

SEO Audit & Content Strategy
850K Monthly Search Volume Opportunity

// 01 executive_summary

450 Monthly Clicks	120K Monthly Impressions	0.4% CTR (Page 2 = low CTR)	13.2 Avg Position (Page 2)
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// 02 critical_findings

- ! Position Problem:** Avg position 11.5 (page 2). Low CTR is expected - page 2 gets <1% of clicks. Need to rank on page 1.
- ! Mobile LCP: 12 seconds** - Page takes 12s to load on mobile (target: 2.5s). Losing mobile visitors.
- ! Missing key pages:** No /whatsapp-api/, /pricing/, or /ai-voice-agent/ pages. Competitors have these.
- ! Competitor C.ai (8.2K traffic, +280% growth):** Voice AI competitor is small but scaling fast. Window to dominate voice AI is closing.

// 03 opportunity_size

850K Monthly Search Volume	1,850 Target Keywords	100 Pages Planned
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// 04 100_page_strategy

Tier	Pages	Volume	Focus
T1	10	780,000	Core hub pages (ai chatbot, whatsapp api)
T2	28	42,000	Product & vertical landing pages
T3	62	28,000	Blog, how-to, comparison content

Current Ranking Status

// impression_distribution

Range	Keywords	% of Total	Status
<10 impressions	144	72%	Noise
10-49 impressions	48	24%	Low
50-99 impressions	6	3%	Emerging
≥100 impressions	2	1%	Meaningful

// meaningful_keywords (≥50 impressions)

Keyword	Position	Impressions	Clicks	CTR	Status
automate customer engagement	8.7	520	0	0%	CTR Problem
	2.1	310	95	33.8%	Brand ✓
ai receptionist for physiotherapy	14.2	85	0	0%	Striking Distance
ai	1.0	78	42	50%	Brand ✓
whatsapp chatbot south africa	4.0	72	1	1.7%	Good
whatsapp chatbot uk	1.0	65	1	2%	#1 Position

// key_insight

Position Problem: Page 2 Rankings = No Clicks

424 impressions at position 9 = 0 clicks. This is expected - position 9+ (page 2) gets <1% CTR. The fix is not better titles, but ranking on page 1. Need content depth and backlinks.

Low Impression Keywords = Low Search Volume

"WhatsApp chatbot UK" (51 impressions) and "WhatsApp chatbot South Africa" (60 impressions) - these low numbers suggest either minimal search volume in these regions or inconsistent rankings. Not priority targets.

Competitor Analysis - India Market (SEMrush Data)

// organic_traffic_metrics

Metric	Competitor A.com	Competitor B.io	Competitor C.ai	
Monthly Traffic (India)	62,000	31,500	8,200	~450
Traffic Growth	+18%	0%	+280%	-
Ranking Keywords	2,500	2,300	523	~150
Traffic Cost Value	₹3.5L	₹14L	₹10L	-
Backlinks	520K	165K	9.8K	-

// traffic_composition

2%

Competitor A Branded

98% non-branded

90%

Competitor B Branded

10% non-branded

90%

Competitor C Branded

10% non-branded

Competitor A Dominates Non-Branded Search

Competitor A ranks for massive generic keywords: "whatsapp login" (2.8M volume, position 9), "whatsapp web login" (2.13M volume, position 7). They capture users who don't know what tool they need yet.

// paid_search_activity

Competitor B Runs Google Ads in India (₹50+ CPC)

Top paid keywords: "whatsapp business api" (₹50 CPC), "whatsapp cloud api" (₹49 CPC)

Opportunity: These high-CPC keywords validate search intent. can win these organically without ad spend.

// voice_ai_competitor

Competitor C.ai: Voice AI Competitor (8.2K Traffic)

Direct competitor to 's voice AI positioning. 8,200 monthly visitors with +280% YoY growth. Traffic cost value of ₹10L suggests high commercial intent.

Competitor C's competitors: retellai.com, vapi.ai, bland.ai - all voice AI platforms. This validates the voice AI opportunity.

// additional_competitors

Also appearing in competitive landscape:

- [interakt.shop](#)
- [sleekflow.io](#)
- [gallabox.com](#)
- [quickreply.ai](#)
- [retellai.com \(voice\)](#)
- [vapi.ai \(voice\)](#)

Competitor Content Strategy

// top_ranking_pages

Competitor A.com - SEO Powerhouse (62K traffic)

2.5K keywords | 520K backlinks | **98% non-branded traffic** | +18% growth

Top ranking keywords (India):

"whatsapp login" **2.8M volume | Position 9**

"whatsapp web login" **2.13M volume | Position 7**

"formal whatsapp message" **22K volume**

Strategy: Ranks for massive generic WhatsApp queries via informational content. Uses subdomains: m.competitor-a.com, wiki.competitor-a.com

Competitor B.io - Brand-Dependent (25.4K traffic)

2.3K keywords | ₹14L traffic cost | **90% branded**

"competitor-b" **32K volume | Position 1**

/whatsapp-business-api/

/pricing/

Strategy: Relies heavily on brand searches. Runs paid ads. Limited non-branded capture.

Competitor C.ai - Voice AI Competitor (8.2K Traffic)

523 keywords | ₹10L traffic cost | **+280% YoY growth**

"competitor-c ai" **2.4K volume | Position 1**

"ai voice agent"

"ai voice assistant"

Strategy: Direct voice AI competitor. Same space as . Competitors: retellai.com, vapi.ai, bland.ai

// missing_pages_

Page Type	Competitor Example	Status
/whatsapp-api/	competitor-b.io/whatsapp-business-api/	Missing
/pricing/	competitor-b.io/pricing/ (transparent)	Missing
WhatsApp Login Guide	competitor-a.com (ranks #9 for 2.8M volume)	Missing
/ai-voice-agent/	competitor-c.ai (voice AI competitor)	Missing
Knowledge Base	wiki.competitor-a.com/articles/*	Missing

// key_insights

Competitor C.ai: 8.2K Traffic, Growing +280% YoY

Competitor C.ai is a direct voice AI competitor with 8,200 monthly visitors. Still small but growing rapidly. must act fast to capture voice AI search intent before Competitor C.ai scales further.

Competitor A's Strategy: Win Generic Keywords

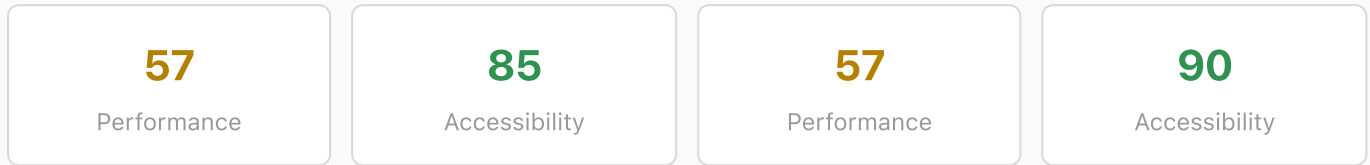
Competitor A ranks #7-9 for "whatsapp login" queries with **4+ million monthly searches**. They capture top-of-funnel traffic that competitors ignore. can replicate this with informational content.

Technical Audit

// pagespeed_insights

Mobile

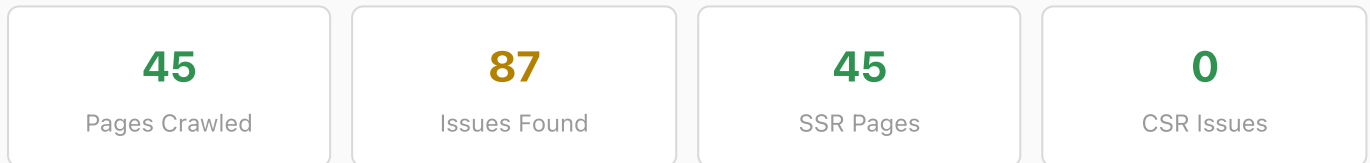
Desktop



// core_web_vitals

Metric	Mobile	Desktop	Target	Status
LCP	12.0s	3.1s	≤2.5s	Critical
FCP	5.4s	0.2s	≤2.1s	Mobile Fail
TBT	130ms	610ms	≤200ms	Desktop Fail
CLS	0	0.001	≤0.1	Pass

// crawl_audit (50 pages)



Good: All pages use Server-Side Rendering (SSR). Google can index content properly.

// 113_issues_breakdown

Issue Type	Count	Severity	Action
Canonical Mismatch (www vs non-www)	~35	Critical	Redirect all www → non-www (or vice versa)
Title Too Long (>60 chars)	~22	Medium	Shorten titles to 50-60 characters
Meta Description Too Long (>160 chars)	~15	Low	Trim to 150-160 characters
Missing Canonical URL	5	High	Add self-referencing canonicals
Missing Meta Description	6	High	/book-a-demo, /privacy-policy, /terms
Missing Image Alt Text	6	Low	Add descriptive alt text
Title Too Short (<50 chars)	2	Low	/book-a-demo, /privacy-policy

Priority Fix: Canonical Mismatch

100-Page Content Strategy

// tier_distribution

Tier	Pages	Volume	Section	Purpose
T1	10	780,000	Products + Learn	Core conversion pages
T2	28	42,000	Solutions + Products	Vertical & feature pages
T3	62	28,000	Blog	Authority builders + comparisons

// simplified_sitemap

```

clientdomain.com/
|
├── PRODUCTS (Your core offerings)
|   ├── /whatsapp-automation/      ← 5K/mo (CORE PRODUCT)
|   ├── /ai-voice-agent/          ← 5K/mo (DIFFERENTIATOR)
|   ├── /whatsapp-chatbot/        ← 5K/mo
|   ├── /whatsapp-broadcast/      ← 5K/mo
|   ├── /whatsapp-crm/            ← 5K/mo
|   └── /ai-customer-service/     ← 5K/mo
|
├── SOLUTIONS (Verticals)
|   ├── /healthcare/              ← Healthcare vertical hub
|   ├── /fintech/                  ← Fintech vertical hub
|   └── /insurance/                ← Insurance vertical hub
|
├── LEARN (Informational - capture top-funnel)
|   ├── /learn/whatsapp-business-api/ ← 50K/mo searches
|   ├── /learn/conversational-ai/    ← 50K/mo searches
|   └── /learn/ai-chatbot/           ← 500K/mo searches
|
├── /pricing/
|
└── BLOG (T3 content + comparisons)
    ├── /blog/competitor-b-alternative/
    ├── /blog/competitor-a-alternative/
    ├── /blog/competitor-c-alternative/
    ├── /blog/how-to-create-whatsapp-chatbot/
    └── /blog/whatsapp-api-guide/
    
```

Visual Keyword Hierarchy

TIER 1: LEARN (Top-of-Funnel - Capture High-Volume Searches)

AI Chatbot (500K/mo)	WhatsApp API (50K/mo)	Conversational AI (50K/mo)
/learn/ai-chatbot	/learn/whatsapp-api	/learn/conversational-ai

|



TIER 1: PRODUCTS ('s Core Offerings)

WhatsApp Automation	AI Voice Agent ★	WhatsApp Chatbot	WhatsApp CRM
5,000/mo	5,000/mo	5,000/mo	5,000/mo

|



TIER 2: SOLUTIONS (Vertical Landing Pages)

HEALTHCARE (8 pages)	FINTECH (5 pages)	INSURANCE (3 pages)
/healthcare/*	/fintech/*	/insurance/*
• AI Receptionist 500/mo	• Banking Chatbot	• Insurance Chatbot
• Patient Engagement	• EMI Collection	• Claims Bot

|



TIER 3: BLOG (62 pages - Authority Builders)

How-To Guides	Comparisons	Industry Content	Location Pages
• Create WA chatbot	• Competitor B Alternative	• Chatbot for hospitals	• WA Chatbot UK
• Use WA API	• Competitor A Alt.	• Voice AI health	• WA Chatbot India
• Automate WA	• Competitor C Alt.		

★ = Differentiator (Competitor C.ai: 8.2K traffic, +280% growth - act fast!)

// internal_linking_flow

Content Flow: T3 → T2 → T1 → Conversion

Example: Blog "How to Reduce Patient No-Shows" (T3) → links to "Patient Engagement Platform" (T2) → links to "WhatsApp Automation" (T1) → Book a Demo

GEO: Generative Engine Optimization

// why_geo_matters

AI Search is Growing Fast

ChatGPT, Perplexity, Google AI Overviews, and Bing Copilot are changing how people discover products. **By 2026, 25%+ of searches will be answered by AI.** needs to be cited in AI responses.

// technical_requirements

Requirement	Purpose	Status
Schema Markup	Helps AI understand content structure	Not implemented
FAQ Schema	Direct answers AI can cite	Not implemented
Organization Schema	Brand entity recognition	Not implemented
Product Schema	Feature & pricing data for AI	Not implemented
HowTo Schema	Step-by-step instructions	Not implemented

// content_structure_for_geo

DO: AI-Friendly Content

- Start with clear definitions
- Use "What is X?" + direct answer format
- Add FAQ sections to every page
- Include statistics with sources
- Use bullet points and tables
- Add author bylines (E-E-A-T)

AVOID: AI-Unfriendly Content

- Walls of text without structure
- Vague marketing language
- Content without clear answers
- Missing citations/sources
- No FAQ or Q&A sections
- Anonymous/no author content

// geo_content_template

EVERY PAGE SHOULD INCLUDE:

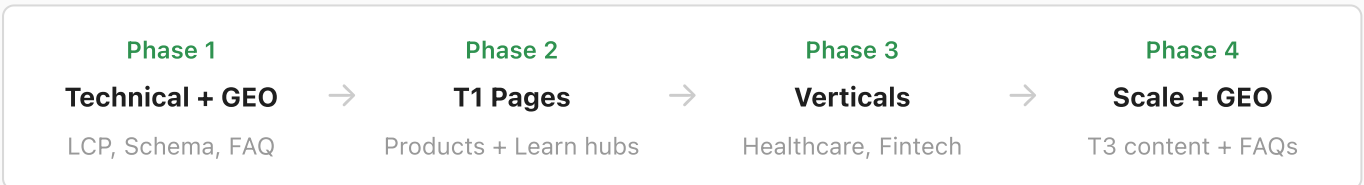
1. DEFINITION BOX (first 100 words)
"What is [Topic]? [Topic] is... [clear 1-2 sentence definition]"
2. KEY STATS TABLE
| Metric | Value | Source |
| Market size | \$X billion | [Citation] |
3. FAQ SECTION (3-5 questions)
Q: How does 's WhatsApp automation work?
A: [Direct 2-3 sentence answer]
4. COMPARISON TABLE (where applicable)
| Feature | | Competitor |
5. AUTHOR BOX

Recommendations & Roadmap

// priority_matrix

Priority	Action	Impact	Effort
P0	Fix mobile LCP (12s → <2.5s)	High	Medium
P0	Improve rankings (page 2 → page 1)	High	High
P1	Create /whatsapp-api/ product page	High	Medium
P1	Create /ai-voice-agent/ page	High	Medium
P2	Create T1 hub pages (10 pages)	High	High
P2	Add Schema markup (FAQ, Product, Organization)	High	Low
P3	Create vertical landing pages	Medium	Medium
P3	Add FAQ sections to all pages (GEO)	Medium	Low

// roadmap



// expected_outcomes

10x Traffic Growth Potential	5-8% Target CTR	100 New Pages
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Ready to grow 's organic traffic?

yash.kumar@vaanarstack.com

+91 88971 38383

vaanarstack.com

Let's Talk