

PRODUCT MARKETING CASE STUDY FOR



A buyer-first rebuild that sells itself — 100+ installs, 17% paid conversion, zero promotion

100+

active installs on
WordPress.org

4.6 / 5

rating across 9
reviews

17%

free-to-paid
conversion

\$0

paid promotion



AKM Aminul Islam

Product Marketing & GTM for SaaS & WordPress

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PRODUCT MARKETING CASE STUDY · BOLTAUDIT (AI SAAS) · 2026

Positioning an AI SaaS around the buyer who actually pays

How a buyer-first repositioning — carried through the product UI, the website and a 20+ article SEO/AEO engine — turned a developer-facing tool into a product that ships to WordPress.org and converts with zero paid promotion.

● The product

BoltAudit is an AI-powered website audit tool for WordPress — technical, SEO and AEO audits with guided fixes, delivered as a WordPress plugin and SaaS. I joined as **Product Marketing & GTM Consultant (contract, project-based) for BetterDots**, partnering directly with the founder, when the product was still a concept and a prototype. boltaudit.com

● The challenge

A designer had already delivered the full product and website design — and the craft was good. But everything was built **for developers**. So I asked the question the design had skipped: **who actually makes the buying decision for this product?** Most of the time, it is not a developer. Site owners, marketers and agency leads decide whether a website-audit tool gets bought — and the product was speaking fluently to an audience that would never make the purchase.

WHAT THE DESIGN ASSUMED

Built for developers

- Dense technical terminology
- Specs and settings, no visuals
- A story only engineers could follow
- Buyer: the person who installs it



WHO ACTUALLY BUYS

Site owners · marketers · agency leads

- Plain language, outcomes over specs
- Screenshots that show the fix
- A story about the site, not the code
- Buyer: the person who pays for it

The buyer wasn't the person the design assumed — so the fix couldn't stop at messaging. If non-technical buyers were going to understand the product, the perspective had to change everywhere: the positioning, the content, and eventually **the design of the product itself**.



● The approach

I worked from the buyer backwards — repositioning first, then carrying that one perspective into every surface the buyer touches.

REPOSITION · FIND THE REAL BUYER

From developer jargon to buyer language

Mapped who actually decides the purchase, then rewrote the product perspective and all content around their pain points — plain terms, visuals, outcomes over specs.

REDESIGN · PROVE IT, DON'T ARGUE IT

A sample UI that became the whole job

Designed a sample product UI/UX from the end-customer's perspective for the founder to brief his designer with. He appointed me to design the full product and website — alongside the marketing role.

One perspective, zero drift

- 1 Positioning**
Buyer, pain, outcome — decided first
- 2 Product UI/UX**
Screens designed from the site owner's seat
- 3 Website**
Same words, same visuals, same promise
- 4 20+ SEO/AEO articles**
Buyer questions, built for AI search
- 5 WordPress.org v1**
Shipped with the listing written for the buyer

Every surface built by one hand, from one buyer's perspective — that alignment is why the content converts better than anything around it. Some subscribers say outright they bought because of the design and how it works.

Pull, not push

The deliberate part: **we haven't promoted it.** No ads, no AppSumo, no launch posts, no community threads. WordPress.org is the primary launch vehicle, and paid promotion is on hold by design for the first 60 days after v1.

WordPress.org listing · organic & AI search

Free version install

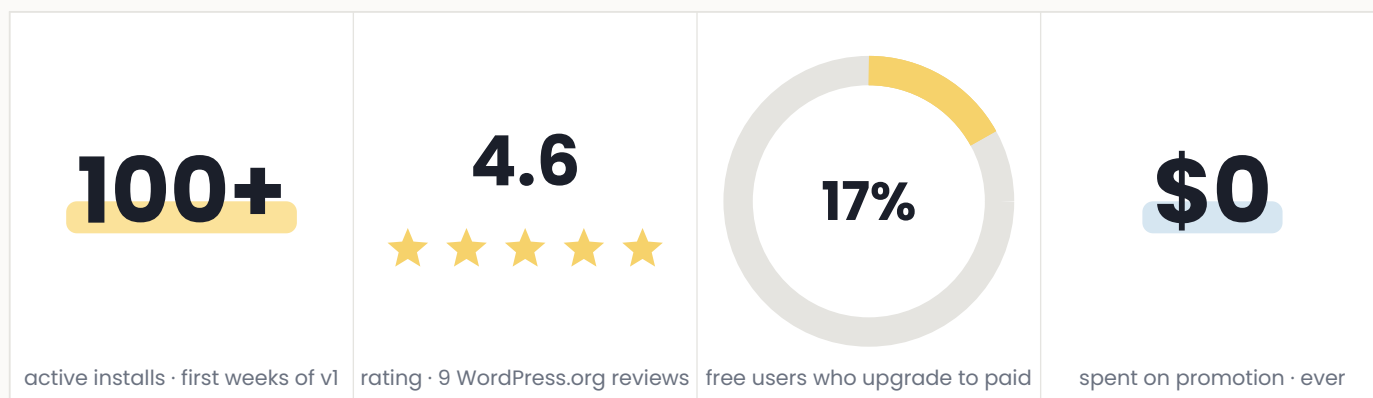
Guided audit + fixes

17% upgrade to paid



● The results

Pre-promotion numbers, from the public record — WordPress.org and the product's own reporting.



Pull, not push — 100+ installs within the first weeks of the WordPress.org release, with no announcement anywhere.

Clear to non-technical users — 4.6/5 across the first nine reviews, from the buyers the product was rebuilt for.

17% free-to-paid — with no discounting, no promotion and no sales motion behind it.

20+ SEO/AEO articles ranking on Google and surfacing in AI search, driving direct traffic to the plugin.

A living case study. These are pre-promotion numbers — the launch sequence (WordPress.org · community · Product Hunt) is still under way and paid promotion is deliberately on hold. Updated figures land after the 60-day window closes.

"If you know what your buyer is actually looking for — their perspective, their pain — and you build the whole product around it, not just the pitch, you don't need to push. The market pulls you up. All you have to do is your best work."

— AKM AMINUL ISLAM

● See it yourself

BoltAudit — website

boltaudit.com

The blog — 20+ SEO/AEO articles

boltaudit.com/blog

WordPress.org — the plugin listing and reviews

wordpress.org/plugins/boltaudit

A product marketing case study by AKM Aminul Islam — BoltAudit engagement, ongoing, as a contract, project-based resource for BetterDots. Metrics are limited to the public record as of September 2026. · [linkedin.com/in/iamakm](https://www.linkedin.com/in/iamakm)