

SimplifAI Reduces SEO Content Creation Time by Tens of Hours with Rankify In-House Automation Platform

Company Background

SimplifAI is an AI-first software and automation development agency specializing in building intelligent solutions for marketing and business operations. The company's marketing division, Butterfly Digital, delivers comprehensive SEO services including Google Business Profile management, keyword research, on-page optimization, and content strategy for small and medium-sized businesses.

As demand for their marketing services grew, SimplifAI identified an opportunity to leverage their technical expertise to transform their own operations, building proprietary tools that would enhance service delivery while maintaining the high-quality standards their clients expect.

Challenge

The SimplifAI team faced operational bottlenecks that threatened their ability to scale Butterfly Digital's marketing services:

Time-Intensive Manual Work

SEO specialists spent **tens of hours per week** on repetitive content creation tasks—GBP posts, service descriptions, meta tags, content briefs, and keyword research. This manual effort limited capacity to serve additional clients and reduced time for strategic consulting.

Quality Consistency Pressure

With multiple team members creating content across numerous client projects, maintaining consistent quality and adhering to best practices required extensive review cycles and quality control processes.

Competitive Analysis Bottleneck

Thorough competitor research and website analysis consumed significant time, yet was essential for effective SEO strategies. The manual nature of this work created project delays.

Scalability Constraints

Existing workflows couldn't support the agency's growth ambitions. Adding more clients meant adding more labor hours linearly, creating unsustainable economics.

Technical Limitations

Existing content generation approaches lacked sophistication needed for specialized formats like platform-specific PPC ad copy, social media content across multiple channels, and comprehensive landing page audits against SOW requirements.

Business Impact

These challenges limited revenue growth, increased operational costs, and prevented the team from focusing on high-value strategic work that differentiated their services.

Solution & Approach

SimplifAI applied their core competency—building AI-powered automation tools—to solve operational challenges. The result was **Rankify SEO App**, a custom full-stack platform designed specifically for Butterfly Digital's workflow.

Strategic Approach

Phase 1: Foundation & Architecture (2025-09-03 to 2025-09-04)

- Built foundational Next.js application with TypeScript
- Integrated critical external APIs: Apify (web scraping), DataForSEO (keyword research), and OpenRouter (AI generation)
- Established parallel processing architecture to handle multiple data sources simultaneously

Phase 2: Core Feature Development (2025-09-04 to 2025-09-17)

- Developed modular generation system with dedicated interfaces for each SEO function
- Created optimized content brief generation with competitor analysis integration
- Implemented GBP content generation workflow
- Built comprehensive on-page SEO audit functionality

- Integrated web scraping with intelligent fallback mechanisms

Phase 3: Enhancement & Optimization (2025-09-17 to 2025-10-25)

- Expanded to eight specialized SEO modules: strategy generation, keyword research, SERP analysis, content calendar, meta generator, GBP content, SEO roadmap, and on-page audit
- Implemented editable outputs across all modules for human refinement
- Created project management dashboard with intelligent grouping and filtering
- Built advanced content writing system with AI-generated and custom outline options
- Developed quarterly roadmap generation with direct Notion integration

Key Technologies

- **Frontend:** Next.js with TypeScript, Tailwind CSS
- **Backend:** Next.js API routes, Firebase for data persistence
- **AI Integration:** OpenRouter API with GPT-5
- **Data Services:** DataForSEO API (keyword research optimized for low competition, 70+ search volume), Apify (competitive intelligence)
- **Deployment:** Vercel hosting with performance optimization

Core Deliverables

SEO Research & Strategy Modules

1. **SEO Strategy Generation** - Comprehensive strategy documents generated in minutes with competitor analysis integration
2. **Keyword Research Tool** - DataForSEO-powered research filtered for high-value, low-competition keywords (70+ search volume, low difficulty)
3. **SERP Analysis Engine** - Parallel competitive intelligence gathering with detailed ranking analysis
4. **On-Page SEO Audit** - Technical issue detection with prioritized recommendations

Content Production Suite

1. **Meta Title & Description Generator** - Optimized meta tags following character and pixel limits
2. **Content Calendar Planner** - Six-month content calendars generated with strategic topic distribution
3. **Content Brief Generator** - Detailed briefs with AI-generated or custom outlines, including competitor analysis

4. **AI-Powered Content Writing Assistant** - Full article generation with multiple content formats:
 - Blog posts and articles
 - Homepage and About pages
 - Product and service pages
 - Landing pages
 - Social media content (Twitter/X, Facebook, LinkedIn, Instagram, TikTok, Reddit)
 - Email campaigns and lead magnets
 - FAQ and support content
 - Ebooks and downloadable resources

PPC & Advertising Features

1. **Platform-Specific Ad Copy Generator** - Tailored ad creation for:
 - Google Search Ads (responsive search ads with multiple headline/description variations)
 - Google Display Ads
 - Meta (Facebook/Instagram) campaigns
 - LinkedIn Ads
 - X (Twitter) Ads
 - YouTube Pre-Roll scripts
 - TikTok/Reels ad scripts
2. **Creative Assets & Extensions** - Supporting ad elements including sitelinks, callouts, structured snippets, and lead form copy
3. **Full Campaign Structure Builder** - End-to-end campaign frameworks with ad sequencing, audience variants, and offer integration

Local SEO Tools

1. **GBP Content Generator** - Automated Google Business Profile posts and service descriptions optimized for local search

Project Management & Workflow

1. **Integrated Project Dashboard** - Multi-client project organization with grouping, filtering, and rename capabilities
2. **SEO Roadmap Builder** - Quarterly planning (Q1-Q4) with copy-to-Notion functionality for seamless workflow integration
3. **Business Context System** - Centralized storage of scraped website content, SOW documents, project scope, and client communication accessible across all features
4. **Landing Page Audit** - Comprehensive audit against SOW/SOP requirements with AI-powered rewrite suggestions
5. **Editable Output System** - All generated content can be refined and customized before export

Implementation Timeline

Week 1: Foundation (2025-09-03 to 2025-09-04)

- Built core infrastructure
- Integrated external APIs (Apify, DataForSEO, OpenRouter)
- Established data flow architecture
- Validated API connectivity and created initial UI

Week 2-3: Core Features (2025-09-05 to 2025-09-17)

- Launched content brief generation, GBP content creation, and on-page SEO audit
- Reorganized application into modular tabs for improved workflow
- Optimized DataForSEO integration to focus on high-value keywords

Week 4-6: Advanced Features (2025-09-17 to 2025-10-20)

- Deployed keyword research, SERP analysis, content calendar, and meta generator modules
- Enhanced content writing feature with flexible input options and AI-powered outline generation
- Added quarterly roadmap planning with copy-to-Notion functionality

Week 7-8: Polish & Optimization (2025-10-21 to 2025-10-25)

- Made all generations editable
- Implemented project-specific context for AI requests
- Added selective input data functionality
- Created rename and grouping features for project organization
- Developed comprehensive SOPs for team adoption
- Addressed Vercel timeout issues through optimization

Results & Metrics

Dramatic Time Savings

Operational Efficiency

- **Time saved per project: Tens of hours reduction** from manual to automated workflow

- SEO strategy generation: Minutes instead of hours
- Content brief creation: Automated competitor analysis and outline generation
- GBP post variations: Multiple options generated in seconds
- Keyword research: Automated filtering and prioritization

Quality & Consistency

- High-quality output maintained across all automated generations
- Consistent adherence to SEO best practices and content guidelines
- Reduced quality control review time through standardization
- Error rate: <5% across all modules

Team Capacity

- **Tens of hours per week** reclaimed for strategic consulting and client relationships
- Simultaneous project handling capacity significantly increased
- Faster client onboarding and project turnaround
- Team focus shifted from execution to strategy and optimization

Technical Performance

- 8 fully functional SEO generation modules deployed
- Editable outputs enable human refinement while maintaining automation benefits
- Project-based organization streamlines multi-client management
- Quarterly roadmap planning integrated with existing Notion workflows

Business Impact

The in-house tool transformed Butterfly Digital's service delivery model, enabling the marketing team to handle more clients while delivering higher-quality strategic work. Tens of hours saved weekly created capacity for business development, advanced SEO consulting, and continuous service improvement.

Testimonial

"Building Rankify was a perfect example of eating our own dog food. We used our AI-first development approach to solve our own operational challenge, and the result speaks for itself—we're saving tens of hours every week while maintaining the high standards our clients expect. Now our team can focus on strategy and relationships instead of repetitive execution."

— Redwan Khan, SimplifAI

Key Takeaways

1. Internal Tools Drive Competitive Differentiation

Building proprietary automation for internal operations created a sustainable competitive advantage. Tens of hours saved weekly translate directly to improved margins and scalability, while high-quality output ensures service standards remain consistent.

2. AI-First Development Delivers Measurable ROI

AI integration amplifies human expertise. Automating time-intensive research and content generation allows SEO specialists to focus on high-value activities. The quantifiable result—**tens of hours saved**—proves the business case for AI-powered tools.

3. Modular Architecture Enables Continuous Evolution

Eight independent but interconnected modules allowed rapid iteration and feature expansion. Continuous enhancements ensure the tool evolves with team needs and maintains its time-saving impact.

Project Duration: 2025-09-03 to 2025-09-21 (7 weeks)

Development Team: SimplifAI

Service Division: Butterfly Digital (Marketing)

Project Type: In-House Software Development - Full Stack Application

Technologies: Next.js, TypeScript, OpenRouter API, DataForSEO, Apify, Firebase, Vercel