

Case Study

Not Just Broken Links — A Smarter Way to Fix Your SEO

How It Started

It started with a pain point we knew too well:

SEO audits that flagged issues... but left you with a to-do list and no way to act fast. Broken links, missing redirects, and outdated URLs are all quietly killing performance.

As an SEO-led product team, we didn't just want another tool that points out problems.

We wanted one that fixes them. Automatically. Intelligently. Reliably. That's when SEO Repair Kit came to life.

From Internal Tool to Public MVP

Originally built to support our agency workflows, SEO Repair Kit quickly became essential, and we knew it needed to scale. So, we rebuilt it as a product designed for:

- Agencies handling dozens of client sites
- Website owners who don't speak "SEO"
- Developers are tired of juggling patchwork solutions

We focused on three principles:

- Repair, not just detect
- Built-in SEO best practices
- Seamless user experience



SEO Repair Kit

board

Post Type: Posts

Start Scan

en Links

What We Built and Why It's Different?

Smart Link Fixer

Scans internal and external links, flags broken ones, and gives you clear, one-click actions: remove, update, or redirect all aligned with SEO best practices.

SEO Health Dashboard (in MVP, evolving fast)

See your site's SEO health at a glance. Track improvements. Spot risks early. No fluff — just meaningful metrics.

KeyTrack (Track What Really Matters)

Choose your most valuable URLs and let the tool monitor them constantly — from link integrity to load performance. KeyTrack gives you peace of mind for your top pages.

Built for the WordPress Ecosystem

Works smoothly with RankMath, Yoast, and others. No breaking themes. No conflicts.

Designed for Everyone

You don't need to be technical. If you can use WordPress, you can fix your site with SEO Repair Kit.

What's Coming Next - Stay Ahead

Schema Manager (In Development)

Because structured data matters. Our upcoming feature will let users add and manage schema markup for FAQs, articles, reviews, and products without touching a single line of code. Think SEO-optimized, search-enhanced content with ease.

The Results So Far

- 1000+ installs in 4 months
- Thousands of broken links fixed
- Partnered with ListingPro, Cardio Studio, CubeWP
- Saved countless hours for marketers and devs
- Boosted rankings and crawlability across hundreds of sites

The Mission

We didn't just build a plugin. We're building the go-to repair tool for SEO-focused teams, and this is just the start. More features. More automation. More performance. All made for those who care about results.