

# TOOLGENX

**Practical AI Toolkits and Digital Products for Builders**

Official Company Profile and Brand Document

*19 Digital Products | 7 Categories | Direct-to-Customer Storefront*

<https://www.toolgenx.com>

## 1. Executive Summary

ToolGenX (toolgenx.com) is a direct-to-customer digital product storefront offering practical AI toolkits, SEO resources, developer tools and automation products for solo founders, indie developers, marketers and small teams. The catalog currently includes 19 products organized into 7 categories: AI Tools, Content and Writing, Business and Growth, Developer Tools, SEO and Visibility, Design and UI, and Automation.

ToolGenX is built and operated by Ismail Gunaydin, an Istanbul-based software engineer and digital entrepreneur with over 15 years of SEO experience. Unlike marketplace-dependent stores, ToolGenX runs on its own infrastructure - a modern Next.js storefront with full control over product pages, checkout flow, content strategy and search visibility. The site also publishes an actively maintained blog documenting real-world lessons in digital product development, pricing, conversion optimization and AI search visibility.

## 2. Brand Identity

*The following information is the standard identity data used across all of the brand's digital properties.*

<b>Brand Name</b>	ToolGenX
<b>Domain</b>	toolgenx.com
<b>Business Type</b>	Digital product storefront (direct-to-customer)
<b>Product Count</b>	19 digital products
<b>Categories</b>	7 product categories
<b>Founder</b>	Ismail Gunaydin
<b>Parent Brand</b>	ModernWebSEO
<b>Location</b>	Istanbul, Turkiye (digital business)
<b>Language</b>	English
<b>Website</b>	<a href="https://www.toolgenx.com">https://www.toolgenx.com</a>
<b>Contact</b>	<a href="https://www.toolgenx.com/contact">https://www.toolgenx.com/contact</a>

## **3. Product Categories**

The ToolGenX catalog is organized into seven categories, each addressing a distinct workflow for builders and digital entrepreneurs.

### **3.1. AI Tools**

AI-powered toolkits and structured workflows that turn large language models into reliable production tools.

### **3.2. Content and Writing**

Products for content production at scale, including AI Content Blueprint, AI Content Empire Builder, Humanizer Pro and Podcast to Empire Kit.

### **3.3. Business and Growth**

Revenue and growth-focused toolkits such as AI Agency Launch Kit, AI CFO Toolkit, B2B Growth Machine, Conversion Rate Domination, MarketFlow AI and Startup Launch Arsenal.

### **3.4. Developer Tools**

Resources for developers including CodeForge and Indie Game Studio Kit.

### **3.5. SEO and Visibility**

Search visibility products covering classic SEO and the new generation of AI search: AI Search Visibility Toolkit, AI SEO Command Suite and Structured Data Pro Pack.

### **3.6. Design and UI**

Design resources such as the iOS Liquid Glass UI Kit.

### **3.7. Automation**

Workflow automation products including AutoEarnAAI, ShortFactory AI and Visa Document Translator.

## 4. Content and Editorial Approach

The ToolGenX blog documents the real operating experience of running a 19-product digital storefront as a solo founder. Rather than generic marketing content, articles share verifiable first-hand lessons, including:

- A transparent retrospective of a year selling on Gumroad - 19 products, one sale - and what it taught about distribution
- A documented CRO experiment that moved conversion from 0.4 to 1.9 percent
- Practical guides on pricing digital products using the Van Westendorp method
- Payment infrastructure comparisons: Stripe vs iyzico vs Gumroad
- Technical guides on EU consumer law consent flows in Next.js
- AI search visibility: writing for Google AI Overviews, GEO citability scoring, robots.txt and llms.txt configuration

This editorial approach positions ToolGenX as both a storefront and a credible knowledge source for solo founders and indie developers.

## 5. What Makes ToolGenX Different

- Own infrastructure - independent Next.js storefront, not locked into a marketplace
- Direct-to-customer model with full control over pricing, checkout and customer relationships
- Transparent, experience-based content marketing rooted in real numbers
- Built by a practitioner: 15+ years of SEO experience applied to the store itself
- AI-search ready: structured data, llms.txt and GEO optimization implemented site-wide
- Focused catalog: 19 products across 7 clear categories instead of a sprawling marketplace

## 6. Brand Family

ToolGenX operates within a portfolio of digital properties built by the same founder:

[modernwebseo.com](https://modernwebseo.com) - Web design and SEO services (parent brand)

[hepsihasapla.com](https://hepsihasapla.com) - Calculator tools (Turkish)

[healthcalcpro.com](https://healthcalcpro.com) - Health calculators

[textwordcount.com](https://textwordcount.com) - Text analysis tools

[wheelienames.com](https://wheelienames.com) - Name generators

[ismailgunaydin.com](https://ismailgunaydin.com) - Founder personal site

## 7. Official Links

[Website - toolgenx.com](https://toolgenx.com)

[All Products](#)

[Blog](#)

[ToolGenX vs Gumroad](#)

[About](#)

[Contact](#)

[Tumblr](#)

## ToolGenX

*toolgenx.com | 19 products | 7 categories | Built by builders, for builders*

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<https://docs.google.com/document/d/1GTnqpTp9DL5c22ssN0MBVnjcCXNCOUF1/edit?usp=sharing&oid=116187330518665547121&rtpof=true&sd=true>

[https://docs.google.com/document/d/1XmVGK4M707OyOtxMUcRIKvn2wTCZ4\\_Ep/edit?usp=sharing&oid=116187330518665547121&rtpof=true&sd=true](https://docs.google.com/document/d/1XmVGK4M707OyOtxMUcRIKvn2wTCZ4_Ep/edit?usp=sharing&oid=116187330518665547121&rtpof=true&sd=true)

<https://docs.google.com/spreadsheets/d/1I2GLIBslx1OWF-oot-VSgkdt4mvZvw2/edit?usp=sharing&oid=116187330518665547121&rtpof=true&sd=true>

<https://www.google.com/maps/d/edit?mid=1HAz7nPJdruZV8W0cNlmp4Dp05ku7xXc&usp=sharing>

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