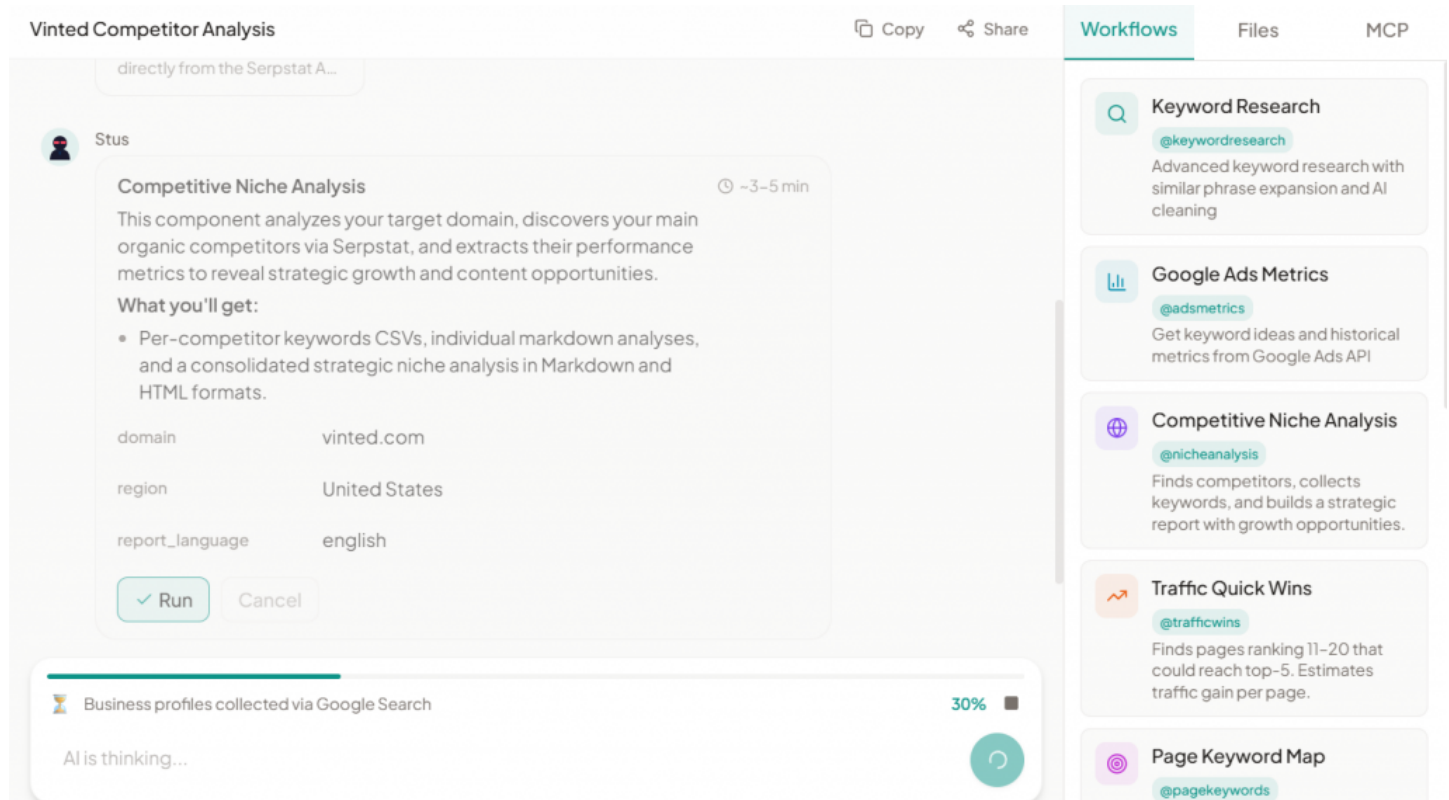


Serpstat Launches Stus.ai: AI SEO Agents That Replace Hours of Manual Research

Stus.ai — a new AI-powered SEO platform built on Serpstat's proprietary dataset — gives SEO professionals and marketing teams structured workflows: from keyword research to competitor analysis. The platform is available free at stus.ai.



Kyyiv, Ukraine Jun 29, 2026 ([Issuewire.com](https://www.issuewire.com)) - Serpstat, the SEO and digital marketing platform, has launched Stus.ai — an AI-powered SEO automation platform that converts Serpstat's enterprise data infrastructure directly into structured, executable SEO outputs.

The platform is designed to eliminate the manual step that sits between data insight and deliverable result — the hours SEO practitioners spend building keyword clusters, assembling competitor reports, writing content briefs, and formatting audits after a tool has surfaced the underlying data.

How Stus.ai Works

Users interact with Stus.ai through a single chat-based workspace. Instead of navigating menus or configuring parameters, they describe the task they need completed in plain language — "find keywords for my blog" or "audit the homepage SEO" — and Stus.ai routes the request to the appropriate workflow automatically.

Each workflow combines Serpstat data, external API integrations (including Google Search Console, Google Ads, Google Lighthouse, and Google Sheets), and AI analysis to produce structured outputs: CSV files for editing and sorting, HTML reports for client review, and implementation guides for immediate action.

AI Workflows

@keywordresearch Keyword Research

Discovers keyword opportunities with search volume, keyword difficulty, search intent classification, and AI-powered clustering — powered by Serpstat's 8B+ keyword database. Returns clustered keyword lists in 3 minutes.

@onpageseo On-Page SEO Audit

Audits titles, meta descriptions, readability, content depth, and E-E-A-T signals in one structured report. Delivers a specific recommended title rewrite and semantic coverage gaps alongside the technical findings.

@nicheanalysis Competitive Niche Analysis

Analyzes Serpstat competitor data — strategies, content patterns, semantic gaps, and growth opportunities — delivered as an actionable report rather than a raw data export.

@trafficwins Traffic Quick Wins

Identifies pages currently ranking at positions 11–20 that have the highest potential to reach top 5 with minimal effort. Prioritizes by estimated traffic gain, giving teams a clear short-term execution list.

@adsmetrics Google Ads Metrics

Pulls search volume, CPC, and competition data directly from Google Ads to bridge SEO and PPC planning. Useful for teams managing both organic and paid search from a single workspace.

@pagekeywords Page Keyword Map

Assigns optimal primary and secondary keywords to each page in a site with AI clustering and cross-page conflict resolution built in. Replaces manual keyword-to-URL mapping spreadsheets.

@seasonality Seasonality Detector

Spots demand spikes and seasonal search trends to help teams plan content and campaigns at the right time. Displays year-over-year search volume charts by keyword group.

@contentgap Content Gap Planner

Finds keywords competitors rank for that the target domain does not. Surfaces missing content opportunities directly from Serpstat's competitive dataset — not from scraped or synthetic data.

@cannibalization Cannibalization Detector

Detects keyword conflicts between pages, prioritizes them by severity, and provides clear consolidation recommendations. Addresses one of the most time-consuming diagnostic tasks in technical SEO.

Other scenarios are coming soon.

Data Foundation: What Makes the Outputs Reliable

All workflows draw exclusively from Serpstat's dataset — not from scraped content, generic AI outputs, or third-party aggregators. This is the same database that enterprise SEO teams have used for over a decade:

- Over 1 petabyte of backlink data
- 8 billion+ keywords across multiple search markets
- 13 years of keyword rankings and organic visibility data
- Crawl data from billions of indexed pages

This means that when Stus.ai runs a content gap analysis or competitor audit, the outputs reflect actual search behavior — verified over time across real search markets — rather than approximations generated from general-purpose language models.

Statement from Serpstat

"The bottleneck in SEO work has never been access to data — it has been the time required to act on it. We built Stus.ai to close that gap: to take the depth of Serpstat's dataset and translate it directly into outputs that professionals can use the same day, without hours of manual work in between."

— Oleg Salamakha, Serpstat

Who Stus.ai Is Built For

The platform is designed for three primary user groups:

- SEO agencies and consultants managing multiple client accounts: standardized deliverable quality across accounts, reduced time per client, no additional headcount required to scale
- In-house marketing and SEO teams: multi-hour weekly tasks — keyword research, audit reporting, content planning — reduced to minutes, freeing team capacity for execution and strategic work
- Founders and business owners running their own marketing: professional-grade SEO analysis and deliverables without the cost of an external agency or in-house specialist

About the Name

Stus.ai is named after Vasyl Stus, one of Ukraine's most celebrated poets and a dissident who was imprisoned and ultimately died in a Soviet labor camp for his writing and refusal to compromise his principles. The name was chosen to reflect the team's commitment to doing work during war.

The full story behind the name: <https://stus.ai/why-stus>

Availability

No setup required. No credit card. Users can type their first workflow task and see a live SEO workflow run within seconds of signing up.

- Free plan available during early access
- Outputs export as CSV and HTML, ready to share with clients, copywriters, or developers

Product: <https://stus.ai>

Demo video:

<https://youtu.be/qYJesqv9A5Q>

Media Contact

Serpstat

*****@serpstat.com

<https://serpstat.com/>

Source : Serpstat

[See on IssueWire](#)