

SEO & CONTENT AUDIT

Cluely SEO & Content Audit

A \$120M company with 3 blog posts. Your competitors are outpublishing you 433:1. This is the single biggest growth gap in your business.

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01 Executive Summary

Cluely has built a \$120M-valued company on viral social media alone — 1 billion+ views, a16z backing, and a brand that every tech reader recognises. But there's a massive blind spot: **organic search doesn't exist.**

3

BLOG POSTS (TOTAL)

1,300

COMPETITOR LEADER POSTS

24

SITEMAP URLS INDEXED

The gap in one number: Final Round AI has 1,300 blog posts. Fireflies.ai has 884. Otter.ai has 498. tl;dv has 280. Cluely has 3. Your competitors own 100% of the organic search traffic for every keyword that matters to your business.

The Problem

Cluely's entire growth engine is viral social media — 200+ videos/day, 700+ clippers, 50+ content interns. This drives brand awareness, but **zero organic search traffic.** Every person Googling "AI interview assistant," "AI meeting notes," or "real-time meeting help" finds your competitors — not you.

Your blog has been dormant since October 2025. Five months of silence. No keyword targeting. No comparison pages. No structured data. No FAQ schema. While you've been dark, competitors have published thousands of SEO-optimised articles specifically targeting your customers.

The Opportunity

This is also Cluely's biggest opportunity. You have world-class brand awareness (1B+ views, Fortune/TechCrunch/a16z coverage) but zero content infrastructure. Every piece of content you publish enters a completely empty field on your domain. The backlinks and brand signals already exist — you just need the pages for search engines to index.

Bottom line: SEO is the only channel Cluely hasn't touched — and it's the one with compounding, long-term returns. Viral videos spike and fade. Organic traffic compounds. We can close this gap.

02 Current State Analysis

A forensic look at Cluely's current content and SEO infrastructure reveals near-total absence. This isn't a weak strategy — it's no strategy at all.

Blog Inventory: 3 Posts Total

TITLE	DATE	WORDS	TYPE	SEO VALUE
Why Meeting Bots Feel Like Surveillance	Oct 13, 2025	620	Thought piece	NONE
Cluely Thesis on Virality and Hype	Sep 18, 2025	1,200	Founder essay	NONE
Launching People Search & Memory	Sep 13, 2025	400	Product update	NONE

Average word count: 740 words. All by CEO Roy Lee. Last published 5+ months ago. None target a search keyword.

Technical SEO Audit

WHAT EXISTS

HTTPS	YES
Sitemap.xml	YES (24 URLs)
robots.txt	CLEAN
Canonical tags	PRESENT
OG/Twitter meta	PRESENT
Clean URL structure	YES

WHAT'S MISSING

FAQ Schema	MISSING
Article Schema	MISSING
Organization Schema	MISSING
Comparison pages	ZERO
Keyword-targeted content	ZERO
Internal linking strategy	NONE

Missing High-Value Pages

/features	MISSING
/integrations	MISSING
/security & /trust	MISSING
/use-cases	MISSING

/vs/otter	MISSING
/vs/final-round-ai	MISSING
/vs/fireflies	MISSING
/vs/granola	MISSING

24 indexed URLs for a \$120M company. Compare: Otter.ai has 498 blog posts. Fireflies.ai has 884. Final Round AI has 1,300. Cluely's indexed footprint is smaller than most personal blogs.

03 Competitor Landscape

Every major competitor invests heavily in content and SEO. Cluely is the only player in this space with essentially zero organic presence. Here's how the field looks:

Content Volume Comparison



Full Competitor Matrix

COMPETITOR	BLOG POSTS	POSTS/MONTH	AVG WORDS	COMPARISON PAGES	FAQ SCHEMA	NEWSLETTER	SEO SCORE
Final Round AI	1,300	25	1,800	18	NO	YES	9/10
Fireflies.ai	884	18	3,200	12	NO	YES	8/10
Otter.ai	498	8	1,800	4	NO	NO	7/10
tl;dv	280	10	4,200	20	YES	YES	8/10
Granola	32	3	1,200	0	NO	NO	2/10
Cluely	3	0	740	0	NO	NO*	1/10

*Cluely has a "Stay updated" section but no functional email capture form for blog subscribers.

Your competitors write about you — you don't write about them. Final Round AI has a dedicated "vs Cluely" comparison page. tl;dv published a 3,300-word negative review of Cluely with 10 FAQ entries generating SERP rich results. Cluely has zero comparison content defending its brand.

Competitor Deep Dive: Publishing Frequency

While Cluely's blog has been dormant since October 2025, every competitor has been actively publishing through March 2026.



Competitor Strategy Breakdown

COMPETITOR	STRATEGY	WHAT THEY DO BEST	CLUELY'S ADVANTAGE
Final Round AI	Volume SEO machine — programmatic "25 Interview Questions for [Role]" at scale	1,300+ posts, 10M+ users, dominates long-tail interview keywords	Content is formulaic/thin — depth opportunity
Fireflies.ai	Deep long-form guides — 3,200 avg word count with CRM integration focus	884 posts, customer stories pipeline, category depth	Post-meeting focus — Cluely's real-time is stronger
tl;dv	SEO-dominant with FAQ schema, aggressive competitor reviews	4,200 avg words, 20 comparison pages, FAQ rich results	Their Cluely review is hostile — own the narrative
Otter.ai	Content authority — deep library, enterprise trust content	\$100M+ ARR, 498 posts, strong domain authority	Post-meeting only — doesn't compete on real-time
Granola	Quality over quantity — authentic engineering/design voice	High-quality per post, \$43M Series B credibility	Only 32 posts — not a search threat

433:1

LEADER VS CLUELY (POSTS)

5.7x

AVG DEPTH GAP (WORDS)

5 mo

BLOG DORMANT

04 Keyword Gap Analysis

Cluely has virtually no non-brand organic rankings. They don't appear in top results for any high-intent keywords. Here are the highest-value opportunities organized by buyer intent tier.

Tier 1: High-Intent Product Keywords (Bottom-Funnel)

These searchers are actively looking for a product like Cluely. Highest conversion potential.

KEYWORD	VOLUME	COMPETITION	CURRENT RANK	PRIORITY
AI interview assistant	High	High	Not ranking	CRITICAL
AI meeting assistant	High	High	Not ranking	CRITICAL
AI notetaker for meetings	High	High	Not ranking	CRITICAL
real-time interview help	Medium	Medium	Not ranking	HIGH
AI interview copilot	Medium	High	Not ranking	HIGH
AI sales call assistant	Medium	Medium	Not ranking	HIGH
undetectable AI meeting tool	Low-Med	Low	Not ranking	HIGH
invisible meeting AI	Low	Low	Not ranking	QUICK WIN

Tier 2: Competitor Comparison Keywords (Mid-Funnel)

Searchers actively evaluating tools. Highest conversion rate per click. Cluely has zero comparison pages.

KEYWORD	VOLUME	COMPETITION	PRIORITY
Cluely vs Final Round AI	Low-Med	Low	MUST OWN
Cluely vs Otter.ai	Low-Med	Low	MUST OWN
Cluely alternative	Medium	Medium	DEFENSIVE
Otter.ai alternative	High	Medium	HIGH
best AI interview tools 2026	Medium	High	HIGH
best undetectable meeting AI	Low	Low	QUICK WIN

Tier 3: Informational Keywords (Top-Funnel)

Very high search volume. Builds topical authority and captures early-stage prospects.

KEYWORD	VOLUME	COMPETITION	CONVERSION
how to prepare for technical interviews	Very High	Very High	Medium
how to answer behavioral interview questions	Very High	Very High	Medium
AI tools for job seekers	High	Medium	High
how to take better meeting notes	High	Medium	High
how to ace a video interview	High	Medium	High
sales call preparation tips	Medium	Medium	High

Tier 4: Pain-Point Keywords (Problem-Aware)

Lower volume but extremely high conversion. These searchers have a problem Cluely directly solves.

KEYWORD	VOLUME	COMPETITION	CONVERSION
too many meetings no time to prepare	Low-Med	Low	Very High
forget what was said in meetings	Low-Med	Low	Very High
meeting notes always incomplete	Low	Low	Very High
nervous during job interviews	Medium	Medium	High
how to sound smarter in meetings	Medium	Low	High
interview answer too slow	Low	Low	Very High
can't remember interview questions	Medium	Low	High

Key insight: Pain-point keywords are uncontested goldmines. "Too many meetings no time to prepare" has low competition and converts directly into Cluely's use case. Nobody is targeting these. They're yours for the taking.

05 Content Strategy

Five content pillars designed to capture search traffic at every stage of the buyer journey — from problem-aware to ready-to-purchase.

<p>01</p> <p>Real-Time Meeting Intelligence</p> <p>Core differentiator. No competitor owns this content category. Target "real-time" keyword modifiers.</p>	<p>02</p> <p>Interview Prep & Performance</p> <p>Highest search volume. Programmatic series for role-specific questions + AI-during-interview guides.</p>	<p>03</p> <p>Competitor Comparisons</p> <p>Highest conversion rate. Own the narrative vs Otter, Final Round, Fireflies, Granola, tl;dv.</p>	<p>04</p> <p>Productivity & Meeting Culture</p> <p>Top-funnel authority. Captures professionals who will eventually need a meeting AI tool.</p>	<p>05</p> <p>Trust & Enterprise Security</p> <p>Reputation repair post-breach. Support enterprise pipeline. Leverage SOC 2, ISO 27001, HIPAA.</p>
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Content Per Pillar: Year 1 Roadmap

PILLAR	MONTH 1	MONTH 2-3	MONTH 4-6	TOTAL Y1
Real-Time Meeting Intelligence	4 articles	6 articles	8 articles	30+
Interview Prep & Performance	10 articles	40 programmatic	100+ programmatic	200+
Competitor Comparisons	6 pages	4 "best of" lists	Quarterly refresh	20+
Productivity & Culture	2 articles	6 articles	10 articles	30+
Trust & Enterprise	2 pages	3 articles	4 articles	15+
TOTAL	24	59	122+	300+

Pillar 1: Real-Time Intelligence — Sample Topics

ARTICLE	TARGET KEYWORD	VOLUME	COMPETITION
Real-Time AI Meeting Assistant: Complete Guide	real-time meeting assistant	Medium	Low
Why Meeting Bots Are Dead: The Rise of Invisible AI	meeting bots alternative	Medium	Low
How Real-Time AI Changes Sales Calls	AI for sales calls	Medium	Medium
Real-Time Transcription vs Post-Meeting Notes	real-time vs post-meeting notes	Low	Low

Pillar 2: Interview Prep — Sample Topics

ARTICLE	TARGET KEYWORD	VOLUME
Top 25 [Role] Interview Questions (2026) — programmatic series	[role] interview questions	Very High
How to Use AI During Job Interviews	AI interview help	High
How to Ace Video Interviews with AI	ace video interview AI	Medium
Interview Anxiety? How AI Copilots Can Help	interview anxiety AI help	Medium

Pillar 3: Competitor Comparisons — Sample Topics

ARTICLE	TARGET KEYWORD	PRIORITY
Cluely vs Otter.ai: The Complete Comparison	Cluely vs Otter	MUST OWN
Cluely vs Final Round AI: Which Is Better?	Cluely vs Final Round AI	MUST OWN
Best Otter.ai Alternatives (2026)	Otter.ai alternative	HIGH
10 Best AI Meeting Assistants (2026)	best AI meeting assistant 2026	HIGH
AI Interview Copilot Comparison: 8 Tools Tested	AI interview copilot comparison	HIGH

Pillar 5: Trust & Security — Sample Topics

ARTICLE	WHY IT MATTERS
How Cluely Protects Your Data: Security Overview	Counter breach narrative. Leverage SOC 2, ISO 27001, HIPAA
Enterprise AI Meeting Tools: Security Checklist	Support enterprise pipeline. Buyers search this.
Is AI in Meetings Ethical? A Framework	Own the ethics narrative before competitors define it for you
HIPAA-Compliant AI Meeting Assistants	Healthcare vertical opportunity. Cluely already claims HIPAA.

The programmatic SEO opportunity is massive. Final Round AI has 1,300 posts — most are "25 Interview Questions for [Role]" templates. The same approach across 100+ job titles and 50+ companies generates thousands of indexable pages targeting high-intent keywords. We build this engine for you.

06 30-Day Content Calendar

We don't just write plans. Here's the first 20 articles — 10 already drafted and ready to publish, 10 planned for weeks 3-4. Pace: 5+ articles per week from day one.

Week 1-2: Launch Salvo (Ready to Publish)

01	COMPARISON	Cluely vs Otter.ai: Real-Time AI vs Post-Meeting Notes
02	COMPARISON	Cluely vs Final Round AI: Which Interview Copilot Wins?
03	PILLAR 1	Real-Time AI Meeting Assistants: The Complete 2026 Guide
04	COMPARISON	10 Best AI Meeting Assistants Compared (2026)
05	PILLAR 2	How to Use AI During Job Interviews (Without Getting Caught)
06	COMPARISON	Cluely vs Fireflies.ai: Which Meeting AI Is Right for You?
07	PILLAR 2	Top 25 Software Engineer Interview Questions (2026)
08	PILLAR 5	How Cluely Protects Your Data: SOC 2, HIPAA & Beyond
09	PILLAR 1	Why Meeting Bots Are Dead: The Rise of Invisible AI
10	COMPARISON	Best Otter.ai Alternatives for Real-Time Meeting Help (2026)

Week 3-4: Expansion Wave

11	PLANNED	Top 25 Product Manager Interview Questions (2026)
12	PLANNED	AI Sales Call Assistant: How to Close More Deals
13	PLANNED	Cluely vs Granola: Real-Time vs Post-Meeting AI
14	PLANNED	How to Ace a Video Interview with AI (Step-by-Step)
15	PLANNED	Top 25 Data Scientist Interview Questions (2026)
16	PLANNED	How to Take Better Meeting Notes (Without a Bot)
17	PLANNED	Is AI in Meetings Ethical? A Framework for 2026
18	PLANNED	Top 25 Consulting Interview Questions (2026)
19	PLANNED	Interview Anxiety? How AI Copilots Can Help

07 Demo Site Preview

We didn't just write a plan. We built it.

Alongside this audit, we've created a fully functional demo blog with real content — ready to deploy on your domain. This isn't a mockup. It's production-ready content that can start indexing the moment it goes live.

What the Demo Includes

10 Full Articles

SEO-optimised, 2,000+ words each. Targeting real keywords from this audit. Ready to publish.

6 Comparison Pages

Cluely vs Otter, Final Round AI, Fireflies, Granola, tl;dv. Feature matrices, honest pros/cons.

Structured Data

FAQ schema, Article schema, Organization schema on every page. Immediate SERP feature eligibility.

Internal Linking

Cross-linked content with strategic anchor text. Pillar pages connected to cluster content.

Dark Theme Design

Matches Cluely's brand aesthetic. Clean, modern, fast-loading. Mobile responsive.

Newsletter Integration

Email capture built into every article. No competitor in this space runs a proper newsletter. First-mover advantage.

Before vs After: What Google Sees

TODAY

24

INDEXED URLS

AFTER DEMO DEPLOY

40+

INDEXED URLS

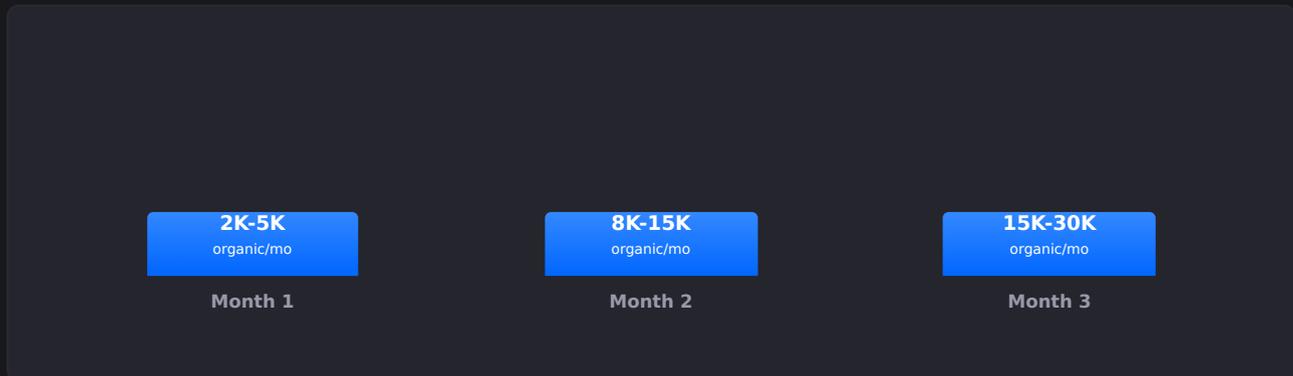
Blog posts	3
Comparison pages	0
FAQ schema pages	0
Keyword-targeted content	0

Blog posts	13+
Comparison pages	6
FAQ schema pages	10+
Keyword-targeted content	All

This demo site is live and available for review. We'll walk you through it. Every article targets a specific keyword from this audit. Every page has structured data. Every comparison page positions Cluely's real-time advantage against post-meeting competitors.

08 Projected Impact

Conservative 90-day projections based on content volume, keyword difficulty, and Cluely's existing brand authority (which accelerates indexing and ranking).



90-Day Milestone Targets

METRIC	TODAY	MONTH 1	MONTH 2	MONTH 3
Indexed pages	24	50+	150+	400+
Blog posts published	3	25+	80+	150+
Organic monthly visitors	<1,000	2K-5K	8K-15K	15K-30K
Keywords ranking (top 100)	<50	200+	500+	1,000+
Keywords ranking (top 10)	<5	20+	50+	100+
Comparison pages	0	6+	10+	15+

Why These Projections Are Realistic

Brand authority accelerates ranking. Cluely has TechCrunch, Fortune, Business Insider, and a16z linking to cluely.com. This existing backlink profile means new content ranks faster than a fresh domain.

Low-competition keywords dominate the target list. Pain-point keywords ("too many meetings," "interview anxiety") and Cluely-specific comparisons have low competition. Quick rankings.

50x

INDEXED PAGE GROWTH (90D)

30K

TARGET MONTHLY ORGANIC

150+

ARTICLES IN 90 DAYS

09 System Capabilities

This isn't a content writing service. It's a content engine — automated infrastructure that continuously produces, publishes, and optimises SEO content at scale.



Auto-Publish Pipeline

AI-powered content generation → editorial review → SEO optimization → scheduled publishing. Continuous flow, not batch work.



Competitor Monitoring

Automated crawling of competitor blogs. When Final Round AI publishes a new comparison page, we know within hours and respond.



Programmatic SEO Generator

Template-driven content at scale. "Top 25 [Role] Interview Questions" for 100+ roles. One template, hundreds of pages.



Voice Content Pipeline

ElevenLabs integration for audio versions of blog posts. Podcast-ready content. Accessibility and engagement boost.



Newsletter Automation

Weekly curated newsletter from published content. Automated subscriber capture, segmentation, and drip campaigns.



Structured Data Engine

Auto-generated FAQ, Article, Product, and Organization schema on every page. SERP feature targeting from day one.



GEO Optimization

Generative Engine Optimization for AI search (Google AI Overviews, Perplexity, ChatGPT). Future-proofing content for how people search in 2026.



Performance Analytics

Monthly reporting on rankings, traffic, conversions. Keyword tracking across all target terms. Content performance scoring.

The difference between us and a content agency: Content agencies write articles. We build the machine that writes, optimises, publishes, monitors, and iterates — continuously. Your competitors aren't winning because they write better. They're winning because they have systems. We build the system.

10 Investment

\$10,000

per month

What's Included

- ✓ 20-30 SEO-optimised blog posts per month (2,000+ words each)
- ✓ Programmatic content scaling (50+ template-generated pages/month after Month 1)
- ✓ 6-8 competitor comparison pages with quarterly refresh
- ✓ Full structured data implementation (FAQ, Article, Organization schema)
- ✓ Technical SEO audit and fixes (sitemap, internal linking, page speed)
- ✓ Automated competitor monitoring and response pipeline
- ✓ Weekly email newsletter setup and management
- ✓ Monthly performance reporting with keyword tracking
- ✓ Content strategy meetings (bi-weekly)
- ✓ GEO optimization for AI search platforms

ROI Context

METRIC	VALUE
Cost of equivalent Google Ads traffic (30K visitors/mo)	\$50,000-100,000/month
Cost of this engagement	\$10,000/month
Content asset value after 12 months (300+ articles)	Permanent — compounds forever
Organic traffic after 12 months (projected)	50,000+ monthly visitors
Cluely's current viral content spend (700+ clippers, 50+ interns)	Estimated \$50K-150K+/month

Your competitors are outpublishing you 433:1. Final Round AI publishes 25 articles per month. Fireflies.ai publishes 18. tl;dv publishes 10. Every month you wait, they index more pages, rank for more keywords, and capture more of your potential customers. The gap compounds.

But here's the good news: Organic content is the one channel with permanent compounding returns. Unlike paid ads that stop when you stop paying, every article we publish continues generating traffic

forever. In 12 months, you'll have 300+ pages working for you around the clock — while your viral videos from today will be forgotten.

11 About Us

james-factory.com

We build content engines for high-growth tech companies. Not content. *Engines*. Automated systems that continuously produce, publish, optimise, and scale SEO content — so your organic traffic compounds while you focus on product.

What We Bring

AI-Powered Content Infrastructure

Custom content generation pipelines using Claude, GPT-4, and proprietary tooling. Not generic AI slop — editorially supervised, brand-aligned, SEO-optimised.

Competitive Intelligence

Automated competitor monitoring. We track what they publish, what they rank for, and where the gaps are — then we fill those gaps for you.

Full-Stack SEO

Technical SEO, content strategy, structured data, programmatic content, link building, GEO optimization. End-to-end, not just blog posts.

Web Development

Modern web development (SvelteKit, Next.js, Tailwind). If you need a custom blog, landing pages, or a complete web presence — we build it.

Let's Talk

Web	james-factory.com
Email	james@james-factory.com
Location	Sydney, Australia

Ready to close the gap?

This audit, the demo site, and the 30-day calendar prove we understand your market and can execute immediately. Let's schedule a walkthrough.

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