

AUDIT REPORT

Competitor Analysis: st.digital

Site: st.digital

Audit type: Competitive landscape, search-territory map, opportunity analysis

Audit date: August 2026

Audit type: Competitive landscape, search-territory map, opportunity analysis

Site: st.digital

Audit date: August 2026

Definition used in this report: "money pages" are the pages that sell the company's services (cloud, datacenters, cybersecurity, AI, training, and related offers). Demand data comes from the site's Google Search Console export (12 months, August 2025 - August 2026). Search positions and leaders come from live Google results for Cameroon (the site's home market), pulled on August 2026.

Executive Summary

st.digital holds strong positions on a narrow set of localized queries, and is absent from the much larger demand that sits in its own product areas. The gap is not "create new services": the services exist. The gap is visibility: Google shows real demand (hundreds to thousands of impressions) for cloud, server, backup, and datacenter terms, and st.digital either ranks far below the first page or does not appear at all.

The three facts that define the opportunity:

1. **457 commercial queries** sit in st.digital's product areas (cloud, datacenters, servers, backup, security, training, managed services, colocation). Of these, 34 have real ongoing demand (at least one impression per day).
2. **34 meaningful queries** (at least one impression per day, current position below 10) are open opportunities: demand exists, st.digital is effectively absent.
3. **The direct rival with the strongest positions (OVHcloud) also has the deepest content** (1,418 words avg vs st.digital's ~600). Content depth is the difference between ranking and not ranking on these queries.

Key takeaway: st.digital has won the localized queries it pursued (data center cameroun #2, data center gabon #1, cloud cameroun #1) but has not pursued the generic demand in its own product categories: where the impressions are 10-100x larger.

The Demand Map (9 clusters, 34 meaningful queries)

Every cluster below is built from the site's own Search Console data, limited to queries with at least one impression per day (300+ impressions over 12 months). Lower-volume queries are excluded: they are not business opportunities.

Cluster	Queries	Impressions (12 mo)	Opportunities (pos > 10)	Winnable (5-10)	Owned (1-5)
Datacenter	5	9,733	1	3	1
Cloud	5	6,492	5	0	0
Digital transformation	6	4,069	3	3	0

Country/regional	1	2,870	0	1	0
Backup	5	2,641	5	0	0
Servers	5	2,291	5	0	0
Training	3	1,538	3	0	0
Security	3	1,439	2	1	0
Managed services	1	508	1	0	0

How to read this: "Opportunities" are queries where st.digital's position is below 10 (effectively invisible) despite Google showing demand. "Winnable" are positions 6-10: close to the first page, reachable with better content. "Owned" are positions 1-5 (defend). The impression numbers are the demand Google actually shows.

The Opportunity Table (25 open opportunities)

The open opportunities: queries with at least one impression per day (300+ over 12 months) where st.digital ranks below position 10. Each row is a concrete target with demand attached.

Reading the difficulty column: Low = the current #1 is a small or local player, winnable with better content. Medium = the current #1 is a strong specialist (OVHcloud, Veeam, ORSYS), beatable with deeper content. High = the current #1 is a global giant or encyclopedia (Google Cloud, AWS, IBM, Wikipedia), not a realistic near-term target.

Cluster	Query	Impressions (12 mo)	Current position	Difficulty	Who holds #1
cloud	cloud computing	3,717	37.9	High	en.wikipedia.org
cloud	veeam cloud connect	1,230	28.7	Medium	helpcenter.veeam.com
digital-transformation	digital	980	12.6	Low	pecb.com
servers	serveur virtuel	815	61.4	Medium	ovhcloud.com
backup	veeam backup et replication	749	26.2	Medium	veeam.com
training	transformation digitale afrique	691	14.9	Low	pecb.com
cloud	le cloud computing	670	37.0	High	en.wikipedia.org
datacenter	datacenter pue	595	57.7	Low	telehouse.fr
backup	sauvegarde professionnelle	530	49.0	Low	rubrik.com

cloud	cloud computing services	526	78.0	High	en.wikipedia.org
backup	sauvegarde replication	509	41.2	Low	rubrik.com
managed-services	digital managed services	508	17.4	Low	kwark.education
backup	sauvegarde et réplication	495	40.8	Low	rubrik.com
digital-transformation	services digital	494	53.0	Low	s2asolution.com
digital-transformation	digital support	445	26.7	Low	digitalsupportsolutions.ie
training	transformation digitale en côte d'ivoire	441	12.5	Low	pecb.com
servers	serveurs physiques	420	67.8	Low	danslenuage.quebec
training	transformation digitale abidjan	406	11.0	Low	pecb.com
servers	serveur physique ou virtuel	390	31.2	High	oracle.com
backup	veeam sauvegarde	358	24.7	Medium	veeam.com
cloud	veeam cloud	349	32.3	Medium	helpcenter.veeam.com
servers	serveur physique	342	63.4	Low	ldlc.com
security	test de sécurité informatique	339	65.7	Low	checkpoint.com
security	externaliser cybersécurité	326	55.6	Low	sedeco.fr
servers	serveurs virtuels	324	75.6	Medium	ovhcloud.com

The Competitive Landscape

The live search results for the money queries reveal three layers of competition:

Layer 1: Direct regional rivals (the real competitors):

- **OVHcloud**: the French-African cloud heavyweight. Holds #1 on "serveur virtuel" and "colocation serveur cameroun". Deep product content (1,418 words per page on average). The benchmark for cloud-product depth in francophone Africa.

- **Orange Business Cameroun:** the enterprise arm of the national operator. Holds #2 on "colocation serveur cameroun". Large site (195 pages crawled), but with many thin product pages.
- **MTN Cameroon:** the other national operator. Appears on "cloud cameroun", "colocation", "datacenter tier 3". (Site unreachable from outside the country during this audit.)
- **Local hosting players:** camoo.hosting, kamerhosting.com, vsptech.host, dtrconsulting.cm, accentmedia.cm, univers-solutions.cm. These own the "hébergement site web cameroun" and "infogérance cameroun" queries with small but focused sites.
- **ADAC (Africa Data Center):** ranks #8 for "data center cameroun" with what is essentially a landing page (no sitemap, no internal structure found in this audit).

Layer 2: Global cloud giants (context, not direct rivals):

Google Cloud, AWS, Azure, Oracle, IBM, Digital Realty. These dominate the generic English-language cloud queries ("cloud computing", "cloud computing services", "serveur virtuel", "cloud privé entreprise"). They are not competing for the same customers as a sovereign African provider, but their presence caps how high any localized page can realistically rank on those generic terms.

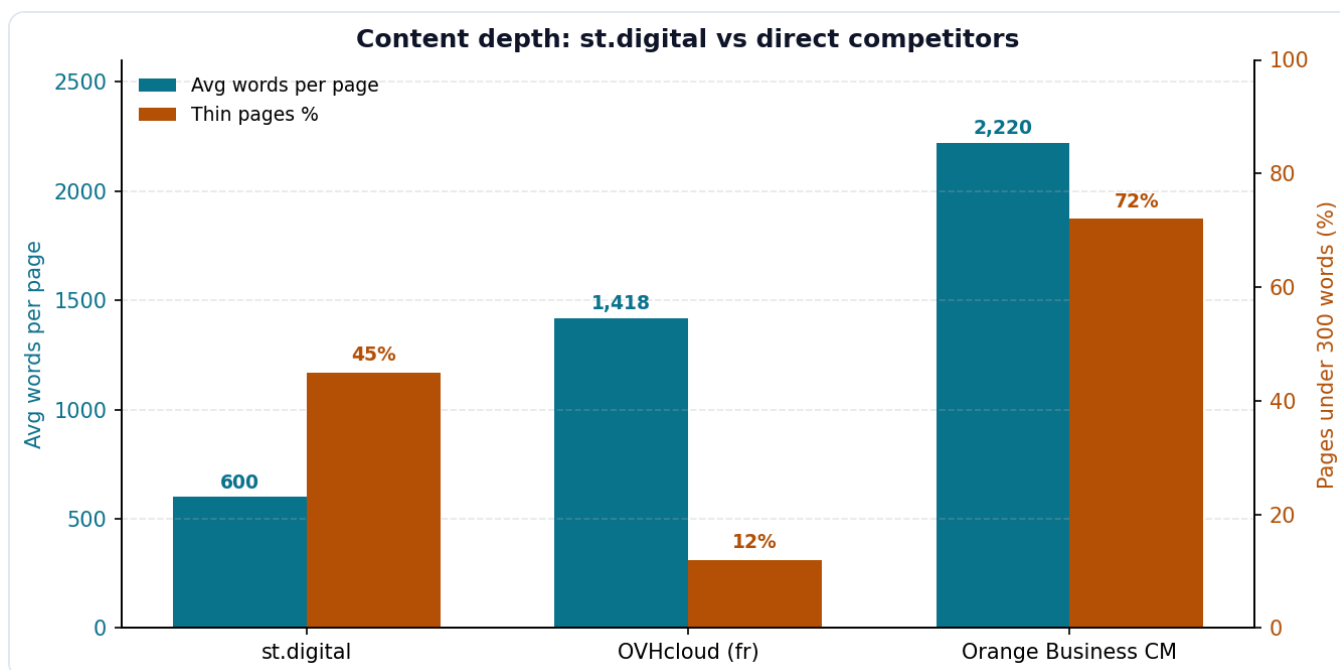
Layer 3: Press and analyst sites (the visibility layer):

wearetech.africa, cybersecuritymag.africa, digitalbusiness.africa, dcmag.fr, agenceecofin.com, rfi.fr. These rank for datacenter/African-cloud queries and are the sites that shape perception. st.digital already appears in press coverage (the "datacenter gabon" SERP shows press articles alongside it).

Brand lookalikes: several domains trading on the brand name appear in search results: stdigital.app, stdigital.org, stdigital.in, stdigitalgroup.co, st-digital.us, stmediadigital.co, stdigitalsolutions.co. None are the company. These dilute brand SERPs: a visitor searching "st digital" can land on an unrelated lookalike, and Google's understanding of the brand entity is split across domains. Worth monitoring; if any start ranking for brand queries, the remedy is more branded content and a stronger, better-linked canonical presence on st.digital itself.

Content Depth Comparison

Site	Pages analyzed	Avg words per page	Thin pages (<300 words)
st.digital	508	~600	227 of 508 (45%)
OVHcloud (fr)	200	1,418	24 of 200 (12%)
Orange Business CM	195	2,220	140 of 195 (72%)



What this shows:

- OVHcloud publishes roughly 2.4x the content depth of st.digital per page (1,418 vs ~600 words), and its pages are overwhelmingly substantive (only 12% thin).
- st.digital's pages average ~600 words with 45% under 300 words: the thinnest of the direct competitors on substance.
- Orange Business writes long pages but has many thin product shells (72%): quantity without consistent depth.

What this means: the direct rival with the strongest positions (OVHcloud) also has the deepest, most consistent content. st.digital ranks well on localized queries but has the thinnest pages of its direct rivals. Deepening the pages that already rank would consolidate those positions, with more substance on the queries it owns rather than more pages.

Authority and Link Profile

Domain authority: 22/100. An established regional provider typically sits at 30-50; a market leader at 50+. At 22, the site's authority is the weakest structural asset: it is why the money pages cannot hold rankings on competitive terms even when the content exists.

The link profile in numbers:

- 4,322 total backlinks from 119 referring domains, 97.5% dofollow.
- Trust flow 21/100, citation flow 31/100: the gap between the two (citation far above trust) is the classic signature of a profile with volume but little editorial weight.
- 68% of referring domains rank above 1 million in global popularity: the bulk of the profile is directories, link lists, and aggregators, not editorial placements.
- The strongest links are the few editorial ones: an industry-standard body (Open-IX), a regional tech publication (Vox Africa), a ministry news page, and internet-exchange listings.

The quality problems in the profile:

- **Bulk syndication:** a news aggregator carries the largest single block of links (thousands, via automated republishing of st.digital articles). Google treats mass syndication as low-value; it inflates the count without building trust.
- **Staging leakage:** a company staging/ERP subdomain appears in the link profile with a large block of links (over two thousand, per the profile data).
- **Historical spam cluster:** a now-defunct quiz subdomain accumulated casino-gambling backlinks in 2021 (30+ links with gambling anchors in the index). The subdomain no longer resolves, but the links remain part of the profile's history.
- **Anchor spam:** one link carries the anchor "high quality dofollow backlinks da 50 pa": the signature of an SEO spam campaign someone ran against (or for) the domain.

What this means: the authority gap is not something content alone fixes. The two levers are: (1) earn editorial placements (the press layer is already working: ministry, Open-IX, Vox Africa are real wins), and (2) clean the profile's dead weight (staging links, the historical spam cluster) so the volume that remains carries more weight per link.

Technical Comparison

Site	Time to first byte	Homepage HTML size	Notes
st.digital	1.2–1.5s	188–348 KB	Page cache disabled; site-wide 1.4s+ server delay (detailed in the technical audit)
OVHcloud (fr)	0.66s	1,124 KB	Fast server, heavy page (CDN-backed)
Orange Business CM	1.91s	132 KB	Slower server, lighter page
ADAC	2.62s	39 KB	Small landing site

What this shows: OVHcloud's server responds in under 0.7 seconds; st.digital's takes 1.2–1.5s before the first byte, roughly double. The page-cache fix identified in the technical audit (bringing time-to-first-byte under 300ms) would move st.digital from the slowest tier of direct competitors to the fastest, on every page at once. Speed is a ranking factor and a conversion factor; this is a measurable competitive disadvantage today, and a measurable advantage once fixed.

Where st.digital Wins, Where It Is Missing

Winning territory (positions 1-3):

- "data center gabon": #1
- "cloud cameroun": #1
- "hébergement cloud afrique": #1 (via Cloudstore, st.digital's own cloud business)

- "cloudstore": #1
- "cloudstore africa": #1
- "data center cameroun": #2
- "datacenter afrique": #2
- "datacenter tier 3 cameroun": #2
- "transformation digitale afrique": #3
- "datacenter gabon": #3

Winnable territory (positions 4-8):

- "formation cloud cameroun": #4
- "colocation serveur cameroun": #5
- "cloud souverain afrique": #6
- "externalisation informatique cameroun": #8

Missing (not in the top 10):

- The generic high-demand terms: "cloud computing", "cloud computing services", "serveur virtuel", "cloud africain", "cloud privé entreprise"
- The Cameroon hosting/infogérance layer: "hébergement site web cameroun", "infogérance cameroun"
- Product-adjacent: "veeam cloud connect", "sauvegarde professionnelle", "cybersécurité entreprise cameroun"

Recommendations (in priority order)

1. **Consolidate the winning territory first.** The localized queries at positions 1-3 are the business's differentiation working. Deepen those pages (the content comparison shows st.digital's are the thinnest among direct rivals) to defend and widen the gap. One strong page per owned query, not more pages.
2. **Capture the winnable positions 4-8.** "Colocation serveur cameroun" (#5) and "cloud souverain afrique" (#6) are directly on-strategy; the pages exist and rank, but sit below competitors with more depth. Upgrading the /colocation and /cloud-souverain pages (more substance, clearer sub-offers, the linking fix from the technical audit) is the cheapest ranking gain available.
3. **Attack the highest-value gaps with the services that already exist.** The 25 open opportunities are not new business ideas: they are existing services with no visibility. The three highest-value attacks:
 - **Backup cluster (2,641 impressions, 5 queries, 0 owned):** st.digital is a Veeam partner; "veeam backup et replication" (749 imp) and "sauvegarde professionnelle" (530 imp) have no ranking. One strong backup page + a Veeam page captures a cluster where st.digital has the product and no competitors of substance.
 - **Server cluster (2,291 impressions, 5 queries, 0 owned):** "serveur virtuel" (815 imp) at position 61 while st.digital sells virtual servers. OVHcloud owns this; a focused, deep serveur-virtuel page is the direct challenge.
 - **Cloud generic terms:** "cloud computing" (3,717 imp) at position 37.9 is the largest single demand. Not winnable against the giants in a month, but the page should exist and feed the localized terms where the brand already wins.
4. **Fix the technical disadvantage (from the technical audit).** The page-cache fix (time-to-first-byte from 1.2–1.5s to under 300ms) removes the one dimension where a direct competitor (OVHcloud at 0.66s) currently out-performs the site on every request.

5. **Use the press layer as a lever.** st.digital already earns press placements that rank (agenceecofin, digitalbusiness, wearetech). More of that coverage is the only realistic path into the generic datacenter/African-cloud queries where content alone cannot compete with the giants.

End of report.