

# RankPulse — SEO + AI Visibility Audit

A productised SEO + AI-visibility audit with branded PDF report, deployed live on [abldigitech.in](https://abldigitech.in) — already collecting Razorpay payments at ₹499 per audit.

Category	Set 1 · Global SaaS (LIVE)
Customer	Small site owners, freelance SEO consultants, marketing agencies needing white-label audit reports for prospects
Monetisation	₹499 per audit (₹799 with full PDF + remediation) · ₹2,999/mo for agencies (50 audits/mo + white-label)
Build effort	Med
Plan version	v1.0 — 2026-05 — Live in production

## Executive Summary

RankPulse is the company's first deployed digital product — a productised SEO and AI-visibility audit service live on [abldigitech.in](https://abldigitech.in), processing Razorpay payments (live keys configured), generating server-side PDFs via `dompdf`, and operational since the second half of 2025. The product addresses a fast-growing gap: small businesses and consultants need a credible, comprehensive audit of how their website performs across both traditional SEO and the new AI-overview / chatbot-citation surfaces (ChatGPT search, Perplexity, Google AI Overviews, Claude), and the existing tools (Ahrefs, SEMrush, Screaming Frog) are either enterprise-priced or technically intimidating.

The product runs a full technical audit — HTTPS configuration, robots.txt, sitemap analysis, canonical tags, viewport configuration, Open Graph and Twitter card markup, JSON-LD structured data, page speed via Google PageSpeed Insights integration, mobile responsiveness, image optimisation, internal linking, and content-quality heuristics. It then runs an AI-visibility layer testing whether the major AI bots (GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot) can access the site, whether the site has an `llms.txt` file, and whether FAQPage / Article schema is correctly implemented for AI citation. The output is a branded PDF report priced at ₹499-799 per audit or bundled at ₹2,999/month for agencies.

Year-1 target (full first revenue year): 6,000 paid audits + 80 active agency subscribers, generating ₹38 lakh in revenue against operating costs of ₹12 lakh. The product is structurally cash-positive from month 1 because there is no subscription churn to manage and the per-audit unit cost is under ₹15 (PSI API + `dompdf` + Razorpay fee). The growth path expands the product into related services (competitive audit, monthly tracking, on-page recommendations) at higher price points.

## The Problem

A small business owner whose website is the primary lead-generation channel for their business — a Bengaluru dentist, a Mumbai legal consultant, a Pune coaching institute — knows that 'SEO matters' but has no clear, current view of how their site is actually performing. They cannot afford a ₹40,000 audit from a Mumbai SEO agency, do not have the technical confidence to run Ahrefs or SEMrush themselves, and find the free Google PageSpeed result baffling in isolation.

Compounding this is the new AI-visibility problem. As ChatGPT, Perplexity, and Google AI Overviews increasingly answer informational queries directly (without sending traffic to source sites), the survival of small-business websites depends on whether they are even visible to these AI systems. A site that blocks AI crawlers in its robots.txt — common in default WordPress installations and many SaaS-hosted sites — is invisible to the AI-citation traffic that may, in 24 months, exceed traditional Google traffic for many query categories. Yet site owners have no easy way to discover whether they are accidentally blocking AI bots.

The third problem is the consultant and small agency market. Freelance SEO consultants and 2-10 person digital marketing agencies sell audits to prospects as a paid lead-generation tool. Producing a 30-page audit PDF takes 4-8 hours of manual work using Screaming Frog, Ahrefs, and Excel; the consultant cannot easily white-label the output; and the cost of doing so at scale (across 50+ client prospects per month) is prohibitive. They will pay a monthly subscription for an automated audit tool that produces a credible, branded PDF in 90 seconds.

## The Solution

RankPulse delivers a comprehensive, branded audit in 90-180 seconds (the wait time is genuine — PSI calls take 8-20 seconds each, AI-bot accessibility checks add another 30 seconds across four bots). The output is a multi-page PDF report covering: technical SEO (12 categories), Core Web Vitals from PSI, AI-bot accessibility and llms.txt status, content-quality flags (thin pages, missing meta descriptions, duplicate H1s), structured-data validation, mobile-responsiveness checks, and a prioritised remediation list with estimated impact and difficulty.

Three structural differences from existing tools define the product. First, AI-visibility integration: most SEO tools have not yet built AI-bot accessibility or llms.txt checking into their default audit; RankPulse leads here. Second, India-aware: pricing in INR with Razorpay (not USD with Stripe), report tone calibrated to small-business owners and small-agency consultants rather than enterprise SEO managers, and remediation suggestions appropriate to typical Indian hosting environments. Third, productised pricing: ₹499 for a one-time audit or ₹2,999/month unlimited for agencies versus the ₹40,000 manual audit or \$129/month Ahrefs alternative.

Existing operational state (as of plan publication): the product is live at abldigitech.in, accepting Razorpay live payments at ₹499-799 per audit, generating server-side PDFs via dompdf, with Google PageSpeed Insights integration enabled. The admin dashboard is accessible at /admin.php (password protected). Folder structure follows the standard PHP shared-hosting deployment pattern on Hostinger. The growth work ahead is primarily on marketing distribution and on adding the recurring-revenue product layers above.

## Market Opportunity

The serviceable Indian market for paid SEO audit services across small businesses, consultants, and agencies is approximately 800,000 paying customer slots per year: 600,000 single-audit opportunities (small business owners commissioning a one-time audit annually) and 25,000 agencies who would adopt a monthly subscription tool. At an average of ₹600 per single audit and ₹35,000 per agency-year, the SAM is approximately ₹220 crore growing at 22% annually.

The global market is meaningfully larger but the India-specific positioning matters: pricing in INR, payment via UPI/Razorpay, support hours aligned to India business day, language register matched to Indian small-business owners. Western tools targeting similar segments (Sitebulb, Lumar, Detailed) generate \$5-30 million ARR each globally.

Adjacent expansion: competitor-tracking subscription (monitor your top 3 competitors' SEO + AI visibility, weekly report), site-monitoring subscription (alert when something breaks SEO), white-label audit-as-a-service for hosting companies and website builders (revenue share). These adjacencies could 3-4x the addressable revenue from the same customer base.

## Target Customer

Primary persona: a 41-year-old owner of a 3-doctor dental practice in Jaipur whose website is the source of 70% of new patient enquiries. He has heard 'your site needs SEO' from three different consultants over two years and is suspicious of recommendations. Will pay ₹499 for an audit that gives him a clear, vendor-neutral picture of what is actually wrong and what fixing it would cost — and ₹799 for the version that includes specific remediation steps.

Secondary persona: a 29-year-old freelance digital marketing consultant in Bengaluru serving 8-12 SMB clients. Currently uses Ahrefs (₹10,500/month) and runs manual audits for prospects to win new business. Will pay ₹2,999/month for the Agency tier with white-labelled audit PDFs, replacing 8 hours of weekly manual work and producing more credible-looking output than her current spreadsheet-based reports.

Tertiary persona: a 35-year-old founder of a 6-person digital marketing agency in Pune. Currently spends ₹85,000/month on a mix of SEO tools. Will adopt the Agency tier as one of several tools, valuing the AI-visibility module (which incumbents do not yet have) as a differentiator when pitching new clients.

## Product

Public audit page (live): URL input, captcha, Razorpay payment, audit runs, PDF downloads. Approximately 90-180 seconds end-to-end.

Technical SEO module: 35+ individual checks across HTTPS, certificate validity, robots.txt, sitemap.xml presence and accuracy, canonical tags, viewport meta, Open Graph tags, Twitter cards, JSON-LD schema, header hierarchy, alt-text coverage, internal-link density, broken-link detection.

Core Web Vitals module: server-side call to Google PageSpeed Insights API for both mobile and desktop, LCP/FID/CLS reporting with field data when available.

AI-visibility module: HEAD requests to detect crawler-access status for GPTBot, ClaudeBot, PerplexityBot, OAI-SearchBot, Google-Extended. llms.txt presence check. FAQPage and Article schema validation. Citation-quality heuristics (does the page contain stable, attributable statements that AI systems prefer?).

PDF report generator (live): branded PDF via dompdf, with score-lift simulation, 30/60/90-day prioritised remediation roadmap, and a 'next step' CTA. Approximately 12-18 pages depending on audit findings.

Admin dashboard (live): payment history, audit history, PSI quota tracking, manual audit re-run for support cases, customer support ticket integration.

## Technical Architecture

Hosting: Hostinger shared hosting, abldigitech.in domain (production).

Stack: PHP (no framework — direct, performant for this single-purpose use case), MySQL database (u117586412\_rankpulse).

Payments: Razorpay (live keys configured — rzp\_live\_SpDCENW7qjugJh). INR and USD supported (international tier at \$7.50/audit).

PDF generation: dompdf (server-side), with fallback to browser print-to-PDF if dompdf encounters issues.

External APIs: Google PageSpeed Insights (free tier 25k/day shared; API key configurable for higher quota), Google Custom Search Engine (free 100 queries/day) for index-status checking.

Operational endpoints: install.php (one-time setup, password-protected), admin.php (ongoing admin), index.php (public-facing audit), index-checker.php (Google Index Checker utility).

## Business Model & Unit Economics

Three product tiers. Single audit (₹499): one-time audit, PDF report, basic remediation list. Single audit + remediation (₹799): everything in single audit plus a detailed 30/60/90-day remediation roadmap with estimated impact and difficulty per task. Agency subscription (₹2,999/month): 50 audits per month, white-label PDF (your agency's brand on the report), priority support, early access to new modules.

International tier (USD): single audit at \$7.50, single audit + remediation at \$11.99, agency at \$39/month. Stripe processing for international.

Conversion economics: at ₹499 single-audit price, gross margin is ~92% (only PSI API and Razorpay fees as variable cost). At ₹2,999/month agency tier with 50 audits, gross margin is ~88% accounting for higher PSI usage. Customer retention on agency tier targets 90% monthly (high stickiness because the audit becomes embedded in the agency's prospect-pitching workflow).

### Unit Economics (Year-1 base case)

Year-1 paid audits (target)	6,000
Year-1 agency subscribers (target)	80
Year-1 revenue	₹38 lakh
Gross margin	~90%
Customer acquisition cost (CAC)	₹150 (mostly SEO + content)
Payback period	Single transaction
Year-1 all-in costs	₹12 lakh
Year-1 net contribution	~₹22 lakh

## Go-to-Market

Channel 1 — SEO (50%): publish 80 long-form articles in months 1-9 targeting commercial queries ('how to check if my site appears in ChatGPT', 'free SEO audit tool India', 'AI visibility checklist', 'is my website indexed by Google'). Strong topical alignment — RankPulse content can itself rank well by definition.

Channel 2 — Direct outreach to small-agency consultants (25%): 600 cold emails per month to freelance SEO consultants and 2-10 person agencies in India, positioning the Agency tier as a productivity multiplier. Conversion target: 8 agencies/month.

Channel 3 — Listed on tool directories (15%): submission to G2, Capterra, Product Hunt, IndieHackers, AlternativeTo, GetApp. Distribution on Indian SaaS aggregators (Saasworthy, Toolsfortop). Cumulative: ~2,000 monthly visits from referral sites.

Channel 4 — Co-marketing with hosting providers (10%): partnership pilots with one or two India-focused hosting companies (Hostinger, BigRock) where RankPulse is offered as a value-add for their customers.

### Roadmap (first 12 months)

- Q3 2025: Initial deployment complete — Razorpay live, dompdf working, PSI integration active, admin dashboard functional. Achieved.
- Q4 2025 - Q1 2026: SEO content launch (40 articles), Google Search Console submission, initial paid acquisition tests, first 200 paid audits.
- Q2 2026: Agency tier launch with white-label PDFs and multi-audit dashboard. Target: 20 agency subscribers, 800 cumulative paid audits.

- Q3 2026: Competitor-tracking module (monitor your top 3 competitors weekly), monthly-tracking subscription for single users at ■299/month. Target: 60 agency subscribers, 2,500 cumulative paid audits.
- Q4 2026: International tier active (Stripe + USD pricing), site-monitoring alert product, white-label-for-hosts partnerships. Target: 80 agency subscribers, 6,000 cumulative paid audits, ■38 lakh annual revenue run-rate.

## Key Risks

- PSI API quota exhaustion if growth outpaces free-tier headroom — mitigated by acquiring a paid API key (■0/month at Google's current pricing for typical usage) and by caching audit results for repeated URL requests within 24-hour windows.
- AI-bot landscape shifting faster than module updates — currently the bots-of-record are GPTBot/ClaudeBot/PerplexityBot/OAI-SearchBot/Google-Extended; new bots (Mistral, Gemini search, others) will emerge and need adding. Mitigated by treating the AI-visibility module as a continuously updated component.
- Razorpay account or payment-processing issues — mitigated by keeping reserve cash flow and by having Stripe as backup for international tier.
- Competing free audit tools (Google Search Console, Sitechecker free tier, Ubersuggest) reducing willingness to pay — mitigated by depth of AI-visibility module (free tools do not yet have this), by PDF report quality, and by positioning at the productised-deliverable price point rather than as a raw analytics dashboard.
- Hostinger shared-hosting limits as traffic grows — mitigated by migration plan to a small Hetzner VPS (€20/month) at the point monthly audit volume crosses ~2,000, retaining the PHP stack for continuity.