

AUDIT REPORT

GEO Audit: Cloudstore Africa

Site: cloudstore.africa

Audit type: Generative Engine Optimization (GEO): how Cloudstore appears in AI answers

Audit date: August 2026

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Definition used in this report: "AI answers" are the responses generated by AI systems that cite sources: Google's AI Overviews (shown in search results) and chat LLMs (ChatGPT, Perplexity, Claude, and similar). "Citation" means the AI names Cloudstore or ST Digital, or lists their pages as sources. "Absent" means the query produces an AI answer that does not mention either brand. Cloudstore is the cloud/hosting business of ST DIGITAL; both names are the same operation, and the report treats an ST Digital recommendation as a family win.

Executive Summary

Cloudstore's AI presence splits two ways: the systems that can read the brand recommend it, the systems that cannot ignore it. And the brand itself is split: the AI answers do not consistently know that Cloudstore and ST DIGITAL are one operation.

The three facts that define the GEO position:

1. **The chat LLMs recommend the family** for data residency, sovereignty, and local hosting: ST Digital / Cloudstore Africa is named as the best fit for banks, professional services, and compliance-focused firms on the hosting query, and ST Digital is a first-tier recommendation on the sovereign-cloud query for Cameroon and Central Africa.
2. **Google's AI Overviews ignore the brand:** on the readable overviews (the Cameroon hosting queries), the answers name Camoo Hosting, Nindohost, VSP TECH, and KamerHosting. Cloudstore is absent from every readable overview, even though Search Console shows 1,098 AI Overview impressions over the window (homepage 266).
3. **The entity relationship is declared one-way:** Cloudstore's page says it is also known as ST DIGITAL; st.digital never states that Cloudstore is its own business, so the AI systems split the family across two names instead of attributing one operation.

Key takeaway: the AI systems that can read the brand (chat LLMs) already recommend it; the systems that cannot (Google's AI Overviews) cite competitors instead. The gap is the same one the technical audit found: the pages that would earn citations (country pages, blog posts) are not indexed, so the AI Overviews have no Cloudstore content to cite. Fixing indexation is the precondition: without indexed pages, no citation strategy can work. With indexed pages, the chat-LLM knowledge becomes the content the AI Overviews can cite.

Current AI visibility (baseline)

Google's AI Overviews (from Search Console, 84 days)

- 1,098 AI Overview impressions across 93 cited pages.
- Trend: flat (first half averaged 13.4 impressions/day, second half 12.7/day).
- Top cited pages: homepage (266), the "meilleur hebergeur web cameroun" blog post (154), /fr/vps (107), /en/pays-cameroun (41), /en/pays-gabon (40).

- Dead pages still earn impressions: the deleted knowledgebase article (36) and /apropos.php (25) appear in the cited list, confirming the AI systems are pulling from the same stale index the technical audit found.
- Markets: Cameroon (326), Cote d'Ivoire (107), Gabon (79), Togo (67), Benin (54), Morocco (46).

Chat LLM snapshot

Live checks across the major chat LLMs in August 2026 (fresh sessions, answers read directly):

Result	Frequency
ST Digital / Cloudstore Africa named best fit for data-residency and security-sensitive hosting	yes, on the web-hosting query
ST Digital a first-tier recommendation for sovereign cloud in Cameroon and Central Africa	yes
ST Digital named for VPS with data-residency needs (Douala cloud region, GPU workloads)	yes
Professional email: Google Workspace, Zoho, Microsoft 365 recommended; no Cloudstore mention	consistently
Google AI Overviews: readable answers name Camoo, Nindohost, VSP TECH, KamerHosting	consistently

Where the AI Answers Cite Cloudstore (the citation map)

For each money query, the table shows what the AI answer does (live checks, August 2026):

Query	AI answer status
Best web hosting in Cameroon	ST Digital / Cloudstore Africa named best fit for data residency and security (chat LLM); AI Overview names Camoo, Nindohost, VSP TECH, KamerHosting
Best VPS hosting in Cameroon	ST Digital named for data-residency and GPU workloads (chat LLM); no AI Overview
Best cloud providers Africa, sovereign cloud	ST Digital first-tier for Cameroon and Central Africa (chat LLM)
Professional email hosting Cameroon	Google Workspace, Zoho, Microsoft 365 named (chat LLM); AI Overview cites a video explainer
Hébergement web cameroun / au cameroun	AI Overview names Camoo, Nindohost, VSP TECH, KamerHosting; Cloudstore absent
Adresse mail professionnelle family	AI Overview explains the concept; Cloudstore absent

The pattern: the chat LLMs attribute the brand correctly and recommend it where its positioning lives (sovereignty, data residency, local hosting). Google's AI Overviews do not see it: on the readable hosting overviews, the competitors win the AI answer exactly as they win the organic results.

What the Chat LLMs Actually Say (August 2026)

Live checks across the major chat LLMs (ChatGPT, Perplexity, Claude, and similar), fresh sessions, answers read directly:

1. **"Best web hosting in Cameroon for business websites"**

"ST Digital / Cloudstore Africa is the best fit for data-residency, security-sensitive, or scalable workloads." Recommended for "banks, professional services, government-adjacent organizations, high-growth businesses, compliance-focused firms." "ST Digital operates a Tier III facility in Douala and offers local cloud, hosting, private cloud, colocation, disaster recovery/business continuity, and managed services." Also named: CAMTEL Hosting (strongest all-round local choice), a digital agency (small businesses), and a cost-conscious provider.

2. **"Which company offers the best VPS hosting in Cameroon?"**

ST Digital named for "strict Cameroon data-residency needs" and for "AI, GPU, or high-compute workloads" (a sovereign GPU-hosting offering). "ST Digital explicitly provides a Douala cloud region." "ST Digital is the better fit if your application serves users in Cameroon or nearby Central/West African markets." Also named: CAMTEL (enterprise, Tier III near Yaounde) and a cost-conscious international option.

3. **"What are the best cloud providers in Africa for sovereign cloud and data sovereignty?"**

"Regional recommendation: Cameroon and Central Africa. For your Cameroon focus, ST Digital should be among the first providers you evaluate. It is the most natural starting point if your non-negotiable requirements include sovereign hosting, local datacentres, and cybersecurity rather than only access to a public-cloud region elsewhere in Africa."

4. **"Best professional email hosting for Cameroon companies with a custom domain"**

Google Workspace named best all-round, Zoho Mail best budget option, Microsoft 365 for Microsoft users, and a "Cameroon-based provider offering hosting and email" as the best local-support option. Cloudstore not named in the readable answer.

The pattern across the chat LLMs: the family is recommended where its positioning is explicit (data residency, sovereignty, local hosting, VPS for the Douala region). It is absent where the query is generic (professional email), where the global providers own the concept. The brand is known: the question is whether the AI systems attribute it to the right pages, which is a rendering and entity problem, not an awareness problem.

The Entity Problem (why the AI answers split the family)

Problem: the AI systems do not consistently know that Cloudstore and ST DIGITAL are one operation. Some answers merge them ("ST Digital / Cloudstore Africa"), others present them as alternatives ("ST Digital or CAMTEL"), and on the email query neither is named despite a "Cameroon-based provider" slot existing. The relationship is declared in only one direction: Cloudstore's own page says it is also known as ST DIGITAL, and

st.digital lists The CloudStore as a service in its navigation, but neither site tells the AI systems that the two are one company.

Evidence: Cloudstore's about page describes the company as "Cloudstore Africa" and also "ST DIGITAL", based in Douala, serving seven countries, and its schema declares alternateName "ST DIGITAL". st.digital's homepage describes "ST DIGITAL AFRICA", lists The CloudStore as a service, and links to cloudstore.africa (nav and body), but it never states in words or schema that Cloudstore is its own business: no "our brand", no subOrganization declaration. The link exists; the stated relationship does not.

Business impact: when an AI answer treats the brands as alternatives ("ST Digital or CAMTEL"), the recommendation lands on only one name: the family loses half its identity in that answer. It also blocks a better outcome: since Cloudstore handles hosting and ST Digital handles the datacenter side, the ideal AI answer would credit both by name for their respective specialties. But no LLM can construct that answer today, because nothing tells it the two names belong to one company.

Fix: declare the relationship on both sites, two ways: the structured data (schema) and a normal sentence on the page.

On st.digital, add to the existing Organization schema a subOrganization entry pointing at Cloudstore:

```
{
  "@type": "Organization",
  "name": "ST DIGITAL AFRICA",
  "url": "https://st.digital",
  "subOrganization": {
    "@type": "Organization",
    "name": "Cloudstore Africa",
    "url": "https://cloudstore.africa"
  }
}
```

On cloudstore.africa, add parentOrganization to its existing Organization schema:

```
{
  "@type": "Organization",
  "name": "Cloudstore Africa",
  "alternateName": "ST DIGITAL",
  "url": "https://cloudstore.africa",
  "parentOrganization": {
    "@type": "Organization",
    "name": "ST DIGITAL",
    "url": "https://st.digital"
  }
}
```

And on both sites, a sentence in the visible page text (footer or about page): "Cloudstore is the cloud and hosting brand of ST DIGITAL." The AI systems then have a consistent signal that the two are one operation rather than

two companies competing. The declaration does not decide which site gets cited for which query (that comes from each site's own content), and attribution will not change overnight: re-check the AI answers after the change to see whether the split narrows.

■ The Citability Audit (why the AI systems cite what they do)

AI systems cite sources that are readable, quotable, structured, and current. Mapping Cloudstore against those criteria:

What already earns citations:

- The /fr/vps page (107 AI impressions) and the "meilleur hebergeur web cameroun" blog post (154): the blog post is the site's strongest content and already draws AI attention.
- The sovereign/regional positioning (Tier III Douala, seven countries, FCFA payments): the chat LLMs know this and repeat it.
- The dead pages still earning impressions (knowledgebase article 36, /apropos.php 25): the AI systems are pulling from the stale index, not the live pages.

What blocks citations:

- **The country pages carry the homepage title with no canonical or hreflang** (the technical audit's RED-3): Google treats them as homepage duplicates, so the country content (which the AI systems want to cite for regional queries) is not readable as distinct pages. The blog posts are well-formed yet unindexed, so the AI Overviews cite the competitors who are indexed.
 - **The entity relationship is not declared both ways**: the AI systems cannot attribute the family consistently.
 - **The generic service pages are thin** (the technical audit measured ~600 words average): the email and domain pages offer nothing quotable for the queries where Cloudstore is absent.
 - **No FAQ/schema structure** on the service pages, the most-cited content type in AI answers.
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■ The Strategy (how Cloudstore gets cited more)

Priority 1: Fix the indexation blockers first

The chat LLMs already recommend the brand; Google's AI Overviews cite competitors instead. The technical audit's RED-3 shows why the citable content is not in the AI's reach: the country pages carry the homepage title (no canonical, no hreflang), so they read as homepage duplicates, and the well-formed blog posts sit unindexed alongside them. The fix is the technical audit's cleanup-first order: remove the dead URLs, give the country pages their own titles and language signals, confirm the blogs are in the sitemap and linked, then re-request indexing. Until the pages are indexed, the AI Overviews have no Cloudstore content to cite and will keep citing Camoo and Nindohost.

Priority 2: Declare the entity both ways

Declare the relationship on both sites: st.digital states that Cloudstore is its cloud and hosting business (linking to cloudstore.africa), Cloudstore states that it belongs to ST DIGITAL (linking to st.digital), in the structured data

and on the visible page. This gives the AI answers a consistent signal, reducing the risk of them presenting the brands as alternatives. Which site gets cited for which query is decided by each site's own content, not by the declaration; the declaration makes the family readable as one, and the content decides the citations.

Priority 3: Convert the chat-LLM knowledge into citations

The chat LLMs already say the right things: Tier III Douala, seven countries, FCFA payments, sovereign hosting. Put those exact facts on the pages in quotable form (a "why host with Cloudstore" block on /fr/vps and /fr/hosting with the datacenter facts, the country list, and the payment methods), so the AI Overviews can cite the pages instead of the chat LLMs relying on their training data.

Priority 4: Make the blog the citation engine

The "meilleur hebergeur web cameroun" post is already the second-most-cited page. Give it and the other money blog posts the structure AI systems quote: a definition in the first section, a comparison table (Cloudstore vs camoo.hosting vs nindohost), and FAQ sections with schema. The posts that already rank at 6-8 organically become the pages the AI answers cite.

Priority 5: Recreate the dead knowledgebase content

The AI systems still pull the deleted knowledgebase article (36 impressions). The content (DNS guides, sovereign-cloud explainers) is exactly what AI answers quote. Recreate it at the new address, 301 the old URLs, and it becomes citable content instead of a stale citation.

Priority 6: Win the local email phrasing

Google Workspace owns the email concept in both the chat LLMs and the AI Overviews. Do not fight the generic term. Publish the comparison page (Cloudstore vs Google Workspace vs Zoho: price in FCFA, storage, domain included, support in French) with schema, and the AI answers gain a quotable local option for the "Cameroon-based provider" slot they already leave open.