

AUDIT REPORT

Competitor Analysis: Cloudstore Africa

Site: cloudstore.africa

Audit type: Competitor analysis

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Definition used in this report: "money queries" are the searches that describe what the company sells (hosting, VPS, domains, email, cloud), taken from the site's own Search Console data. "Won territory" means Cloudstore holds position 1-3. "Winnable" means position 4-10. "Gap" means absent from the top 10. Cloudstore is the cloud business of ST DIGITAL; st.digital's rankings are the family's own wins, not competitor positions.

Executive Summary

Cloudstore owns one idea in the search results: "cloud Africa." It holds the top spot on the four queries that carry that concept (africa cloud, cloud africa, cloud afrique, cloud africain), and it is the only African provider visible on the cloud-hosting terms. Everywhere else, the territory belongs to others: Google takes the email queries, OVHcloud and nom-domaine.fr take the domain queries, and local Cameroon hosts (camoo.hosting, nindohost, vspotech.host) take the web-hosting and VPS queries. The link profile that should support these rankings is thin: 22 referring domains, of which 17 carry a template anchor that reads like a link-package footprint.

The three facts that define the position:

1. **Cloudstore holds position 1-3 on 4 of 55 money queries:** all of them the "cloud afrique" family, and position 4-10 on 5 more.
2. **46 of 55 money queries are gaps,** including the commercial core: hébergement web cameroun, vps cameroun, email professionnel, verifier nom de domaine, and the Cote d'Ivoire hosting market.
3. **The link profile is 22 referring domains, 17 of them carrying the package footprint:** the anchor text reads "high quality dofollow backlinks da 50 pa 40 premium pbn network service." Three real links (the Togo registry, a community forum, one editorial article) and one press link (now deleted) are all the organic support the domain has.

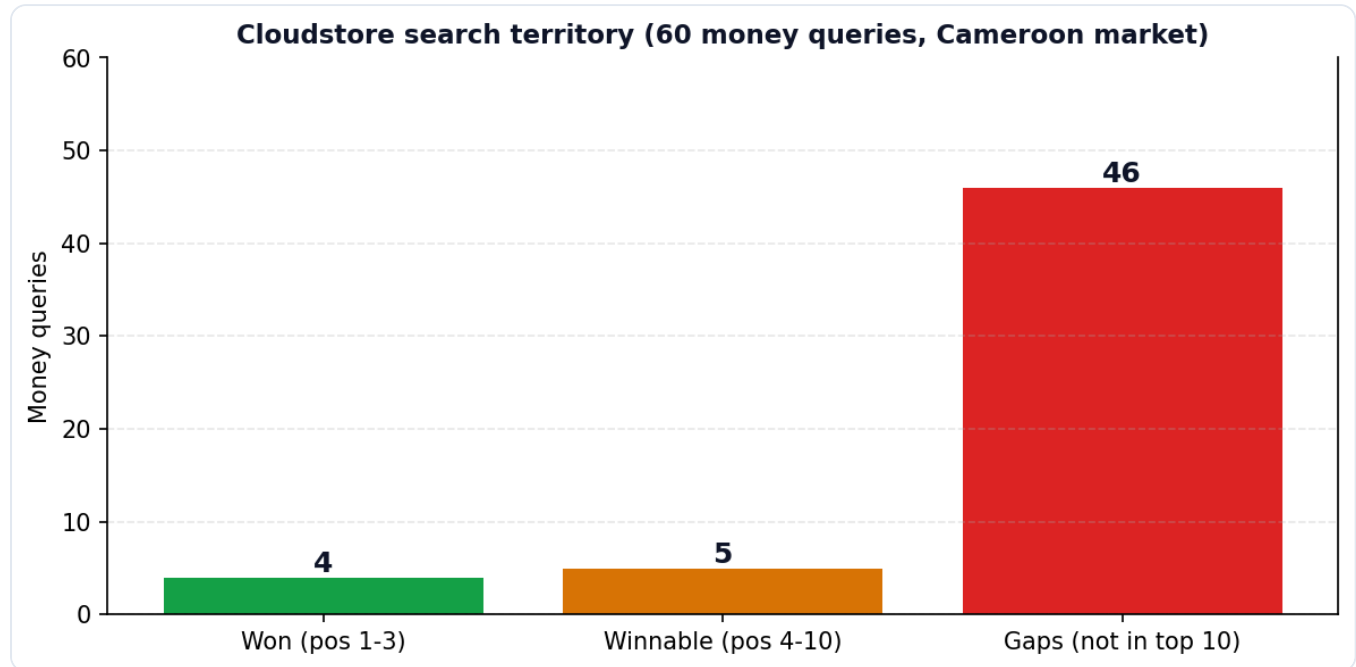
Key takeaway: the brand concept is winning, the product pages are not. Cloudstore ranks for what it is (an African cloud company) and not for what it sells (web hosting in Cameroon, VPS, email, domains). The hosting and VPS queries are the immediate opportunity: they are commercial, they are local, and the current leaders (camoo.hosting, nindohost, vspotech.host) are the same size as Cloudstore.

Methodology and data window

- 55 money queries from the site's Search Console export (non-brand queries with 40+ impressions, May to August 2026).
- Live search results for each query, Cameroon market, French language, pulled in August 2026. Position 1-10 recorded per query.
- **Backlink data:** the site's own link export (22 referring domains) and the full profile report (35,917 active backlinks, 19 referring domains, DA 15, PA 25, CF 30, TF 21).
- **Definition of severity:** GREEN = won territory (pos 1-3). AMBER = winnable (pos 4-10). RED = gap (absent from top 10).

The Search Territory Map

For each money query, the table shows Cloudstore's position and who holds the top spots (live results, Cameroon market):



Query	Cloudstore	Leader	#2	#3
africa cloud	1	cloudstore.africa	afcloud.africa	africaoncloud.net
cloud africa	1	cloudstore.africa	cloudafrica.net	cloud4africa.net
cloud afrique	1	cloudstore.africa	sbs-software.com	agenceecofin.com
cloud africain	1	cloudstore.africa	sbs-software.com	ibracilinks.com
hébergement cloud cameroun	4	camoo.hosting	vspotech.host	africloud.com
serveur de cloud computing afrique	4	ovhcloud.com	wearetech.africa	agencewebgram.com
hébergement web en afrique	6	ibracilinks.com	hosteur.africa	hodi.host
hébergement web cameroun	8	camoo.hosting	vspotech.host	kamerhosting.com
hébergement web au cameroun	8	camoo.hosting	vspotech.host	kamerhosting.com

vps cameroun	absent	nindohost.cm	atalnetworks.com	camoo.hosting
vps côte d'ivoire	absent	cloud.orange.ci	nindohost.ci	hostoweb.ci
hébergement web côte d'ivoire	absent	nindohost.ci	tpecloud.ci	safaricloud.net
hébergeur web côte d'ivoire	absent	nindohost.ci	tpecloud.ci	safaricloud.net
email professionnel	absent	workspace.google.com	sitew.com	lws.fr
adresse mail professionnelle	absent	workspace.google.com	lws.fr	sitew.com
adresse email professionnelle	absent	workspace.google.com	lws.fr	sitew.com
verifier nom de domaine	absent	ovhcloud.com	nom-domaine.fr	entreprendre.service-public.gouv.fr
verifier domaine	absent	nom-domaine.fr	ovhcloud.com	godaddy.com
vérification de domaine	absent	nom-domaine.fr	entreprendre.service-public.gouv.fr	ovhcloud.com
data center colocation cameroun	absent	st.digital (parent)	dgb.cm	facebook.com
st digital	absent	st.digital (parent)	cm.linkedin.com	jeuneafrique.com
hébergement cloud computing afrique	absent	wearetech.africa	ibrazilinks.com	ovhcloud.com
cloud informatique afrique	absent	itu.int	ey.com	sbs-software.com
africa cloud vps server	absent	cloud.co.za	virtualservers.co.za	hostfirst.com
african cloud platform provider	absent	unicloudafrica.com	africacs.com	xalamanalytics.com
cloud hosting price	absent	cloud.google.com	digitalocean.com	hostinger.com
certificat ssl rdc	absent	afriregister.cd	camgovca.cm	hodi.host
espace client	absent	client.orange.cm	client.at.dz	sfr.fr
accéder au cloud	absent	icloud.com	support.apple.com	play.google.com

Winning territory (positions 1-3): africa cloud (#1), cloud africa (#1), cloud afrique (#1), cloud africain (#1). All four are the same concept, and all four are held against weak competition (sbs-software.com, cloudafrica.net,

afcloud.africa).

Winnable territory (positions 4-10): hébergement cloud cameroun (#4), serveur de cloud computing afrique (#4), hébergement web en afrique (#6), hébergement web cameroun (#8), hébergement web au cameroun (#8).

The gaps that matter (commercial queries, absent from top 10):

- **vps cameroun:** nindohost.cm, atalnetworks.com, camoo.hosting. Cloudstore sells VPS (its /fr/vps page gets 847 impressions and ranks 7.6 for its own terms) but does not appear for the purchase query.
- **hébergement web cameroun / au cameroun:** camoo.hosting and vsptech.host own both. Cloudstore's hosting page (/fr/hosting) ranks 5.4 for its own terms.
- **email professionnel family:** Google Workspace, sitew.com, lws.fr own every phrasing. This is Cloudstore's second-biggest product (professional email) and it is absent.
- **verifier nom de domaine:** OVHcloud and nom-domaine.fr own the domain-checking queries. Cloudstore sells domains (its domain checker is a live /fr/domain-search) and is absent.
- **vps / hosting côte d'ivoire:** nindohost.ci, tpecloud.ci, cloud.orange.ci own the Ivorian market; Cloudstore has Cote d'Ivoire pages and sells there, and is absent.

■ The Competitive Landscape

The local hosting and VPS rivals (the realistic fight)

- **camoo.hosting:** the leader on hébergement web cameroun and hébergement web au cameroun (#1 both), also present on hébergement cloud cameroun (#1) and vps cameroun (#3). The same size and market as Cloudstore. The single most important competitor.
- **nindohost** (nindohost.cm and nindohost.ci): the leader on vps cameroun and the entire Cote d'Ivoire market (hébergement web côte d'ivoire, hébergeur web côte d'ivoire, vps côte d'ivoire). Multi-country, aggressive, currently out of Cloudstore's reach on Ivorian terms.
- **vsptech.host:** #2 on all three Cameroon hosting queries.
- **atalnetworks.com:** #2 on vps cameroun.
- **kamerhosting.com:** #3 on both Cameroon hosting queries.
- **africloud.com:** #3 on hébergement cloud cameroun.
- **tpecloud.ci, safaricloud.net, hostoweb.ci, cloud.orange.ci:** the Ivorian hosting/VPS layer.

The global players (harder fight, different game)

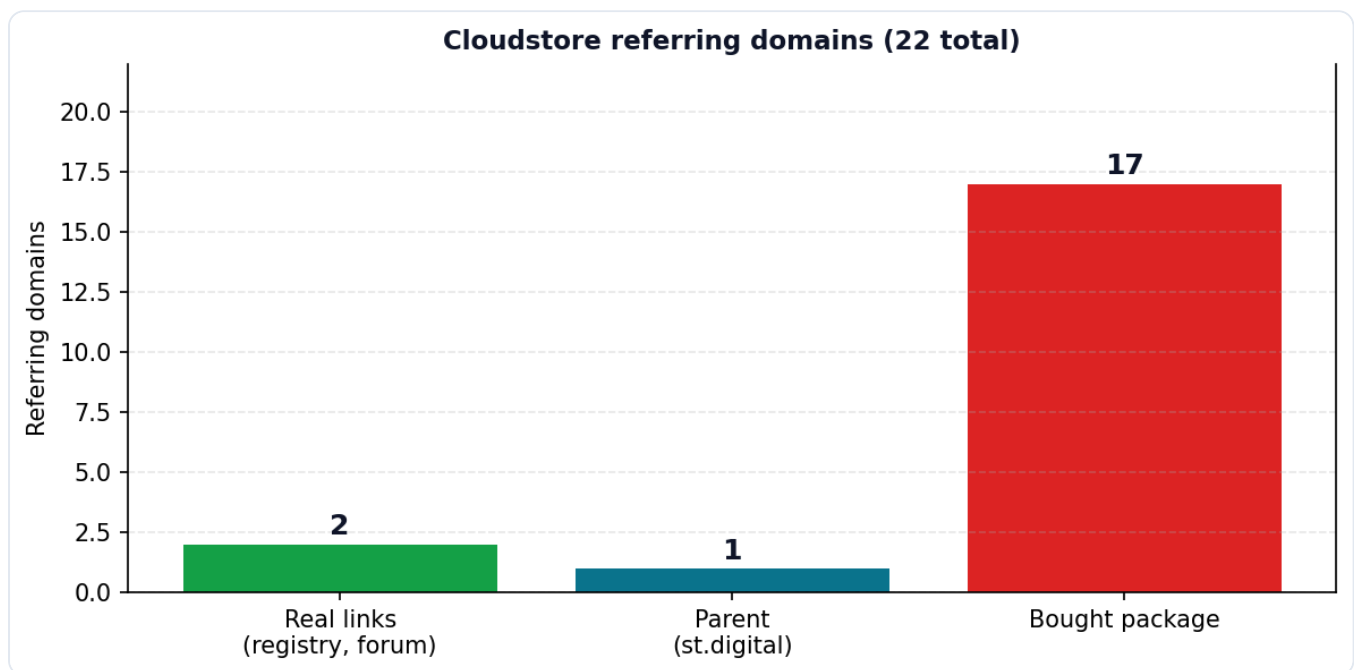
- **Google Workspace:** #1 on every email-professionnel phrasing. Cloudstore cannot outrank Google on the concept; it wins by owning the local phrasing (email professionnel cameroun, email avec domaine africain) or by owning the comparison ("email professionnel pas cher afrique").
- **OVHcloud / nom-domaine.fr / GoDaddy:** own the domain-checking queries. Same logic: Cloudstore wins the local comparison, not the generic term.
- **cloud.google.com, digitalocean.com, hostinger.com:** own "cloud hosting price". Price-comparison content is the entry.

The parent

- **st.digital** ranks #1 on "data center colocation cameroun afrique centrale" and "st digital cameroun". This is the family's own win: Cloudstore and ST DIGITAL are the same company, and the colocation demand flows to the group. It is not a competitor position. The family also supplies the link volume: st.digital is the largest referring domain in Cloudstore's profile (36,142 of the 35,917 active backlinks).

The Link Profile

The headline numbers



- Domain Authority 15/100, Page Authority 25/100, Citation Flow 30, Trust Flow 21.
- 35,917 active backlinks (last 4 months), 72,319 all-time.
- 22 referring domains in the fresh export (the full report shows 19; the export is newer).
- Dofollow ratio 99.99%. Branded anchors 50%.

What the 22 referring domains actually are

The real ones (4):

- **nic.tg** (the Togo domain registry): TF 31, anchor "st digital". A registry link is a genuine authority signal.
- **forum.yunohost.org**: a community forum thread on self-hosting in Cameroon, anchor is the bare URL. Real but low value.
- **armellesitchoma.com**: an editorial article about the ST Digital app launch ("ST Digital lance une application pour la souveraineté numérique de l'Afrique"). The only organic editorial article in the profile.
- **digitalbusiness.africa** (African tech press): an image link on the homepage, marked DELETED in the export: the link no longer exists.

The parent (1): st.digital contributes the volume (36,142 links). One domain, but it is the family's own support.

The problem cluster (17): seagame9.com, rakantrading.net, luckyjungle-swedish.com, fittyfoody.com, hostprinter.com, chordmp3.net, onlyhealthydeals.com, bisprofit.com, newsblogsports.site, econuma.com, aiznh.com, takes.sbs, takes.homes, digitalseotool.com, ready.pro, newwebsiteslist.com, xploredomains.com. The anchor text on several reads verbatim: "high quality dofollow backlinks da 50 pa 40 premium pbn network service cloudstore.africa rank first page google fast seo link building". **That anchor is a giveaway:** it is the seller's sales pitch, not a description of Cloudstore, and it reads exactly like the template spam networks stamp across hundreds of sites. Seventeen domains sharing one anchor template is the signature of a link package, and it is the kind of footprint that is easy for a search engine to recognize and discount.

Why this matters

The profile that Google sees is: one registry, one forum thread, one editorial article, one deleted press link, and seventeen package placements. That is the reason Domain Authority sits at 15: the volume is there (35,917 links), but the authority is not, because the bulk comes from one domain (the parent) and the rest is a recognizable package. The 17 domains carry no editorial value on their own: they have no traffic, no topical relevance to hosting, and no readers. Their only contribution is the footprint, and the footprint is what does not age well: as the site grows, a 17-domain template pattern is the kind of thing that gets flagged, and removing it then is harder than not adding to it now.

The family link (st.digital, 36,142 links) is legitimate and strong, but one domain cannot carry a profile. A normal competitive profile in this market has dozens of editorial domains: press, directories, partners, customers.

What the profile needs (the contrast)

The leaders Cloudstore faces hold their positions without the package pattern: camoo.hosting and nindohost rank #1 on hosting queries with normal local profiles (directories, press, customer sites). The way to outrank them is not more placements of the same kind; it is links that look like the leaders': from sites with traffic and relevance, with anchors that describe the business (hosting in Cameroon, cloud Africa, VPS), not anchors that describe a service sold to the site.

■ The Strategy (where Cloudstore wins next)

Priority 1: Own the "cloud afrique" wins with product depth

The four #1 positions are the brand's territory, but the competition on them is weak (sbs-software.com, cloudfrafrica.net). Defend them and deepen them: make the /fr/vps and /fr/hosting pages answer the cloud-afrique query intent (African cloud, local payment, sovereignty), so the concept query converts into the product pages it currently misses.

Priority 2: Attack vps cameroun and hébergement web cameroun

The sharpest commercial gap. camoo.hosting and vsptech.host hold #1-2 with normal profiles; Cloudstore already has the product pages and ranks 5.4-7.6 on its own terms. The move: on-page alignment of /fr/vps and

/fr/hosting with the purchase query (title, H1, service table, Cameroon-specific proof: datacenter location, FCFA pricing, local support), plus the technical fixes from the technical audit (server-rendered HTML so Google reads the pages). These queries convert: someone searching "vps cameroun" is buying.

Priority 3: Win the local email phrasing

Google owns "email professionnel". Do not fight it. Own the local/comparison phrasing instead: "email professionnel cameroun", "email professionnel avec domaine africain", "email pro pas cher afrique". A page per phrasing with a comparison table (Cloudstore vs Google Workspace vs sitew: price in FCFA, storage, domain included, support in French) is the entry.

Priority 4: Rebuild the link profile on links that look like the leaders'

First action: disavow the 17 template-anchor domains in the link tool. This clears the footprint from the profile; it does not add authority. Then add the links the profile lacks: press (digitalbusiness.africa style, alive), African directories, customer and partner sites, the registry/community tier (more nic.tg-style links), and the parent's authority used properly (st.digital linking with descriptive anchors that describe Cloudstore, not bulk links). Whatever placements get added should carry anchors that describe the business (hosting in Cameroon, cloud Africa, VPS) and come from sites with traffic and relevance: that is what the current leaders have and what the current profile does not.

Priority 5: Enter the Ivorian market deliberately

nindohost.ci, tpecloud.ci and cloud.orange.ci own Cote d'Ivoire. Cloudstore has the pages (/en/pays-cote-divoire exists) but no visibility. Same play as Priority 2: align the country pages with the Ivorian purchase queries, then build Ivorian links (Ivorian press, directories, partners).