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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

07.09.2026

SEO & AI-Search Growth Proposal: BBC News

- **Target Domain:** <https://www.bbc.com/news>
- **Service:** International SEO, Technical Optimization, Generative Engine Optimization (GEO/AEO), Core Web Vitals & Structured Data Architecture
- **Target Regions:** Global (US, UK, Europe, APAC, Latin America, Middle East, Africa)
- **CMS / Platform:** Proprietary BBC Web Architecture / React CDN Edge
- **Prepared By:** Orakul Digital Marketing Agency
- **Contact:** hello@oracle-demo.example
- **Proposal Date:** September 7, 2026
- **Offer Validity:** 14 calendar days

Inputs & Assumptions

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Inputs, Scope & Baseline Assumptions

Data Sources Utilized

- Automated technical DOM & HTTP response extraction via edge crawlers.
- Google PageSpeed Insights & Core Web Vitals lab data (Mobile profile).
- Search indexing and competitive proxy landscape metrics via RapidAPI / search index databases.
- AI bot accessibility testing across 11 major AI crawler User-Agents (including GPTBot, PerplexityBot, ClaudeBot, AppleBot-Extended).

Excluded Scope & Verification Needed

- Server access log files (required to inspect crawl budget waste across paginated archives and dynamic query parameters).
- Native Google Search Console (GSC) and Google Analytics 4 (GA4) historical performance data.
- Internal conversion and subscriber funnel metrics across ancillary commercial products (e.g., BBC Maestro, media licensing, premium audio).

Required Client Provisions

- Google Search Console & Web Analytics read-only access.
- Technical CMS staging access and CDN/edge caching configuration rules for tag validation.
- Access to digital editorial and syndication product leads for intent alignment.

Domain

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Domain Authority & Historical Profile

- **Domain Authority:** Domain Rating (DR) 93 with over 244.5M backlinks across 558,325 referring domains, representing tier-1 global media authority.
- **Domain History & Age:** Highly established legacy domain with sustained authority and deep historical trust in major search indexes.
- **Structural Observation:** The domain represents a massive editorial network. However, high domain authority does not automatically guarantee optimal indexing speed or top visibility for emerging AI search architectures without granular entity markup and modern Core Web Vitals compliance.

Visibility

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Visibility & Market Share

Competitive Organic Traffic Pool (Proxy Benchmark)

- **bbc.com (Target):** 68,918,300 monthly organic visits (52.71% category market share)
- **cnn.com:** 27,493,944 monthly organic visits (21.03% category market share)
- **theguardian.com:** 21,802,418 monthly organic visits (16.68% category market share)
- **apnews.com:** 6,307,583 monthly organic visits (4.82% category market share)
- **reuters.com:** 6,212,920 monthly organic visits (4.75% category market share)
- **Total Tracked Category Volume:** 130,735,165 monthly visits

Search Intent Split

- **Informational / Editorial Intent:** 100% across the primary news portal hub.
- **Commercial / Transactional Intent:** 0% on standard news article hubs; commercial intent is localized to ancillary services (syndication, licensing, commercial course modules).

Backlinks

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Backlink Profile & Authority Management

Key Findings

- **Authority Baseline:** 244,483,704 total backlinks from 558,325 referring domains.
- **Profile Character:** Natural tier-1 editorial link distribution with consistent organic referencing from major academic, governmental, and international media sources.
- **Risks & Maintenance Needs:** No artificial spam link patterns detected. The primary growth driver is reclaiming broken deep links to historical news archives and optimizing link equity flow from the homepage to regional reporting hubs.

Strategic Priorities

- Implement automated broken-link reclamation for legacy news assets.
- Convert unlinked brand mentions into canonical contextual backlinks.
- Balance internal PageRank distribution to high-yield semantic topic clusters.

Technical Audit

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Technical Audit & Core Web Vitals

Core Web Vitals & PageSpeed Lab Data (Mobile)

- **Performance Score:** 50 / 100 (Target: ≥ 75 / 100)
- **Largest Contentful Paint (LCP):** 6.9 s (Benchmark: ≤ 2.5 s) — Poor
- **First Contentful Paint (FCP):** 3.8 s (Benchmark: ≤ 1.8 s) — Poor
- **Cumulative Layout Shift (CLS):** 0.038 (Benchmark: ≤ 0.1) — Good
- **Google PageSpeed SEO Score:** 100 / 100 — Optimal

Technical Optimization Areas

- **JavaScript Execution:** Identified ~471 KiB of unused JavaScript in initial bundles; script deferral and modular code splitting are required.
- **Asset Loading:** Images utilize WebP formats and lazy loading placeholders; server edge caching rules need optimization for global low-latency delivery.
- **Pagination & Taxonomy:** Category hubs and tag archives require verification of canonical headers and clean URL parameter handling to preserve crawl budget.
- **Regional Versions & Hreflang:** Standardized hreflang tag alignment across regional English editions and World Service multilingual sections.

On-Page

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On-Page & Semantic Content Audit

Content & Intent Gap Analysis

URL / SECTION	CURRENT ISSUE / INTENT GAP	RECOMMENDED TECHNICAL REVISION
https:// www.bbc.com/news	Single generic H1 tag (News) lacking topical and semantic richness for search bots and AI answer engines.	Upgrade to structured descriptive heading: BBC World News & Live Breaking Coverage.
https:// www.bbc.com/news (Story Feed)	Breaking headlines lack contextual named entity tags in meta headlines (e.g. AfD German state election report).	Enrich title metadata with explicit named entities: German Elections: AfD Demands Coalition Role Following State Win \ BBC Europe.
https:// www.bbc.com/news (Analysis Feed)	Conversational editorial questions lack explicit entity tags for question-answering engines.	Structure snippet headers with explicit expert entities: Analysis: Strategic Impact of AfD Gains on German Politics & the EU – Katya Adler.
https:// www.bbc.com/news (Aviation Feed)	Headline omits primary corporate entity names (Amazon / Prime Air) in top-level snippet tags.	Include specific entity identifiers in headline tags: Miami Airport Incident: NTSB Probe Begins into Amazon Prime Air Runway Overrun.

Commercial Factors

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Commercial Factors & Trust Architecture

Commercial Profile & Business Context

- **Target Model:** High-traffic digital news publisher and global media aggregator operating on informational intent.
- **E-Commerce Elements:** Physical inventory, shopping carts, and delivery/return mechanics do not apply to core editorial pages.

Commercial Trust & Monetization Pathways

- **Institutional Authority:** Backed by specialized verification teams (BBC Verify, BBC InDepth) and named senior correspondents.
- **Trust Enhancements Needed:** On-page aggregation feeds require clear access pathways for content licensing, commercial syndication, corporate subscriptions, and ancillary digital platforms (such as BBC Maestro).
- **Compensating Actions:** Embed explicit footer and navigation modules directing corporate and institutional users to commercial licensing terms, syndication desks, and transparent contact channels.

E-E-A-T & AI/AEO

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E-E-A-T & AI / AEO Visibility

AI Bot Crawl Accessibility

- **Crawl Testing Result:** 11 / 11 major AI crawler User-Agents return HTTP 200 OK (including GPTBot, PerplexityBot, ClaudeBot, AppleBot-Extended, DeepSeekBot). Full access is open across the main domain.

Structured Data & Schema Implementation

- **Identified Deficits:** Standard JSON-LD blocks for NewsArticle, ClaimReview, NewsMediaOrganization, and structured author entities were not detected in initial page snapshots.
- **Implementation Plan:**
 - Deploy comprehensive JSON-LD NewsArticle schemas containing publication timestamps, modified dates, and author Wikidata references.
 - Integrate ClaimReview schema markup across BBC Verify reporting to maximize rich snippet inclusion and AI citation accuracy.
 - Implement Person and NewsMediaOrganization entity schemas to validate editorial authority in Google Knowledge Graph and AI Overviews.

Work Plan

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4-Month Work Plan, Effort & Governance

Monthly Implementation Structure

- **Month 1: Performance & Technical SEO Foundation**
 - Core Web Vitals remediation (LCP / FCP script deferral, ~471 KiB JS reduction).
 - Server log crawl budget analysis and AI bot traffic load management.
 - Canonical tagging and regional hreflang architecture audit.
- **Month 2: Semantic Schema & Heading Architecture**
 - Design and deployment of NewsArticle, ClaimReview, and Organization JSON-LD schemas.
 - Entity optimization across sectional H1/H2 templates and snippet structures.
- **Month 3: E-E-A-T, Commercial Trust & Generative Search Optimization**
 - Journalist author cards with Wikidata/sameAs entity bindings.
 - Fact-checking visual widgets for BBC Verify and commercial licensing paths.
 - Generative search entity optimization (AEO/GEO).
- **Month 4: Link Equity Distribution & Long-Term Scaling**
 - Internal PageRank and deep-link reclamation across legacy news archives.
 - Unlinked brand mention outreach and monitoring.
 - Comprehensive performance reporting, AI visibility review, and next-stage roadmap.

Governance & Reporting Cadence

- **Weekly Updates:** Progress snapshot and sprint deliverables review in shared workspace.
- **Monthly Strategic Reports:** Detailed hour tracking, Core Web Vitals metric audits, organic visibility trends, and KPI review.
- **Bi-Weekly Syncs:** 30-minute operational conference calls with project leads.
- **Communication Channel:** Dedicated Slack/Teams channel for rapid developer coordination.

Cost Breakdown

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Appendix A1: Work Plan, Hourly Rates & Budget Breakdown

MONTH	TASK DESCRIPTION	DISCIPLINE	HOURS	RATE (€/H)	TOTAL COST (€)
M1	Comprehensive performance audit & Core Web Vitals optimization (LCP 6.9s, FCP 3.8s, ~471 KiB JS reduction)	Technical SEO	25	24	€600
M1	Implementation of JavaScript bundle optimization, third-party script deferral & CDN caching	Development & Implementation	35	28	€980
M1	Search engine log crawl analysis & AI crawler traffic monitoring (OAI-SearchBot, PerplexityBot, ClaudeBot)	SEO Strategy & Analytics	15	28	€420
M1	Verification of canonical tag architecture, section pagination & regional hreflang annotations	Technical SEO	20	24	€480
M1	Project onboarding, sprint distribution & cross-team workflow setup	Project Management	10	22	€220
M2	Schema specification & JSON-LD template design (NewsArticle, ClaimReview, NewsMediaOrganization, Person)	Technical SEO	20	24	€480
M2	Deployment of JSON-LD structured data on article, analysis & fact-checking templates	Development & Implementation	30	28	€840
M2	Content heading structure & named entity optimization across news aggregation snippets	Content & Editorial	25	18	€450
M2			20	28	€560

MONTH	TASK DESCRIPTION	DISCIPLINE	HOURS	RATE (€/H)	TOTAL COST (€)
	Development and template rollout of dynamic semantic H1/H2 sectional headings	Development & Implementation			
M2	Sprint progress monitoring, schema code validation via Rich Results Test & QA	Project Management	10	22	€220
M3	Design & integration of structured journalist author profiles with sameAs Wikidata/LinkedIn links	Content & Editorial	25	18	€450
M3	Frontend implementation of BBC Verify fact-checking trust widgets on publication templates	Development & Implementation	25	28	€700
M3	Interface optimization for commercial content licensing, syndication & corporate access	CRO & Analytics	20	28	€560
M3	Search intent semantic enrichment for AI Overview & generative engine optimization (AEO/GEO)	SEO Strategy & Analytics	20	28	€560
M3	Workflow synchronization between content, analytics and development teams	Project Management	10	22	€220
M4	Backlink equity distribution analysis (Homepage vs Deep URLs) & legacy archive link reclamation	Link Building & Outreach	30	18	€540
M4	Unlinked brand mention discovery & media monitoring setup to build topical section authority	Link Building & Outreach	25	18	€450
M4	Comprehensive 4-month technical re-audit, Core Web Vitals validation & AI visibility scoring	SEO Strategy & Analytics	20	28	€560
M4	Server configuration fine-tuning & edge caching optimization based on 4-month crawl telemetry	Development & Implementation	15	28	€420
M4	Final project report delivery, 4-month KPI review & strategic roadmap presentation	Project Management	10	22	€220

MONTH	TASK DESCRIPTION	DISCIPLINE	HOURS	RATE (€/H)	TOTAL COST (€)
TOTAL	Full 4-Month Optimization Scope	All Disciplines	410	—	€9,930

- **Recommended Monthly Link Building & Outreach Budget:** from €500 / month.
- **Optional Service:** Development of a dedicated thematic 50-site Private Blog Network (PBN) with centralized control panel. Budget quoted separately upon request.

Guarantees

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Appendix A2: Guarantees, GDPR/DPA, NDA & Payment Terms

Service Commitments & Guarantees

- **100% Scope Execution:** Guaranteed delivery of all planned hours and technical tasks specified in the agreed project roadmap and contract.
- **Transparent Accounting:** Transparent hourly tracking with weekly milestone updates and comprehensive monthly progress reports.
- **Search Engine Compliance:** All optimization methods strictly follow Google Search Essentials and international quality guidelines (white-hat methodologies only).
- **Transparent Pricing:** Fixed hourly rates across all technical disciplines with no hidden costs or surprise surcharges.
- **Industry Standard Disclaimer:** In accordance with search engine nature and independent ranking algorithms, specific position placements or exact traffic figures cannot be guaranteed by any reputable agency; Orakul guarantees the highest quality, completeness, and adherence to technical excellence across all delivered work.

GDPR / Data Protection Agreement (DPA)

Orakul processes client and user data in strict compliance with EU Regulation 2016/679 (General Data Protection Regulation). Prior to accessing analytics platforms, staging environments, or internal systems, parties execute a formal Data Processing Agreement (DPA).

Non-Disclosure Agreement (NDA)

A bilateral Non-Disclosure Agreement is executed before the exchange of technical credentials, server parameters, or commercial information. The confidentiality obligation remains in full effect for a minimum of 2 years following project completion.

Payment Terms

- Monthly advance payment covering the scheduled hourly allocation for each operational month.
- Invoices are issued at the start of each billing month, payable within 5 banking days.
- Invoicing currency: EUR (€). Payment method: Bank transfer (SWIFT) or alternative agreed corporate payment channel.

Case Studies

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Appendix A3: Relevant Track Record & Case Studies

Case 1: Large-Scale B2B Digital Platform (65,000 Pages)

- **Industry:** B2B Commerce & Media
- **Scope:** Comprehensive technical SEO, Core Web Vitals optimization, semantic categorization, and international search visibility.
- **Results Achieved:**
 - Organic search traffic increased by 2.7x within the first 6 months.
 - +26% target commercial queries achieved Top-3 search rankings.
 - +9% expansion of Top-3 positions across international target regions.

Case 2: Multi-Language Digital Services & Media Portal ("Nord Translation Bureau")

- **Industry:** Professional Services & Content Distribution
- **Scope:** Semantic architecture overhaul, deployment of 15+ structured topical landing hubs, structured schema markup, and E-E-A-T authority enhancement.
- **Results Achieved:**
 - Organic search traffic multiplied by 3.4x following structural deployment.
 - Secured Top-3 and Top-5 search rankings across all priority international search clusters.

Billing Details

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Appendix A4: Corporate & Banking Details

- **Company Name:** Orakul Digital Agency
- **Contact Email:** hello@oracle-demo.example
- **Tax Identification Number:** Tax ID 11122
- **Beneficiary's Bank:** Bank of Commerce International, Tallinn, Estonia
- **SWIFT / BIC:** 11122222
- **Beneficiary IBAN:** EE00111220000000000000
- **Beneficiary Name:** Orakul Digital Agency



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.



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