**Vision Statement:**

SEO Edge is a comprehensive platform designed to revolutionize SEO and content generation by integrating AI-driven tools to simplify and automate SEO tasks.

**Target Audience:**

SEO Specialists

Digital Marketers

Small Business Owners

Content Creators

**Pain Points to Solve:**

Time-consuming keyword research and SEO tasks.

Difficulty in backlink outreach and citation management.

Lack of high-quality AI-driven content generation tools.

**Core Features:**

AI Content Writer: Generates optimized blog posts, landing pages, and ads.

Keyword Research: Discovers new keyword opportunities with search volume and difficulty metrics.

Backlink Outreach: Automates email requests for backlinks to multiple websites at once.

Citation Management: Builds and tracks citations for local SEO improvement.

**Competitor Research:**

Competitor Strengths Weaknesses

Jasper.ai Excellent AI content generation. Lacks focus on SEO-specific features.

SEMrush Comprehensive SEO tools. Overwhelming interface for beginners.

SurferSEO Great content optimization. Limited backlink and citation tools.

**Action Items for Today:**

* ~~Write down the vision statement, target audience, and pain points.~~
* ~~Research Jasper.ai, SEMrush, and SurferSEO; fill in competitor strengths/weaknesses.~~
* Check domain availability for "SEOedge.com" (or similar variations).