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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

Commercial Proposal: Search Visibility & AI Optimization

- Project: BBC News (<https://www.bbc.com/news>)
- Objective: Accelerate organic traffic growth, capture AI-search visibility, and eliminate Core Web Vitals performance bottlenecks
- Program Duration: 4 months (410 hours of work)
- Total Investment: €9,930, estimated payback within Month 2 [estimate]
- Monthly Cost of Inaction: €29,070 to €129,090 per month in unrealized digital revenue [estimate]



TODAY

Where you stand **today**

Your current category market share in organic search is 52.71%, while key competitors CNN (21.03%) and The Guardian (16.68%) aggressively compete for global editorial visibility.

- Critical mobile speed deficit: Mobile Performance score is 50/100 with a Largest Contentful Paint (LCP) of 6.9 seconds and 471 KiB of unused JavaScript, leading to user drop-offs before page engagement.
- Semantic indexing gap: High-traffic section hubs rely on generic headings (such as H1 "News") and lack JSON-LD NewsArticle and ClaimReview structured data, limiting inclusion in AI Overviews and rich snippets.
- Unmonitored AI crawler load: 11 of 11 AI search bots (including GPTBot, ClaudeBot, PerplexityBot) actively scrape the portal, requiring infrastructure optimization to protect crawl budget and server response times.

Conclusion: Despite market leadership, page speed lag and unstructured content hierarchy cost BBC News millions of high-intent readers to faster-loading media peers and emerging AI answer engines each month.



AT STAKE

The cost of **inaction**

The cost of inaction reflects the monthly digital commercial potential left uncaptured due to technical and semantic visibility barriers.

- Lost Monthly Revenue Formula = Incremental Traffic × Conversion Rate × Average Value per Conversion
- Calculations [estimates]:
- Conservative Scenario: 645,881 lost sessions × 0.15% CR × €30.00 AOV = €29,070 / month
- Base Scenario: 1,561,027 lost sessions × 0.15% CR × €30.00 AOV = €70,260 / month
- Upside Scenario: 2,868,379 lost sessions × 0.15% CR × €30.00 AOV = €129,090 / month

Unrealized monthly value: €29,070 to €129,090 per month [estimate] in missed digital subscriptions, syndication inquiries, and commercial partnerships.



PLAN

Our approach

- **Speed & Platform Optimization:** Accelerate page rendering, cut redundant script bundles, and optimize CDN delivery to retain readers and boost search rankings.
- **Semantic & AI-Search Engineering:** Implement comprehensive JSON-LD markup (NewsArticle, ClaimReview, Author) and rich entity structures to dominate Google News Carousels and AI search citations.
- **Editorial Trust & E-E-A-T Enhancement:** Embed verified journalist profiles and visible verification badges (BBC Verify) to strengthen topical authority and reader retention.
- **Authority Compounding & Equity Reclamation:** Fix broken archive URLs and convert unlinked global brand mentions into high-value editorial equity.



WHERE WE CAN GET

Growth trajectory

Market share progression: 52.71% currently to 53.91% in 4 months (Base scenario).

- 4-Month Growth Scenarios:
- Conservative: 52.71% to 53.21% market share (69.56M monthly sessions, +645k visits/mo)
- Base: 52.71% to 53.91% market share (70.48M monthly sessions, +1.56M visits/mo)
- Upside: 52.71% to 54.91% market share (71.79M monthly sessions, +2.87M visits/mo)
- 12-Month Target Horizon [extrapolation]:
- Projected Market Share: 55.91% (73.10M monthly sessions, +4.18M visits/mo)



NEXT STEP

Investment and **next step**

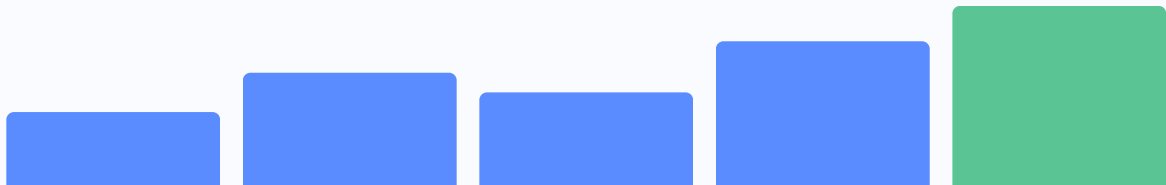
- Total 4-Month Investment: €9,930 (410 hours across Technical SEO, Development, Content, Strategy, and Project Management)
- Time to First Measurable Results: 30 days (measurable improvements in Core Web Vitals and crawl efficiency)
- Estimated Payback Period: Within Month 2 (cumulative incremental value exceeds total project cost) [estimate]

Next Step: A 30-minute alignment call with our senior technical lead to confirm milestone dates and access permissions for Month 1 launch.



TRACK RECORD

Proven experience



Large-Scale Content & Authority Growth — Nord Translation Agency & Publishing Platform

- Results: 3.4x growth in organic search traffic within 6 months following structural overhaul and content entity deployment; top-3 and top-5 rankings achieved across all primary international service clusters.
- Client Review: "Traffic and incoming direct inquiries increased multiple times over, with initial performance improvements visible within weeks."



FAIR TERMS

Risks and guarantees

Search engine and AI retrieval algorithms undergo continuous updates, meaning reputable agencies do not guarantee rigid keyword positions. Orakul guarantees:

- 100% contractual delivery of agreed technical scopes, architectural implementations, and sprint timelines.
- Full transparency with weekly progress updates, detailed monthly time-tracking, and live KPI dashboards.
- Complete data security compliance under GDPR regulations and mandatory bilateral NDA protection before onboarding.



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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