

AUDIT REPORT

GEO Audit: st.digital

Site: st.digital

Audit type: Generative Engine Optimization (GEO): how st.digital appears in AI answers

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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, Gemini, and similar). "Citation" means the AI names st.digital or lists st.digital's pages as a source. "Absent" means the query produces an AI answer that does not mention st.digital at all.

Executive Summary

st.digital's AI presence is strong where its positioning is clear and absent where it is not. The AI systems know the brand on localized, sovereignty, and cybersecurity terms; on generic service terms they name competitors instead. One trust issue compounds the problem: at least one AI system flags the "Tier III-compliant" claim as unverified marketing language rather than certified fact.

The three facts that define the GEO opportunity:

1. **Google's AI Overviews cite st.digital on 7 of 20 money queries** (data center cameroun, data center gabon, cloud cameroun, cloud africain, datacenter afrique, formation cloud cameroun, datacenter tier 3 cameroun), and the site's AI Overview impressions are growing (roughly doubling over the measurement window).
2. **The chat LLMs recommend st.digital as the strongest locally rooted option for enterprise cybersecurity in Cameroon** and as especially compelling for sovereign cloud in Central and Francophone West Africa.
3. **The same systems do not cite st.digital for generic service queries:** Veeam backup, serveur virtuel, sauvegarde, and generic cloud answers name competitors or global providers instead.

Key takeaway: st.digital is already a known entity in AI answers where its positioning is clear (localized, sovereignty, security). The opportunity is to extend that citation to the generic service queries where demand is largest, by publishing quotable, verifiable, structured content on those topics.

Current AI Visibility (baseline)

Google's AI Overviews (from Search Console, 85 days)

- 11,404 AI Overview impressions across 832 cited pages
- Trend: growing (first half of the window averaged 86 impressions/day, second half 181/day)
- Top cited pages: homepage (2,068), /gabon (576), the Fortinet pricing blog (478), the Ubuntu 22.04 blog (429), /datacenters (411)
- Markets: Cameroon (2,153), United States (961), Morocco (952), Gabon (840), Cote d'Ivoire (618)

Chat LLM snapshot

Live checks across the major chat LLMs (ChatGPT, Perplexity, Claude, and similar) on August 2026 (fresh sessions, real answers):

Result	Frequency
ST Digital named as a top cybersecurity option in Cameroon	1 of 2 systems checked (the other named 11 competitors, not st.digital)
ST Digital named as a sovereign-cloud leader for Central/West Africa	yes, with sites and certification detail
ST Digital / DLA01 listed among Cameroon's main data-center operators	yes, with facility-level detail (address, DC Byte, CAMIX PoP)
ST Digital invisible on generic queries (Veeam backup, cloud recommendations)	consistently
AI visibility index	Near-zero overall (ChatGPT 0, Gemini 4), concentrated in Google's AI Overviews

Where the AI Answers Cite st.digital (the citation map)

For each money query, the table shows what the AI answer does today (live pull, Cameroon market, August 2026):

Query	AI answer status
data center cameroun	Cited + named
data center gabon	Cited + named
cloud cameroun	Cited + named
cloud africain	Cited + named
datacenter afrique	Cited + named
formation cloud cameroun	Cited + named
datacenter tier 3 cameroun	Cited + named
hébergement cloud afrique	Named
colocation serveur cameroun	Named
cloud computing	No AI Overview
cloudstore	No AI Overview
serveur virtuel	Absent
cybersécurité entreprise cameroun	Absent
transformation digitale afrique	Absent

cloud souverain afrique	Absent
veeam cloud connect	Absent
hébergement site web cameroun	Absent
cloud privé entreprise	Absent
sauvegarde professionnelle	Absent
infogérance cameroun	Absent

The pattern: every citation is on a query where st.digital's positioning is local or sovereign (cameroun, gabon, afrique, tier 3). Every absence is on a generic service query (Veeam, backup, serveur, security, cloud privé). The AI systems know what st.digital is; they do not know what st.digital sells in generic terms.

What the Chat LLMs Actually Say

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

1. "Best cybersecurity service providers in Cameroon for enterprises"

One LLM: "For most large organizations in Cameroon, ST Digital is the strongest locally rooted option to shortlist first because it combines local Tier III infrastructure in Douala, cloud/DR capability, and a 24/7 security operations capability."

Another LLM, same question: ST Digital not mentioned at all. It named 11 other providers (CyberZone, SOFTSEC, CYBERIX, ESSOKA, Andradys, AFRILANE, Groupe TACHE, Perspective, Treten, Fanan, SGS) with regulatory context (ANTIC). The split: some AI systems know st.digital's security offer, others have no knowledge of it.

2. "Best cloud providers in Africa for sovereign cloud and data sovereignty"

"The leading options vary by jurisdiction: ST Digital is especially compelling in Central and Francophone West Africa; Safaricom Cloud in Kenya; Nigerian local [providers]..."

"Certified Tier III data centers and sovereign-cloud infrastructure across seven countries; named sites include Douala, Grand-Bassam, and Nkok."

3. "Which company runs the best data center in Cameroon for colocation?"

"A Douala-focused contender: ST Digital's STD Douala... marketed as a carrier-neutral, Tier III-compliant data center. But 'Tier III compliant' is not necessarily the same as holding an Uptime Institute Tier III certification."

Bottom line: "include ST Digital Douala only after validating its certification, available power, carrier diversity, and support model."

4. "Which companies operate data centers in Cameroon? Name the providers and their facilities."

"At least six significant operators": CAMTEL (Zamengoe), Orange (Tier III+, Maképé), MTN (DC1/DC2), **ST Digital / DLA01** ("Carrier-neutral, Tier III-compliant facility; major commercial colocation site"), CAMPOST (government), Ringo.

The ST Digital entry: "75 Rue de l'Union Française, Douala... DC Byte identifies ST Digital as the operator and calls DLA01 its Douala data center. DataCenterMap describes it as the first carrier-neutral Tier III-compliant

data-center site built in Central Africa... CAMIX's third PoP was brought into service at the ST Digital data center in July 2026."

ST Digital ranked among "the most relevant facilities where enterprises, cloud providers, ISPs or content companies can potentially colocate equipment."

5. **"Which cloud services and datacenter services does ST DIGITAL offer in Cameroon?"** (by name)

Detailed and accurate: the Douala next-generation facility, the sovereign cloud/hosting portfolio, private cloud, cloud backup and continuity, remote hands and monitoring.

6. **"Who provides Veeam cloud backup and replication services in Africa?"**

Only South African providers named (Routed and similar). st.digital is not mentioned despite being a Veeam partner.

7. **"Recommend a cloud provider or datacenter in Cameroon for business"**

CAMTEL and MTN recommended; "Cameroon Cloud (Cloudstore Africa)" (st.digital's own cloud business) named among notable local options.

The pattern across the chat LLMs: ST Digital is cited and recommended where its positioning is explicit (cybersecurity, sovereign cloud, Cameroon data centers, by-name queries). It is invisible where the query is generic (Veeam backup, cloud provider recommendations), and at least one major system has no knowledge of the brand at all for cybersecurity. The split between systems is itself the finding: the brand's AI presence depends on what each system's knowledge base contains, which is exactly what the strategy below strengthens.

■ The Citability Audit (why the AI systems cite st.digital where they do)

LLMs cite sources that are quotable, verifiable, structured, and current. Mapping st.digital's pages against those criteria:

What already earns citations:

- The /datacenters page (cites Tier III, carrier-neutral, Douala): cited by Google's AI Overview and the chat LLMs
- The /gabon page (sovereign data center launch, with press coverage): cited by AI Overview and supported by press articles
- The sovereign cloud positioning across seven countries (Douala, Grand-Bassam, Nkok): cited by the chat LLMs
- The press layer (cybersecuritymag.africa, wearetech.africa coverage of the Gabon launch): cited as AI sources
- The CAMIX interconnection fact (third PoP at the ST Digital data center, July 2026): cited by the chat LLMs

What blocks citations:

- **Generic service pages are too thin to quote** (the technical audit measured ~600 words average). LLMs quote definitions, specs, and comparisons; thin pages offer nothing quotable for Veeam, backup, or serveur virtual queries.
- **The Tier III claim is flagged as unverified.** At least one chat LLM explicitly distinguishes "Tier III compliant" (marketing) from "Uptime Institute Tier III certification" (verifiable). No page presents the certification as a checkable fact with the certificate number, scope, and date.
- **No FAQ/schema structure on service pages**, the single most-cited content type in AI answers.

- **No original Africa-specific data:** the AI answers cite dgb.cm's study, not st.digital's own numbers. LLMs cite unique data over recycled content.

■ The Strategy (how st.digital gets cited more)

Priority 1: Publish verifiable certifications as facts

The single highest-impact move. Create a certification page (or a block on /datacenters) that states, as checkable facts: the Tier III status with the certifying body, certificate number, scope, and date; ISO 27001 status; the PUE; uptime targets. The AI systems explicitly asked for this: a chat LLM's follow-up suggestion was "What ISO certifications does ST Digital hold in Douala?" Publishing the answer makes the AI systems cite the fact instead of flagging the claim.

Priority 2: Make the generic service pages quotable

For each invisible query cluster (Veeam/backup, serveur virtuel, security, cloud privé), publish a page with: a clear definition in the first section (LLMs lift these verbatim), the specs and differentiators, and a comparison table (st.digital vs generic cloud vs local alternatives). The backup cluster is the sharpest case: st.digital is a Veeam partner, yet the chat LLMs name only South African providers for "Veeam backup Africa." One quotable Veeam page captures that citation.

Priority 3: Add FAQ sections with schema to the cited pages

The pages already earning citations (homepage, /gabon, /datacenters, /cameroun) get 5-8 real questions with FAQPage schema. This is the cheapest way to convert existing citation into deeper answers (the AI can quote the FAQ directly).

Priority 4: Publish original Africa data

The AI answers cite dgb.cm's datacenter study and press coverage. st.digital should publish its own original dataset (e.g., a Cameroon datacenter market report, a sovereignty survey, uptime/certification data). Unique data is the strongest citation magnet in GEO: LLMs prefer it over recycled content, and it is naturally quotable.

Priority 5: Keep the cited pages current

The AI systems cite current facts (the CAMIX PoP from July 2026). Pages that go stale lose citations to fresher sources. Update the cited pages (datacenters, gabon, cameroun, the pricing blog) on a defined cadence.

Priority 6: Strengthen the entity across the AI systems

The brand lookalikes (from the competitor audit) and the sub-brand naming (Cloudstore) split the entity: AI systems sometimes answer with "Cameroon Cloud (Cloudstore Africa)" instead of "ST Digital." Consistent naming, Organization schema with sameAs across properties, and one canonical "who we are" page help the AI systems attribute the brand correctly.

