orbotriq

Module Booklet

Everything Orbotriq can do for your clients



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1. Overview

One control tower for every brand you grow: social, ads, SEO, analytics and AI search visibility, with a separate workspace for each client.

Orbotriq replaces a patchwork of logins and spreadsheets with one platform. Every client gets a private workspace, connects its own accounts and sees clear scores and next best actions. The platform owner controls everything from a super admin console.

Who it is for

- Digital marketing agencies and freelancers
- Franchises and multi-location businesses
- Education groups and institutions
- In-house marketing teams managing several brands

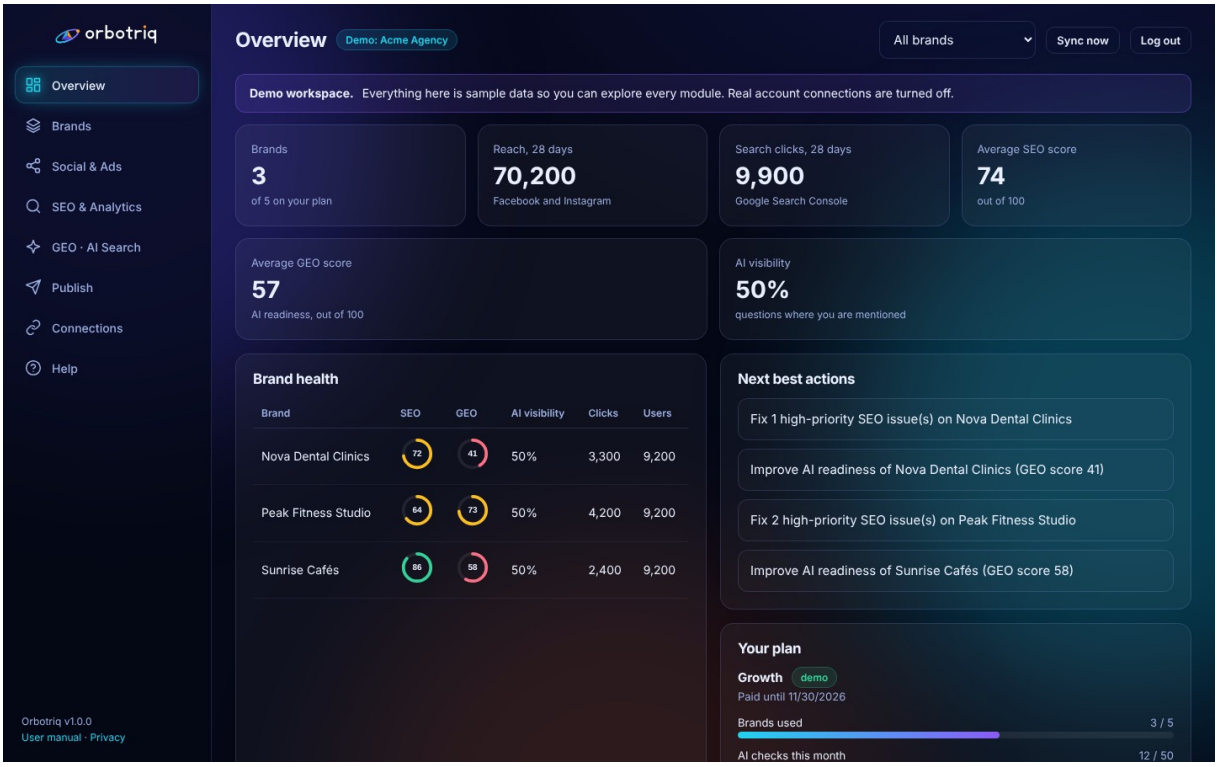


Figure: the client Overview with reach, clicks, SEO and GEO scores, brand health and next best actions.

2. The modules

2.1 Social command center

Facebook and Instagram performance for every client page in one view.

How it works

Each client connects its own Facebook Pages and linked Instagram professional accounts. Orbotriq syncs followers, reach, views and recent posts every night.

Benefit

No more logging into each account to build a report.

2.2 Ads control

Meta ad spend, results and campaign control by client.

How it works

Connect the ad account to see spend, impressions, clicks and every campaign. Owners and admins can pause or resume a campaign with a confirmation.

Benefit

Spot waste early and act without leaving the dashboard.

2.3 SEO workbench

Audits, Search Console data and a daily keyword tracker.

How it works

A 0 to 100 site audit lists issues by priority. Search Console adds clicks, queries and rankings, and tracked keywords update every day.

Benefit

Clear fixes and proof of progress for every site.

2.4 Analytics

Google Analytics users, sessions and channels matched to each brand.

How it works

Properties are matched to websites automatically, so each brand shows users, sessions, engagement and top channels.

Benefit

Traffic and search data side by side.

2.5 GEO for AI search

Audit AI readiness, track AI mentions and generate AI-ready content.

How it works

A 100-point GEO audit checks AI crawler access, llms.txt, schema, FAQ content, trust signals and more. The AI visibility tracker asks the questions customers ask and records whether the brand is mentioned or cited. The content kit drafts llms.txt, schema and answer-first snippets.

Benefit

Win visibility in ChatGPT, Gemini and Perplexity answers.

2.6 Publishing

Schedule Facebook and Instagram posts for any connected page.

How it works

Write the post, add an image, pick a time from 5 minutes to 30 days ahead, and Orbotriq publishes it automatically.

Benefit

Plan content for many clients from one calendar.

2.7 Control tower

Super admin console to run the whole business.

How it works

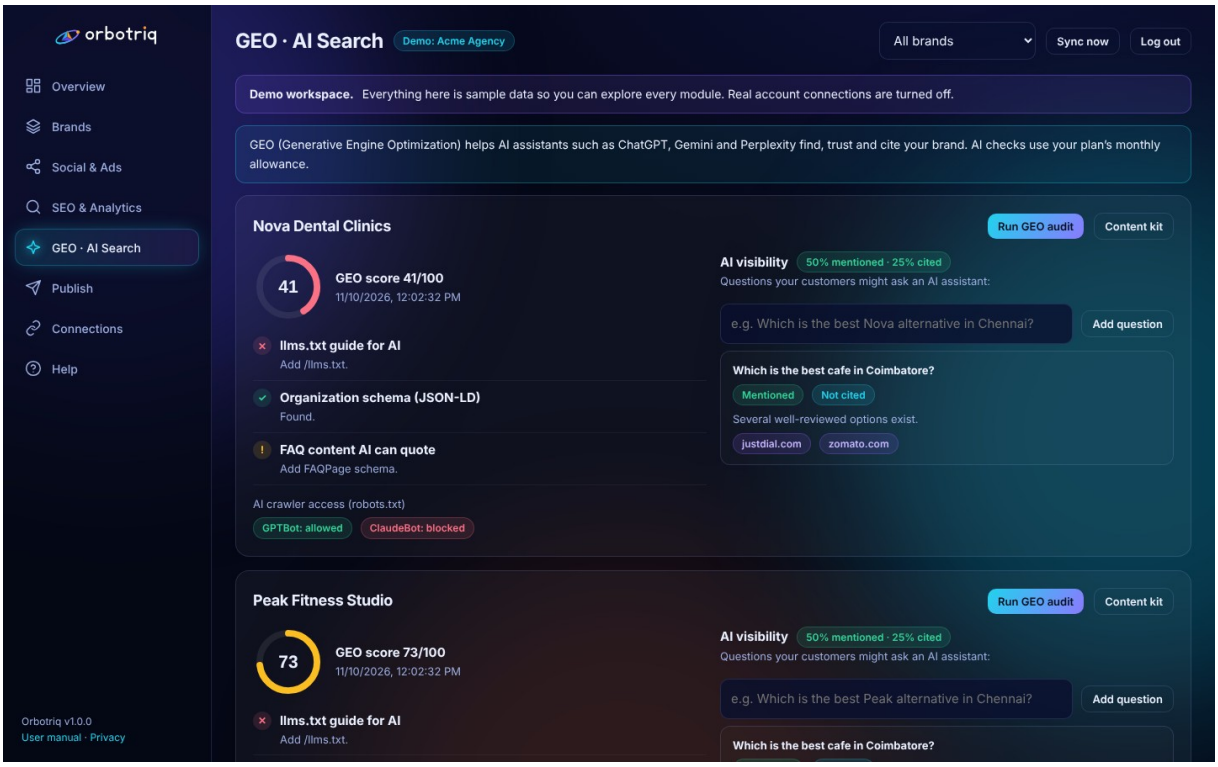
Create organisations, plans and demo logins, extend or suspend accounts, view any workspace, manage leads and edit the public website, legal pages and manual without redeploying.

Benefit

Total control for the platform owner.

3. GEO: Generative Engine Optimization

People increasingly ask AI assistants before they search. GEO makes sure a brand is easy for those assistants to find, trust and cite. Orbotriq turns GEO into a repeatable workflow.



GEO audit

A 100-point score built from twelve weighted checks. Each check shows pass, warning or fail with a plain-language fix.

Area	What is checked
AI crawler access	robots.txt rules for GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, PerplexityBot, Google-Extended and CCBot
llms.txt	A structured guide for AI assistants at the site root
Schema markup	Organization or LocalBusiness and FAQPage JSON-LD
Content structure	Descriptive headings, lists and tables, depth and answer-first writing
Trust signals	Authorship, sameAs profiles, About and Contact pages, freshness dates
Technical	HTTPS, sitemap, response time, title, description and H1

AI visibility tracker

Add up to five questions customers ask an AI assistant. Orbotriq asks an AI assistant with live web search and records whether the brand was mentioned, whether its website was cited, and which sources were used. Results build into a visibility percentage over time.

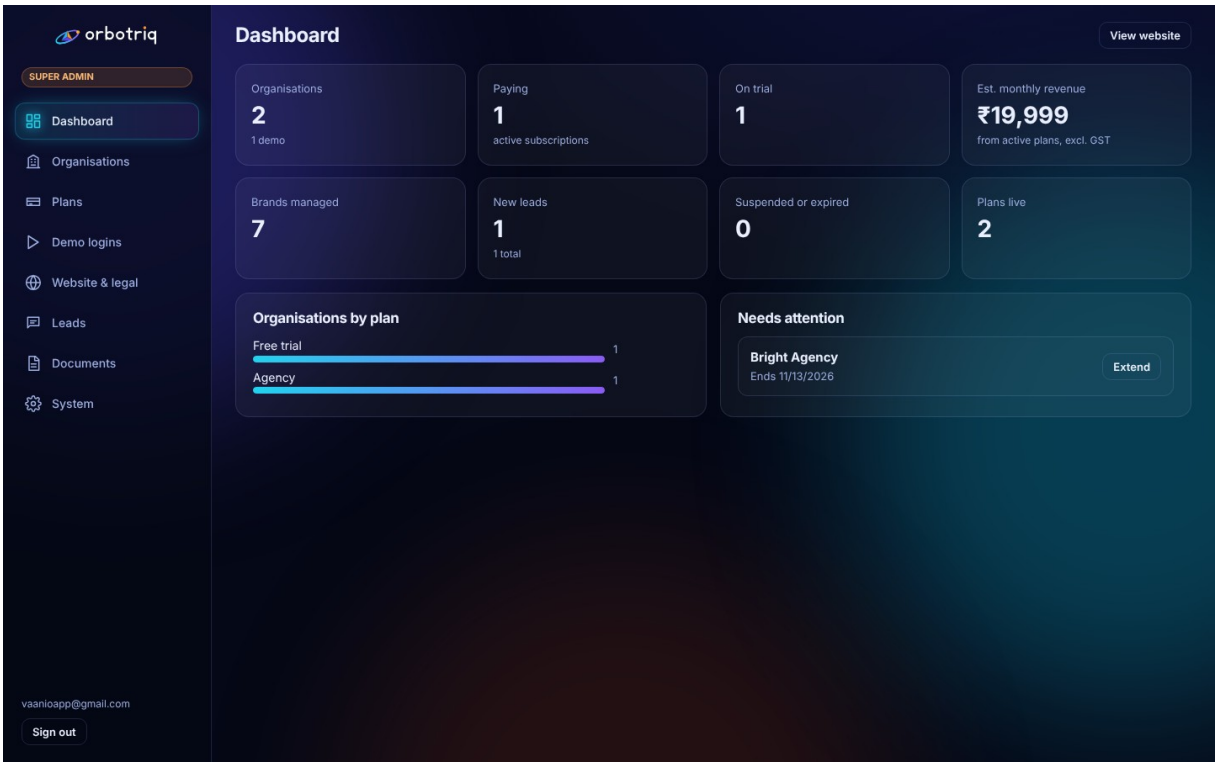
AI-ready content kit

One click drafts an llms.txt file, Organization and FAQ schema, five answer-first snippets and five actions to become the cited source. Clients review and publish them.

> **Honest expectations**
> GEO improves the odds of being mentioned or cited, but nobody can guarantee what an AI assistant says. Orbotriq measures it so progress is visible.

4. The control tower

The super admin console gives the platform owner total control.



- **Organisations.** Create, edit, extend, suspend, view as the client, reset passwords and delete.
- **Plans.** Define prices, brand limits and AI check allowances. Plans publish to the website pricing automatically.
- **Demo logins.** Create a login with three sample brands and realistic data for presentations, reset it any time.
- **Website and legal.** Edit the public site, announcement banner, FAQ, contact details, Privacy Policy, Terms and manual live.
- **Leads.** Capture demo requests from the website and track their status.
- **Documents and system.** Download the presentation, booklet and manual and review version history.

5. Security and compliance

Organisation isolation

Every client sees only its own workspace. Rules are enforced by the database, not just the screen.

Tokens stay on the server

Access tokens for Meta and Google are stored server-side and never sent to the browser.

Role-based access

Owner, admin, staff and viewer roles control who can connect accounts, publish or only view.

Consent and control

Clients choose what to connect, can disconnect at any time and can delete synced data.

Privacy by design

Aligned with India's DPDP Act, Google API Limited Use and Meta Platform requirements. No selling of data.

Audit trail

Administrative changes and campaign actions are logged for each organisation.

6. Plans

Indicative pricing, excluding GST. The platform owner sets final prices and limits in the console.

Plan	Price	Brands	AI checks	Highlights
Starter	₹2,999 / month	1 brand	20 AI checks	Social, SEO, analytics and GEO audit
Growth	₹7,999 / month	5 brands	100 AI checks	Adds Meta ads control and post scheduling
Agency	₹19,999 / month	15 brands	400 AI checks	Adds AI content kits and priority support
Enterprise	Custom	Custom	Custom	Onboarding, training and custom limits

7. Getting started

1. **Create the workspace.** We set up the organisation, plan and logins.
2. **Connect accounts.** The client links Meta and Google from its own dashboard.
3. **Data syncs daily.** Reach, clicks, spend, rankings and audits refresh every night.
4. **Act and improve.** Fix issues, schedule posts, pause weak campaigns and grow AI visibility.

A typical client is live within a day once Meta and Google access is available.

8. Roadmap

Orbotriq is built to keep growing. Planned next:

- **Client report portal.** White-label dashboards and scheduled PDF or email reports for each client.
- **AI growth copilot.** Ask questions in plain English about any brand and get an action plan.
- **Competitor and AI share of voice.** See which competitors AI assistants recommend instead and by how much.
- **More channels.** LinkedIn, YouTube, Google Business Profile and WhatsApp Business.
- **Smart alerts.** Ranking drops, ad overspend, broken pages and AI visibility changes sent to email or WhatsApp.
- **Billing and team seats.** Online payments and invoices, team invitations and per-brand permissions.
- **Reviews and reputation.** Collect, monitor and reply to Google reviews.
- **Content calendar with AI drafts.** Plan, draft, approve and publish content for every brand.

9. Contact

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