

From Hunches to Proof: Serplux Unveils AI SEO Tracker + E-E-A-T-Aligned SEO Audit

Proof, not promises - Serplux bridges AI visibility with E-E-A-T precision.



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Your phone lights up at 7:58 AM. The WhatsApp group is the usual chaos - screenshots of wobbly charts, a client asking “Are we in [Google SGE](#) yet?”, someone worrying that yesterday’s [AI content](#) reads like it skipped breakfast. Then the dashboard pings: “Trust signals verified. New citations spotted. Five pages moved from 10 to 6.” No fireworks. Just relief. This is the first morning marketers feel when hunches finally turn into receipts.

Today, Serplux announces two products designed to make that feeling repeatable: an [AI SEO tracker](#) that follows rankings, citations, and trust signals in one view; and a fast, E-E-A-T-first SEO audit that turns chaos into a short list you can act on before chai cools. If you’ve ever been held hostage by thirty tabs, this launch is for you. You’ll still make the judgment calls. You’ll just stop guessing where proof lives.

A launch is only useful when it changes your Monday. Here’s what actually ships and why it matters now.

What’s Launching (and why your team will breathe easier)

Serplux is rolling out two tightly-coupled modules focused on the modern reality of search:

- **AI SEO tracker** - a living view of positions, rank tracking, SERP analysis, and “Can SGE cite us?” signals on the same screen. It highlights answers-block readiness, live schema markup health, and internal links you’re missing from authority pages. It also watches for brand mentions and SGE citations so you know when trust becomes visibility.
- **E-E-A-T-aligned SEO audit** - a 10–15 minute crawl built to surface credibility gaps first: missing bylines, weak author schema, thin receipts, duplicate FAQs, fragile Core Web Vitals, and orphaned spokes hurting clusters. The audit ends with a plain-English action card: heal, harvest, build.

Both modules assume something simple and humane: you want fewer dashboards and clearer next steps. Instead of punishing you with options, the pair funnels noise into movements your team can make - today. Editors see what to fix; devs see what to roll back; founders see levers tied to revenue.

Announcements are easy. Trust is hard. So the launch is built around E-E-A-T from the first byte.

Built For E-E-A-T: Trust Signals The Tracker Actually Measures

Speed without credibility is just faster disappointment. The tracker keeps Experience, Expertise, Authoritativeness, and Trustworthiness visible:

- **Experience:** flags pages lacking first-hand detail or verifiable examples; prompts for photos, invoices, test conditions, and rupee ranges.
- **Expertise:** checks for byline + reviewer conventions; validates author schema; nudges you to add reviewer lines on YMYL pages.
- **Authoritativeness:** watches brand mentions and authoritative links; correlates lifts with your outreach calendar so you see which placements moved the needle.
- **Trustworthiness:** validates schema markup honestly (FAQ/HowTo/Product), surfaces Core Web Vitals regressions, canonical conflicts, and layout shifts that quietly erode belief.

When these basics are green, your AI content reads like it belongs in the results rather than sneaking in. And when Google SGE chooses a handful of lines to quote, you’ve already done the careful work that makes citation a safe bet. No dark arts - just receipts, kept visible.

Philosophy is nice. But you need buttons to press and outcomes to show your boss. Here’s how the pieces work day to day.

Inside The AI SEO Tracker: Signals, Not Screens

Think of the tracker as your one calm tab. It blends rank tracking with SGE watchlists and trust diagnostics, then translates that into three queues your team can actually move.

- **Harvest (page-2 to page-1):** the queue shows targets between positions 5-15, missing two or three internal links, a comparison table, or a 40-60 word answer block. One click opens suggested anchors from your strongest hubs.
- **Heal (credibility first):** pages with weak bylines, missing receipts, broken schema markup, or jittery CWV. Each card lists a fix, an owner, and a rollback if a template change goes sideways.
- **Build (fill the cluster):** gaps found by the [AI Keyword Finder](#) - the parent/child map shows which spokes complete topical coverage, with difficulty and money potential alongside.

A side panel tracks “Are we likely to be cited in AI search?” with simple hints: is the answer upfront, are sources named, does markup match reality, do we have authority links in this topic? You don’t need to love dashboards. You need to see levers.

Tracking is only half the job. You also need a quick, un-dramatic way to find what’s broken and fix it.

Inside The SEO Audit: A Fast, E-E-A-T First Triage

Most audits lecture. This one converses. In under a quarter hour, it crawls your top templates and critical pages, then sorts issues by how fast they erode trust or rankings. Expect:

- **Byline + reviewer checks:** catch missing bios on high-stakes content; propose minimal copy and author schema.
- **Evidence gaps:** detect claims without named sources; suggest two 2024-2025 references or a prompt for a tested example.
- **Markup integrity:** validate FAQ/HowTo/Product; warn against fake FAQs; repair soft 404s and canonical mishaps.
- **Page stability:** flag CLS and LCP regressions; recommend image compression and reserved space to keep Core Web Vitals green.
- **Cluster health:** show orphan spokes and thin hubs; map three internal links from authority pages you already own.

The last screen is the point: a short card with owners and deadlines. No fifty-page PDF destined to gather digital dust. The audit exists to shorten meetings and lengthen the list of things that actually ship this week.

If you like receipts, here’s a plain table you can paste in your launch note to skeptical stakeholders.

Two Quotes, One Promise

Durga Sharma, Founder, Serplux: “You shouldn’t need a PhD in dashboards to see what to do next. Our AI SEO tracker shows what’s harvestable today and our SEO audit makes trust fixes unmissable. Editors get receipts; devs get guardrails; founders get clarity.”

Head of Growth, Early Customer (US B2B SaaS): “Our Monday went from ‘feelings about search’ to ‘three moves with owners.’ The audit kept us honest about bylines and markup. The tracker cut the tab-hopping. We moved five page-2 terms to page-1 in a month.”

Quotes inspire. A quick scene makes it concrete. Here’s a small newsroom moment you can imagine inside your team.

9:17 AM, The First Stand-Up After Switch-On

Editor: Closest to payoff?

Analyst: /compare/bldc-vs-induction is at 8. CTR is weak. The tracker shows we buried the table.

SEO: Audit says missing author schema on two YMYL pages; also two hubs aren’t linking in.

Dev: I’ll reserve layout space; CLS spike came from the hero slider.

Editor: We move the table up, add a 40-word verdict with \$ ranges, cite Bureau standards and one long-term test. Ship by EOD.

It's short. It's specific. And it ends with verbs, not vibes. That's the culture shift launch days are for.

If you're wondering how this fits your calendar, here's the flowchart in words - start today, feel it next week.

7-Day Launch Sprint

Day 1: Connect GSC + GA4; run the SEO audit; accept the action card.

Day 2: Switch on the AI SEO tracker; pin 5–10 page-2 targets to Harvest; enable SGE watch.

Day 3: Use AI Keyword Finder to map one revenue cluster; approve hub + two spokes.

Day 4: Fix top audit items: bylines, receipts, schema markup, CLS.

Day 5: Refresh one page (answer-first, table above the fold) + publish one spoke; request indexing.

Day 6: Add three internal links from authority hubs; test two titles/meta.

Day 7: Review tracker: note lifts, SGE citations, and what to heal/harvest/build next week.

Small loop, big relief. You'll see movement without sacrificing tone or truth.

For teams who like checklists, here's the one we ship inside the product. Print it. Tape it near the publish button.

Checklist - E-E-A-T Before Publish

- Byline + role visible; reviewer added for YMYL pages.
- 40–60 word answer-first verdict in plain English.
- Two named sources (2024–2025) or one tested example with photos; method note present.
- Schema markup valid (FAQ/HowTo/Product) + author schema; no fake FAQs.
- Core Web Vitals green on mobile; images compressed; no layout shift.
- Three internal links from authority hubs; anchors mirror user phrasing.
- Change log updated; "Last updated" visible.
- Tone check: sounds like someone who has done the work.

If you miss two or more, save as draft and fix. Trust is a release criterion now.

Will this play nicely with your existing stack? Yes. And here's how agencies and in-house teams can plug it in without drama.

Who It's For, How It Fits

Agencies: One tracker instance per client with permissions. Use the SEO audit to run kickoff triage and 30-day health checks. The Harvest queue is your roadmap for weekly updates; the Heal queue is your safeguard during launch weeks. Export a one-page summary that ties moves to lifts. Replace the PDF with a living link.

In-House Teams: Treat the tracker as your morning paper. Product marketers see which comparison pages are a change away from page-1. Content leads glance at SGE citation hints and answer-block readiness. Developers monitor Core Web Vitals without sitting in a separate tool. Founders get a simple report - money pages, money moves, money outcomes.

Both: keep the human voice. Our tools won't publish. They prepare, nudge, and protect. You sign the work.

You've reached the end of the press note. Two final bits - availability and the sentence we want you to remember.

Availability, Pricing And Where To Start

The AI SEO tracker and SEO audit modules start rolling out globally this month, with priority access for existing Serplux customers. Pricing is transparent: platform plans include the audit; the tracker scales by the number of projects and monitored keywords. Early access customers get migration help for schema markup, a template pass for Core Web Vitals, and a 30-minute onboarding where we set your first Heal/Harvest/Build queue together. To join the rollout, reach out via the [Serplux site](#) or your account manager.

One sentence to leave on your whiteboard.

The Line We're Betting On

Trust first. Then traffic. The Serplux AI SEO tracker and E-E-A-T-aligned SEO audit exist so your team can prove both - quietly, quickly, and in your own voice.

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