



CloudStream

WEB, SEO & ADS · 2026

Load fast. Get found. Win the customer.

A fast website, search visibility, ads and content, built by one team and measured by the customers they bring in.

WHAT'S INSIDE



Fast websites

Headless WordPress, Astro & Cloudflare



SEO & AI search

Technical, local and AI search visibility



Paid ads

Google, Meta, LinkedIn & YouTube



Content writing

Pages, articles and ad copy that convert

THE PROBLEM

Great businesses lose customers **before the first conversation.**

Usually not because of price or service. Because the website, search, ads and content were built separately, by different people, and nobody connected them.



Slow, heavy websites

Bloated themes and plugins make pages slow on phones. Visitors leave before they read a word.



Invisible in search

Competitors show up on Google, in Maps and in AI answers. You don't, even when you're the better choice.



Ads you can't trace

Clicks and form fills look good on a dashboard, but nobody can say which campaign produced paying customers.



Content that never ships

The blog was last updated a year ago, so search engines and customers have little reason to come back.

One connected system, **not four separate vendors.**

Each part makes the others work better. A fast site lifts every ad and every ranking. Content feeds SEO and ads. And everything is measured in one place.

01 · BUILD

A fast website

Headless WordPress on Astro, delivered from Cloudflare's global network.

02 · GET FOUND

SEO & AI search

Technical SEO, Google Business Profile and pages AI search can quote.

03 · DRIVE DEMAND

Paid ads

Google, Meta, LinkedIn and YouTube, each used for what it does best.

04 · CONVINCING

Content writing

Service pages, articles and ad copy written for your buyers.

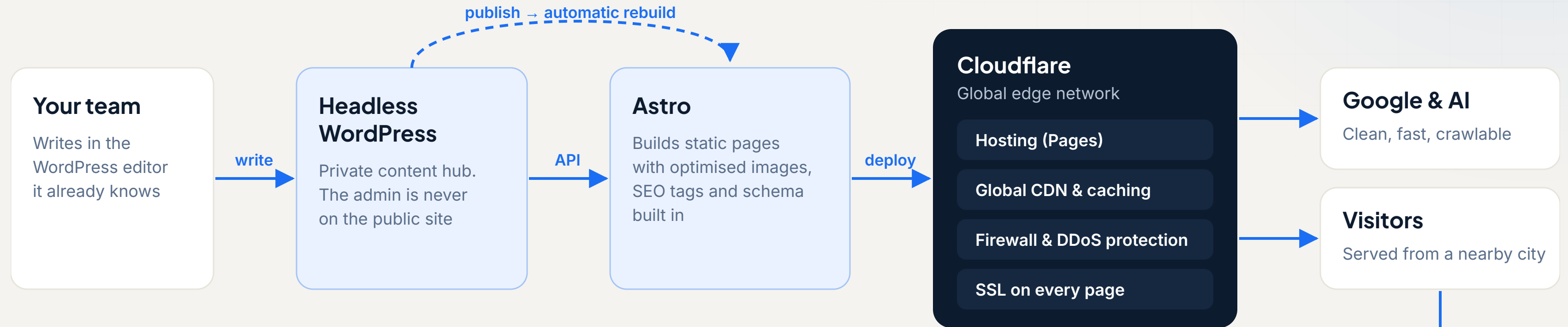
05 · MEASURE

Customers, not clicks

Every lead tracked from first visit to paying customer in your CRM.

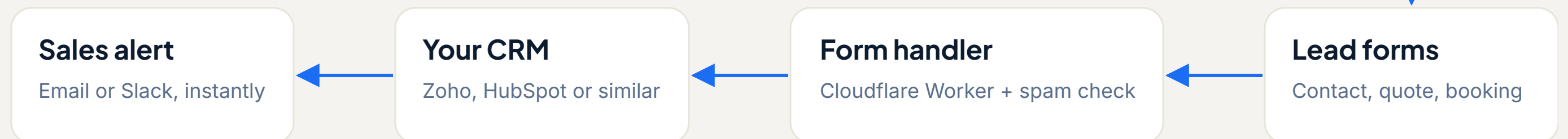
Headless WordPress + Astro + Cloudflare

PUBLISHING & DELIVERY



LEADS & DATA

Analytics: GA4 and Search Console track traffic and rankings



WHY IT MATTERS

Faster for visitors. Safer for you. Easy for your team.

Speed

Pages are pre-built and served from the edge. No database work happens when a visitor arrives.

Security

The WordPress admin and plugins sit behind the scenes, not on the public site, with Cloudflare's firewall in front.

Familiar editing

Your team keeps the WordPress editor. New pages and posts go live automatically.

Scale & uptime

A traffic spike from an ad or a mention is spread across Cloudflare's global network.

CORE WEB VITALS

Built to pass Google's page-experience checks

Largest Contentful Paint

How fast the main content appears

$\leq 2.5\text{ s}$

Interaction to Next Paint

How quickly the page responds

$\leq 200\text{ ms}$

Cumulative Layout Shift

How stable the page is while loading

≤ 0.1

Google's published "good" thresholds (web.dev/vitals). Core Web Vitals are part of Google's page-experience signals.

Be the obvious choice on Google, Maps and AI answers.

Search has changed. Customers still search on Google, but they also ask AI assistants. We set your site up to be found, understood and quoted in both.

TECHNICAL SEO

- ✓ Clean site structure and indexing
- ✓ Schema markup for services, locations and FAQs
- ✓ Core Web Vitals passing on mobile
- ✓ Sitemaps, redirects and no broken links

LOCAL SEO

- ✓ A complete Google Business Profile for every location
- ✓ Consistent name, address and phone everywhere
- ✓ A page for each service and each location
- ✓ A steady flow of reviews, each one answered

AI SEARCH (AIO / GEO)

- ✓ Answer-first pages AI assistants can quote
- ✓ Expert authors with real credentials
- ✓ The same facts everywhere, so AI describes you accurately
- ✓ Tracking for AI Overviews and assistant mentions

The right channel **for each job.**

We don't spread budget everywhere. Each platform is used for what it does best, and judged by the customers it brings in.

Google Search

BEST FOR

People actively searching for your service right now

FORMATS

Search, Performance Max, call ads

Meta

BEST FOR

Reaching local consumers before they start searching

FORMATS

Facebook & Instagram, lead forms, video

LinkedIn

BEST FOR

B2B buyers by job title, industry and company size

FORMATS

Sponsored content, lead gen forms

YouTube

BEST FOR

Building trust with video and re-engaging past visitors

FORMATS

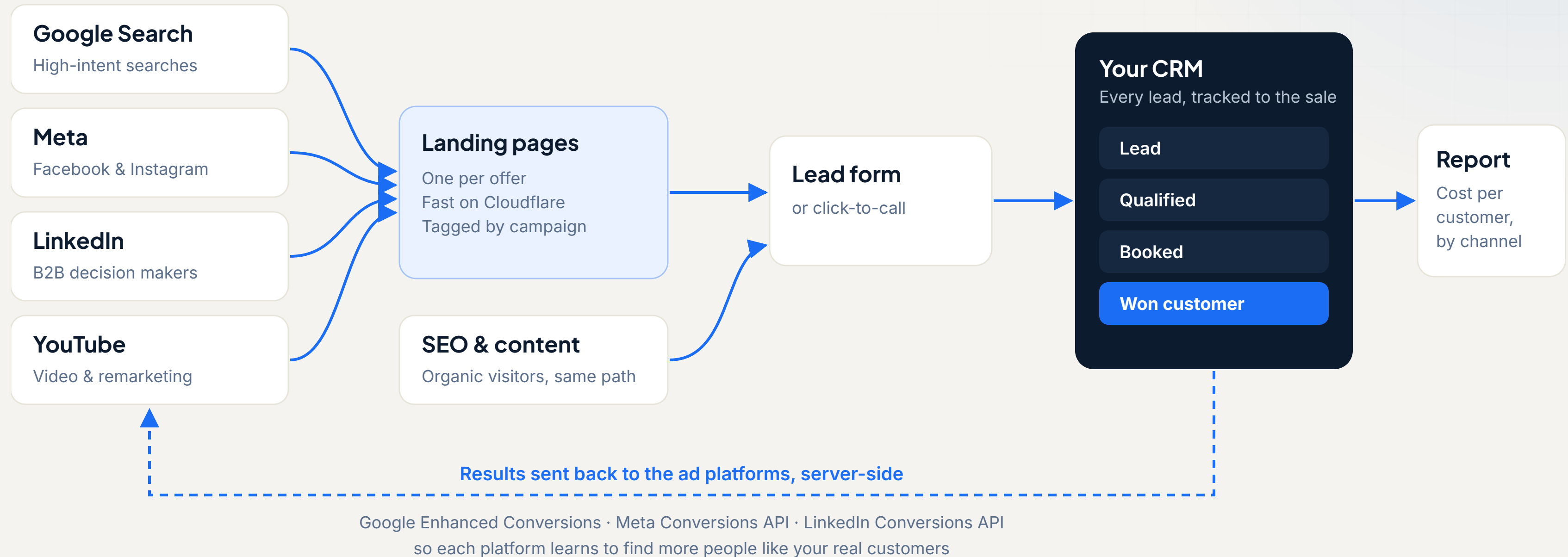
In-stream, Shorts, remarketing



Every campaign gets its own fast landing page, and is judged on **cost per customer**, not cost per click.

Every channel, measured by real customers

CHANNELS



Content that ranks, and convinces.

Every page and article is planned around what your buyers actually search for and ask, then written to turn that reader into an enquiry.

STEP 1

Research

Keywords, competitor gaps and the questions customers ask.

STEP 2

Plan

A content calendar of service pages, articles and FAQs.

STEP 3

Write

Answer-first, in your voice, with a clear next step.

STEP 4

Review

Your experts check the facts before anything goes live.

STEP 5

Publish & reuse

Live on the site, then turned into ad copy and social posts.

WE WRITE

Service & location pages

Blog articles & guides

FAQs

Landing pages

Ad copy & headlines

Email & newsletters

Social posts

RESULTS

Faster sites. More customers finding them.

Results from our published case studies.

AQUARIUS INSTITUTE · HEALTHCARE EDUCATION

<2s

Page load time

Down from around 6 seconds on the legacy WordPress site

Top 3

Search ranking

For core program searches, in search engines and AI search

~30%

Early-phase growth

With Meta campaigns delivering enrollment leads to the inbox

THERAPY AT HOME · IN-HOME THERAPY

~20%

More organic traffic

From a faster site that passes Core Web Vitals, plus SEO and new content

~30%

Faster lead response

With every referral tracked in one system, first contact to care

DESIDEA · ENTERPRISE TECHNOLOGY

~25%

Faster page loads

With pages now passing Google's speed checks (Core Web Vitals)

~15%

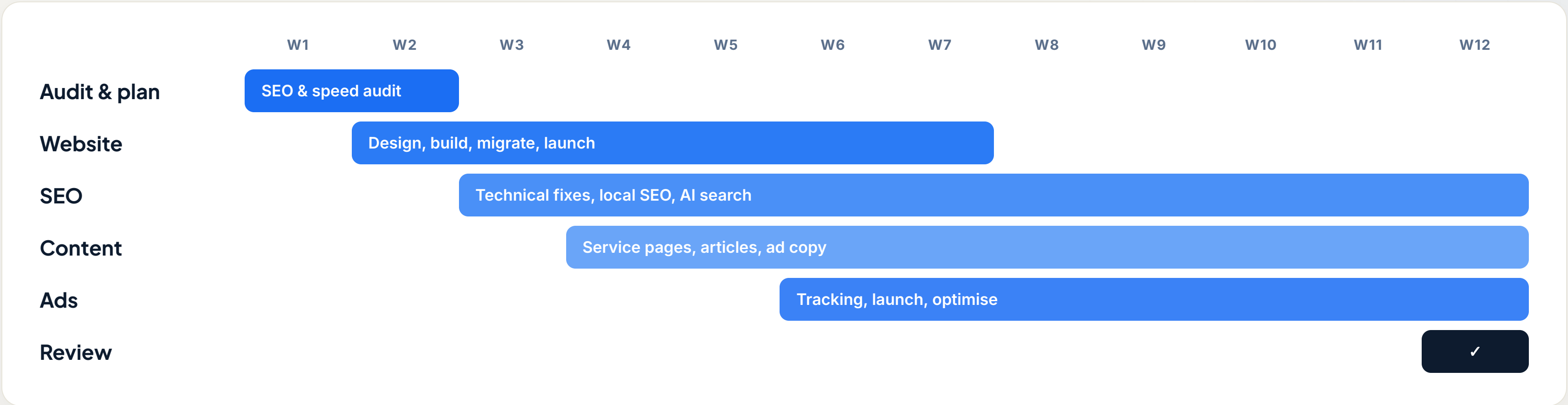
More organic traffic

From technical SEO fixes and new technical content



From audit to live campaigns in about 90 days.

Work runs in parallel where it can, so search and ads aren't waiting on the full rebuild.



Timelines are typical and depend on site size, content and integrations. SEO and content continue month to month after launch.



Shoaib Mohiuddin

Founder & Chief Executive Officer

Technical lead experience at Microsoft and Oracle.
Bridges business strategy and technology execution.

LET'S TALK

Let's see where your customers are going.

Book a free 30-minute consultation. We'll check your site speed, search visibility and ad tracking, and show you the fastest wins. No obligation.

[Book a free consultation →](#)

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