



THIS IS A SAMPLE AUTOMATED COMMERCIAL PROPOSAL
BUILT IN 5 MINUTES FROM REAL SITE DATA

Commercial Proposal & SEO Audit

PREPARED FOR:

www.bbc.com

DATE

30.09.2026

Commercial Proposal: Search Engine & AI Optimization Program

- Project: BBC Global Digital Portal
- Target URL: <https://www.bbc.com>
- Core Service: Technical SEO, Core Web Vitals Engineering, Semantic Architecture & AI Engine Optimization (AEO)
- Target Regions: Global (International editions: North America, EMEA, APAC)
- Technology Platform: Custom Enterprise Web Architecture / Node.js & React-driven frontend
- Proposal Date: September 30, 2026
- Offer Validity: 14 calendar days

Inputs & Assumptions

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Inputs & Baseline Assumptions

The analysis and strategic program outlined in this proposal are based on deterministic technical audits and external competitive intelligence gathered during preliminary discovery:

- Verified Data Sources:
- Network-level HTTP and DOM inspection of <https://www.bbc.com>.
- Google PageSpeed Insights API performance audit (Mobile emulation).
- RapidAPI organic visibility and competitive link profile database.
- Direct synthetic AI crawler accessibility tests across 11 designated LLM User-Agents.
- Critical Areas Not Analyzed in Preliminary Audit:
- Server-side access logs and edge-routing CDN log files.
- Internal web analytics (Google Analytics 4 / proprietary event data) and Google Search Console performance records.
- Conversion rate data and regional subscription revenue for commercial assets (BBC Maestro, premium newsletters, digital apps).
- Geo-targeted edge routing configurations across domestic (bbc.co.uk) and commercial (bbc.com) domains.
- Requirements from Client Team upon Project Kick-off:
- Read-only access to Google Search Console properties covering bbc.com and international sub-properties.
- Access to internal web analytics platforms (GA4 or internal reporting suite).
- Direct technical liaison with frontend engineering and DevOps teams for Core Web Vitals deployment.

Domain

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Domain Authority & Historical Standing

- Domain Rating: 93 / 100 (Apex global tier-1 publication profile).
- Footprint Scale: 243,777,425 total backlinks across 581,035 referring domains.
- Structural Integrity Hypothesis: High confidence. The domain operates as the primary international commercial and multimedia digital gateway of the British Broadcasting Corporation.
- Authority vs. Performance Reality: While historical domain authority and global editorial trust are near the absolute theoretical maximum, search engine crawlers and synthetic retrieval systems evaluate user experience at the page execution level. High legacy trust cannot compensate for critical frontend latency, missing primary semantic anchors, and client-side rendering bottlenecks that directly impact organic discovery and real-time indexing.

Visibility

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Organic Search Visibility & Market Share

- Visible Monthly Organic Traffic: 65,188,444 sessions per month (based on RapidAPI search indices).
- Benchmark Category Market Share: 48.49% of visible search volume within the tier-1 global media peer group (Total benchmark pool: 134,447,076 monthly sessions).
- Informational vs. Commercial Distribution:
- Informational / Hard News / Feature Journalism: >98% of total indexed footprint.
- Commercial / Digital Products (BBC Maestro, subscriptions, paid apps): <2% of top-level discovery pathways.
- Visibility Constraints: Detailed regional organic keyword rankings across specific US, APAC, and European locales require full enterprise Search Console integration to map country-level intent capture.

Backlinks

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Backlink Profile Diagnostic

- Referring Domains: 581,035.
- Total Inbound Links: 243,777,425.
- Link Profile Authenticity: Organic, natural editorial citation footprint built over decades of global reporting. Zero indicators of artificial private blog network (PBN) manipulation or algorithmic link spam penalties.
- Equity Distribution Challenge: Due to the high volume of ephemeral breaking news URLs, high-authority backlink equity concentrates disproportionately on breaking stories and the root domain. A structured internal linking framework is needed to route authority systematically into high-margin evergreen feature sections, audio/podcast hubs, and commercial education verticals.

Technical Audit

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Technical Infrastructure & Core Web Vitals

- Google PageSpeed Insights Mobile Score: 49 / 100 (Target: ≥ 75 / 100).
- Core Web Vitals Breakdown:
- Largest Contentful Paint (LCP): 7.0 seconds (Critical status; industry standard ≤ 2.5 seconds).
- First Contentful Paint (FCP): 2.7 seconds (Needs improvement; target ≤ 1.8 seconds).
- Cumulative Layout Shift (CLS): 0.038 (Optimal; target ≤ 0.10).
- Primary Performance Bottlenecks:
- Image Loading Pipeline: Initial page rendering loads placeholder assets (grey-placeholder.png) before client-side scripts swap in WebP assets. This architecture causes severe render delays for above-the-fold hero visuals.
- Script Overhead: 448+ KiB of uncritical initial JavaScript blocks main-thread execution during initial rendering.
- Semantic Heading Hierarchy Gap: The root document of bbc.com returns an empty primary heading array (h1: []). Automated crawlers encounter section headings without an overarching topical H1 anchor.
- Regional Routing & Edge Hygiene: Editorial copy on bbc.com is uniformly high-grade English with zero language artifacts. However, cross-domain hreflang synchronization between domestic (bbc.co.uk), international commercial (bbc.com), and World Service language variants requires edge-header validation to prevent regional canonical dilution.

On-Page

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Content Relevance & Search Intent Diagnostic

The following table highlights key structural and intent misalignments identified during the audit, illustrating necessary revisions:

TARGET URL / ELEMENT	CURRENT IMPLEMENTATION	STRUCTURAL FINDING	RECOMMENDED REVISION
https://www.bbc.com (Root Meta Title)	BBC Home - Breaking News, World News, US News, Sports, Business, Innovation, Climate, Culture, Travel, Video & Audio	Keyword stuffing across 10+ broad verticals; dilutes topical focus.	BBC News Global Breaking News, In-Depth Analysis & Video
https://www.bbc.com (Primary Heading)	[Missing / Empty H1 tag]	Omitting an H1 tag deprives search engines and AI parsers of a core document anchor.	Deploy static semantic H1: BBC — Trusted Global News, Current Affairs & Multimedia
Commercial Streaming Module	Heading: "Stream the best of British TV"	Ambiguous intent; confuses domestic iPlayer access with international commercial distribution.	Heading: Watch British Television Shows & Documentaries Online (include explicit subscription CTA)
BBC Maestro Educational Module	Heading: "BBC Maestro"	Uncontextualized brand name missing commercial search intent (courses, masterclasses).	Heading: BBC Maestro: Online Masterclasses & Video Courses from Industry Leaders
Executive Intelligence Module	Heading: "Sign up to World of Business"	Passive informational label lacking value proposition and delivery frequency.	Heading: Subscribe to World of Business: Daily Global Markets & Tech Intelligence

Commercial Factors

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Commercial Factors & Competitive Benchmarking

- Category Peer Comparison:
 - BBC (bbc.com): 65,188,444 monthly sessions | DR 93 | Market Share: 48.49%
 - CNN (cnn.com): 25,513,158 monthly sessions | DR 93 | Market Share: 18.98%
 - The Guardian (theguardian.com): 24,893,478 monthly sessions | DR 93 | Market Share: 18.52%
 - Reuters (reuters.com): 10,348,536 monthly sessions | DR 93 | Market Share: 7.70%
 - Al Jazeera (aljazeera.com): 8,503,460 monthly sessions | DR 90 | Market Share: 6.32%
- Commercial Positioning Findings:
 - BBC commands a clear 2.5× organic traffic lead over its closest international media peers (CNN and The Guardian).
 - However, commercial touchpoints (BBC Maestro masterclasses, mobile apps, specialized newsletters) are treated as secondary editorial teasers rather than distinct product funnels.
 - Essential transactional trust markers—such as explicit course pricing, refund and subscription terms, customer service pathways, and verified ratings—are absent on top-level discovery pathways.
- Compensating Action Plan:
 - Deploy dedicated landing modules for commercial services with explicit terms of service, payment guarantees, and subscription terms.
 - Add transparent geo-availability labels on digital media teasers to prevent consumer friction across international markets.
 - Containerize commercial conversion modules with dedicated semantic headings and structured conversion funnels.

E-E-A-T & AI/AEO

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E-E-A-T Architecture & AI / AEO Readiness

- Institutional Trust Signals (E-E-A-T):
- World-class investigative integrity backed by dedicated verification units (BBC Verify, BBC InDepth).
- Full editorial attribution across visual and written assets (e.g., Getty Images, NASA, Warner Bros, institutional interviews).
- Structured Data Deficiencies:
- No structured Schema.org markup (such as NewsMediaOrganization, WebSite with SearchAction, or CollectionPage) was detected in the collected DOM.
- Educational and commercial products lack Product, Course, and Offer schema markup.
- AI Search & Citation Readiness (AEO):
- Network Layer: 11 out of 11 verified AI search bots (including GPTBot, OAI-SearchBot, ClaudeBot, Claude-SearchBot, PerplexityBot, Google-Extended, Meta-ExternalAgent, AppleBot-Extended, DeepSeekBot) return HTTP status 200 with zero firewall blockage.
- Machine-Readable Context: The portal lacks a structured /llms.txt file or explicit AI content policies.
- Recommended AEO Strategy: Publish a formal /llms.txt index and integrate ClaimReview schema across BBC Verify fact-checks to capture priority citations in generative AI answer engines.

Work Plan

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Strategic Work Plan & Governance

- Program Duration: 4 Months (Comprehensive implementation and stabilization sprint).
- Total Effort: 344 Specialist Hours across 7 disciplines.
- Total Program Investment: €8,440.
- Reporting Rhythm & Project Governance:
- Weekly Progress Updates: Status tracking of open engineering tickets, technical releases, and QA reviews.
- Monthly Strategic Reports: In-depth analysis of Core Web Vitals progression, indexation logs, and organic traffic growth.
- Bi-Weekly Strategic Syncs: 45-minute video calls with lead technical and editorial stakeholders.
- Shared Communication Channel: Direct access via dedicated Slack/Teams workspace for rapid ticket coordination.

Cost Breakdown

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Appendix A1: Detailed Task Budget & Implementation Matrix

TASK DESCRIPTION	DISCIPLINE / SPECIALIST	HOURS	RATE (€/H)	TOTAL COST (€)
Month 1: Baseline SEO audit review, technical specification setup, and tracking alignment	SEO strategy and analytics	12	€28	€336
Month 1: Technical audit & optimization blueprint for Core Web Vitals (LCP & script bloat)	Technical SEO	16	€24	€384
Month 1: Remediation of image loading pipeline (hero image preloading, elimination of placeholder swaps)	Development and implementation	24	€28	€672
Month 1: Static heading architecture implementation: deploy semantic H1 on international portal	Development and implementation	8	€28	€224
Month 1: Cross-domain hreflang and regional edge routing validation (bbc.com vs. bbc.co.uk)	Technical SEO	14	€24	€336
Month 1: Project management, sprint planning, and dev ticket grooming (Month 1)	Project management	10	€22	€220
Month 2: Specification and schema design for NewsMediaOrganization, WebSite, and CollectionPage	Technical SEO	14	€24	€336
Month 2: Technical integration and CMS templating of JSON-LD media schema	Development and implementation	20	€28	€560
Month 2: Content revision & metadata restructuring for commercial hubs (BBC Maestro, newsletters)	Content and editing	18	€18	€324
	Content and editing	16	€18	€288

TASK DESCRIPTION	DISCIPLINE / SPECIALIST	HOURS	RATE (€/H)	TOTAL COST (€)
Month 2: Semantic zoning and title tag optimization for root category sections				
Month 2: AI search optimization: deployment of /llms.txt and ClaimReview schema for BBC Verify	Technical SEO	14	€24	€336
Month 2: Project management, editorial coordination, and sprint review (Month 2)	Project management	10	€22	€220
Month 3: CRO audit and UX wireframing for commercial conversion modules and digital subscriptions	CRO and analytics	18	€28	€504
Month 3: Frontend implementation of dedicated commercial landing blocks and geo-availability tags	Development and implementation	22	€28	€616
Month 3: Integration of commercial trust signals: transparent policies, pricing, and user reviews	Content and editing	16	€18	€288
Month 3: Deployment of Course, Product, and Offer schema for commercial and educational assets	Technical SEO	12	€24	€288
Month 3: Commercial conversion funnel tracking setup in GA4 / analytics suite	CRO and analytics	14	€28	€392
Month 3: Project management, UX sign-off, and sprint coordination (Month 3)	Project management	10	€22	€220
Month 4: Deep-link equity distribution and internal hub linking audit	SEO strategy and analytics	16	€28	€448
Month 4: Implementation of contextual deep linking and dynamic category hub cross-links	Development and implementation	18	€28	€504
Month 4: High-authority citation & brand syndicate link profile hygiene audit	Link building and outreach	16	€18	€288
Month 4: Synthetic search & AEO citation benchmark analysis across leading AI engines	SEO strategy and analytics	14	€28	€392
	Project management	12	€22	€264

TASK DESCRIPTION	DISCIPLINE / SPECIALIST	HOURS	RATE (€/H)	TOTAL COST (€)
Month 4: 4-month program review, performance reporting, and roadmap iteration				
Total Scope (Months 1 to 4)	All 7 Disciplines	344	—	€8,440

- Additional Notes:
- Recommended link building and outreach budget: from €500 / month.
- Optional: Creation of a private thematic authority network with management console (50 assets). Pricing calculated separately upon request.

Guarantees

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Appendix A2: Service Guarantees, Compliance, NDA & Payment Terms

- Orakul Guarantees:
 - 100% execution of the scope of work detailed in the agreed program and contract schedule.
 - Transparent hourly time tracking provided through weekly sprint tickets and comprehensive monthly reporting.
 - Strict adherence to current search engine webmaster guidelines; zero deployment of unauthorized or black-hat manipulation tactics.
 - Transparent pricing model with zero hidden surcharges or variable fees.
 - Search Engine Disclaimer: Responsible agencies do not guarantee specific organic ranking positions or exact traffic figures; Orakul guarantees the rigorous execution, quality, and technical validity of all contracted tasks.
- GDPR & Data Processing Agreement (DPA):
 - Orakul processes all client and user data in strict compliance with Regulation (EU) 2016/679 (General Data Protection Regulation).
 - Prior to granting access to analytics systems, webmaster tools, or content management systems, the parties enter into a bilateral Data Processing Agreement.
- Non-Disclosure Agreement (NDA):
 - Both parties execute a comprehensive mutual Non-Disclosure Agreement prior to the exchange of technical credentials, confidential traffic analytics, or proprietary data.
 - Confidentiality obligations remain binding for a minimum period of 2 years following contract completion.
- Payment Terms:
 - Billing occurs on a monthly advance basis for the scheduled volume of specialist hours for each respective month.
 - Invoices are issued at the start of each calendar month and are payable within 5 banking days.
 - Settlement currency: EUR. Payment method: International bank transfer (SWIFT) or electronic funds transfer.

Case Studies

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Appendix A3: Relevant Track Record & Case Evidence

- Case 1: Large-Scale Portal & E-Commerce Catalog Architecture (65,000 Pages)
- Sector: Enterprise Commerce & Large Catalog Distribution.
- Scope: Comprehensive technical SEO, automated structural hierarchy optimization, and indexation stream management.
- Measurable Outcomes:
 - Search traffic expanded by 2.7× within the first 6 months.
 - Target keyword visibility in top-3 search positions increased by +26%.
 - International segment queries in top-3 rankings increased by +9%.
- Case 2: Multi-Language Content Architecture — Nord Translation Bureau
- Sector: International Professional Services.
- Scope: Full information architecture overhaul, deployment of structured schema templates, and rollout of 15+ specialized service hubs.
- Measurable Outcomes:
 - Organic search traffic increased by 3.4× post-implementation.
 - Secured top-3 and top-5 Google rankings across core international target services.

Billing Details

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Appendix A4: Corporate Settlement Details

- Beneficiary: Orakul
- Tax Identification: 11122
- Beneficiary Bank: [Bank Name], [Country]
- SWIFT Code: 11122222
- IBAN: XX00XXXX0000000000000000
- Invoicing Currency: EUR (€)
- Official Contact: hello@oracle-demo.example



NEXT STEPS

Let's build this together

Ready to move forward? Let's schedule a 30-minute call to agree on the priority roadmap and kick off the first sprint.



<https://orakul.digital>

DATE: **30.09.2026**