competitors: Established cybersecurity vendors with broad positioning

ICP

UK-based e-commerce SMBs with characteristics:

- Operating on Shopify or WooCommerce
- No cybersecurity protection
- Revenue directly on the website

Decision Makers

- Founders
- Head of Operations

WHY THIS ICP?

We're prioritize e-commerce SMBs because they experience constant threat exposure — bots, fraud, account takeovers — and the impact is directly tied to revenue. This build urgency and strong purchase intent creating active search behavior for protection solutions

POSITIONING & CATEGORY STRATEGY

MARKET REALITY

The cybersecurity space is saturated with large enterprise-focused vendors
Competing broadly in “cybersecurity software” would position the company against large, high-authority entities.

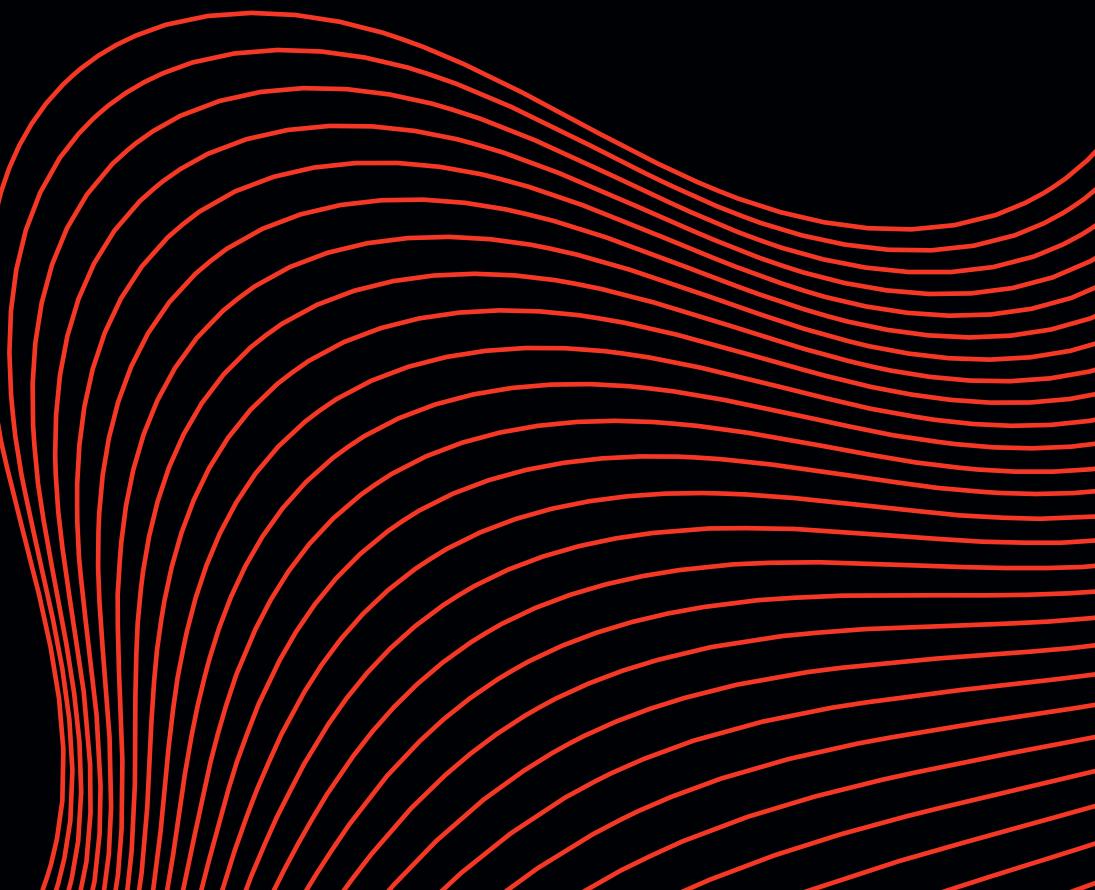
STRATEGIC POSITIONING

We reposition the product from generic cybersecurity into revenue-protecting threat automation for e-commerce operators.

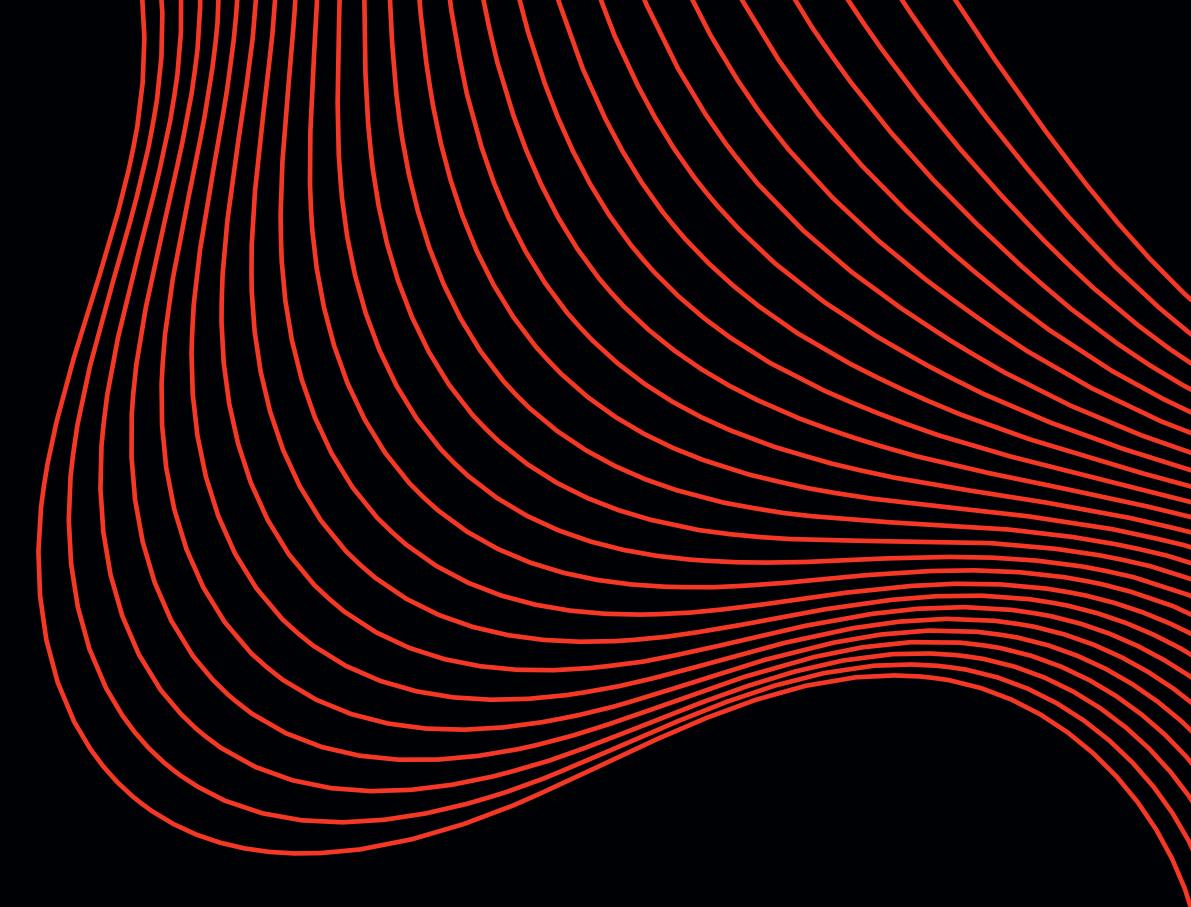
Instead of positioning as: AI Cybersecurity Software
We position as: AI-Powered Revenue Protection for E-commerce

CORE PAIN FOR E-COMMERCE

- Revenue loss from attack payment fraud/chargebacks
- Customer data breach and loss of trust



WEBSITE ARCHITECTURE & SEO



OBJECTIVE

Build a scalable, search-optimized site architecture that:

- Aligns with search intent
- Builds topical authority
- Supports conversion pathways
- Enables long-term content expansion

SEO

SEO design - problem-driven queries, as getting attacked, seeing suspicious traffic, getting ready for peak season (Black Friday), investors ask about the security.

CORE ARCHITECTURE (SILO STRUCTURE)

For a new domain, architecture is critical. We structure the site around commercial pillars supported by tightly aligned content clusters to accelerate topical authority and funnel progression.

Homepage - Value proposition & category positioning

Primary Commercial Pages - target high-intent, solution-aware keywords.

- /ecommerce-threat-detection
- /shopify-security
- /woocommerce-security
- /ai-cybersecurity-software

Blog / Posts

- Problem-based long-tail articles
- Security guides
- Platform-specific education

SEO FRAMEWORK & COMPONENTS

TECHNICAL SEO FOUNDATION

- CMS setup
- Optimized site structure
- Fast load speed
- Proper schema markup
- Indexation control

INTENT-BASED CONTENT MAPPING

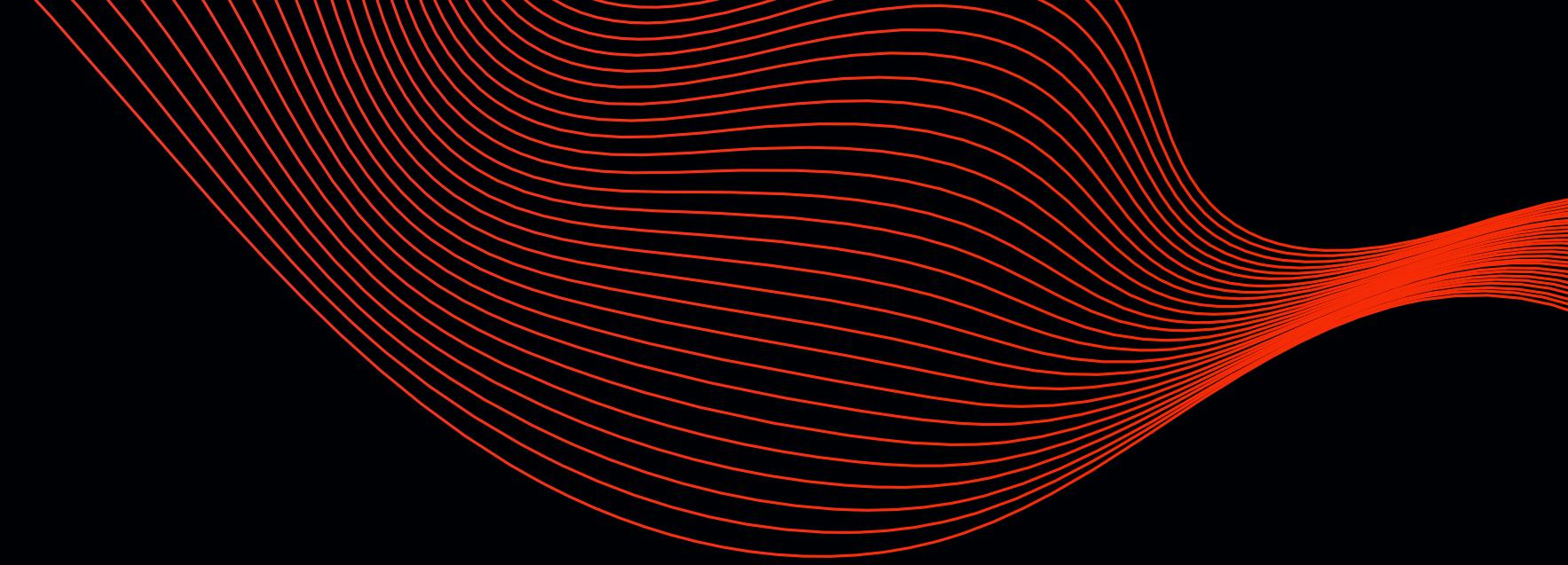
Problem Aware - how to stop bot traffic, prevent take over ecommerce
Solution Aware - best ecommerce security software, AI threat detection tool
Product Aware - AI cybersecurity SaaS UK, best alternative to Cloudflare

We structure content around the problem, solution, product - aware keyword cluster to move users down the funnel through intent alignment of internal linking.

CONVERSION INTEGRATION

- Clear CTAs (Call To Action)
- Demo / trial prompts within educational content
- Landing pages optimized for high-intent traffic

KEYWORD & FUNNEL STRATEGY



INTENT-BASED SEGMENTATION Target keywords across problem-aware, solution-aware, and product-aware stages.

EARLY FOCUS High-intent commercial queries to accelerate initial conversions.

SUPPORT LAYER Long-tail problem content as a cluster to build authority and scale traffic.

FUNNEL INTEGRATION Internal linking and CTA placement guide users toward conversion.

Traffic without intent alignment does not convert. Our keyword strategy prioritizes buying readiness while building authority in parallel



12-MONTH EXECUTION ROADMAP

Q1

Q2

Q3

Q4

Foundation & Launch

- Domain selection & CMS setup
- Technical SEO implementation
- Keyword research & site architecture finalization
- Launch 3–5 core commercial landing pages
- Publish 8–12 long-tail problem-focused articles
- Implement tracking (GA4, Search Console, CRM integration)

Authority Building

- Publish additional content clusters
- Launch platform-specific pages (Shopify, WooCommerce)
- Create solution comparison pages
- Begin structured backlink outreach & digital PR
- Initiate CRO (Conversion Rate Optimization) testing

Expansion & Credibility

- Publish data-driven security insights or reports
- Develop downloadable lead magnets
- Expand into adjacent long-tail clusters
- Increase backlink acquisition velocity
- Optimize high-performing pages

Optimization & Scale

- Refine top-ranking pages
- Strengthen internal linking
- Publish case studies
- Expand into broader keyword segments
- Scale backlink strategy

TRAFFIC & CONVERSION FORECAST

Rather than projecting traffic and hoping for conversions, we calculate backwards from the user target and build a controlled traffic acquisition model.

REVERSE FUNNEL MODEL

To achieve 500 users in 12 months, we work backwards from conversion assumptions.

CONVERSION ASSUMPTION

Estimated conversion rate from high-intent organic traffic: 2–3%

This is based on:

- Users already looking for a cybersecurity solution
- Standard B2B SaaS trial conversion benchmarks
- Optimized landing pages built for commercial intent

REQUIRED TRAFFIC

To generate 500 users:

Annually: 16,000–20,000 qualified organic visitors

Monthly average required: 1,400–1,700 targeted visitors

PERFORMANCE MONITORING FRAMEWORK

We will continuously track:

- organic traffic growth, keyword ranking progression, conversion rate per landing page, cost per acquisition

If conversion rates fall below target, we will:

- adjust keyword targeting, optimize landing page messaging, Improve CTA placement, refine funnel transitions



BUDGET & CAC ANALYSIS

ESTIMATED ANNUAL SEO INVESTMENT

CONTENT PRODUCTION

40 high-quality SaaS articles per year
£200–£300 per piece
Estimated: £8,000–£12,000

COMMERCIAL LANDING PAGES

5–6 optimized pages
Estimated: £3,000–£6,000

TECHNICAL SEO & SETUP (ONE-TIME)

CMS, tracking, performance optimization
Estimated: £2,000–£4,000

LINK BUILDING / DIGITAL PR

Authority-building in cybersecurity niche
Estimated: £8,000–£12,000

TOOLS & SOFTWARE

SEO tools, analytics, outreach
Estimated: £2,500–£3,500

TOTAL ESTIMATED SEO ANNUAL INVESTMENT

£25,000 – £40,000

CAC COST

If total investment = £30,000
And goal = 500 users
CAC = £60 per user

BUSINESS VIABILITY

If SaaS pricing = £99/month (example)
And average retention = 12 months
LTV (Lifetime Value) ≈ £1,188
Spending £60 to acquire £1,188 in value

SEO delivers strong long-term ROI and scalable acquisition efficiency.

RISK ASSESSMENT & MITIGATION

1

New Domain Authority

As a new website with no backlink profile, ranking for competitive cybersecurity terms may take time.

2

Lower-Than-Expected Conversion Rate

Even with traffic growth, conversion rates may underperform assumptions.

3

Competitive SERPs

Challenge are the established cybersecurity brands that dominate broad keywords.

4

Time-to-Impact Expectations

SEO requires time to compound, especially for new domains.

CONCLUSION & STRATEGIC OUTCOME

STRATEGIC SUMMARY

- Focused ICP (UK e-commerce SMBs)
- Narrow positioning (AI-driven revenue protection)
- Intent-based SEO architecture

PERFORMANCE MODEL

- Reverse funnel targeting
- 16k–20k qualified visitors annually
- 2–3% conversion rate
- 500 users within 12 months

LONG-TERM IMPACT

- Sustainable CAC (~£60)
- Compounding organic growth
- Reduced reliance on paid acquisition

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