

TheMichaelPro

B2B SaaS Off-Page SEO Portfolio

Visibility → Authority → Sustainable Organic Growth

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STRATEGY

RESEARCH

AUTHORITY

OUTREACH

01 What We Do

We help B2B SaaS companies build visibility and search authority through strategic off-page SEO. Our approach combines competitor backlink intelligence, linkable asset strategy, qualified prospect research, personalized outreach and digital PR opportunity research.

VISIBILITY Get discovered on relevant third-party websites.	AUTHORITY & TRUST Earn credible mentions and editorial links.	ORGANIC GROWTH Support rankings, traffic and business outcomes over time.
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Off-Page SEO is not simply about collecting backlinks.

The goal is to earn relevant third-party visibility that can drive qualified referral traffic, strengthen trust and authority, and support long-term organic growth.

02 Our Off-Page SEO Process

01	Website & Content Readiness Assess whether priority pages and assets are ready to earn relevant links.
02	Competitor Research Identify realistic search and backlink competitors in the SaaS market.
03	Competitor Backlink Analysis Study which assets earn links and why publishers chose to cite them.
04	Linkable Asset Strategy Strengthen or create resources that give publishers a genuine editorial reason to reference the brand.
05	Prospect Discovery Find relevant content pages with real audiences and natural opportunities to reference the asset.
06	Prospect Qualification Evaluate relevance, page traffic, external-link behavior, placement, authority and editorial fit.
07	Outreach Create personalized outreach based on the specific value the resource adds to each prospect page.
08	Measurement Track links, referring domains, referral traffic, visibility, rankings and eventual business impact.

03 Live Project: TheMichaelPro

ACTIVE INTERNAL PROJECT

Building an Off-Page SEO Authority Foundation for TheMichaelPro

This is an active internal project, not a client case study. It demonstrates the research, content and prospecting methodology being used to build authority around B2B SaaS Off-Page SEO.

Initial Content Cluster

1	What Is Off-Page SEO? A B2B SaaS Guide	PUBLISHED
2	Off-Page SEO vs On-Page SEO for SaaS	PLANNED
3	SaaS Link Building: Complete Guide	PLANNED
4	How to Analyze Your Competitors' Backlinks	PLANNED
5	How to Find Link-Building Opportunities for SaaS	PLANNED
6	What Makes a High-Quality Backlink?	PLANNED
7	Dofollow vs Nofollow Backlinks	PLANNED
8	Digital PR for SaaS Companies	PLANNED
9	Resource Page Link Building for SaaS	PLANNED
10	Broken Link Building for SaaS	PLANNED

Method: Competitor Research → Backlink Analysis → Link Reason → Better Asset → Lookalike Prospecting → Qualification → Outreach

04 Research Example

Turning competitor backlinks into replicable opportunities

Competitor Asset	FP Growth - Off-Page SaaS SEO Checklist
Referring Content	Keys&Copy; - How to Create Link-Worthy Content: 23 Ideas
Why They Linked	Uses the competitor checklist as an example of link-worthy checklist content.
Opportunity	Publishers writing about link-worthy content need useful real-world examples.
Our Asset Advantage	More comprehensive B2B SaaS guide + actionable checklist + original frameworks/visuals.
Lookalike Strategy	Find similar articles about link-worthy content, linkable assets and content that earns backlinks.

THE PRINCIPLE

Instead of exporting thousands of competitor backlinks and contacting every website, ask: Why did this link exist? Use that reason to find new pages with the same editorial need.

05 Prospect Qualification

Manual outreach is reserved for pages where relevance, audience and placement justify the effort. A high domain metric alone is not enough.

Signal	HIGH PRIORITY	REJECT
Page traffic	Meaningful existing traffic	Little/no measurable traffic
Topical relevance	Directly relevant to SaaS/SEO topic	Loose or unrelated
External citations	Naturally references useful resources	Rarely/never cites resources
Anchor opportunity	Relevant wording already exists	Requires forced rewrite
Placement	Clear section/paragraph fit	No natural editorial fit

QUALIFICATION ORDER

Relevant Page → Existing Natural Anchor → Exact Placement → External-Link Behavior → Page Traffic → Site Quality → SAVE

06 Linkable Asset Example

WHAT IS OFF-PAGE SEO? A B2B SAAS GUIDE

The first TheMichaelPro pillar resource is designed to give other writers multiple specific reasons to reference it.

Backlink Quality Framework

Practical sequence for evaluating relevance, legitimacy, editorial reason, audience value, authority, placement and link attributes.

Competitor Backlink Methodology

Repeatable process for understanding why competitors earn links and translating that intelligence into opportunities.

B2B SaaS Off-Page Checklist

Actionable implementation reference for teams planning campaigns.

Measurement Framework

Connects visibility and referral traffic to authority, rankings, organic growth and eventual business impact.

Original Visuals & Structure

Frameworks and graphics designed to make complex off-page concepts easier to understand and cite.

Live resource: www.themichaelpro.com/blog/off-page-seo-for-saas

07 Prospect Research Sample

The working prospect database records not only the website, but the editorial reason a specific page could reference the asset.

Prospect	Anchor / Placement	Reason	Priority
SaaS SEO strategy article	Existing off-page/link-quality wording	Needs deeper backlink-quality explanation	HIGH
SaaS link-building guide	Competitor backlink section	Can support a short methodology with a deeper resource	HIGH
B2B SaaS SEO guide	Off-page SEO section	Brief section can reference a specialist guide	HIGH
High-DR generic page	No natural placement	Authority exists but editorial fit is weak	SKIP

A full campaign spreadsheet can additionally track page traffic, DR, contacts, outreach status, acquired links and notes.

08 Core Services

B2B SaaS Off-Page SEO Strategy	Competitor Backlink Analysis
SaaS Link Building	Linkable Asset Strategy
Resource Page Link Building	Broken Link Building
Digital PR Opportunity Research	Qualified Prospect Research & Outreach

09 Campaign Development & Reporting

The current TheMichaelPro authority campaign is in development. This portfolio intentionally separates process evidence from outcome evidence. As campaigns mature, reporting will add verified outcomes such as referring domains earned, qualified referral traffic, ranking movement and organic growth.

Competitors analyzed
Backlink patterns identified
Linkable assets created
Qualified prospects researched
Outreach opportunities identified

10 Relevant Off-Site Marketing Experience

Before developing our dedicated B2B SaaS Off-Page SEO offering, TheMichaelPro built experience through third-party brand visibility and community/reputation campaigns. That experience contributes practical understanding of external brand positioning, audience research, third-party mentions and how brands are discussed outside a company's own website.

Important distinction

Community activity and reviews are not presented as SEO backlinks. They are supporting off-site marketing experience and are kept separate from backlink acquisition results.

Need an Off-Page SEO Strategy for Your SaaS?

We can assess your current authority, competitors, existing linkable assets and backlink opportunities, then build a campaign around the opportunities that make sense for your market.

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Portfolio V1 - designed to evolve as new assets, backlinks and client outcomes are produced.