

CASE STUDY

Make it Tool

A SaaS plataform carefully designed to provide users with exponential, up-to-date, reliable SEO information and metrics about websites, in one single place.

PROBLEM

Teams relied on scattered tools to track data making analysis slow

ROLE

Lead Software Developer across product, architecture, and delivery

OUTCOME

Unified SEO intelligence platform that consolidates data into a single real-time dashboard.

IMPACT

Consolidated 5+ tools into 1 plataform, reducing time spent by 70%

Interactive Widgets
The data is presented harmoniously for easy read.

Keyword Intelligence
Analyze search volume, difficulty, and intent for any keyword

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MAKE IT TOOL

1

CONNECT

Enter any domain or keyword to pull live SEO data from multiple sources into one workspace.

2

ANALYZE

Backlinks, keyword volume, competitor positioning, and search intent are processed and visualized instantly.

3

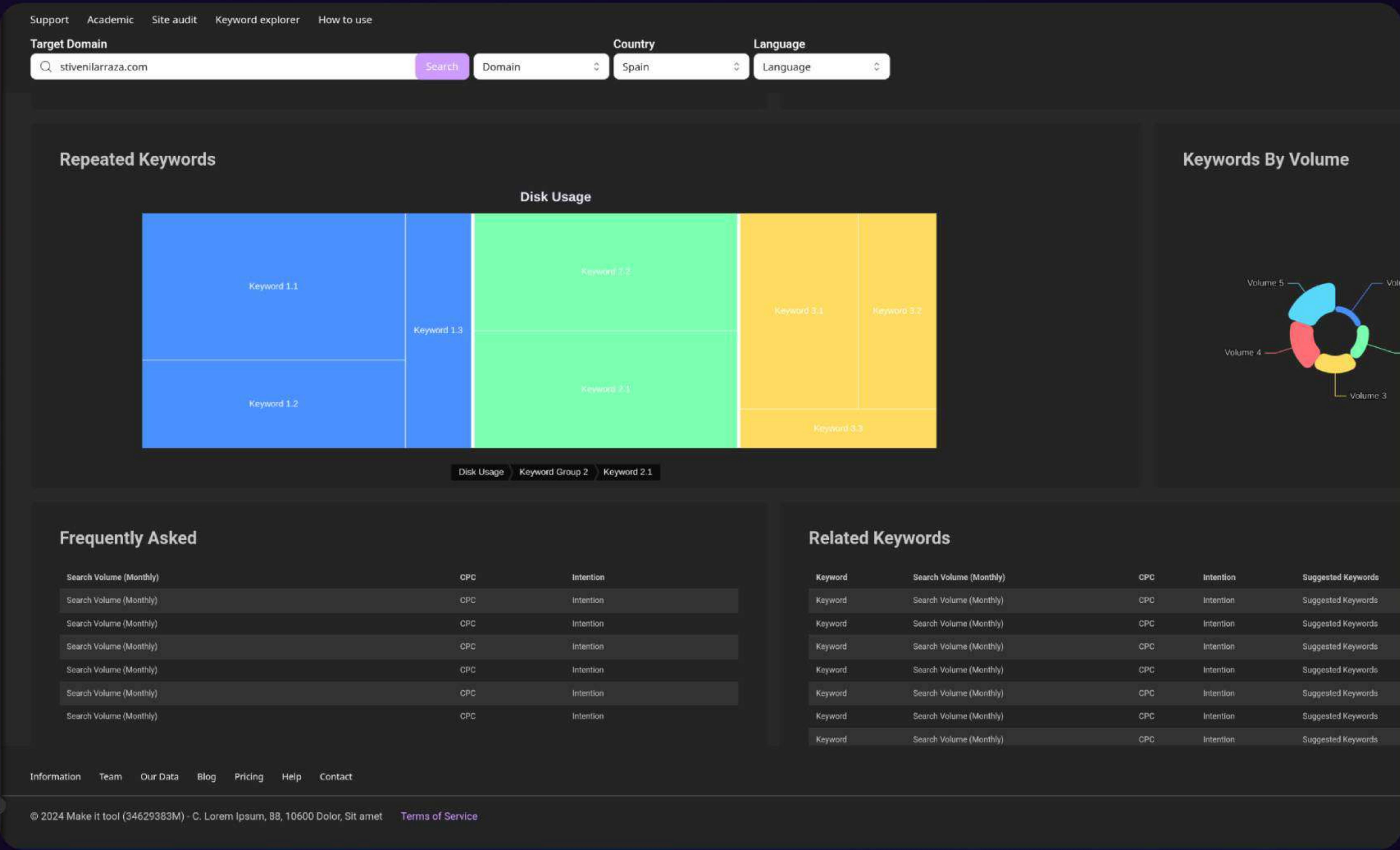
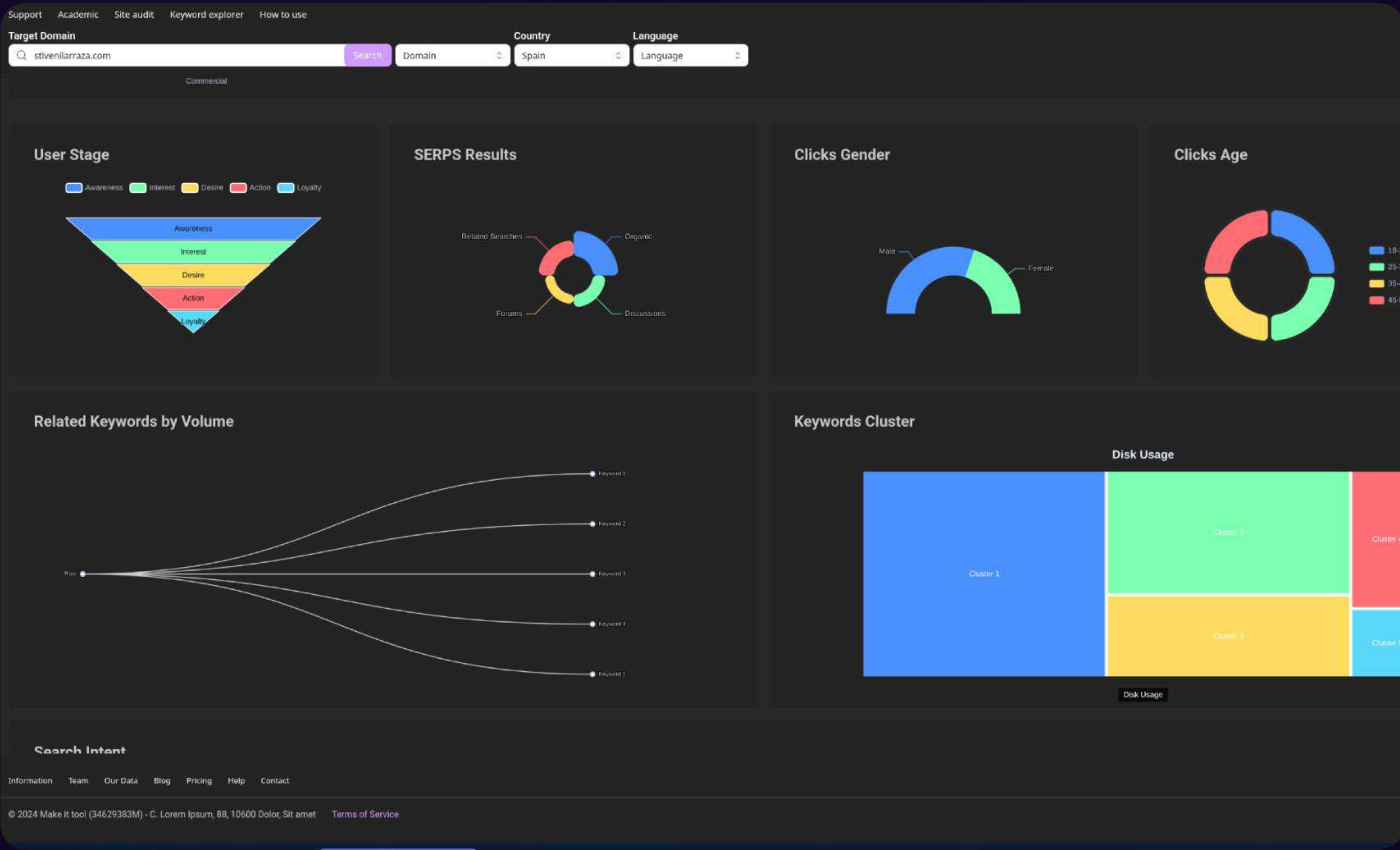
TRACK

Rankings, traffic estimates, and referring domains are monitored continuously over time.

4

REPORT

Teams export clear, actionable reports to guide content and growth decisions.



TECH STACK

- REACT
- CLOUDFLARE
- MONGODB
- REDIS
- NODE.JS
- API
- MICROSERVICES
- SOCKET.IO