



Net Impact Consultancy

Foster School of Business

Emobi | Autumn 2024 Engagement | Final Report

Phase I: SEO and Website Optimization

This section outlines the Phase I SEO optimization strategy for Emobi AI, focusing on enhancing online visibility through SEO organic and paid search, user engagement, and competitive positioning within the EV charging and e-mobility industry. The key focus areas include developing detailed buyer personas, optimizing keywords for SEO, technical best practices, improving content types, conducting competitor audits, and providing recommendations for adapting to AI-driven search landscapes.

Buyer Personas

Buyer Persona 1: Charge Point Operators (CPOs) and eMobility Service Providers (eMSPs)

Persona Name: Michael Green

Title: Operations Director at EcoCharge Networks

Goals and Objectives:

- Exposure to charging stations with many service providers making them available to EV drivers.
- Expand eMSP Partnerships: Ensure widespread availability of charging stations by integrating with as many eMSPs as possible for greater visibility to EV drivers.
- Integration Simplification: Leverage solutions that streamline API integration, reducing the complexity of individual contracts with multiple eMSPs.
- Enhance Driver Experience: Offer seamless, reliable charging services to meet EV drivers' expectations.
- Adopt Emerging Standards: Implement Plug & Charge (ISO 15118) and V2G technologies to ensure forward compatibility and secure operations.

Challenges

- API Integration Complexity: Difficulty in managing contracts and API integrations with multiple eMSPs.
- Data Inconsistencies: Poor-quality data from charging stations hampers decision-making.
- Reliability Issues: Maintaining high uptime and infrastructure stability across charging stations is challenging.
- Keeping Up with Technology: Rapid advancements in charging standards and software create a need for ongoing updates.

Preferred Communication Channels

- Industry Events: Attends EVS (Electric Vehicle Symposium) and webinars on e-mobility.
- Professional Networks: Engages on LinkedIn and industry-specific forums.
- Trade Publications: Reads Electric Vehicle Charging Infrastructure and Renewable Energy World.

Decision-Making Criteria

- Reliability: Solutions must guarantee high uptime and low maintenance.
- Scalability: Ability to grow networks without major disruptions.
- Simplified Integration: Platforms that reduce API complexity and centralize partnerships with eMSPs.
- Cost-Efficiency: Balance between operational costs and service quality.

Buyer Persona 2: Charging Platform Innovators

Persona Name: Casper Rasmussen

Title: CEO and Co-Founder at Monta

Goals and Objectives

- **Expand Market Presence:** Establish Monta as a leader in the North American EV charging ecosystem, building on European success.
- **Seamless Integration with CPOs:** Partner with Emobi and other North American CPOs to quickly connect commercial charge points to Monta's software platform.
- **Improve Charging Infrastructure Efficiency:** Simplify deployment, management, and troubleshooting for commercial charge points to enhance driver satisfaction and reduce unsuccessful charging sessions.
- **Leverage U.S. EV Growth:** Capitalize on rapid EV adoption in the U.S., aiming to connect 25,000 charge points by 2025 and 1 million by 2030.
- **Global Standardization:** Create a unified platform for managing charge points across multiple markets, ensuring compatibility and usability across different geographies and hardware.

Challenges

- **Integration Complexity:** Managing API integrations with a wide variety of CPOs and hardware manufacturers in North America.
- **Infrastructure Gaps:** Addressing challenges in the U.S., where 25% of all charging sessions fail due to software glitches, payment issues, or hardware incompatibilities.
- **Rapid Scaling:** Establishing operations in a new market while maintaining the reliability and quality of services.
- **Competition:** Standing out in a rapidly growing EV software market, with \$11 billion expected to be spent on software in the next five years.
- **Customer Education:** Demonstrating the value of Monta's platform to North American stakeholders unfamiliar with its European success.

Preferred Communication Channels

- **Industry Events:** Attends major EV trade shows and conferences, such as EVS and CES, to connect with potential partners and stakeholders.
- **Collaborative Partnerships:** Works closely with CPOs, hardware manufacturers, and investors to establish a robust presence in the U.S.
- **Digital Marketing:** Leverages press releases, webinars, and case studies to share success stories and platform benefits.
- **Thought Leadership:** Engages in articles, podcasts, and keynote speeches to build Monta's credibility as a market leader.

Decision-Making Criteria

- **Speed to Market:** Solutions that enable rapid deployment and onboarding of charge points onto Monta's platform.
- **Interoperability:** Support for over 500 hardware models to ensure seamless integration with existing infrastructure.
- **Driver Experience:** Focus on reducing failed charging sessions and creating a reliable, intuitive charging process.
- **Scalability:** Tools and partnerships that support the connection of 1 million charge points by 2030.
- **24/7 Support:** Dependable customer service to resolve issues promptly and maintain operational uptime.

Buyer Persona: Service providers - eMobility Service Providers (eMSPs)

Persona Name: David Chen

Title: CEO at Mobility Now Solutions

Goals and Objectives

- Deliver Seamless Charging Solutions to EV Drivers: Provide a user-friendly mobile app that enables EV drivers to locate and access charging stations efficiently.
- Expand Charging Options through CPO Integration: Establish API integrations with multiple Charge Point Operators (CPOs) to list their charging stations on the eMSP platform.
- Enhance Driver Satisfaction: Focus on offering real-time charging station availability, pricing transparency, and simplified payment processes.
- Leverage Data and AI: Use advanced analytics to optimize service offerings, enhance app functionality, and personalize driver experiences.
- Strengthen Industry Collaborations: Build strategic partnerships with CPOs to increase network size and service reliability, driving greater value for users.

Challenges

- Complex Integration Processes: Managing API connections with multiple CPOs to maintain an updated and reliable list of charging stations.
- Driver Experience: Ensuring the app provides accurate, real-time information about station availability and functionality.
- Competition: Differentiating the eMSP platform in a rapidly growing market with multiple competitors offering similar services.
- Regulatory Compliance: Navigating state and federal regulations on EV charging infrastructure and incentives.
- Adapting to Rapid Technological Advancements: Staying up-to-date with technologies like Plug & Charge and integrating them into service offerings.

Preferred Communication Channels

- Digital Channels: Engages with EV drivers and stakeholders via social media, podcasts, and webinars.
- Networking Events: Participates in smart city conferences and e-mobility trade shows to stay updated on industry trends.
- Industry Publications: Reads Smart Cities Dive and E-Mobility Reports for insights and strategies.

Decision-Making Criteria

- API Efficiency and Integration: Partners with CPOs that offer streamlined API integration to simplify onboarding and maintain a reliable charging station network.
- Driver-Centric Features: Prioritizes solutions that enhance the driver's charging experience, such as real-time availability, simplified payments, and route planning.
- Scalability: Chooses partnerships and technologies that can grow with the business and adapt to increasing market demands.
- Innovation: Seeks access to cutting-edge technologies to maintain competitive differentiation in the e-mobility space.
- Cost-Effectiveness: Evaluates ROI for partnerships and technologies, balancing cost with value delivered to both drivers and the business.

Keyword Optimization

We used <https://ahrefs.com/> and [Google Trends](#) to help support our keyword research alongside reports from Emobi around website visitor analytics to construct keywords into the three categories of *Broad Awareness keywords*, *Long-Tail Keywords*, and *Semantic Keywords* based on the target audience.

Broad Awareness Keywords

For target keywords, we want to focus on high-volume keywords directly related to Emobi's offerings and the company. We also want to align this to the most relevant user searches that drive traffic to the site as Emobi has low visibility numbers related to website SEO.

Keyword	Organic Searches	Difficulty
	<i>(An estimation of the average monthly number of searches for a keyword over the latest known 12 months of data on the SERP)</i>	<i>(Score that shows how hard it would be to rank in the top 10 spots for a keyword.)</i>
EV Charging Infrastructure	1000+	Hard
Plug and Charge Technology	50+	Easy
EV Network Integration	100+	Easy
ISO 15118 EV Charging	1000+	Easy
EV Charging Data Analytics	100+	Medium
Cost-effective EV infrastructure	50+	Easy
V2G Services	100+	Easy
Reliable EV Charging Network	100+	Easy
Electric Vehicle Charging Software Solutions	100+	Easy
E-Mobility Service Provider	100+	Easy

Reasoning

- **Alignment with Services:** These keywords closely match Emobi's core offerings, such as AI-powered charging solutions, Plug and Charge technology, and EV charging network integration.
- **Industry Trends:** The emphasis on AI, ISO 15118 standards, and V2G technology reflects current developments in the EV industry and capture the most relevant high-volume trends to capture traffic. We want to include any relevant tags or content related to important industry standards like ISO 15118 to attract the niche audience in this sector.

Long-Tail Keywords

Long-tail keywords are longer, more specific phrases that visitors are more likely to use when they're closer to making a purchase and want very specific information from a longer query.

- **Action Steps:**
 - These phrases reflect user intent, such as "best AI-powered EV charging solutions" or "how to implement ISO 15118 for EV charging."
 - Your pages should contain relevant content that answers these specific queries and directly addresses the user intent.

Keyword	Organic Searches	Difficulty
	<i>(An estimation of the average monthly number of searches for a keyword over the latest known 12 months of data on the SERP)</i>	<i>(Score that shows how hard it would be to rank in the top 10 spots for a keyword.)</i>
Implementing AI in EV Charging Stations	<100	Easy
Secure Plug and Charge	<100	Easy
Public EV Charging Networks	100+	Medium
ISO 15118 plug and charge	100+	Easy
Energy Management Systems	1000+	Medium
Optimizing EV Charging with AI and Machine Learning	<100	Easy
Affordable EV Charging Solutions	100+	Easy
EV Data Analytics	<100	Medium
Future EV Charging Network	100+	Medium
AI-Based EV Charging Infrastructure Management	<100	Easy

Reasoning:

- **User Intent:** These keywords address specific needs, such as implementing AI in charging stations or ensuring ISO 15118 compliance.
- **Lower Competition:** Long-tail keywords typically have less competition, increasing the chances of higher rankings.
- **Relevance to Emobi's Solutions:** They reflect practical applications of Emobi's services, like data accuracy and infrastructure management.
- **Keyword Research Tools:**
 - **AnswerThePublic:** Reveals common user queries related to AI in EV charging and smart grid integration.
 - **Ahrefs:** Indicates these long-tail keywords have a good balance of search volume and lower keyword difficulty.

Semantic Keywords

Semantic keywords are words or phrases that are related to a target keyword or topic, and are used to improve a page's SEO. Semantic keywords are also known as latent semantic indexing (LSI) keywords. They are used to help search engines understand the context and intent of a page's content, rather than just focusing on exact matches. Given the low average weekly active user count (6.17), SEO efforts should focus on keywords that not only attract visitors but also retain them. This involves addressing the specific needs and decision-making criteria of Emobi's personas.

The following related terms are examples of semantic keywords that help broaden search relevance and improve SEO.

Keyword	Organic Searches	Difficulty
	<i>(An estimation of the average monthly number of searches for a keyword over the latest known 12 months of data on the SERP)</i>	<i>(Score that shows how hard it would be to rank in the top 10 spots for a keyword.)</i>
EV charging software and platforms	100+	Easy
E-Mobility Solutions	100+	Medium
High Uptime EV Infrastructure	<100	Easy
AI Transportation	100+	Easy
EV Charging Analytics	<100	Hard
EV Ecosystem	100+	Easy
EV Data Analytics	<100	Easy
Advanced EV Technology	100+	Easy
EV Charging Security	<100	Easy
EV Charging Standards	1000+	Hard

Technical SEO Tips for Webflow

Schema

Schema, or schema markup, is a set of HTML tags or keywords that help search engines understand the content on a web page. It's also known as structured data. Schema helps search engines categorize and index content, which can improve how pages appear in search results. Including this within the backend of the website can lead to more relevant traffic and clicks.

Responsive Design

Responsive design ensures that your website adapts seamlessly to any device, improving user experience and boosting your "mobile-friendly" score—a critical ranking factor in SEO. To optimize for responsiveness, utilize Webflow's responsive design tools to preview your site on mobile, tablet, and desktop views. Ensure the same content and functionality are available across all devices to create a consistent user experience.

Prioritizing Important Pages

Google prioritizes root-level pages (e.g., [example.com/page](#)) over deeply nested ones. Place your most critical pages (e.g., services, pricing, or blog landing pages) at the root domain level and ensure they feature rich, well-structured content that addresses user queries.

Subdomain Management

Google treats subdomains (e.g., [blog.example.com](#)) as separate websites, which can dilute SEO efforts for your root domain. Host your blog on the root domain (e.g., [example.com/blog](#)) instead of a subdomain. For subdomains, link frequently back to the main site to maintain a strong connection between your content.

Optimizing URLs, Meta Titles, and Descriptions

Clear, keyword-rich URLs and metadata improve search engine understanding and click-through rates (CTR). Ensure every page has a concise, keyword-rich meta title, meta description, and URL. For instance:

- Title Tags & Meta Descriptions: Create unique, keyword-rich titles and meta descriptions for each page, optimized for click-through rates (CTR).
- Headers and Subheaders: Structure headers (H1, H2, etc.) with primary and secondary keywords for better indexing.
- Alt Text for Images: Optimize all image alt text to include relevant keywords, improving accessibility and image search ranking.
- Fast Load Times and Mobile Responsiveness
- Use descriptive URLs, proper header tags (H1, H2, H3), and include alt text for images.

Canonical Tags

Canonical tags prevent duplicate content issues by signaling to Google the authoritative version of a page. Add canonical tags to your pages via Webflow's custom code editor. For dynamic pages, automate canonical tags using Webflow CMS fields.

XML Sitemap

Webflow automatically generates an XML sitemap for custom domains. The sitemap helps search engines understand your site structure and prioritize key pages. Use the sitemap to inform search engines about pages that may not be well-connected internally or linked to externally.

Image Optimization

Optimized images improve page load speed and accessibility while boosting SEO. Add descriptive alt tags to all images for screen readers and search engines. Use relevant filenames instead of generic ones (e.g., responsive-design.jpg instead of IMG1234.jpg). Avoid keyword stuffing in alt tags, focusing instead on descriptive relevance.

Disabling Subdomain Indexing

Prevent duplicate content penalties by disabling indexing of your staging (webflow.io) subdomain. Toggle “disable subdomain indexing” in Webflow’s SEO settings to avoid this issue.

Content Quality and Authority

High-quality, authoritative content is key to ranking success. Create in-depth, fresh, and well-organized content that directly answers user queries. Focus on building backlinks from reputable sources to enhance domain authority and strengthen your content's reputation.

Content Optimization for SEO

The Opportunity

Weeks with lower engagement may indicate times when users are less actively searching or when Emobi’s current content doesn’t meet the audience’s needs. Targeted content could help fill this gap.

Blog Strategy:

- Create foundational content pillars on key topics that provide content authority to specific keywords and topics that Emobi wants authority in.
- Develop a content calendar for blog posts for consistent SEO ranking

Content Types and Formats to Include in Website

- Publish in-depth educational guides and tutorials that provide value, addressing key industry challenges (e.g., “How to Implement an EV Charging Solution for Commercial Properties”).
- Showcase client testimonials and successful case studies to build credibility and demonstrate practical success.
- FAQs and How-To Articles: Address common questions in the e-mobility space to capture organic search traffic.

- Visual Content: Develop infographics or videos summarizing complex data or industry insights to drive engagement.
- Internal Linking: Build internal links between relevant pages to enhance user navigation and improve page authority.
- Content Refreshing: Continually update older content that contains outdated information and data to maintain relevance, add new keywords, and improve accuracy.

Competitor Audits

In this section, we used three competitor audit strategies (SWOT Analysis, Benchmarking, and Traffic Acquisition Model) to showcase how Emobi compared in SEO to key competitors in the EV data space.

Strategy 1: SWOT Analysis for High-Level Comparison

- **Approach:**
 - Strengths: Identify what each competitor excels at. For example, analyze if ChargePoint has a stronger brand presence or Hubject has a more extensive charging network.
 - Weaknesses: Determine areas where each competitor lacks, like outdated content or weak engagement on certain channels.
 - Opportunities: Identify gaps or growth opportunities, such as expanding to new regions, offering differentiated services, or improving user engagement features.
 - Threats: Assess external factors that might impact Emobi if they adapt competitor strategies, such as regulatory changes, market saturation, or emerging technologies.

Strategy 2: Benchmarking for Website Performance and UX

- **Approach:**
 - To build benchmarking reports for website performance and UX across the competitors, we analyzed key performance indicators (speed, navigation, content, and accessibility) across the competitor.
 - Utilizing [Google PageSpeed Insights](#), we assessed each site's loading speed and performance metrics.
 - We checked each site's compliance with accessibility standards (e.g., WCAG 2.1) and mobile optimization.

Strategy 3: TAM (Traffic Acquisition Model) for AI Search Optimization

- **Approach:**
 - Content Adaptation: We identify competitor pages or articles structured to answer direct questions, which AI-powered search tools favor. We identify strengths and weaknesses of these pages related to the SEO specifically for AI search
 - Semantic Optimization: We analyze how websites use topic clusters, natural language, and synonyms for a given topic, as AI search algorithms prefer content that aligns closely with user intent.
 - FAQ and Structured Data: We document whether competitors contain FAQs, schema markup, or similar features to enhance content relevance for AI search.
 - Conversational Content: We identify whether competitor's websites contain engaging, conversational content using natural language which AI search algorithms rank higher when searching the web for relevant content that fit specific keyword queries.

Competitor 1: Hsubject

Strengths

- 1. Established Meta Description with a Clear USP:
 - 1. Hsubject’s meta description effectively communicates its value proposition, highlighting the eRoaming platform's ability to connect EV drivers to over 750 charging providers across borders.
 - 2. Opportunity: Focus on integrating popular and high-value keywords (e.g., "intercharge network," "Plug & Charge") to align with the search intent and improve CTR.
- 2. Keyword Density Alignment with Core Services:
 - 1. Frequently used keywords like "intercharge," "network," and "charging" align well with Hsubject’s primary business focus, reinforcing relevance for their target audience.
 - 2. The inclusion of "eroaming network" and "intercharge network" as two-word phrases underscores thematic consistency.
- 3. High Social Media Authority:
 - 1. Hsubject has a notable total share count on Facebook (661), demonstrating user engagement and social media reach.
 - 2. Opportunity: Expand to other platforms like LinkedIn, which aligns with the B2B nature of their services.

Weaknesses

- 1. Meta Description Keyword Optimization:
 - 1. Issue: The meta description does not include high-priority keywords such as "intercharge network," "Plug & Charge," or "eroaming network."
 - 2. Impact: Missed opportunities to improve search engine rankings and attract relevant clicks from targeted user queries.
- 2. Low Content Optimization:
 - 1. Word Count: While the corrected word count is 917, additional copywriting is required to meet the recommended length for competitive SEO (1,500-2,500 words for industry-specific content).
 - 2. Anchor Text Optimization: Anchor percentage (31%) indicates room for improving internal linking strategies to enhance page authority.
- 3. Lack of AMP Support:
 - 1. Issue: No AMP (Accelerated Mobile Pages) version is available for faster mobile experiences, potentially losing mobile traffic.
 - 2. Impact: Mobile-first indexing by Google means this could significantly impact rankings for mobile searches.
- 4. Underutilization of Social Media Channels:
 - 1. Pinterest Pin Count: Zero activity on Pinterest highlights an opportunity to diversify social media engagement.
 - 2. Impact: Limited multi-channel reach reduces brand visibility.

Opportunities

1. Integrate Popular Keywords in Meta Descriptions and Titles:
 1. Incorporate high-value phrases like "intercharge network," "Plug & Charge," and "eroaming network" in the meta description and H1 tags.
 2. Example Updated Meta Description: "Hubject's international eRoaming platform connects over 750 charging providers, enabling seamless EV charging with Plug & Charge and intercharge network technology."
2. Enhance Content Length and Keyword Distribution:
 1. Action Plan:
 1. Expand content to include keyword-rich sections covering "financial services for EV charging," "EVSE data scoring," and "Plug & Charge solutions."
 2. Increase the density of underrepresented keywords such as "solution financial services" and "data score advenir."
 3. Create Engaging, Shareable Content:
 1. Focus: Develop long-form content like case studies, industry reports, and blogs that appeal to target personas such as Charge Point Operators (CPOs) and EV car manufacturers.
 2. Social Media Optimization: Encourage sharing with visually engaging infographics and videos on platforms like LinkedIn.
4. Implement AMP for Faster Mobile Experiences:
 1. Develop AMP versions of key pages to improve loading speeds for mobile users and rank higher on mobile search results.

Threats

1. Keyword Competition:

Competing e-mobility platforms targeting similar keywords may overshadow Hubject's SEO efforts if their meta descriptions and content strategies are more optimized.

1. Google Algorithm Changes:

Frequent updates to Google's search algorithm may penalize Hubject for failing to meet current standards, such as mobile-first indexing and keyword diversity.

1. Market Expansion of Competitors:

Emerging competitors with strong SEO strategies focusing on keywords like "open eRoaming network" and "financial solutions for EVs" may gain an edge.

Website Speed and Performance

- Desktop Score: 85/100
- Mobile Score: 78/100
- Observations:
 - The site is generally fast but could improve by optimizing image sizes and implementing caching strategies.
 - JavaScript and CSS files contribute to minor delays in loading times.

Navigation and User Flow

- Strengths:
 - Clean and intuitive navigation with clear pathways to services and contact pages.

- The homepage effectively highlights Hubject's core value propositions, such as eRoaming and interoperability.
- Weaknesses:
 - Some user journeys to conversion points (e.g., contacting sales or partners) require extra clicks, which may deter less patient users.

Content Readability and Presentation

- Strengths:
 - Uses concise, industry-specific language appealing to B2B audiences.
 - Strong visual hierarchy guides users effectively to key information.
- Weaknesses:
 - Content may appear too technical for casual visitors or less tech-savvy users.
 - The site could benefit from more engaging visuals, such as infographics or videos.

Accessibility and Mobile Optimization

- Strengths:
 - Implements good accessibility practices, including alt text and keyboard navigation.
 - The mobile site is responsive and maintains core functionality.
- Weaknesses:
 - Some touch elements on mobile are slightly small, making it harder for users to click.

AI Search Optimization

Strengths:

- Technical Content Depth: Hubject offers in-depth information on eRoaming and Plug & Charge technologies, catering to a specialized audience.
- Structured Navigation: The website features a clear navigation system, facilitating user access to various services and information.

Weaknesses:

- Lack of Conversational Content: The content is predominantly technical, with minimal use of conversational language, which may hinder performance in AI-driven search platforms that favor natural language processing. AI Search queries are commonly asked questions including a conversational tone which is used by search algorithms
- Insufficient Structured Data: The absence of schema markup limits the website's visibility in rich search results and featured snippets.
- Underutilization of FAQs: The site lacks a dedicated FAQ section, missing opportunities to address common user queries directly.

Competitor 2: Gireve

Strengths

- 1. **Keyword Density Alignment:** Strong focus on core keywords like "charging," "mobility," and "services," with relevant phrases like "EV charging" and "charging points." This supports visibility for essential topics.
- 2. **Organized Use of Headings:** Effective use of H2 headings across topics (e.g., "EV Charging," "Smart City"), improving user experience and signaling content structure to search engines.

Weaknesses

- 1. **Weak Title Tag:** Current title, "Home - GIREVE," is too short and lacks target keywords. Updating with terms like "EV Charging & Mobility Platform Solutions" would enhance SEO.
- 2. **No H1 Tag:** Absence of a primary H1 heading reduces SEO effectiveness. Adding a clear H1 with keywords like "Gireve's Mobility and Charging Solutions" is recommended.
- 3. **Low Word Count:** At only 690 words, the page lacks depth. Expanding content (aiming for 1,500-2,500 words) with more detailed information would improve rankings.
- 4. **Limited Social Media Presence:** Only two Facebook shares, indicating low engagement. Expanding presence on LinkedIn and Twitter would increase reach.
- 5. **No AMP Support:** Without AMP, mobile users may face slower load times. Implementing AMP would improve mobile experience and mobile rankings.

Opportunities

- 1. **Optimize Title Tags & Meta Descriptions:** Adding keywords like "EV charging points" and "mobility platform" would increase relevance and click-through rates.
- 2. **Content Expansion:** Create more in-depth content around specific services, market trends, and case studies to capture long-tail search traffic.
- 3. **Add an H1 Tag & Refine Headings:** Including a primary H1 tag with relevant keywords and refining H2 headings for keyword coverage will strengthen SEO.
- 4. **Leverage Social Media for Brand Authority:** Build engagement on LinkedIn and Twitter to increase brand reach and drive more traffic to the site.
- 5. **Expand Keyword Strategy with Long-Tail Phrases:** Target high-value three-word phrases like "mobility platform unlocking" to attract more qualified searches.

Threats

- 1. **Competitors with Optimized Meta Tags:** Other companies with fully optimized title and meta tags may outshine Gireve. Updating tags is crucial.
- 2. **User Demand for Longer Content:** Search engines and users favor in-depth content, so Gireve risks lower visibility without expanding word count.
- 3. **Algorithm Changes Favoring Mobile Optimization:** Google's mobile-first indexing could penalize Gireve without AMP support.
- 4. **Increased Competition for Mobility Platform Keywords:** New entries in the e-mobility sector increase competition; Gireve should emphasize unique offerings, like SAP partnerships.

Website Speed and Performance

- Desktop Score: 90/100
- Mobile Score: 82/100
- Observations:
 - The site is well-optimized, with fast load times on both desktop and mobile.
 - Opportunities exist to further improve speed by enhancing caching and reducing unused JavaScript.

Navigation and User Flow

- Strengths:
 - A well-structured navigation bar with logical grouping of services and industries.
 - Clear user flow guides visitors to solutions tailored for specific industries (e.g., smart cities or EV charging networks).
- Weaknesses:
 - Some service pages require too many clicks to access.
 - The contact form is not prominently displayed, potentially reducing lead conversions.

Content Readability and Presentation

- Strengths:
 - Informative and clear language with well-organized content.
 - Highlights key partnerships and industry credibility (e.g., SAP).
- Weaknesses:
 - Limited use of visuals to break up text-heavy pages.
 - CTAs are understated and may not draw sufficient user attention.

Accessibility and Mobile Optimization

- Strengths:
 - Meets basic accessibility standards, including alt text for images.
 - The mobile site is responsive and adapts well to smaller screens.
- Weaknesses:
 - Lacks advanced accessibility features like text resizing or high contrast modes.

AI Search Optimization

- Strengths:
 - Question-Answer Format: Gireve effectively uses a Q&A format in service pages, aligning well with AI search preferences.
 - Semantic Optimization: The website incorporates related terms such as "smart cities," "EV networks," and "data services," enhancing semantic relevance.
- Weaknesses:
 - Limited Structured Data: The site lacks schema markup, reducing its potential for rich search results.
 - Minimal Conversational Content: While informative, the content is formal and could benefit from a more conversational tone to engage users.

Competitor 3: ChargePoint

Strengths

1. High Keyword Density for Core Topics:
 - Keywords like “charging,” “EV,” and “ChargePoint” dominate, aligning with ChargePoint’s core business offerings and target audience needs.
 - Two-word phrases like “EV charging” and “charging stations” reinforce relevance in the EV charging space.
2. Focused Headings:
 - The website uses key headings like “EV Charging” (H1), helping to establish topical authority and improve rankings for primary keywords.
 - These headings provide structure and improve content scannability for users and search engines.

Weaknesses

1. No Meta Description:
 1. Issue: A missing meta description reduces the website’s visibility and click-through rate (CTR) on search engine results pages (SERPs).
 2. Impact: Not leveraging this space results in lost opportunities to communicate ChargePoint’s value proposition.
 3. Recommendation: Add a meta description, incorporating keywords like “EV charging,” “home flex,” and “smart charging solutions.”
2. Low Word Count:
 1. Issue: The page has a corrected word count of 868, below the SEO-optimized range of 1,500–2,500 words.
 2. Impact: Short content limits the ability to cover long-tail keywords and capture search traffic effectively.
 3. Recommendation: Expand content with detailed sections on solutions, case studies, and FAQs.
3. Lack of Internal Linking:
 1. Anchor Text Percentage: At 22%, the anchor text percentage is below recommended levels for internal linking best practices.
 2. Impact: Missed opportunities to pass authority between pages and improve navigation.
4. No AMP Support:
 1. Issue: Absence of AMP (Accelerated Mobile Pages) means slower load times for mobile users.
 2. Impact: Mobile rankings and user experience are likely negatively impacted, especially with Google’s mobile-first indexing.
 3. Recommendation: Implement AMP for faster mobile loading speeds.

Opportunities

1. Add Meta Description for Better CTR:
 1. Action Plan: Create a meta description emphasizing ChargePoint's offerings and incorporating high-priority keywords.
 2. Example Meta Description: "ChargePoint offers smart EV charging solutions for homes, businesses, and fleets. Explore our charging stations and integrate EV charging with ease."
2. Expand Keyword Strategy with Long-Tail Phrases:
 1. Underutilized Keywords: Incorporate phrases like "smart charging solutions" and "integrate EV charging" into new or existing content.
 2. Content Opportunity: Create blogs or resources targeting specific user needs, such as "How to integrate smart EV charging at home."
3. Enhance Content Length and Depth:
 1. Focus Areas: Include in-depth guides on "Home Flex EV Chargers" and "Smart Charging for Businesses" to attract long-tail keyword searches.
 2. Example Content: Add customer stories or ROI-focused case studies to resonate with B2B audiences.
4. Improve Internal Linking:
 1. Action Plan: Increase anchor text links between pages to connect related content, improving authority distribution and navigation.
 2. Example Use: Link blogs about "driver experience" to relevant product pages.
5. Leverage Multimedia Content for Engagement:
 1. Opportunity: Create videos, infographics, and webinars targeting "driver experience" and "smart charging solutions."
 2. Example Topics: Webinars about "maximizing EV charger efficiency" and "future trends in EV charging."

Threats

1. Competitors with Optimized Meta Tags:
 1. Challenge: Competing EV charging companies with optimized meta descriptions and detailed content may outrank ChargePoint on SERPs.
 2. Mitigation: Prioritize meta tag optimization and keyword integration across all pages.
2. Content-Length Expectations:
 1. Challenge: Search engines favor longer, more detailed content, putting shorter pages at a disadvantage.
 2. Mitigation: Expand existing pages to meet or exceed word count recommendations.
3. Mobile Optimization Requirements:
 1. Challenge: Without AMP, mobile users may experience slower load times, affecting rankings and user satisfaction.
 2. Mitigation: Implement AMP to align with mobile-first indexing priorities.
4. Keyword Competition in EV Space:
 1. Challenge: Keywords like "charging stations" and "smart charging solutions" are highly competitive, making it harder to rank.
 2. Mitigation: Focus on niche and long-tail keywords to capture specific user queries.

Website Speed and Performance

- Desktop Score: 75/100
- Mobile Score: 68/100
- Observations:
 - Slower load times compared to competitors, especially on mobile.
 - Large image files and render-blocking resources contribute to delays.

Navigation and User Flow

- **Strengths:**
 - Comprehensive menu structure covers all services, industries, and resources.
 - Detailed product pages cater to different customer segments (e.g., home chargers, fleet solutions).
- **Weaknesses:**
 - The dropdown-heavy menu can feel overwhelming for first-time visitors.
 - The path to key conversion actions (e.g., contacting sales) could be simplified.

Content Readability and Presentation

- **Strengths:**
 - Offers detailed, technical content ideal for B2B audiences.
 - CTAs are strategically placed to encourage engagement.
- **Weaknesses:**
 - Heavy reliance on technical jargon may alienate casual users.
 - Visual hierarchy is strong but could benefit from more engaging visuals like videos or interactive demos.

Accessibility and Mobile Optimization

- **Strengths:**
 - Provides an accessibility statement and features like high-contrast text.
 - Mobile site retains full functionality.
- **Weaknesses:**
 - Mobile load times are slower, impacting user experience.
 - Touch elements could be optimized for better usability.

AI Search Optimization

- **Strengths:**
 - **Comprehensive Content:** ChargePoint provides detailed information across various topics, catering to diverse user needs.
 - **Topic Clustering:** The website effectively groups related content, enhancing semantic relevance and aiding AI search algorithms.
- **Weaknesses:**
 - **Absence of Meta Description:** The lack of a meta description may negatively impact click-through rates from search results.
 - **Limited Structured Data:** Minimal use of schema markup reduces the site's potential for enhanced search result features.
 - **Complex Navigation:** The extensive menu structure may overwhelm users, potentially affecting user experience and engagement.

Competitor 4: ChargeHub

Strengths

- 1. High Keyword Relevance in Meta Description:
 - 1. The meta description highlights key offerings such as "EV Chargers & Stations," "EV Trip Planner," and "Station Map," which align well with user intent.
 - 2. While overly long (167 characters), it communicates the site's core value proposition effectively.
- 2. Keyword Density for Core Terms:
 - 1. Frequently used keywords include "charging," "app," and "EV," which are central to ChargeHub's services.
 - 2. Two-word phrases like "EV charging" and "charging stations" align with high-priority search terms.
- 3. Variety of Headings:
 - 1. ChargeHub uses diverse headings (H1-H6), covering topics like "ChargeHub Compatible Networks" and "EV Chargers," providing structured content that supports readability and SEO relevance.
 - 2. Comprehensive Keyword Inclusion in Content:
 - 3. Key terms such as "charging stations" and "EV charging" are effectively integrated into page headings and content, enhancing topical relevance.

Weaknesses

- 1. Overly Long Meta Description:
 - 1. Issue: The current meta description exceeds the recommended character limit (160) and does not include popular keywords like "charging station" and "store."
 - 2. Impact: This may reduce CTR due to truncation on search engine results pages (SERPs).
 - 3. Recommendation: Shorten the meta description and include keywords like "charging station" and "store" for better alignment.
- 2. Multiple H1 Tags:
 - 1. Issue: Having five H1 tags violates SEO best practices, as pages should have only one primary H1 tag.
 - 2. Impact: This may confuse search engines and dilute the main topic focus.
 - 3. Recommendation: Consolidate multiple H1 tags into a single, keyword-rich primary heading, such as "Find Public and Home EV Charging Solutions with ChargeHub."
- 3. Low Word Count:
 - 1. Issue: The corrected word count is 629, significantly below the SEO-optimized range of 1,500-2,500 words.
 - 2. Impact: Short content limits keyword coverage and reduces ranking potential for long-tail keywords.
 - 3. Recommendation: Expand content to include detailed EV charging guides, product reviews, and industry insights.
- 4. Anchor Text Optimization:
 - 1. Anchor Percentage: At 23%, internal linking could be improved to pass authority between pages and enhance navigation.
 - 2. Impact: Missed opportunities to optimize internal link structure for SEO.
- 5. No AMP Support:
 - 1. Issue: The website lacks AMP (Accelerated Mobile Pages), leading to potentially slower load times for mobile users.
 - 2. Impact: This could negatively affect mobile rankings and user experience.
 - 3. Recommendation: Implement AMP for key pages to improve mobile load speeds and rankings

Opportunities

- 1. Refine Meta Description:
 - 1. Shorten the meta description to under 160 characters and incorporate missing keywords like "charging station" and "store."
 - 2. Example Updated Meta Description: "Find EV charging stations fast with ChargeHub's app and trip planner. Nationwide coverage and seamless EV charging solutions."
- 2. Fix H1 Tag Usage:
 - 1. Reduce multiple H1 tags to one and make it keyword-rich for better SEO.
 - 2. Example H1 Tag: "Explore EV Charging Stations and Home Chargers with ChargeHub."
- 3. Expand Content for Better Rankings:
 - 1. Add in-depth guides, such as "How to Choose an EV Charger" and "Top EV Charging Networks in North America."
 - 2. Include user-focused content like product reviews and FAQs to attract more traffic.
- 4. Optimize Internal Linking:
 - 1. Increase anchor text links between pages to improve authority flow and user navigation.
 - 2. Example: Link "Explore Our EV Guides" to relevant blog posts or resources.
- 5. Enhance Multimedia Content:
 - 1. Create engaging videos, infographics, or interactive maps to improve user experience and dwell time.
 - 2. Example: An interactive "EV Charger Finder" tool integrated into the homepage.

Threats

- 1. Competitors with Better Meta Descriptions:
 - 1. Challenge: Rivals with optimized meta descriptions and proper keyword inclusion may achieve higher CTRs.
 - 2. Mitigation: Refine ChargeHub's meta description to align with best practices.
- 2. Poor User Experience from Multiple H1 Tags:
 - 1. Challenge: Confusing page structure could reduce user satisfaction and search engine performance.
 - 2. Mitigation: Reorganize headings and improve content structure for clarity.
- 3. Algorithm Updates Emphasizing Mobile Optimization:
 - 1. Challenge: Google's mobile-first indexing could penalize ChargeHub for lacking AMP support.
 - 2. Mitigation: Prioritize AMP implementation to enhance mobile user experience.
- 4. Increased Competition for EV Charging Keywords:
 - 1. Challenge: High competition for terms like "charging stations" and "smart EV charging" could impact rankings.
 - 2. Mitigation: Focus on long-tail keywords and niche content to capture targeted traffic.

Website Speed and Performance

- Desktop Score: 80/100
- Mobile Score: 70/100
- Observations:
 - The site performs adequately but could benefit from further optimization of render-blocking resources.
 - Some images could be compressed to improve speed.

Navigation and User Flow

- Strengths:
 - Straightforward navigation makes it easy to access essential pages, like the charging map and EV guides.
 - User journeys are intuitive, facilitating quick access to tools like the trip planner.
- Weaknesses:

- Some secondary features (e.g., business solutions) are less prominently displayed.

Content Readability and Presentation

- **Strengths:**
 - User-friendly language with engaging visuals, such as maps and trip planning tools.
 - CTAs are clear and direct, improving user engagement.
- **Weaknesses:**
 - The overall word count is low, limiting keyword opportunities.
 - The meta description is overly long and excludes key terms like "store" and "charging station."

Accessibility and Mobile Optimization

- **Strengths:**
 - Adheres to accessibility guidelines, with features like screen reader compatibility.
 - The mobile site is responsive and offers a seamless experience.
- **Weaknesses:**
 - Lacks advanced accessibility features like high-contrast text modes.
 - Mobile navigation could be improved by increasing touch target sizes.

Recommendations

1. Compress images and address render-blocking issues to improve performance.
2. Add more detailed content to key pages to increase keyword coverage.
3. Refine the meta description to align with best practices and incorporate missing keywords.

AI Search Optimization

- **Strengths:**
 - User-Centric Tools: ChargeHub offers practical tools like the EV Trip Planner and charging station maps, directly addressing user needs.
 - Conversational Content: The website employs a friendly, conversational tone, enhancing user engagement and aligning with AI search preferences.
 - Semantic Optimization: Effective use of related terms such as "public EV chargers," "trip planning," and "compatible networks" improves semantic relevance.
- **Weaknesses:**
 - Overuse of H1 Tags: The presence of multiple H1 tags on a single page can confuse search engines and dilute keyword focus. There is a lack of clear content hierarchy which makes search algorithms rank the page lower in the
 - Excessive Meta Description Length: The meta description exceeds the recommended length, potentially leading to truncation in search results. The algorithm will not be able to read the descriptions at the same rate and will rank lower in results.
 - Limited Structured Data: Minimal implementation of schema markup reduces opportunities for enhanced search result features.

Summary Analysis

The competitor analysis highlights Emobi's competitive positioning within the e-mobility industry, specifically in advanced technological offerings and operational support. Here's a breakdown of the findings:

Key Strengths of Emobi

- **AI Optimization Maturity:** Emobi demonstrates strong AI capabilities, standing out alongside two competitors with mature AI optimization systems.
- **Predictive Maintenance:** Emobi is one of only two competitors offering predictive maintenance, showcasing a forward-thinking approach to maintaining EV infrastructure reliability.
- **Real-Time Data Analytics:** Emobi aligns with industry leaders by providing robust real-time data analytics, a critical feature for optimizing charging operations and improving user experience.
- **Plug & Charge Support:** Emobi is fully compliant with Plug & Charge standards (ISO 15118), placing it ahead of competitors that lack this capability.
- **Global Interoperability:** Emobi and one other competitor provide seamless interoperability across global networks, a key differentiator in the rapidly expanding EV market.

Areas for Improvement

- **24/7 Support Availability:** Unlike some competitors, Emobi does not yet offer 24/7 customer support, which may impact user satisfaction and operational uptime.

Competitive Landscape

- **Leaders in Customer Support:** Competitors that provide 24/7 support demonstrate a commitment to round-the-clock reliability, giving them an edge in customer satisfaction.
- **Lagging in Global Interoperability:** Some competitors lack global interoperability, presenting an opportunity for Emobi to further establish dominance in this area.
- **Emerging AI Integration:** While AI optimization is a growing trend, not all competitors have embraced its full potential, allowing Emobi to lead in innovation.

AI Search: Adapting SEO Strategies for the Evolving AI Search Landscape

As artificial intelligence (AI) and generative search engines reshape how users access information, The best SEO strategies must evolve to maintain and enhance online visibility. Below are the key takeaways and best practices for integrating AI search considerations into Emobi's SEO efforts. ChatGPT Search Puts Bing in the SEO Spotlight: With ChatGPT Search now drawing from Bing's index, SEO professionals are seeing a needed reason to optimize for Bing, which has often been overlooked. While it's not time for drastic changes, this presents an opportunity for SEO experts to revisit Bing indexing to ensure their content is positioned for the future of AI-driven search. Other tools like Perplexity which is being used to source articles for research purposes and Google's Gemini models present additional perspectives to consider. The following sections outline the key differentiators for focusing on optimizing for AI search.

1. Shift from Keyword Focus to Topic Authority

Build Comprehensive Content Hubs

- **Contextually Rich Answers** - AI search tools aggregate information to provide in-depth responses. Instead of optimizing solely for specific keywords, focus on covering entire subject areas comprehensively using a variety of content and research-backed information surrounding a topic.

- **Topic Authority** - Establish Emobi as an authority by creating interconnected, high-quality content that addresses all facets of a topic and routinely interacts with and engages a high number of visitors and viewers. Building out a library of content that might appear across the web helps search engines rank pages by topic authority.
- **Internal Linking Structures** - Utilize strong internal links to connect related content, enhancing user navigation and signaling content depth and clean user experience to search engines.

2. Emphasize Structured Data and Semantic SEO

Help AI Understand Your Content

- **Structured Data (Schema Markup)** - Implementing schema markup within the backend of Emobi's website will provide search engines with explicit information about your content. Unlike traditional SEO, search engines read schema markup to help understand what content on pages references. This improves interpretation and display in search results.
- **Semantic SEO:** Use topic-relevant keywords, synonyms, and related terms to enhance content relevance. Focus on user intent and matching specific viewer needs rather than just keyword frequency.

3. Build Trustworthiness and Brand Authority

Establish Credibility and Expertise

- **E-E-A-T Principles:** Emphasize Experience, Expertise, Authoritativeness, and Trustworthiness in your content creation.
- **Consistent Branding:** Maintain a consistent brand voice and messaging across all platforms. AI search tools prioritize reliable information; establishing trustworthiness increases your content's visibility in AI-driven results.

4. Optimize for Conversational Queries and Long-Tail Keywords

Align with Natural Language Searches

- **Conversational Content:** Write content that mirrors natural language and addresses how users ask questions verbally. By optimizing for conversational queries, we increase the likelihood of appearing in both traditional search results and AI-generated responses.
- **Long-Tail Keywords:** Target longer, specific phrases that reflect detailed user intent (e.g., "How does Plug & Charge technology work?").
- **FAQ Sections:** Include frequently asked questions to directly answer common queries.

Paid Search Analysis

This section outlines the important considerations for Emobi if there is interest in pursuing a paid search marketing initiative.

Bounce rate: Percentage of visitors who leave after viewing the first page

- A bounce rate of 40% or lower is usually good. 41-55% is average, and anything above 55% is high.

Click through rate: Clicks / Impressions.

- 3% is considered optimal for SEO
- How often people click an ad, video, or product listing
- Important metric to see how advertisements are doing.
- Higher CTR = the more effective an ad is/higher ad rank

SERP: Search Engine Results Page

- Paid search results show at the top of the SERP

Pay Per Click (PPC) Advertising:

- Most common form of online advertising
- No fees to the company until a user clicks their ad.

How will your ad be placed on the SERP?

1. **Bidding:** companies can bid on certain keywords related to their company. Highest bidders get the highest rankings
2. **Ad Extensions:** includes more relevant pages of your website, or includes a phone number to contact
3. **Quality score:** through your CTR, ad relevance, and homepage UX, google assess how relevant your ad is to the user
4. **Keywords:** the use and frequency of keywords

Paid Search		Organic Search	
Pros	Cons	Pros	Cons
Immediate visibility Targeted ads- high intent to buy. Especially in such a specific field, when people are looking for something they will know what they want. Potential high ROI Need to know how current organic search is doing. With a solid organic search base, paid search can significantly benefit	Can be expensive. People who aren't interested might click your ad and you will still have to pay	High organic search rankings are credible Long term effects, paid search is usually shorter term	Algorithmic changes are hard to keep up with constantly Harder to measure ROI competition

Ongoing Reporting

To track the success of SEO initiatives, we recommend focusing on key performance metrics such as organic search traffic, bounce rate, and click-through rate (CTR). Technical metrics, such as page speed rankings, can be assessed using tools like Google PageSpeed Insights for deeper insights. Regular reporting should include weekly updates summarizing SEO improvements, including keyword rankings, traffic analytics, and completed tasks. Additionally, a comprehensive monthly SEO report should highlight key findings, compare performance metrics (e.g., organic traffic, bounce rate, and average session duration) to previous periods, and outline actionable strategies and next steps to ensure ongoing optimization and value.

Phase II: LinkedIn Engagement Enhancement

This section of the report provides an analysis of Emobi's current LinkedIn performance and strategy to guide the development of new marketing strategies and initiatives for enhance Emobi's LinkedIn presence.

Current Performance Analysis

Impressions on Emobi's LinkedIn content have been increasing overall but fluctuate rather than showing linear growth. Unique impressions, which track distinct users viewing the content, started at just one-third of total impressions but have grown, indicating more diverse engagement. However, comments and reposts remain low, likely due to limited interactive engagement with users on the platform. Engagement rates are below 1% for most posts, with a slight increase to just over 1% on 10/26, despite no content being uploaded that day. The click-through rate (CTR) peaked at 0.25% on 10/9, falling short of LinkedIn's benchmark of 0.44-0.65%. Posts with the highest impressions include a monthly accomplishments recap on 10/9 and a highlight of Emobi's support for Monta on 10/29.

LinkedIn Collaboration Candidates

[Roger Atkins](#) - Roger Atkins is founder of Electric Vehicles Outlook Ltd. With over 38 years of automotive industry experience, he shares insights and stories through a popular blog, podcast, and LinkedIn platform, where he has almost 300,000 followers and has been recognised as a Top Voice for EV.

[Jeremie Bernardin](#) - Jeremie Bernardin, Director of Electric Vehicle Training & Innovation, Integrated Automotive Experience, has worked for and with various levels of government, private and non-profit organizations as an electric vehicle industry specialist. He is also President and Co-Founder of the Electric Vehicle Association of Atlantic Canada.

[Rahul Bagdia](#) - Rahul Bagdia is the Chairman and Managing Director at pManifold, a business consulting company focussed on building creative business models and go-to-market strategies to unlock the potential of the clean energy developmental sector in India. He has a particular focus on growing the e-Mobility and energy efficient low voltage DC (LVDC) industry.

[Chelsea Saxton](#) - Chelsea Sexton works at the U.S. Department of Energy (DOE) Office of Energy Efficiency and Renewable Energy (EERE). She became an independent consultant in 2001 and has worked for decades with automakers and utilities to encourage EV deployment, worked in venture capital to identify investment-worthy companies, co-founded the consumer advocacy organization Plug In America, and was featured in the documentary "Who Killed the Electric Car?"

Content Suggestions

1. Industry related blog posts to educate followers about current EV news

- [Is Europe on Track to Reach Net Zero Emissions by 2050?](#)
 - Post by a French Utility Company to highlight the current state of greenhouse gas emissions in Europe, while also showing how their product is contributing to solving the problem
- Sharing news articles with Emobi commentary

2. Employee/company achievement shout outs

- Welcoming new employees
- Share information on what it is like to work at Emobi
- [Insightful quotes from current employees](#)

3. Company event promotion/events Emobi will be at

Collaboration Post with Chelsea Sexton



Driving the EV Revolution with Chelsea Sexton 🚗⚡
🎉 Big News! Emobi is teaming up with the iconic EV advocate, Chelsea Sexton, to take our mission to the next level! From her groundbreaking work on the EV1 to her relentless drive to push sustainable transportation forward, Chelsea has been a trailblazer in the world of electric vehicles. 🌍⚡
Together, we'll be exploring:

- The future of EV innovation.
- Insights into making EV adoption more accessible.
- How we can collectively create a cleaner, greener tomorrow.

💬 COMMENT if you're excited for EXCLUSIVE behind-the-scenes conversations, thought leadership posts, and a live Q&A session with Chelsea herself!

#EmobiCollab #EVRevolution #Sustainability #ChelseaSexton

Blog Post



🚗 Breaking Records in Fuel Economy and Emissions 🌱

The latest EPA Automotive Trends Report is here, and it's good news for sustainability:

- ✅ Record-high fuel economy 📈
- ✅ Record-low CO₂ emissions 🌍

This progress highlights the power of innovation in cleaner transportation. From advanced fuel-efficient vehicles to the rise of zero-emission electric cars 🚗⚡, the auto industry is driving toward a greener future.

🌟 Let's celebrate these milestones and keep the momentum going! Visit www.emobi.ai to see how

Emobi is contributing to this journey!

#Sustainability #EVs #GreenFuture #Innovation

Employee Shout-Out Post



🚀 A Huge Congratulations to Lin Sun Fa! 🌟
We are thrilled to share that eMobi's very own
CEO, Lin Sun Fa, has been named to the
Forbes 30 Under 30: Energy List! 🏆

This recognition is a testament to his hard
work, passion, and the impact he's making on
the future of energy. We couldn't be prouder to
have such an exceptional leader for the Emobi
team 🌟 Join us in celebrating Lin's incredible
achievement and the bright future he's shaping
for clean energy!

#Forbes30Under30 #EnergyInnovation
#EVRevolution #Leadership #Emobi

Mock Carousel Advertisement



EV charging just got easier.
Join emobi's e-mobility revolution

Empowering millions of EV drivers.
Improve your customer's satisfaction using **Emobi Hub's API**.
Instantly connecting its charging stations with multiple eMSPs and EV OEMs to increase:

- customer base
- station utilization
- revenue

the future of your e-mobility business starts here.
[Book a demo](#)

This carousel advertisement includes a simple hook ("**EV charging just got easier**") that allows audiences to interact and learn more about Emobi. It also highlights the benefits of Emobi Hub's API to target businesses with this specific need in the industry. Finally, there is a call-to-action button ("**Book a demo**") that allows users and potential business partners to interact with Emobi's LinkedIn profile.

Optimal LinkedIn Posting Time Blocks

- [Linkedin content upload time](#): B2B businesses: 8am/10am-2pm/ 5pm-6pm
- Posting to get higher ROI: Tuesday, Wednesday, Thursday / 10am-11am & 12pm-1pm
- To grow followers and engagement: Weekdays / 9am-5pm
- **Tuesday**: most active day for LinkedIn users

	Monday	Tuesday	Wednesday	Thursday	Friday
8-9					
9-10					
10-11					
11-12					
12-1					
1-2					
2-3					
3-4					
4-5					
5-6					

- Best time to post content according to hubspot
- Best time to post for better ROI according to Sprinklr
- Best time to post to increase followers & boost engagement according to Buffers
- Overlap with Hubspot and Sprinklr optimal time to post
- Overlap with Sprinklr and buffers optimal time suggestion

Proposed Content Calendar

January (2025)						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			upload (content)	comment & engage		
5	6	7	8	9	10	11
		upload (content)		upload (content)		
12	13	14	15	16	17	18
			upload (content)	comment & engage		
19	20	21	22	23	24	25
		upload (content)		repost & comment		
26	27	28	29	30	31	
	upload (content)			upload (end of the month content)		

In order to measure the success of the proposed LinkedIn strategies, we set two specific key performance indicators (KPI's). First, we want to **Increase followers by 3.5k** through producing high quality content that resonates well with the followers & build trust. We also want to see a **2-5% increase in engagements** in the form of **clicks, comments, and reposts**. We can achieve this by utilizing LinkedIn advertisement options to increase interests from businesses and provide a resource to learn more about the service Emobi offers.

LinkedIn Best Practices

Planning and Tools

- Use a content calendar to plan ahead, develop themes, and foster open communication.
- Consider third-party auto-post tools like **Hootsuite**, **SocialPilot**, and **Later** to schedule posts.

Content Ideas and Strategies

- **Research Inspiration:** Look at similar creators and analyze what works for them.
- **Key Dates:** Align posts with awareness days, anniversaries, or industry events.
- **Engaging Posts:**
 - Always include a **call to action**—this has been successful in past Emobi campaigns.
 - Add personal touches like employee shoutouts to highlight achievements and humanize the brand.
 - Use interactive content such as polls, carousels, and live videos to boost engagement.

Video Content

- Video content drives 5x more engagement on LinkedIn compared to other formats.
- Keep videos **under 2 minutes** for maximum impact.
- Live videos are even more effective, generating **24x more engagement** than standard posts.
- Tag other businesses or individuals to increase reach and interaction.

B2B Marketing Best Practices

- Optimize the “About” section with **SEO-friendly buzzwords**—coordinate with the SEO team for relevant terms.
- Ensure posts bring value by:
 - Teaching something new.
 - Providing tips or insights.
 - Entertaining the audience.
- Companies like **Xerox**, **Adobe**, and **Dropbox** serve as strong examples of effective LinkedIn B2B strategies.

Sustainability Marketing

- Be mindful of “**sustainability liability**”—authenticity is key.
- Success in this area comes from thorough research rather than persuasive advertising.
- Focus on sharing genuine insights and creating meaningful value for your audience.

Utilizing LinkedIn Marketing

LinkedIn, with its 850 million professional users, is a powerful platform for B2B marketing, as 90% of LinkedIn advertising is geared towards generating high-quality B2B leads. One effective strategy for Emobi could be leveraging LinkedIn carousel ads, a sponsored content format that allows businesses to tell a compelling story—such as Emobi’s sustainability goals and the EV charging services it offers—through a swipeable series of cards. By utilizing LinkedIn's advanced targeting options after researching the target market, Emobi can effectively promote its EV charging services through a campaign designed to increase engagement and attract partnerships with charging station businesses. This campaign would include a defined lifetime budget, a start and end date, and adherence to LinkedIn’s minimum budget requirements based on the campaign duration. To maximize impact, this initiative could be launched once Emobi has uploaded additional content to its LinkedIn profile, ensuring users have more opportunities to interact and engage.

In terms of budget, there are three different ways to pay for LinkedIn Marketing: dynamic group budget, lifetime budget, and daily budget. We recommend pursuing the lifetime budget option because it will allow

Emobi to maximize impression opportunities and drive optimal results without taking on a financial burden. The lifetime budget option allows Emobi to select the budget amount as well as the start and end date for the ad campaign. This makes it easier for Emobi to tailor their LinkedIn marketing campaign to its needs and goals.

Phase III: Podcast and Event Strategy

Market Positioning Analysis

- Serves “fragmented e-mobility markets across borders”
- Provides access to a wide variety of EV charging networks and e-mobility partners, while ensuring high data quality through refinement models
- Could do more niche advertisement or mass marketing advertisement
- Niche: North America and Canada clients with high sophistication in tech
- Mass: North America, Canada, Europe with more simplistic design and differentiation

Emobi SWOT Analysis

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none">• Easy to use and well designed website• Existing partnerships/contracts with a variety of customers including Department of Energy, Automakers, App Providers, Navigation Systems, Utilities, and more• Offers Emobi Hub for CPO, Emobi Hub for eMSP, consulting services, and plug and charge• 3 physical engineering labs• Startup Plan, Growth Plan, Custom Plan (different pricing groups)• Current, up to date blog	<ul style="list-style-type: none">• Relatively new in market -> founded in 2020• Unclear message from website what Emobi actually provides (depends on what positioning and client segment Emobi would like to target)• Does not have the majority of market share -> growth PLC• Contact emails have 4 distinct ones - customers do not know which ones would be best to contact for their need• No compatible app yet• Not the most sophisticated website design compared to other industry competitors (ex. Main Page Diagram)• Need to expand on ecosystem with EV manufacturers and test systems
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none">• Mainly in USA and Canada -> opportunity to expand in other markets• Room for growth in market• Regulation is changing to benefit EV vehicle expenditure, so more companies and organizations will need EV infrastructure• Competitors have compatible apps for Smartphones and Androids• Charging credits (coupons for a certain amount off on next charging trip)• Look into partnerships and look to bolster your access partners	<ul style="list-style-type: none">• Many other companies come up with same name when you search Emobi• Competitors have targeting in certain sectors like Gireve in UK, Charge Point with Fortune 500 companies and in Europe• Partnerships with competitors like Gireve with SAP• Competitors have different EV Charger designs and models• Other competitors have had more experience in the industry

Strengths & Weaknesses of Podcast Marketing:

- **36% of B2B marketers plan to incorporate podcasts into their marketing strategies**

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none">● Build brand and awareness● Allow professionals to listen while multitasking, commuting, or during downtime● Cost effective alternative with budget constraints● Tailor content to industries, roles, or niche markets to target more specific segments of a market● Build trust if consistently high quality with intimate nature of podcast listening	<ul style="list-style-type: none">● B2B only accounts for 3% of US Podcast Ad Revenue share in 2022● Make sure the podcast aligns with your brand, company goals, and mission objectives (could cause brand dilution if not)● Cannot be only source of marketing and brand awareness● Oversaturation of the podcast market -> people are starting podcasts all the time and many can be overlapping● Available metrics can be limited and unreliable

Potential Podcasts:

Regarding podcast examples, you can check these out:

[Code Story](#) - **54,000 subscribed and 760,000 played since 2019**

- Features tech leaders and the products/services they created
- Could show how Emobi works and provides benefits within the B2B market
- Offer small ads within the podcast as well
- Form on the website or could contact them about being a guest
- **Point of contact:** [Guest Form](#)
- **Dates:** TBD
- **What Emobi needs to bring:** story about how Emobi is a disruptive digital product/service that transforms the industry in some way and the creation of Emobi

[99% invisible](#) - **433,000 subscribed and 8 million played since 2024**

- Could place an ad or sponsor show for shoutouts
- Visit Pitch or Press Inquiries page for opportunities to pitch Emobi's story
- Highlights difference between what you see and an inventor sees -> explains the story behind the evolution of something
- More about mass advertising and sharing Emobi story
- **Point of contact:** [Contact Page](#)
- **Dates:** TBD

- What Emobi needs to bring: See [PITCH](#) page; story about addressing a need that has been previously overlooked and that addresses the built world

Masters of Scale - 1 million subscribed and 14 million played since 2017

- Business leaders share strategies and lessons they learned
- Holds events, books, courses, and various other podcasts
- More about the lessons/challenges of Emobi and also opportunity of awareness in business space to other B2B companies
- Point of contact: [Contact Page](#)
- Dates: TBD
- What Emobi needs to bring: triumphs and challenges of Emobi and the evolution of the company itself

EV News Daily - 1,000 subscribed and 213,000 played since 2024

- Costs 5-50 a month to join a listen to podcasts
- Geared towards EVs and sustainable transportation
- Website is less user friendly and is more applicable to business leaders/users
- Point of contact: [Email](#)
- Dates: TBD
- What Emobi needs to bring: more statistical, fact based -> could have a segment that addresses the statistics behind the evolution of Emobi and how Emobi is transforming the transportation industry

Additional Podcast Opportunities:

USE LISTENNOTES TO FIND MORE PODCASTS

- [SAE Tomorrow Today](#) - 21 subscribed and 1,000 played since 2021
- [In the Arena](#) by TechArena - 2 subscribed and 29 played
- [EVs for Everyone Podcast](#) - 4 subscribed and 73 played

Potential Events:

TECHSPO

- Held in San Diego, San Francisco, etc and internationally
- Need to buy tickets/pass for booth options
- Opportunity to showcase products to investors, consumers, and other B2B potential customers for Emobi
- Have access to presentations from industry leaders/experts, meet other people in the industry, and work with potential investors and possible partnerships
- Point of contact: [Expo Contact](#)
- Dates: May 8-9th, 2025 (San Diego), October 23-24th, 2025 (San Jose), July 21-22nd, 2025 (San Francisco), October 27-28th, 2025 (Anaheim)
- What Emobi needs to bring: Unclear, but most likely a demonstration of a more portable product, diagram or some visual aids, and flyers/QR code pamphlets that shows who Emobi is

and what it does

ACG Silicon Valley M&A Tech Connect 2025

- Personalized 1v1 meetings, panel discussions, fireside chat, reception
- Register online for March 1 day conference
- \$395 to attend
- Access to big tech companies such as Microsoft
- **Point of contact:** [Email](#)
- **Dates:** March 5, 2025
- **What Emobi needs to bring:** business cards or digital card with QR code that allows you to share whatever information you would like with the person

Plug and Play Silicon Valley Summit 2024

- 300+ startups will demo their products in Sunnydale, CA
- Holds Keynote speakers as well as an opportunity to find other companies that could complement your technology
- Could find future partnerships, or investors, or B2B clients
- **Point of contact:** [Page](#) (contact organizer at bottom)
- **Dates:** November 19-21st, 2024 (will most likely be around same time 2025)
- **What Emobi needs to bring:** Unclear, but most likely a demonstration of a more portable product, diagram or some visual aids, and flyers/QR code pamphlets that shows who Emobi is and what it does

IME West in Anaheim, CA

- February 2025
- 1,700+ exhibitors and over 13,500 attendees
- Access to a variety of different companies in the manufacturing and sustainability industries
- Growing population of attendees
- **Point of contact:** [Inquiries](#)
- **Dates:** February 4-6th, 2025
- **What Emobi needs to bring:** Demonstration/expo that follows the correct regulations, booth review form, and additional information at this [link](#)

Funding Opportunities/Awards:

Fast Co. World Changing Ideas

- Deadline: December 6th
- Format has changing and will now be a single list with 13 sub categories
- Costs \$395 for companies with 1000 employees or less
- Must be a project that was launched in 2024

- Gains recognition from across sustainability industries as companies such as Google and numerous others have been honored with the award

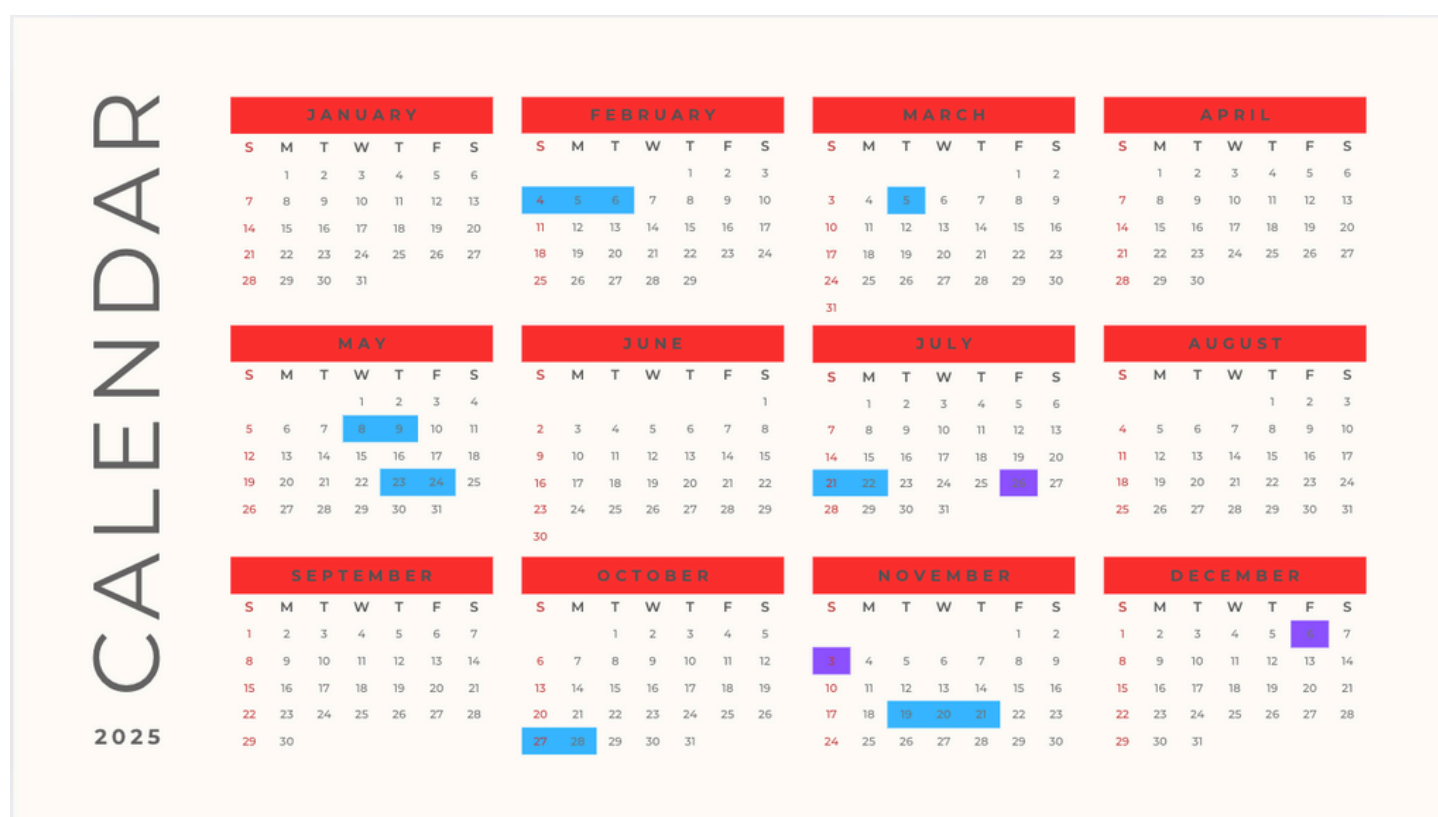
SXSW Pitch Competition

- Opportunity to raise an immense amount of funding for Emobi and expand your brand perception and recognition within the technology industry
- Product or service must have been launched no earlier than Jan 1, 2022
- Company cannot have raised more than 10 million in funding
- Applications for 2025 are closed, but can apply for 2026 in future
- \$220 entry fee to participate

Fast Co. Most Innovative Companies

- 2025 applications are closed, but can apply for 2026 in future
- \$595 early rate cost to enter
- Opportunity for brand exposure to Fast Co and the editors as well as companies who read the issue
- Public recognition in the media and opportunity for company executives to be invited to speaking engagements and Fast Co events

Emobi Event Calendar



- Blue regions are dates for potential events
- Purple regions are tentative deadlines to apply for the outlined funding opportunities

References

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