

Strategic Overview

Objective:

Build topical authority for *SaaS recruitment & leadership hiring* (Charles Slater Exec Recruitment) in the UK.

KPIs (12-Month Targets):

Metric	Month 1 Baseline	Month 12 Goal
% Keywords Top 10	0 %	≥ 70 %
Organic Sessions (UK)	+0 %	+250 %
Qualified Leads (Founder/CRO/Investor)	+0 %	+40 per month
Downloaded Assets	0	> 500 unique downloads
Backlinks (DR 40 +)	10	≥ 100

Roles:

- **Fractional CMO (2 days/week)** → strategy, SEO direction, asset briefs, CRO oversight, performance review.
- **Marketing Intern (FT)** → content production, on-page SEO, scheduling, social posts, reporting setup.

Core Tool Stack: SE Ranking (visibility), GA4 + GSC, HubSpot marketing, Canva/Figma, Notion + Airtable calendar, Looker Studio dashboard.



Quarter-by-Quarter Plan

Q1 – Foundation & Technical Setup (M1–M3)

Goals: technical SEO fixes, keyword mapping, initial pillar builds.

Month	CMO Focus	Intern Focus	Deliverables
M1	SEO audit (technical, on-page, content gap) Persona → keyword cluster mapping Editorial calendar	Keyword clean-up (CSV dedupe, vol, intent) Competitor SERP analysis (top 3 per term) CMS metadata update	✓ Keyword Strategy Matrix ✓ Tracking dashboard setup (Looker)
M2	Define pillar themes: “SaaS Leadership Hiring”, “Fractional Talent Partner”, “Sales Hire ROI”	Write 2 pillar drafts (1,500 words each) + internal links Upload and optimise with schema & breadcrumbs	✓ 2 live pillars ✓ On-page score > 85 (SE Ranking)
M3	Build Content Playbook & asset workflow Launch first lead magnet (“SaaS Leadership Hire Blueprint 2025”)	Design landing page + gated asset form HubSpot Post 2× LinkedIn promos / week	✓ 1 download asset live ✓ Start email sequence (Founders)



Q2 – Authority & Asset Roll-out (M4–M6)

Goals: scale content, start link building, launch 3 personas' assets.

Month	CMO Focus	Intern Focus	Deliverables
M4	Outline 3 additional pillar pages (CRO, HRD, Investor)	Publish 3 blogs (FAQ-style ~1,000 wds)	✓ Total 5 pillars live
M5	Coordinate guest posts & backlink campaign (10 links)	Repurpose content → LinkedIn carousel + short videos	✓ 10 high-DR links acquired
M6	Review SERP movements → prioritise next 30 keywords	Launch “Sales Hire ROI Calculator” (Excel gated)	✓ 2 live gated tools ✓ Lead nurture flows live (CRO persona)

Q3 – Expansion & Conversion Optimisation (M7–M9)

Goals: double publishing pace, improve conversion rates, enhance UX signals.

Month	CMO Focus	Intern Focus	Deliverables
M7	Audit CTR / dwell metrics; revise titles & snippets	Implement FAQ schema across top 10 URLs	✓ CTR +20 %
M8	Develop persona-based email nurtures (4 sequences)	Design & publish “Hard-to-Hire Roles Toolkit” and “How to Brief a SaaS Recruiter”	✓ 3 new downloadables
M9	Backlink round 2 (+20 links DR 40 +)	Host webinar “Leading Change in SaaS” → record for YouTube embed	✓ Video SEO + event leads captured



Q4 – Dominance & Scale (M10–M12)

Goals: secure top-10 dominance, extend authority into adjacent keywords, refine reporting.

Month	CMO Focus	Intern Focus	Deliverables
M10	Gap analysis vs SERP leaders (Top 3 domains)	Optimise legacy blogs + refresh stats & assets	✓ 20 content refreshes
M11	Launch Quarterly SaaS Talent Intelligence Briefing (email + LinkedIn ads)	Design digest template & track CTR	✓ 1 newsletter > 35 % open rate
M12	Full performance review → rank tracking & ROI	Publish annual “UK SaaS Recruitment Outlook 2026” white paper	✓ 70 % Top-10 keywords ✓ End-of-year report

Monthly Production Targets (Intern)

Month	Blog Posts	Pillar Pages	Downloadable Assets	Backlinks to Secure	Persona Focus
1–2	4	2	–	0	Founders
3–4	6	3	1	5	CRO + Investor
5–6	6	–	2	10	HR + Candidate
7–9	8	–	3	20	Mix + Coaching
10–12	6	–	1 (white paper)	20	All personas



Measurement & Review Cadence

Frequency	Activity	Owner
Weekly	Intern updates Looker Studio dashboard + rank movements	Intern
Bi-weekly	Content review / brief approval	CMO
Monthly	Board-ready SEO + Lead Report (% Top10, traffic, CPL)	CMO + Intern
Quarterly	Strategy pivot (session quality + conversion)	CMO
Annual	ROI Review – CAC vs agency benchmarks	CMO



Asset Creation Timeline (Highlights)

Quarter	Asset	Persona	Channel	Goal
Q1	SaaS Leadership Hire Blueprint 2025	Founders	Blog + PDF + Email	Lead magnet
Q2	Sales Hire ROI Calculator (Excel)	CROs / VP Sales	Landing Page + Ads	Comparison value
Q2–Q3	Portfolio Talent Heatmap	Investors / PE	Dashboard / LinkedIn	Authority asset
Q3	Hard-to-Hire Roles Toolkit	HR Directors	Download + Web form	Pipeline builder
Q3–Q4	Hidden SaaS Opportunities Digest	Candidates	Newsletter	Community nurture
Q4	First 90 Days Playbook / Leading Change Webinar	CEOs / Boards	Webinar + Video SEO	Coaching lead

Quarterly Growth Forecast

Quarter	Keywords Top-10 Goal	Domain Authority	Leads / Month	Key Outcome
Q1	25 %	28	10 – 15	Foundation built
Q2	45 %	35	20 – 25	Authority signals
Q3	60 %	42	30 – 35	Conversion optimised
Q4	70 %	48 +	40 – 45	Market dominance

