

Project Design Summary: Skippys Rank Rocket SEO Toolkit

Company Name: Rank Rocket

Business Model:

Rank Rocket is a local SEO optimization and content generation toolkit designed specifically for internal use by our company. We operate and manage SEO performance across multiple client-owned Google Business Profiles (GBPs) and websites.

We do not sell this tool or its services externally it is used by in-house SEO technicians to:

- Generate local content
- Analyze Google Maps/GBP visibility
- Track keyword trends and engagement
- Create People Also Ask (PAA) answers
- Pull real-time data for SEO insights

Tool Access / Use:

This tool is for internal use only. It will be accessed by:

- In-house SEO technicians
- Ad/marketing managers
- Project leads overseeing GBP and web visibility

The tool provides:

- A desktop-based UI dashboard for interactive workflows
- Downloadable reports (HTML, DOCX, or PDF) for client delivery
- An automated script system for hourly and on-demand updates

Some report files may be shared externally with clients or agencies, but third parties do not have

access to the tool itself.

Tool Design:

The tool consists of several modules including:

- GMB Keyword Generator
- Background Summary Writer
- People Also Ask (PAA) Fetcher + Responder
- Live Keyword Volume Lookup (Google Ads API integration)

Modules operate through a centralized Tkinter-based desktop GUI, allowing users to:

- Input config data (e.g. company name, location, keywords)
- Trigger content and keyword generation
- View results in real-time
- Download formatted HTML or DOCX reports

Sync & Automation:

A background script system performs hourly tasks such as:

- Pulling keyword search volumes
- Updating project data
- Preparing background summaries
- Archiving reports for client use

The automation layer will be expanded to support Google Business Profile (GBP) audits and integration with client tracker systems.

API Services Used:

- SerpAPI

- Pull People Also Ask questions
- Fetch localized SERP results and map visibility
- Google Ads API
 - Lookup search volumes for seed keywords via KeywordPlanIdeaService
 - Uses KeywordAndUrlSeed to discover keyword variants

System Architecture:

- Frontend: Tkinter GUI with tabbed navigation
- Backend: Python modules for:
 - Config management
 - Keyword clustering
 - Report generation
 - API communication
- Data: Local .json configs + .xlsx tracker + optional .env and .yaml credential files