

# RankyPulse – Updated Product Roadmap

Goal: Build a focused, credible SEO product that attracts users, creates stickiness, and generates recurring revenue without unnecessary feature bloat.

## Product Positioning (Locked)

**Primary Audience:** Freelancers & small agencies

**Secondary Audience:** SaaS founders

**Core Promise:** Instant page audits and fix plans you can act on — without SEO bloat.

## Explicit NO■List (Next 90 Days)

- Backlink checker
- Keyword research database
- Competitor gap analysis
- Site■wide crawler
- AI content generator

## Phase 1 – Credibility & Trust

Objective: Make every output professional, believable, and client■safe.

- Deepen SEO Audit output with visible evidence (title, meta, headings, word count, links, status, canonical).
- Group all issues into High / Medium / Low priority.
- Explain each issue with why it matters, what to change, and an example fix.
- Turn Improve Page into a structured action plan (outline, examples, checklist).

## Phase 2 – Stickiness (Retention)

Objective: Give users a reason to return weekly.

- Add audit history (last 10 URLs, date, score).
- Allow re■running audits and reopening previous reports.
- Focus on habit■forming workflows, not new tools.

## Phase 3 – Monetization

Objective: Convert usage into predictable revenue with minimal friction.

- Free tier: limited audits and improve runs per day.
- Paid tier: unlimited audits, history, shareable reports.

- Introduce a soft paywall before full payment integration.

## Phase 4 – Distribution & Growth

Objective: Acquire the right users who convert.

- Landing page focused on instant audit (URL input above the fold).
- Shareable reports for client and team use.
- Content marketing tied directly to audit use cases.

## Phase 5 – Expansion (After Revenue)

Objective: Increase lifetime value without bloating the product.

- Deeper rewrite examples and page■type specific advice.
- Google Search Console integration for trusted ranking data.
- Branded PDF exports and light monitoring features.

**Final Guiding Principle:** Depth beats breadth. Trust beats features. Retention beats vanity tools.