



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

- Project: BBC (<https://www.bbc.com>)
- Objective: Expand organic category market share, resolve speed bottlenecks, and accelerate digital commercial revenue from masterclasses, subscriptions, and international audiences
- Program duration: 4 months, 344 hours of dedicated implementation
- Investment: €8,440, with an estimated payback period of less than 1 month post-implementation [estimate]
- Cost of inaction: €5,427 to €20,216 in unrealized commercial revenue per month [estimate]

BBC currently commands 65,188,444 monthly organic sessions across international search, representing 48.49% of visible category traffic. Over a 4-month focused optimization roadmap, Orakul will resolve critical performance bottlenecks and semantic gaps, expanding the portal's reach to 66,336,187 monthly sessions (base scenario) and generating an estimated 230 incremental commercial transactions monthly (+€11,477/month) [estimate].

- Client: bbc.com
- Date: September 30, 2026
- Proposal validity: 14 calendar days



TODAY

Where you stand **today**

Your current market share in organic category traffic is 48.49%, while leading global media competitors CNN and The Guardian hold 18.98% and 18.52% respectively.

- Critical page speed friction: Page load performance scores 49/100 with a 7.0-second Largest Contentful Paint, causing reader drop-off and restricting organic ranking potential despite your apex domain authority (DR 93).
- Missing semantic anchors: The international portal lacks an explicit top-level heading structure, leaving high-margin digital products (BBC Maestro, streaming assets, executive newsletters) competing directly with ephemeral breaking news rather than capturing high-intent commercial searches.
- Regional routing vulnerabilities: Parallel domestic (bbc.co.uk) and international commercial (bbc.com) web properties require edge-level synchronization to eliminate content duplication and protect international search equity.

Conclusion: While BBC leads the category in raw visibility, page performance bottlenecks and unstructured commercial entry points cause millions of qualified visits to leave before engaging with paid offerings.



AT STAKE

The cost of **inaction**

The financial cost of maintaining the status quo is modeled using the commercial value of unrealized organic demand:

Lost Revenue = Incremental Search Sessions × Commercial Conversion Rate × Average Order Value

- Monthly search demand unrealized (base scenario): 1,147,743 sessions/month
- Blended conversion rate into digital offerings: 0.02% [assumption]
- Average customer value across digital products and subscriptions: €50.00 [assumption]

Monthly Unrealized Commercial Revenue:

- Conservative scenario (+542,731 sessions): €5,427 per month [estimate]
- Base scenario (+1,147,743 sessions): €11,477 per month [estimate]
- Upside scenario (+2,021,649 sessions): €20,216 per month [estimate]

Conclusion: Delaying remediation costs BBC between €5,427 and €20,216 in missed digital commercial revenue each month [estimate], totaling €65,124 to €242,592 annually in foregone commercial returns [estimate].



PLAN

Our approach

- Speed and experience optimization: Accelerating core page rendering from 7.0 seconds to under 2.5 seconds to retain incoming readers and lift organic search rankings.
- Semantic search clarity: Deploying clean content hierarchy and structured media schema so search engines index authoritative journalism and commercial offerings accurately.
- Commercial pathway enhancement: Redesigning conversion touchpoints for educational courses and subscriptions with transparent pricing and trust signals to turn readers into buyers.
- AI search readiness: Structuring investigative and editorial assets for direct citation and retrieval across next-generation artificial intelligence search engines.



WHERE WE CAN GET

Growth trajectory

Market share benchmarks over the 4-month program:

Current category market share: 48.49% (65,188,444 sessions/month)

Projected market share in 4 months:

- Conservative scenario: 48.89% (+542,731 sessions/month, reaching 65,731,175 monthly sessions)
- Base scenario: 49.34% (+1,147,743 sessions/month, reaching 66,336,187 monthly sessions)
- Upside scenario: 49.99% (+2,021,649 sessions/month, reaching 67,210,093 monthly sessions)

12-Month Strategic Horizon:

- 12-Month Target [extrapolation]: 51.04% category market share, reaching 68,621,787 monthly sessions in the base scenario (an incremental expansion of +3,433,343 monthly sessions).



NEXT STEP

Investment and **next step**

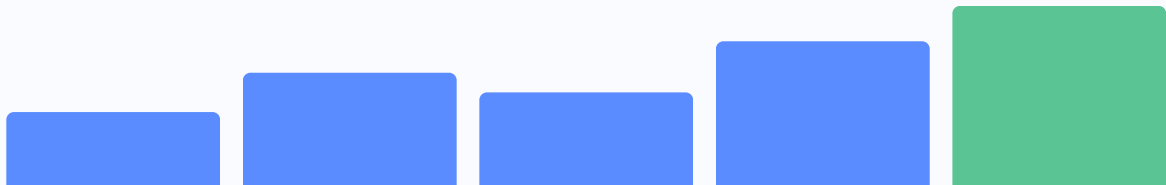
- Total 4-month project investment: €8,440 (344 hours of cross-functional engineering, SEO strategy, content, and analytics).
- First measurable results: 4 to 6 weeks following initial image pipeline fixes, script reduction, and semantic heading re-indexing.
- Payback period: Less than 1 month post-implementation [estimate], as the base projected incremental revenue of €11,477 per month in Month 4 fully covers the total €8,440 project investment.

Next step: A 30-minute alignment call with our senior technical strategist to finalize scope priorities, confirm access requirements, and approve the implementation schedule.



TRACK RECORD

Proven experience



Large-Scale Content & Digital Catalog Portal (65,000 pages):

- Organic search traffic increased 2.7 times within the first 6 months of structural optimization.
- Target search queries in the top-3 ranking positions grew by +26%.
- High-intent international search queries in the top-3 expanded by +9%.

Client feedback: "The results were visible almost immediately, establishing clear commercial pathways and operational excellence across our digital platform."



FAIR TERMS

Risks and guarantees

Search engine algorithms and generative search environments evolve continuously; professional standards preclude promising arbitrary search positions. Orakul guarantees the rigorous execution, quality, and technical integrity of every scheduled deliverable.

- Contractually guaranteed execution: 100% completion of the agreed 344 hours and tasks detailed in the formal service plan.
- Transparent progress reporting: Weekly operational updates and exhaustive monthly metric reports tracking every hour and performance milestone.
- Enterprise data security and privacy: Comprehensive mutual NDA executed prior to technical onboarding, with all data processing adhering strictly to EU GDPR standards.



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**