



SEOMENA

SEO Made Simple.

— Boost Your Rankings with a Simple Click!

www.seomena.com

- SEO Analysis
- SEO Action Plan
- Performance Metrics
- Actionable Insights

! The Problem



SEO Challenges in MENA

Businesses and website owners in the MENA region struggle to improve their SEO performance

- 1 Lack of localized, easy-to-use SEO tools
- 2 Overwhelming complexity of global tools like Ahrefs, SEMrush
- 3 Scarce, actionable recommendations for optimized content
- 4 Limited access to AI-supported content suggestions
- 5 Lack of prioritized SEO roadmaps for effective implementation

SEOMENA addresses these challenges with a simplified, actionable approach to SEO that delivers measurable results.

💡 The Solution: SEOMENA



Smart SEO Platform

SEOMENA is an intelligent SEO analysis and optimization platform that simplifies search engine success.

1[✓]

Instantly analyze websites with A–F scoring

2[✓]

Get **AI-powered suggestions** for content

3[✓]

Receive a **tailored action plan** for SEO tasks

4[✓]

Use a tool with **simplicity and clarity** in mind

5[✓]

Focus on **practical improvements**, not just data

SEOMENA makes SEO accessible, actionable, and relevant — giving businesses in the MENA region the tools to compete globally.

Total Addressable Market (TAM)

TAM for SEOMENA (SEO Analysis & Optimization Tools)

Global SEO Software Market

Estimated to reach **\$2.75 billion by 2030**

15% CAGR

MENA Market

Market potential of **\$150–200M annually**

7.3% Share

Targetable Segment

2M+ active domains in MENA region
Businesses, agencies, and consultants

Digital Transformation

Rapid growth in Gulf region, Egypt, and Levant
Increasing demand from SMEs and startups

Market Size Comparison

Global Market **\$2.75B**

MENA Market **\$200M**

Target Segment **2M+ domains**

Growth Opportunity

As digital adoption accelerates globally, businesses are prioritizing SEO investments to enhance online visibility. SEOMENA is uniquely positioned to capture significant market share by offering specialized, localized solutions for the MENA region.

Annual Growth

15%

MENA Share

7.3%

Technology Stack

This is a comprehensive SEO analysis web application built with several key technologies:



Backend Framework

- Flask** (Python web framework)
- Firebase Admin SDK** for user authentication and database
- OpenAI API** integration for AI-powered recommendations



Frontend

- HTML/CSS** for structure and styling
- JavaScript** for interactive features
- Template engine (Jinja2)** for dynamic content rendering

Scalable architecture: Built to handle growing user base and expanding feature set while maintaining performance.

Key Product Differentiators



AI-Powered Recommendations

Auto-suggested meta tags, long-tail keywords, and AI-generated blog topics for fast content improvements.



Tailored Action Plans

Clear segmentation of SEO tasks: Quick Wins, Short Term, Long Term – ideal for agencies managing multiple projects.



Simplicity & Accessibility

User-friendly interface for marketers who may not be tech-savvy; removes complexity of tools like SEMrush or Ahrefs.



MENA-Focused Solution

Built with MENA context in mind (Future edge once Arabic NLP & local benchmarks are added).



Snapshot Reports with Clear Scores

Instant A–F ratings across core SEO categories: On-Page, Technical, Content, Usability, Links, Performance.

Ideal Customer Profile (ICP)



Marketing Agencies

Managing SEO for **multiple clients**; want scalable, fast insights and prioritization.



Startups & SMEs

Limited in-house SEO capacity, need a tool that's fast, smart, and doesn't require experts.



E-commerce Platforms

Product-heavy websites that need regular optimization across hundreds of pages.



Freelancers / Growth Marketers

Need **fast insights** for pitches, audits, and actionable SEO plans.



Government or NGO Web Portals (MENA)

Pushing for **digital visibility**, especially with Arabic and localized SEO in the pipeline.

Competitor List

Global SEO Tools

- SEMrush
- Ahrefs
- Moz
- Ubersuggest
- Surfer SEO
- Screaming Frog
- Yoast SEO (WordPress plugin)

Regional/Lightweight Tools

(some local or price-sensitive)

- SE Ranking
- Sitechecker.pro
- Mangools (KWFinder)

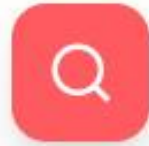
What sets SEOMENA apart is its localized optimization potential and potentially Arabic-focused capabilities, once developed.

Pricing Structure

Plan	Features	Target	Suggested Price
 Free Plan	Limited audits/month, basic AI tips	Freelancers, Tryouts	\$0
 Starter	Unlimited audits, AI recs, 1 user	SMEs	~\$19/month
 Professional	Full SEO dashboard, content tools, 3 users	Agencies	~\$49/month
 Enterprise	Custom reports, team seats, white-label	Larger firms, gov, e-com	~\$99-149/month



Competitive pricing strategy: Positioned below enterprise tools like SEMrush/Ahrefs while offering specialized value for MENA markets.



SEOMENA

Thank You!

We appreciate your interest in SEOMENA. Let's revolutionize SEO for the MENA region together.



www.seomena.com