

WUNDERLANDMEDIA

Micro-SaaS Marketing Checklist: Zero to 1,300 Visitors

No Ad Spend. No Growth Hacker. Just Simple SEO.

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Step 0: Technical SEO Foundation (Do This First)

Before you write a single blog post or share a single link, make sure your technical SEO is solid. Everything else builds on this.

Site Structure & Crawlability

- ☐ **sitemap.xml** generated and submitted to Google Search Console
Auto-generate on build (Astro, Next.js, etc.) or use a plugin
- ☐ **robots.txt** configured correctly
Allow crawlers, point to sitemap, block admin/API routes
- ☐ **Canonical URLs** set on every page
Prevent duplicate content issues across www/non-www, trailing slashes
- ☐ **Clean URL structure** with descriptive slugs
/blog/cover-letter-writer not /blog/post-123
- ☐ **Google Search Console** verified and connected
Submit sitemap, check for crawl errors, monitor indexing

Meta Tags & Open Graph

- ☐ **Title tag** on every page (max 60 chars)
Primary keyword first, brand name last
- ☐ **Meta description** on every page (max 160 chars)
Include a call-to-action, make it click-worthy
- ☐ **Open Graph tags** (og:title, og:description, og:image)
Controls how your links look when shared on Facebook, LinkedIn, etc.
- ☐ **Twitter Card tags** (twitter:card, twitter:title, twitter:image)
Use summary_large_image for best visual impact
- ☐ **Favicon and apple-touch-icon** set
Shows in browser tabs, bookmarks, and home screens

Structured Data (JSON-LD)

- ☐ **Organization schema** on homepage
name, url, logo, sameAs (social profiles)
- ☐ **SoftwareApplication schema** on product page
name, operatingSystem, applicationCategory, offers, aggregateRating
- ☐ **Article/BlogPosting schema** on blog posts
headline, author, datePublished, dateModified, image
- ☐ **BreadcrumbList schema** for navigation
Helps Google understand your site hierarchy
- ☐ **Validate with Google Rich Results Test**
search.google.com/test/rich-results

Performance & Mobile

- ☐ **Lighthouse score 90+** on Performance, Accessibility, SEO
Run in Chrome DevTools > Lighthouse tab
- ☐ **Mobile-friendly** and responsive on all breakpoints

☐ **Images optimized** (WebP/AVIF, lazy loading, proper alt text)

Alt text = accessibility + image SEO

☐ **HTTPS everywhere** with proper redirects

HTTP to HTTPS redirect, no mixed content

Step 1: Kill the Generic Look

- ☐ **View your site as a stranger would**
Would you trust this enough to download/purchase?
- ☐ **Hero section** says what the product does in one glance
Clear headline, real demo/screenshot, not stock imagery
- ☐ **How-it-works section** in 3 simple steps
Reduce cognitive load: step 1, step 2, step 3, done
- ☐ **Trust signals visible** (privacy, security, size, differentiators)
Example: "100% offline, 0 accounts, no telemetry, under 5MB"
- ☐ **No generic Tailwind/template look**
If it looks like a weekend project, people treat it like one

Step 2: Find Every Competitor

- ☐ **List every competitor** (direct and indirect)
Include massive apps where your feature is just one of many
- ☐ **Research each one:** pricing, features, strengths, weaknesses
Google, Product Hunt, G2, AlternativeTo, Reddit mentions
- ☐ **Write "X vs YourProduct" comparison post** for each competitor
Be honest about where they're better. Readers trust honesty.
- ☐ **Highlight your unique selling points** in every comparison
What do you do that they don't? Price? Privacy? Simplicity?

Best ROI Move

Competitor comparison posts rank for people already comparing tools. These visitors are ready to try something new. This was the single best ROI of everything in this case study.

Step 3: Write Use-Case Blog Posts

- ☐ **List every use case** your product solves
Think specific: "cover letter writer" not "AI writing tool"
- ☐ **One blog post per use case**, targeting specific search queries
Each post = one entry point from Google
- ☐ **Keyword research** (free tools work fine)
Google autocomplete, SerpApi (free tier), Serper (free tier), AlsoAsked
- ☐ **Include product naturally** in each post
Show how your product solves the specific use case

Free Keyword Research Tools

Tool	What It Does	Free Tier
Google Autocomplete	Real-time search suggestions	Unlimited
SerpApi	SERP data via API	100 searches/month
Serper	Google search results API	2,500 searches free
AlsoAsked	People Also Ask questions	3 searches/day

Step 4: Content Distribution

Facebook Page (The Surprise Winner)

- ☐ **Create a Facebook page** for your product
Nobody in the SaaS space talks about Facebook. It works anyway.
- ☐ **Set up API auto-syndication** of blog posts
No extra content creation. Just republish what you already wrote.
- ☐ **Post consistently** (every new blog post gets shared automatically)
In this case study: Facebook = #2 traffic source (184 visitors), more than Google

Reddit (Manage Expectations)

- ☐ **Comment genuinely** in relevant subreddits
Don't drop links. Be helpful. Mention your product only when relevant.
- ☐ **Accept: AI products get hostility right now**
"You just vibe-coded that" is the new "is this just a wrapper?"
- ☐ **Don't burn emotional energy** on arguments
11 visitors in 45 days. Not worth the stress if it's not working.

Step 5: Posting Consistency (The Real Secret)

The Rule

Pick a posting cadence you can sustain forever. If you start at 3x/week and can't keep it up, drop to 2x/week. But never stop. Consistency beats frequency. An irregular 5x/week is worse than a reliable 2x/week.

Cadence Planning Worksheet

Your Numbers	Fill In
Total blog posts you have right now	
Posts you can write per week (realistically)	
Posting cadence you want (posts/week)	

If you have...	At 3x/week	At 2x/week	At 1x/week
10 posts	~3 weeks	5 weeks	10 weeks
25 posts	~8 weeks	~13 weeks	25 weeks
50 posts	~17 weeks	25 weeks	50 weeks

When your backlog runs out

If you have 50 posts and publish 3x/week, you run out in ~17 weeks. Before that happens, you need to be producing new posts at the same cadence. If you can't write 3 posts/week, drop to 2x/week now. It's better to start slower and stay consistent than to start fast and go silent.

Consistency Checklist

☐ **Choose a cadence you can maintain for 6+ months**

Be honest. 2x/week forever beats 5x/week for 3 weeks.

☐ **Set up a publishing schedule** (same days each week)

Tuesday/Thursday, Monday/Wednesday/Friday, pick your rhythm

☐ **Batch-write posts** when you have energy, schedule ahead

Write 4 posts on Sunday, schedule them for the week

☐ **Never go silent for more than 1 week**

Gaps hurt more than low frequency. Consistency signals reliability.

☐ **Repurpose across channels** (blog post = Facebook post = LinkedIn post)

One piece of content, multiple distribution points

Step 6: Measure What Matters

- ☐ **Set up privacy-friendly analytics** (Plausible, Umami, or similar)
You need data to know what's working. Plausible is lightweight and GDPR-friendly.
- ☐ **Track outbound link clicks** (App Store, download, signup links)
This is your real conversion metric, not just pageviews
- ☐ **Monitor traffic sources** weekly
Know which channels actually send people. Double down on what works.
- ☐ **Check top pages** to see which content performs
Write more of what works. Stop guessing.

Benchmark Numbers (From This Case Study)

1,300

Unique Visitors (45 days)

15.8%

Outbound Click Rate

206

App Store Clicks

\$0

Ad Spend

Traffic Source	Visitors	Takeaway
Direct / None	1,000	Brand awareness, bookmarks, word of mouth
Facebook	184	Surprise #2. Auto-syndicate your blog posts.
Google	88	SEO takes time. Comparison posts rank fastest.
Reddit	11	Brutal for AI products right now. Low ROI.
Bing	5	Exists. Don't ignore it, but don't optimize for it.

Your Tracking Worksheet

Metric	Week 1	Week 2	Week 4	Week 8
Unique Visitors				
Top Source				
Outbound Clicks				
Posts Published				

"The marketing industry wants you to believe this is complicated. That you need their tools, their frameworks, their expertise. It's not. Simple SEO, honest content, a Facebook page, and showing up consistently. That's it."

Kemal, Wunderlandmedia

Read the full case study with screenshots and data:
wunderlandmedia.com/wundertype-1300-visitors-zero-ad-spend