

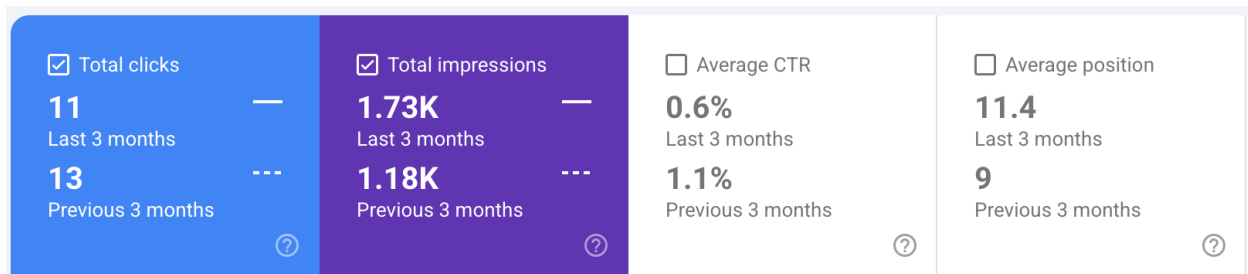
SEO Audit

Page analyzed: <https://www.clicdata.com/platform/ai-powered/>

1. Current Performance Snapshot

Google Search Console - Last 3 months vs. Previous 3 months

The page generates growing impressions but cannot convert them into clicks. CTR dropped 42% while impressions grew 46% — a clear signal that the page ranks in ranges where it is seen but not clicked, and that the title tag and meta description are not compelling enough to earn the click.



Metric	Last 3 months	Previous 3 months	Change
Clicks	11	13	↓ -15%
Impressions	1,732	1,183	↑ +46%
CTR	0.64%	1.1%	↓ -42%
Average position	11.42	9.01	↓ -2.4 positions

The position dropped from 9.01 to 11.42, meaning the page has slipped from the bottom of page 1 to the top of page 2 overall. The US average position is 21.99 on page 2 for the primary target market, which puts the page outside the click range for most commercial queries.

Top Keywords by Impressions

All queries generating meaningful impressions are either brand-related or low-volume long-tail variants. None of the primary target keywords ("ai analytics", "ai data analytics", "ai business intelligence") appear in the query list, and the page is not ranking for any of them.

Keywords	Impressions	Position	Note
"ai analytics platform" (exact)	55	13.24	Below page 1
clic ai	46	7.65	Brand variant
predictive insights platform	63	15.48	Low vol.

Keywords	Impressions	Position	Note
ai analytics platform	6	49.0	Not ranking
ai powered analytics platform	1	62.0	Not ranking

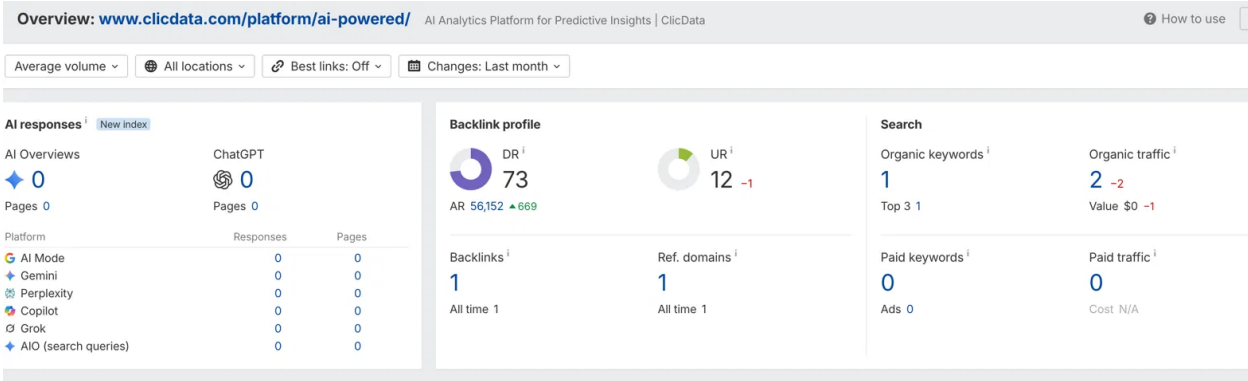
Traffic by Country

The US accounts for the largest share of impressions (518) but the worst position (21.99). The only country where the page ranks well (Brazil, position 2.45) contributes no commercial value and corresponds only to brand-related queries. Canada and the UK show moderate positions, with potential quick wins if on-page content is improved.

Country	Impressions	Position	Priority note
United States	518	21.99	Primary target market — position 22 = effectively invisible
United Kingdom	106	11.76	Just outside the top 10 — recoverable
Canada	57	3.0	Strong brand position, low commercial keyword reach
Brazil	73	2.45	100% of organic traffic via Ahrefs — not a target market

Ahrefs and Moz Search Profile

The domain has strong authority (DR 73) sufficient to compete for mid-difficulty AI analytics keywords. The constraint is entirely on-page: content depth, keyword coverage, and internal linking. Fixing the page content is the primary lever.



Metric	Value	What it means
URL Rating (UR)	12	Very low — page receives minimal internal link equity
Organic keywords	1	Virtually no keyword visibility in Ahrefs index

Metric	Value	What it means
Organic traffic (Ahrefs)	2 visits	100% from Brazil — not from target markets
Backlinks / Ref. domains	1 / 1	No external authority built to this page specifically
AI Overviews / ChatGPT mentions	0 / 0	Page not referenced in any AI-generated responses

2. On-Page Metadata Audit

The metadata elements on the page are currently misaligned with the target keyword cluster. The title tag does not contain the primary commercial keywords, the meta description appears to be auto-generated or absent, and the breadcrumb and URL slug contain no keyword signals.

Element	Current State	Assessment
Page URL	https://www.clicdata.com/platform/ai-powered/	
Title tag	"AI Analytics Platform for Predictive Insights ClicData"	Missing core keywords: "ai analytics", "ai data analytics", "ai business intelligence". Weak signal for the primary cluster.
H1	"Smarter Decisions with Our AI Analytics Platform"	Title and H1 differ ✓. But H1 lacks exact keyword variations from the target list. "Our AI Analytics Platform" is soft branding, not keyword-specific.
Meta description	Not present / not optimized	No optimized meta description found. Likely auto-generated by CMS — contributing to 0.64% CTR.
Breadcrumb	Home > Platform > Powered By AI	"Powered By AI" contains no target keywords. Should read "AI Analytics" or "AI-Powered Analytics".
URL slug	/platform/ai-powered/	Generic slug — "ai-powered" is not a target keyword. "ai-analytics" or "ai-analytics-platform" would be stronger.
Schema markup	None detected	No FAQ schema, no SoftwareApplication/Product schema. Both competitors use structured data.
Images/alt text	No images on the page	No visual content. Competitors use screenshots, diagrams, and feature illustrations with keyword-rich alt attributes.

3. Competitor Comparison

Both benchmark competitors, Omni (a specialist AI analytics BI tool) and Qlik (enterprise analytics suite), publish pages that are 5–7x longer than the ClicData AI page, with named feature sections, use cases, customer quotes, and product screenshots. The gap is not in domain authority (DR 73 is strong) but in content depth and coverage.

What Competitors Have That ClicData Does Not

Content element	Omni (omni.co/ai)	Qlik (qlik.com/us/augmented-analytics/ai-analytics)
Page word count (approx.)	~1,800–2,200	~2,500+
Definition / "What is AI analytics"	Clear intro section explains the AI-driven BI concept	Full definition section — "what it is, why it matters"
Feature breakdown (named modules)	Chat, Dashboard, Workbook, MCP Server — each with a screenshot	Agentic AI, AI Assistant, Predictive AI, Anomaly Detection, each linked to a sub-page
Use cases/customer scenarios	6 named case studies with customer quotes and links	Industry-based examples: Finance, Supply Chain, Sales, Marketing
Customer proof / social proof	6 logos + quotes from Brevo, Heidi, Caraway, WorkRamp, etc.	Multiple customer references, analyst recognitions
Data security/privacy statement	Mentioned in AI context (data scoped per user)	Trust and governance section; compliance badges
Technical depth (API, MCP, architecture)	MCP Server section with API integration context	Agentic AI, API, predictive ML details across sub-pages
Agentic AI section	Prominent — AI agents, MCP server, autonomous workflows	Dedicated Agentic AI sub-page linked from the main page
Blog / thought leadership links	3 articles on AI strategy and agentic analytics	Multiple linked resources and guides
FAQ schema	FAQ section at the bottom of the page	Structured FAQ present
Multiple CTAs (mid-page)	"Free Trial" + "Request Demo" in navigation and inline	"Try for Free" + "Request Demo" multiple touchpoints
Screenshots/product visuals	4+ high-quality product screenshots (Chat, Dashboard, Workbook)	Feature visuals and diagrams

Key Takeaway

Omni's page is the strongest direct benchmark. It leads with a clear value statement, organizes AI features by user context (Chat, Dashboard, Workbook, MCP Server), shows a product screenshot for each, includes real customer quotes, and closes with a FAQ section. ClicData's page covers the same feature set but without depth, customer proof, visuals, or structured data.

4. Content and SEO Issues

The following issues are the root causes of the page's underperformance. They are ranked by impact on ranking and conversion potential.

Issue	Severity	Detail
No definition section	Critical	Google has no signal that this page explains what AI analytics is. None of the top informational queries ("what is AI analytics", "ai in business intelligence") are covered.
Missing keyword coverage	Critical	Primary cluster (ai analytics, ai data analytics, ai business intelligence, AI-powered analytics) appears nowhere in headings or structured body copy.
Thin content (~350 words)	Critical	Page-1 benchmark for this category is 1,800–2,500 words. The current page is 5–7x below that depth.
No H2-level feature architecture	High	All five AI features are presented as flat section titles without substructure. Competitors organize features into named capability groups that map to keyword clusters.
No use cases or business scenarios	High	No section shows how the AI features apply to real tasks — what a data analyst does with Ask AI, how a manager uses narrative analytics. Competitors include named examples for each feature.
No customer proof on page	High	No testimonials, no customer logos, no case study references. Omni uses 6 customer quotes; Qlik references multiple enterprise clients.
No data security / privacy statement	High	The page mentions OpenAI integration (a data privacy concern for enterprise buyers) but does not explain data isolation or compliance. This is a conversion blocker.
Agentic AI section underbuilt	High	AI Agents content is present but reads as a future roadmap ("Our Next Step"), not a live capability. Competitors position agentic AI as current and central.
No FAQ schema	Medium	No structured data on page. FAQ schema would capture informational queries and increase

Issue	Severity	Detail
		eligibility for AI Overviews — currently 0 appearances in any AI search surface.
Weak internal linking (UR 12)	Medium	Page receives minimal internal link equity. No links from blog articles or related platform pages to this URL.
All CTAs lead to sign-up only	Medium	Five of six CTAs point to /signup/ with no mid-funnel path (e.g., "Book a demo", "See a walkthrough"). Enterprise buyers evaluating AI capabilities need a demo path, not just a trial link.
No product screenshots or visuals	Medium	Text-only page with no images. Ask AI widget, narrative analytics, and formula builder are all visual — showing them directly would improve engagement and reduce bounce.

5. Missing Keyword Coverage

Primary commercial cluster — not covered on page

The following keywords must be integrated into the headings and body copy of the rebuilt page. They represent the highest-volume commercial opportunities in the US and Canadian markets.

- ai data analytics — 3,400/mo US, Commercial
- ai analytics — 2,600/mo US, Commercial
- ai for data analytics — 1,200/mo US, Commercial
- ai business intelligence — 450/mo US, Commercial
- ai business intelligence tools — 400/mo US, Commercial
- ai powered analytics — 300/mo US, Commercial
- ai powered data analytics — 350/mo US, Commercial
- ai for business intelligence — 400/mo US, Commercial

Informational cluster — not covered on page

These queries represent an opportunity to rank for lower-competition terms while building topical authority for the commercial cluster. They belong in a definition section and in the FAQ.

- what is ai analytics — 200/mo US, Informational
- ai and data analytics — 800/mo US, Informational
- ai in data analytics — 500/mo US, Informational
- ai in business intelligence — 300/mo US, Informational
- generative ai for data analytics — 500/mo US, Informational
- generative ai analytics — 350/mo US, Informational

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