



ESA DIGITAL

Aug 21, 2026

zap!

SEO & Competitive Report

[zap.ae](#) · Door-to-door document delivery via verified travellers · UAE & Russia

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

[Check interactive report](#)

1. Key findings

FINDINGS

- A zap! has no measurable search presence:** 1 organic keyword, 0 organic traffic and DR 0.7 — and **zero AI visibility** across ChatGPT, AI Overviews and AI Mode.
- B** Incumbent couriers own the category: **DHL** (8.2M visits/mo, DR 91), **CDEK** (883K, DR 87) and **Aramex** (488K, DR 79) rank for the commercial queries zap! needs.
- C** Addressable demand is **15,390 searches/month** across 9 clusters — a genuinely **niche market**. The two largest clusters are competitor-brand queries and generic document-courier terms, so the win comes from breadth and intent depth, not head terms.
- D** **433 referring domains** already point at zap.ae, yet DR is 0.7 — the link base carries no authority. Huddex converts a comparable 476 domains into DR 16.

WHAT TO DO

Build presence from zero: a bilingual (RU/EN) content programme across the corridor and document-courier clusters, plus a link-building plan that trades volume of referring domains for quality — otherwise incumbents keep owning both Google and AI answers.

2. Content Opportunities

RELEVANT CONTENT IDEAS

570

TOPICAL CLUSTERS

9

MONTHLY SEARCH VOLUME

15,390

CLUSTER	VOLUME SHARE	IDEAS	VOL/MO
Courier Companies & Brands ↗	27.6%	111	5,890
Document Courier Services ↗	21.6%	220	4,620
Urgent & Same-Day Delivery ↗	10.5%	60	2,250
Dubai ↔ Moscow Corridor ↗	9.1%	58	1,940
General Courier & Delivery ↗	1.8%	64	390
Peer-to-Peer & Traveler Delivery ↗	0.5%	17	110
International Shipping ↗	0.4%	13	90
Parcel & Small Package ↗	0.4%	21	80
Pricing & Cost ↗	<0.1%	6	20
Relevant total	72.0%	570	15,390
Off-topic / adjacent — excluded	28.0%	63	5,980
Total		633	21,370

How this was built >

FINDINGS

Addressable demand is **15,390 searches/mo** across 9 clusters (570 ideas). **Courier Companies & Brands** (5,890) and **Document Courier Services** (4,620) dominate volume — the first is competitor-brand demand worth intercepting with comparison content, the second is unbranded and winnable outright.

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
DHL Express ↗ dhl.com	8.2M*	86.8K*	45.6K*	n/a*	\$1.6M*	91
CDEK ↗ cdek.ru	882.7K	14.7K	10.4K	5.6M	\$16.6K	87
Aramex ↗ aramex.com	488.1K	2.2K	1.7K	5.8M	\$102.3K	79
Grabr ↗ grabr.io	5.3K	156	50	7.1K	\$562	50
Huddex ↗ huddex.com	34	49	19	800	\$20	16
zap! ↗ zap.ae	0	1	0	659	\$0	1

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

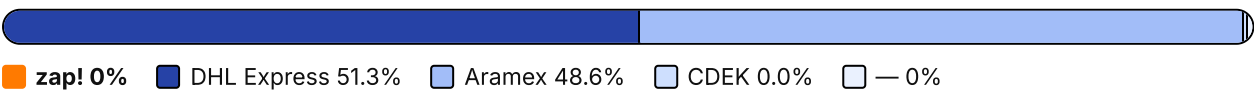
3.2 AI Visibility — Brand Radar (impressions/month)

BRAND	CHATGPT	AI OVERVIEWS	AI MODE	TOTAL ↓
DHL Express ↗ dhl.com	1.5K*	3.2K*	4.0K*	8.6K*
CDEK ↗ cdek.ru	0	0	7	7
Aramex ↗ aramex.com	61	3.5K	4.6K	8.2K
Grabr ↗ grabr.io	0	0	0	0
Huddex ↗ huddex.com	0	0	0	0
zap! ↗ zap.ae	0	0	0	0

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

3.3 AI Share of Voice

zap! 0% — competitors hold **16.8K** impressions/mo across ChatGPT, AI Overviews & AI Mode.



FINDINGS

zap! registers **0 impressions** across ChatGPT, AI Overviews and AI Mode, while **DHL** (8.6K/mo) and **Aramex** (8.2K/mo) already appear in AI answers. Notably, **no brand in this set earns a single AI citation** — incumbents included: the category is visible in AI answers but nobody is being quoted as the source.

WHAT TO DO

That citation gap is the opening. Publish the content AI engines quote — transparent pricing, customs and document rules for the UAE↔Russia corridor, delivery-time comparisons — and zap! can be cited in a category where no competitor has claimed that ground yet.

4. ROI Forecast

PACKAGE

Start

Growth

Scale

PERIOD

12m

24m

36m

×

Forecast outcomes

BREAK-EVEN

Month 7

24M REVENUE

\$2.91M

24M ROI

1009%

24M PROFIT

\$2.65M

Investment

PROGRAM COST

\$263K

PUBLISHED PAGES

600

Parameters

PACKAGE INPUTS

Pages / month 25

Monthly cost \$11K

CONVERSION FUNNEL

Visit → Lead 1%

Lead → Won 8%

LTV \$8K

CONTENT PERFORMANCE

Months to peak 12

Avg visits/page 45

Success rate 50%

AI / GEO LIFT

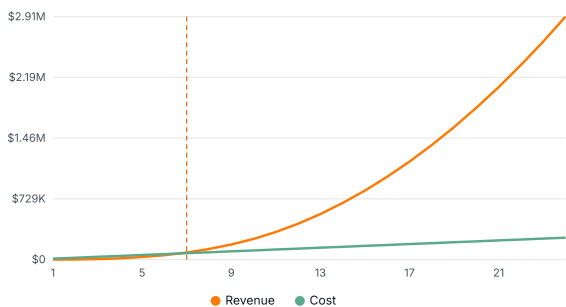
LLM ratio 0.05x

LLM conv boost 2x

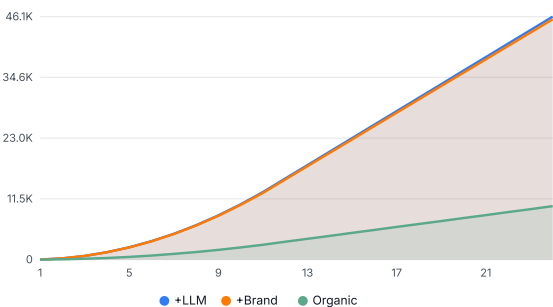
[Dive deeper — change parameters in the ROI calculator](#)

– Open the interactive model to adjust assumptions yourself.

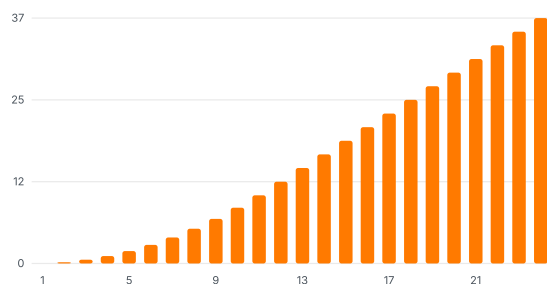
Cumulative Revenue vs Cost



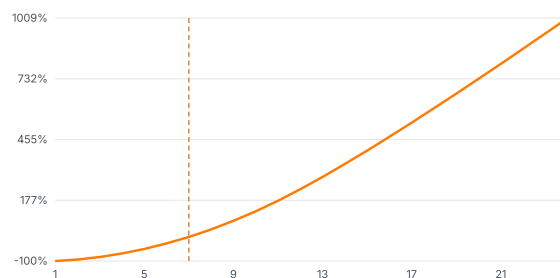
Traffic Growth



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	51	179	3	2	0.2	\$2K	-93%
3	75	153	537	8	7	0.6	\$5K	-82%
4	100	307	1.1K	15	14	1.1	\$9K	-66%
5	125	511	1.8K	26	24	1.9	\$15K	-45%
6	150	767	2.7K	38	35	2.8	\$23K	-20%
7	175	1.1K	3.8K	54	49	4.0	\$32K	10%
8	200	1.4K	5.0K	72	66	5.3	\$42K	44%
9	225	1.8K	6.4K	92	85	6.8	\$54K	83%
10	250	2.3K	8.1K	115	106	8.5	\$68K	127%
11	275	2.8K	9.8K	141	129	10	\$83K	175%
12	300	3.4K	11.8K	169	155	12	\$99K	228%
13	325	3.9K	13.8K	197	181	14	\$116K	284%
14	350	4.5K	15.8K	225	207	17	\$132K	343%
15	375	5.1K	17.7K	253	233	19	\$149K	404%
16	400	5.6K	19.7K	281	259	21	\$166K	467%
17	425	6.2K	21.7K	309	285	23	\$182K	532%
18	450	6.8K	23.6K	338	311	25	\$199K	597%
19	475	7.3K	25.6K	366	336	27	\$215K	664%
20	500	7.9K	27.6K	394	362	29	\$232K	732%
21	525	8.4K	29.5K	422	388	31	\$248K	800%
22	550	9.0K	31.5K	450	414	33	\$265K	869%
23	575	9.6K	33.5K	478	440	35	\$282K	939%
24	600	10.1K	35.4K	506	466	37	\$298K	1009%

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](#) (v21) + [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 B2B funnel — Organic visit → Lead → Sales-Qualified → Won — adapted from ESA's benchmark set (Ahrefs, Semrush, FirstPageSage, OpenView, Seer Interactive). Rows marked **ROI-model input** feed the forecast above.

II.A. Conversion — healthy band

FUNNEL STEP	LOW → HEALTHY → TOP			WHAT MOVES IT
Organic visit → Lead	 Low 0.5–1%Healthy 1.5–2.5%Top 3–5%			Clear service pages, case studies, fast site, visible contact CTA
Lead → Sales-Qualified	 Low 20–30%Healthy 35–45%Top 50–60%			ICP fit, fast follow-up, qualification, trust signals
SQL → Won	 Low 10–18%Healthy 20–30%Top 30–40%			Proposal quality, expertise, security/compliance, references
Sales cycle	 Low 1–3 moHealthy 3–6 moTop 6–12 mo			Longer for enterprise and regulated buyers
Avg. visits per page (peak)	45 visits			ROI-model input. Ahrefs top-pages — trimmed mean of ranking pages. Benchmarked against Grabr and Huddex, the closest peer-to-peer delivery comparables; discounted for a DR-0.7 domain with no ranking history.
Customer value (LTV)	\$8 000			ROI-model input. Derived from the brief: 23% of users who open the app pay for an order. Replace with zap!'s real average order value and repeat rate once analytics are wired up.

II.B. GEO benchmark ranges

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
LLM traffic ratio	0.01–0.04×	0.05–0.12×	0.15–0.30×	LLM referrals as a multiple of organic
LLM conversion boost	+50–120%	+300–500%	+400–700%	ChatGPT highest; AI Overviews lowest

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
Content success rate	30–50%	45–65%	50–70%	Service pages and how-to content rank best
Months to peak	3–6	6–14	14–24	Per published cohort
Brand traffic multiplier	0.05–0.15×	0.20–0.40×	0.45–0.90×	Fixed at 3.5× brand-lift in the model