



ESA DIGITAL

25 October 2026

Education SaaS Organic ROI Forecast 2027

Learning management, corporate training and course-creation software · US search demand · global AI visibility

Industry report · Prepared by **ESA Digital** · Ahrefs Site Explorer, Keywords Explorer + Brand Radar

[Check interactive report](#)

1. Key findings

FINDINGS

- A LMS is the biggest door.** 1.4M US searches/mo across eight topics, and LMS is 410K (28%): "lms" (173K/mo), "learning management system" (14K). Many "lms" searches are students looking for their school's system, so buyer demand is smaller.
- B Teaching and training topics follow.** Teaching Tools (200K: "lesson plan template", "formative assessment"), Learning Theory (190K: "bloom's taxonomy", 58K) and classroom games and quizzes (180K) are 12–14% each. Corporate training and eLearning authoring add 21%.
- C Course platforms lead organic search.** Thinkific gets 174K visits/mo on 14K keywords, TalentLMS 126K and Kajabi 107K. Docebo and LearnWorlds are under 70K.
- D AI answers cite open-source and school platforms.** TalentLMS holds 47.9% of the set's 2.7M AI impressions/mo, Kajabi 21.1% and Docebo 19.7%. "What are the most famous LMS?" cites moodle.org and instructure.com. Kahoot! is left out of the set: with 24M visits/mo it would flatten every other bar.
- E Organic search pays back at the median.** Taking the median annual contract in the segment (\$24.5K), a Growth project brings about 98 customers and \$1.31M of paid revenue on \$263K over 24 months (ROI 399%, break-even in month 15). With bottom-quartile contracts and lead rates it still returns \$336K (ROI 28%).

WHAT TO DO

Publish the guides L&D teams and course creators search (LMS selection, training plans, instructional design, how to create and sell a course), each with a template. Compete with Moodle and Canvas on comparison pages, since AI answers name them first.

2. SEO Opportunities

RELEVANT CONTENT IDEAS

3 800

TOPICAL CLUSTERS

8

MONTHLY SEARCH VOLUME

1 429 580

CLUSTER	VOLUME SHARE	IDEAS	VOL/MO
LMS ↗	24.5%	438	406 550
Teaching Tools ↗	11.9%	491	198 360
Learning Theory ↗	11.5%	475	190 820
Quizzes & Engagement ↗	10.6%	482	176 960
eLearning Authoring ↗	9.7%	468	160 400
Corporate Training ↗	8.8%	469	146 700
Coaching & Membership ↗	6.7%	498	111 890
Course Creation ↗	2.3%	479	37 900
Relevant total	86.0%	3 800	1 429 580
Off-topic / adjacent — excluded	14.0%	631	232 160
Total		4 431	1 661 740

How this was built >

FINDINGS 📄

LMS (28.4%) leads, then Teaching Tools (13.9%), Learning Theory (13.3%), Quizzes & Engagement (12.4%), eLearning Authoring (11.2%) and Corporate Training (10.3%). Coaching and course creation are smaller but closest to a purchase for creator platforms.

WHAT TO DO 🛠️

Lead with training and course-creation guides and free templates (training plan, course outline, quiz builder), then "best LMS for ..." comparisons by company size.

3. Competitive Landscape

3.1 Organic SEO — Ahrefs Site Explorer

BRAND	ORG. TRAFFIC/MO ↓	ORG. KEYWORDS	TOP 3	BACKLINKS	ORG. VALUE	DR
Thinkific ↗ thinkific.com	174 478	14 126	4 285	13 656 912	\$260K	91
TalentLMS ↗ talentlms.com	125 978	5 125	2 009	2 556 881	\$313K	85
Kajabi ↗ kajabi.com	106 768	2 487	1 150	2 597 884	\$93K	87
Docebo ↗ docebo.com	65 066	5 789	2 079	101 964	\$302K	77
LearnWorlds ↗ learnworlds.com	40 020	2 354	711	1 828 722	\$92K	88

Click column header → sort. Click brand row → SEO dashboard. Bars are normalized per column.

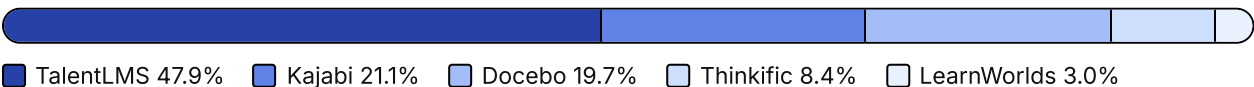
3.2 AI Visibility — Brand Radar (impressions/month)

BRAND	CHATGPT	AI OVERVIEWS	AI MODE	TOTAL ↓
TalentLMS ↗ talentlms.com	227 284	872 444	192 453	1 292 181
Kajabi ↗ kajabi.com	178 561	264 830	127 215	570 606
Docebo ↗ docebo.com	94 513	231 273	205 362	531 148
Thinkific ↗ thinkific.com	77 477	96 925	51 097	225 499
LearnWorlds ↗ learnworlds.com	41 332	25 233	14 357	80 922

Click column header → sort. Click row → ChatGPT citation prompts. Brand Radar matches **brand names**, not domains.

3.3 AI Share of Voice

TalentLMS 47.9% — the 5 brands in this set hold **2 700 356** AI impressions/mo across ChatGPT, AI Overviews & AI Mode.



FINDINGS

The five brands hold 2.7M AI impressions/mo across ChatGPT, AI Overviews and AI Mode. TalentLMS (47.9%), Kajabi (21.1%) and Docebo (19.7%) lead; Thinkific (8.4%) and LearnWorlds (3.0%) share the rest. Prompts ask what the platform is, what it costs and how it compares with Kajabi.

WHAT TO DO

Answer pricing and “X vs Kajabi” questions on your own pages, and publish an LMS comparison that includes the open-source options AI answers already cite.

4. ROI Forecast

INDUSTRY BENCHMARK

Weak

Typical

Strong

×

PACKAGE

Start

Growth

Scale

×

PERIOD

12m

24m

36m

Forecast outcomes

BREAK-EVEN

Month 15

24M REVENUE

\$1.31M

24M ROI

399%

24M PROFIT

\$1.05M

Investment

PROJECT COST

\$263K

PUBLISHED PAGES

600

NEW CUSTOMERS

98

COST PER CUSTOMER

\$3K

Parameters

PACKAGE INPUTS

Pages / month **25**

Monthly cost **\$11K**

CONVERSION FUNNEL · TYPICAL TIER

Visit → Lead **0.5%**

Lead → Customer **3.7%**

Contract value / yr **\$24K**

CONTENT PERFORMANCE

Months to peak **7**

Avg visits/page **180**

Success rate **60%**

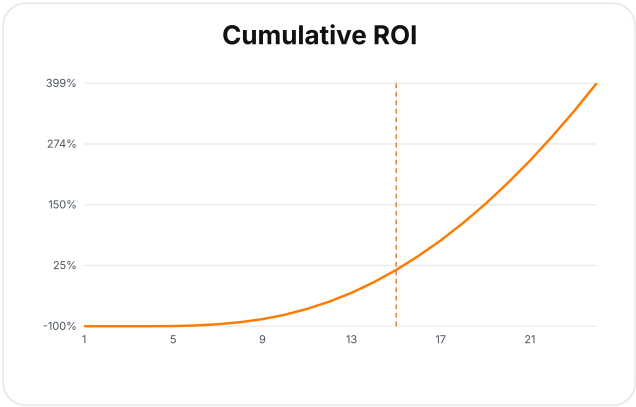
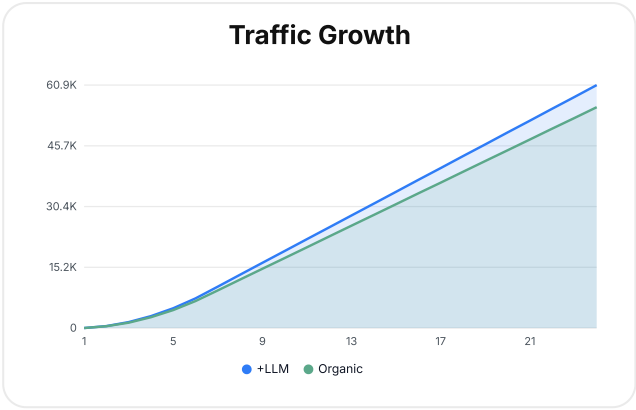
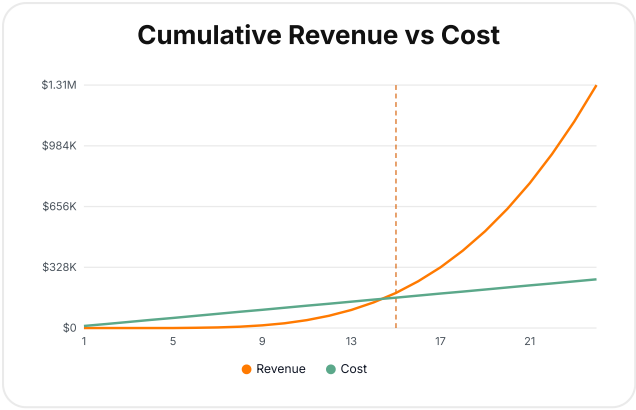
AI / GEO LIFT

LLM ratio **0.1x**

LLM conv boost **2x**

[Dive deeper — change parameters in the ROI calculator ↗](#)

– Open the interactive model to adjust assumptions yourself.



MONTHS	PAGES	ORGANIC	LLM	LEADS	CUSTOMERS	REVENUE	ROI
1	25	0	0	0	0.0	\$0	-100%
2	50	450	45	3	0.0	\$0	-100%
3	75	1.4K	135	8	0.0	\$0	-100%
4	100	2.7K	270	16	0.0	\$0	-100%
5	125	4.5K	450	27	0.1	\$204	-100%
6	150	6.8K	675	41	0.3	\$815	-98%
7	175	9.4K	945	57	0.6	\$2K	-96%
8	200	12.2K	1.2K	73	1.0	\$4K	-92%
9	225	14.8K	1.5K	89	1.5	\$7K	-86%
10	250	17.6K	1.8K	105	2.1	\$11K	-77%
11	275	20.3K	2.0K	122	2.7	\$17K	-65%
12	300	22.9K	2.3K	138	3.3	\$24K	-50%
13	325	25.6K	2.6K	154	3.9	\$32K	-31%
14	350	28.4K	2.8K	170	4.5	\$41K	-10%
15	375	31.1K	3.1K	186	5.1	\$51K	16%
16	400	33.8K	3.4K	203	5.7	\$63K	44%
17	425	36.5K	3.6K	219	6.3	\$76K	76%
18	450	39.1K	3.9K	235	6.9	\$90K	112%
19	475	41.9K	4.2K	251	7.5	\$105K	151%
20	500	44.5K	4.5K	267	8.1	\$121K	194%
21	525	47.3K	4.7K	284	8.7	\$138K	240%
22	550	50.0K	5.0K	300	9.3	\$157K	290%
23	575	52.6K	5.3K	316	9.9	\$176K	343%

MONTHS	PAGES	ORGANIC	LLM	LEADS	CUSTOMERS	REVENUE	ROI
24	600	55.4K	5.5K	332	10	\$197K	399%

ESA ROI Calculator · Start 10/\$5.5K · Growth 25/\$10.95K · Scale 40/\$15.5K · peak 7 mo, success 60%, 180 visits/page, no brand-search layer, contract value billed monthly from 3 months after the lead, 88% kept from year 2, LLM 0.1×, LLM conv ×2. Funnel inputs follow the industry benchmark switch (Weak / Typical / Strong = bottom quartile / median / top quartile of the category). Weak / Typical / Strong combine the lead-rate estimate (0.25 / 0.5 / 0.95%) with the bottom-quartile / median / top-quartile contract. Contract value is what a typical buyer pays a vendor of the segment per year on Vendr; Vendr buyers are mostly companies with a procurement process, so contracts at small-business vendors are likely smaller. Visit → lead for content pages is an ESA estimate (no open benchmark for blog traffic).

FINDINGS

On the Growth package over 24 months, the median scenario (Typical tier: 0.5% of visitors leave a lead, 3.7% of leads become customers, \$24.5K a year per customer) turns a **\$263K** project into about **98 customers** and **\$1.31M** of revenue paid within the period (ROI 399%), breaking even in month 15. Revenue is counted as it is billed: each customer pays a twelfth of the contract a month, starting three months after the lead, and 88% is kept from year 2. Weak returns \$336K (ROI 28%); Strong, with top-quartile lead rates and contracts, \$3.74M.

WHAT TO DO

Check two numbers against your own CRM before reading the forecast: how many content visitors leave a lead, and your average first-year contract. If you sell mostly to small businesses, your contracts are likely below the Vendr median; replace the contract value with yours. Scale over 36 months returns \$9.08M in the median scenario.

Sources & Benchmarks

I. Sources

- **Content** — [Ahrefs Keywords Explorer](#) (US volumes) + [ESA](#) intent clustering
- **Organic SEO** — [Ahrefs Site Explorer](#)
- **AI Visibility** — [Ahrefs Brand Radar](#) (ChatGPT / AI Overviews / AI Mode; citations API limit 25)
- **ROI** — [ESA ROI Calculator](#) + service packages
- **Industry benchmarks** — [First Page Sage](#), [Average SaaS Conversion Rates: 2026 Report](#), [Vendr](#), [SaaS pricing pages](#) (262 vendors), [Benchmarkit](#), [2025 B2B SaaS Performance Metrics Benchmarks](#), [Ebsta & Pavilion](#), [2025 GTM Benchmarks](#), [Unbounce](#), [Conversion Benchmark Report 2024 \(SaaS\)](#)

II. Benchmarks

Reference ranges for a B2B SaaS funnel from search — Visit → Lead → Customer — with the segment’s annual contract value. Rows marked **ROI-model input** feed the forecast above. All figures are modelled estimates on the stated inputs, not guarantees.

II.A. Conversion — industry benchmarks

FUNNEL STEP	WEAK → TYPICAL → STRONG	SOURCE / NOTE
Visit → Lead (content page)	 Weak 0.2%Typical 0.5%Strong 0.95%	ROI-model input. ESA estimate: about a quarter of the landing-page rate
Visit → Lead (landing page, search)	 Weak 1%Typical 2.5%Strong 3.8%	First Page Sage 2026, Unbounce 2024
Lead → Customer	 Weak 3.7%Typical 3.5%Strong 3.7%	ROI-model input. First Page Sage 2026 (no spread published)
Lead stages: qualified → SQL → opportunity → won	 Typical 41% → 51% → 49% → 36%	First Page Sage 2026
Annual contract value	 Weak \$126KTypical \$245KStrong \$36.7K	ROI-model input. Vendr: bottom quartile / median / top quartile of vendors
Sales cycle / win rate	 WeakTypical 91 days / 10%Strong —	Ebsta & Pavilion 2025; the model starts billing 3 months after the lead
Revenue kept after a year (without / with expansion)	 WeakTypical 88% / 10%Strong —	Benchmarkit 2025; the model keeps 88%
Industry average, all channels: visit → lead / lead → customer	 WeakTypical 1.4% / 2.5%Strong —	First Page Sage; lower than search alone
Avg. visits per page (peak)	180 visits	ROI-model input. Model setting of the ESA ROI Calculator: 180 visits a month per new page at peak, 60% of pages ranking. No brand-search layer is added for SaaS:

only the pages' own traffic and AI referrals count.

Annual contract value	\$24K	ROI-model input. Vendr pricing data for the segment's vendors: annual contract a typical buyer pays (bottom quartile / median / top quartile).
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II.B. GEO benchmark ranges

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
LLM traffic ratio	0.01–0.04×	0.05–0.12×	0.15–0.30×	LLM referrals as a multiple of organic
LLM conversion boost	+50–120%	+300–500%	+400–700%	ChatGPT highest; AI Overviews lowest
Content success rate	30–50%	45–65%	50–70%	Service pages and how-to content rank best
Months to peak	3–6	6–14	14–24	Per published cohort
Brand traffic multiplier	0.05–0.15×	0.20–0.40×	0.45–0.90×	Not used: the model counts only the pages' own traffic