

26 August 2026

Bolt **Organic ROI Forecast**

bolt.eu · Europe's mobility super-app — rides, micromobility, car-sharing, food & grocery delivery · Europe & Africa · 50+ countries

Prepared by **ESA Digital** · Ahrefs + Keyword Planner + Brand Radar

[Check interactive report](#)

1. Key findings

FINDINGS

- A Bolt owns 5.8% of AI impressions across its category — but 84% among comparable European players.** Uber is off-scale (531.8M impressions/mo, 93% of the set); excluding it, Bolt leads Wolt, FreeNow and Yango combined. The European AI narrative is winnable, and Bolt is already the default answer in it.
- B Third-party blogs — not bolt.eu — answer the highest-intent question in the category.** “Is Bolt cheaper than Uber?”, “Co jest tańsze Bolt czy Uber?” and “What is cheaper, Bolt or Uber?” are cited to reddit, lomidriver.com, citizendailypost.com and regional news — Bolt’s own domain rarely appears in the comparison answer it is the subject of.
- C FreeNow wins city-level intent that Bolt leaves open.** With 6.4× less organic traffic than Bolt, FreeNow is cited for “Welche Taxi-App ist die beste in Berlin?”, “¿Cuál es la mejor aplicación de taxis en Barcelona?” and city fare pages (Madrid, Málaga, Alicante) — a per-city page pattern Bolt has only partially built.
- D Bolt’s organic footprint is brand-dependent.** 11 284 top-3 keywords and 1.09M monthly visits sit largely on “bolt”-branded and support queries; the 3 800+ non-brand commercial ideas below (driver signup, food delivery, e-bike and taxi-booking intent) are where incremental, non-cannibalising growth remains.

WHAT TO DO

Own the comparison and the city. Publish a defensible, regularly-updated “Bolt vs Uber” price-comparison hub per major market (PL, RO, ZA, GB, FR) and a complete city-page set with local fares — the two formats that AI assistants currently cite from third parties. Pair it with driver- and courier-acquisition content, which carries the highest non-brand volume in the set.

2. SEO Opportunities

RELEVANT CONTENT IDEAS

3 834

TOPICAL CLUSTERS

9

MONTHLY SEARCH VOLUME

815 730

CLUSTER	VOLUME SHARE	IDEAS	VOL/MO
Driver & Courier Earnings ↗	5.3%	1 224	227 560
Food & Grocery Delivery ↗	4.9%	625	211 720
Ride-Hailing & Taxi Booking ↗	3.9%	875	167 370
E-Bike & Micromobility ↗	2.3%	193	98 720
Airport & Intercity Transfers ↗	1.5%	104	65 690
Pricing, Promos & App Support ↗	0.4%	223	15 450
Car Sharing & Rental ↗	0.3%	354	13 270
E-Scooter Rental ↗	0.3%	187	10 720
Parcel & Same-Day Delivery ↗	0.1%	49	5 230
Relevant total	19.1%	3 834	815 730
Off-topic / adjacent — excluded	80.9%	2 181	3 466 030
Total		6 015	4 281 760

How this was built >

FINDINGS

3 834 non-brand commercial ideas across 9 clusters, worth 815 730 searches/mo. Driver & courier acquisition (227 560/mo) and food & grocery delivery (211 720/mo) lead — both are supply- and demand-side growth levers Bolt already monetises. The excluded 80.9% is dominated by grocery-retailer and cuisine queries (Tesco, KFC, “chinese near me”) and competitor brand names, which Bolt should not chase.

WHAT TO DO

Do not bet on one head term. Brief a page set that covers the highest-volume clusters first — AI agents, voice robots, then outbound dialling — so demand is captured across intent, not a single keyword.

3. Competitive Landscape

3.1 Organic SEO — Ahrefs Site Explorer

BRAND	ORG. TRAFFIC/MO ↓	ORG. KEYWORDS	TOP 3	BACKLINKS	ORG. VALUE	DR
Uber ↗ uber.com	7 738 926	293 818	104 595	35 407 668	\$3.9M	91
Wolt ↗ wolt.com	3 963 061	275 294	66 239	2 657 063	\$811k	89
Bolt ↗ bolt.eu	1 092 731	32 666	11 284	882 005	\$597k	83
Yango ↗ yango.com	220 791	31 943	3 529	272 449	\$60k	74
FreeNow ↗ free-now.com	170 159	7 486	2 433	117 207	\$84k	76

Click column header → sort. Click brand row → SEO dashboard. Bars are normalized per column.

3.2 AI Visibility — Brand Radar (impressions/month)

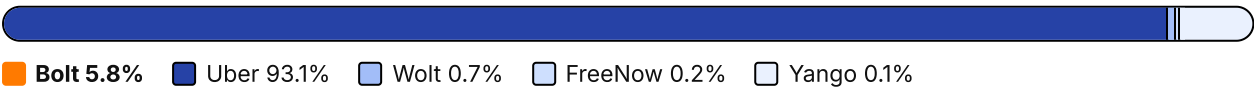
BRAND	CHATGPT	AI OVERVIEWS	AI MODE	TOTAL ↓
Uber * ↗ uber.com	147 710 869	263 848 126	120 252 726	531 811 721
Bolt ↗ bolt.eu	11 207 456	16 124 789	5 606 427	32 938 672
Wolt ↗ wolt.com	1 728 139	1 855 852	662 326	4 246 317
FreeNow ↗ free-now.com	554 211	638 865	209 683	1 402 759
Yango ↗ yango.com	243 293	209 575	114 962	567 830

Click column header → sort. Click row → ChatGPT citation prompts. Brand Radar matches **brand names**, not domains.

* Uber is off-scale — a global brand roughly 16× Bolt’s AI impressions. Its amber bars are shown at full width and excluded from the bar scale so the European set stays readable; the values are the real API figures.

3.3 AI Share of Voice

Bolt 5.8% — competitors hold **538 028 627** impressions/mo across ChatGPT, AI Overviews & AI Mode.



FINDINGS

Bolt holds 32.9M AI impressions/mo — second only to Uber and ahead of Wolt, FreeNow and Yango combined. But impressions are not citations: the prompts that actually cite bolt.eu skew to brand questions ("Co to jest Bolt?", "Jak zamówić przejazd w Bolt?"), while the commercially decisive comparison and city prompts are answered from reddit, regional blogs and competitors' own pages. Brand Radar matches brand *names*, so "Bolt" also picks up bol.com and Bolt Pharmacy noise — the impression count is generous, the citation share is not.

WHAT TO DO

Convert impression volume into citation share. Build the two page types LLMs currently source elsewhere — market-level price comparisons and per-city fare/coverage pages — with explicit, machine-readable pricing, update dates and FAQ markup, so the model has a reason to cite bolt.eu instead of a third-party blog.

4. ROI Forecast

PACKAGE

Start

Growth

Scale

×

PERIOD

12m

24m

36m

Forecast outcomes

BREAK-EVEN

Month 12

24M REVENUE

\$797K

24M ROI

203%

24M PROFIT

\$534K

Investment

PROGRAM COST

\$263K

PUBLISHED PAGES

600

Parameters

PACKAGE INPUTS

Pages / month 25

Monthly cost \$11K

CONVERSION FUNNEL

Visit → Signup 9%

Signup → Paid 3.7%

LTV \$85

CONTENT PERFORMANCE

Months to peak 7

Avg visits/page 180

Success rate 60%

AI / GEO LIFT

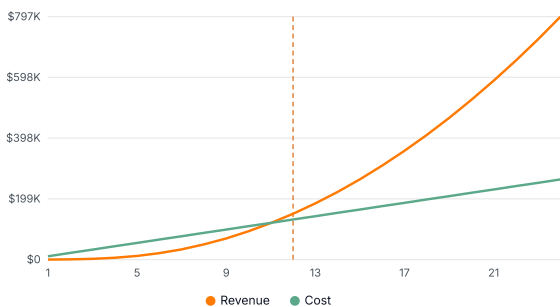
LLM ratio 0.1x

LLM conv boost 2x

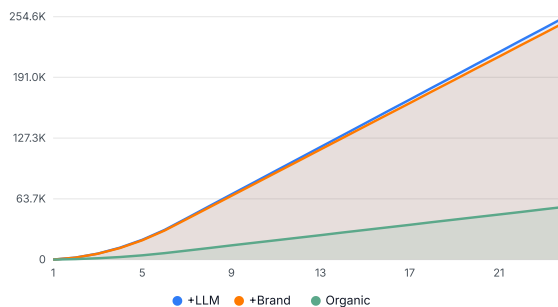
[Dive deeper — change parameters in the ROI calculator](#) ↗

– Open the interactive model to adjust assumptions yourself.

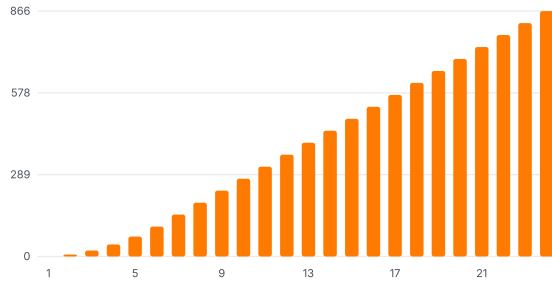
Cumulative Revenue vs Cost



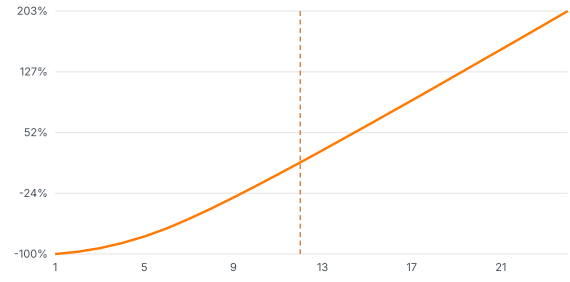
Traffic Growth



New Paid Customers



Cumulative ROI



MONTHS	PAGES	ORGANIC	BRAND	LLM	LEADS	DEALS	REVENUE	ROI
1	25	0	0	0	0	0.0	\$0	-100%
2	50	450	1.6K	45	190	7.0	\$599	-97%
3	75	1.4K	4.7K	135	571	21	\$2K	-93%
4	100	2.7K	9.4K	270	1.1K	42	\$4K	-86%
5	125	4.5K	15.8K	450	1.9K	70	\$6K	-78%
6	150	6.8K	23.6K	675	2.9K	106	\$9K	-68%
7	175	9.4K	33.1K	945	4.0K	148	\$13K	-56%
8	200	12.2K	42.5K	1.2K	5.1K	190	\$16K	-43%
9	225	14.8K	52.0K	1.5K	6.3K	232	\$20K	-30%
10	250	17.6K	61.4K	1.8K	7.4K	275	\$23K	-15%
11	275	20.3K	70.9K	2.0K	8.6K	317	\$27K	-1%
12	300	22.9K	80.3K	2.3K	9.7K	359	\$31K	14%
13	325	25.6K	89.8K	2.6K	10.8K	401	\$34K	30%
14	350	28.4K	99.2K	2.8K	12.0K	444	\$38K	45%
15	375	31.1K	108.7K	3.1K	13.1K	486	\$41K	60%
16	400	33.8K	118.1K	3.4K	14.3K	528	\$45K	76%
17	425	36.5K	127.6K	3.6K	15.4K	570	\$48K	92%
18	450	39.1K	137.0K	3.9K	16.6K	613	\$52K	107%
19	475	41.9K	146.5K	4.2K	17.7K	655	\$56K	123%
20	500	44.5K	155.9K	4.5K	18.8K	697	\$59K	139%
21	525	47.3K	165.4K	4.7K	20.0K	740	\$63K	155%
22	550	50.0K	174.8K	5.0K	21.1K	782	\$66K	171%
23	575	52.6K	184.3K	5.3K	22.3K	824	\$70K	187%
24	600	55.4K	193.7K	5.5K	23.4K	866	\$74K	203%

ESA ROI Calculator · Start 10/\$5.5K · Growth 25/\$10.95K · Scale 40/\$15.5K · Healthy-tier assumptions (peak 12 mo, success 50%, LLM 0.05×, LLM conv ×2, visit→lead 1%, lead→won 8%, 45 visits/page, brand ×3.5). LTV \$8K assumed — dominant lever. Zero baseline → widest uncertainty; treat revenue as upper-bound, shape (break-even, package rank) as usable.

FINDINGS

Zero baseline means the widest uncertainty band — treat projected revenue as an **upper bound**; break-even timing and package rank are the usable signals. Growth (25 pages / \$10.95K) is the mid default.

WHAT TO DO

Pick Start / Growth / Scale by the break-even month you can accept and how many pages you can publish — treat the revenue line as a ceiling, not a promise, until real LTV and conversion data replace the defaults.

Sources & Benchmarks

I. Sources

- **Content** — [Google Ads Keyword Planner](#) (v22) + [ESA](#) intent clustering
- **Organic SEO** — [Ahrefs Site Explorer](#)
- **AI Visibility** — [Ahrefs Brand Radar](#) (ChatGPT / AI Overviews / AI Mode; citations API limit 25)
- **ROI** — [ESA ROI Calculator](#) + service packages

II. Benchmarks

Reference ranges for a B2C consumer-marketplace funnel — Visit → Signup → Activation → Paid — adapted from ESA's benchmark set (Ahrefs, Semrush, FirstPageSage, RevenueCat, OpenView, Seer Interactive). Rows marked **ROI-model input** feed the forecast above. All figures are modelled estimates on the stated inputs, not guarantees.

II.A. Conversion — healthy band

FUNNEL STEP	LOW → HEALTHY → TOP	WHAT MOVES IT
Visit → Signup	Low 2–5% Healthy 6–12% Top 13–20%	Instant value without a gate, sub-second mobile, soft gate after the first “wow”, one-tap social sign-in
Signup → Activation	Low 30–45% Healthy 55–70% Top 75–90%	Time-to-value under 60s, clear success state, next-step prompt, onboarding within the first 90 minutes
Activation → Paid	Low 1.5–3% Healthy 4–8% Top 10–20%	Price anchoring, annual discount, intro trial, usage meter that makes the value legible
Repeat / retention cycle	Low 1–2 uses/mo Healthy 3–6 uses/mo Top 8+ uses/mo	Frequency drives marketplace LTV far more than first-order value
Avg. visits per page (peak)	180 visits	ROI-model input. Ahrefs top-pages for bolt.eu, mid-tail band (10–3 000 visits/mo, n=100) trims to ~1 500 visits/page — but those pages carry years of accrued links and brand pull. A newly published page is modelled at 180 , which puts the Scale package at roughly +8% incremental organic over 24 months against Bolt's current 1.09M/mo — ambitious but achievable, not a step change.
Customer value (LTV, assumed)	\$85	ROI-model input. Consumer-marketplace LTV assumption — contribution margin over the retained life of an acquired rider/eater, not booking value. No client-supplied figure; \$85 is an industry assumption and must be confirmed by Bolt before the forecast is treated as a commitment.

II.B. GEO benchmark ranges

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
LLM traffic ratio	0.01–0.05×	0.08–0.20×	0.20–0.50×	LLM referrals as a multiple of organic
LLM conversion boost	+70–170%	+500–700%	+800–900%	ChatGPT highest; AI Overviews lowest
Content success rate	30–50%	50–70%	65–85%	Comparison hubs and city pages rank best here
Months to peak	2–4	5–10	12–18	Per published cohort
Brand traffic multiplier	0.05–0.15×	0.20–0.40×	0.50–1.0×	Fixed at 3.5× brand-lift in the model