
Marketing Audit

PolicyOfLiberty.com

March 7, 2026

Business Type: Educational Publishing + AI SaaS + Consulting Services

26 / 100
Grade

Executive Summary

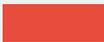
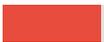
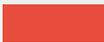
PolicyOfLiberty.com scores 26/100 — a critical-level marketing failure despite having genuine products, real expertise, and a functioning AI software suite. The site is not broken; it is **invisible**. With 542 monthly visitors and 10 newsletter subscribers, the business is operating at roughly one-tenth of its potential even within its niche.

Biggest strength: Content depth and authority. Dr. Cobin has published books, maintains a multi-language content library, built working software, and has legitimate academic credentials.

Biggest gap: Zero social proof combined with zero SEO fundamentals. No testimonials, no meta descriptions, no sitemap, no hreflang tags, no structured data, and a 6-field signup form that repels the few visitors who arrive.

Top 3 actions: 1) Fix SEO fundamentals (4-6x traffic), 2) Reduce signup form to 2 fields + lead magnet (200-400% email captures), 3) Separate Alertness AI onto its own domain (3-5x conversion).

Score Breakdown

Category	Score	Visual	Weight	Weighted
Content & Messaging	33/100	 33/100	25%	8.25
Conversion Optimization	24/100	 24/100	20%	4.80
SEO & Discoverability	23/100	 23/100	20%	4.60
Competitive Positioning	25/100	 25/100	15%	3.75
Brand & Trust	32/100	 32/100	10%	3.20
Growth & Strategy	18/100	 18/100	10%	1.80
OVERALL	26/100	 26/100	100%	26.40

Quick Wins (Implement This Week)

1. Remove subscriber/visitor count display
2. Reduce signup form to 2 fields (name + email)
3. Add title tags and meta descriptions to every page
4. Add viewport meta tag for mobile responsiveness
5. Fix Schema.org price mismatch (\$9 vs EUR 39)
6. Create and deploy sitemap.xml
7. Add alt text to every image
8. Rewrite CTAs with benefit language
9. Add 30-day money-back guarantee badge
10. Make Free tier the primary CTA

Strategic Recommendations

1. Separate Alertness AI onto its own domain

Mixed positioning confuses visitors. A dedicated alertnessai.com or similar domain with focused SaaS messaging will improve conversion 3-5x.

2. Create a lead magnet

Offer a free PDF guide, sample podcast, or mini-course in exchange for email signup. This alone can increase email captures 200-400%.

3. Solicit 3-5 testimonials

Reach out to existing users or colleagues for written testimonials. Social proof is the single biggest trust signal missing from the site.

4. Implement hreflang tags for 4 languages

The site has content in English, Spanish, Portuguese, and German but no hreflang tags. Search engines cannot serve the right language to the right audience.

5. Consolidate navigation to 5-7 items

The current navigation has too many items, causing decision paralysis. Group related items and reduce top-level choices.

6. Add product demo video (2-3 min)

A short walkthrough video showing Alertness AI in action would dramatically increase visitor understanding and conversion.

7. Disclose total cost honestly

The Schema.org markup shows \$9 but the actual price is EUR 39. Price transparency builds trust; hidden costs destroy it.

Long-Term Initiatives

1. Switch to subscription pricing

Free → Starter €19/mo → Pro €49/mo → Enterprise €199/mo. Recurring revenue is the foundation of sustainable SaaS.

2. Write 10 SEO-targeted blog posts

Target long-tail keywords like “best NotebookLM alternative”, “AI podcast generator Spanish”, “libertarian economics resources”.

3. Launch on Product Hunt and Reddit

A well-prepared Product Hunt launch can generate 1,000+ visitors in a day and establish initial social proof.

4. Build “Powered by Alertness AI” watermark

Every podcast, image, or video generated should carry a subtle watermark that drives organic discovery.

5. Double down on Spanish-language positioning

Spanish-language AI tools are dramatically underserved. Positioning as the premier Spanish AI content suite is a strong competitive moat.

Revenue Impact Projections

Initiative	Est. Revenue	Confidence	Timeline
Fix SEO fundamentals	\$500–\$2,000/mo	High	3–6 months
Reduce form friction + lead magnet	\$200–\$500/mo	High	1–2 weeks
Separate Alertness AI domain	\$500–\$1,500/mo	Medium	2–4 weeks
Switch to subscription pricing	\$1,000–\$3,000/mo	Medium	1 month
Add testimonials + trust signals	\$200–\$800/mo	High	1–2 weeks
Product Hunt launch	\$300–\$1,000/mo	Medium	1 week
Blog content (10 SEO posts)	\$500–\$2,000/mo	Medium	2–3 months
Spanish-language positioning	\$300–\$1,500/mo	Medium	1–2 months

Initiative	Est. Revenue	Confidence	Timeline
TOTAL POTENTIAL	\$3,500–\$12,300/mo		

Next Steps

This audit identifies clear, actionable steps to transform PolicyOfLiberty.com from an invisible site into a revenue-generating platform. The estimated total potential of **\$3,500–\$12,300 per month** is achievable within 6 months by systematically executing the quick wins first, then the strategic recommendations, and finally the long-term initiatives.

Priority should be given to the three highest-impact actions: fixing SEO fundamentals, reducing signup friction, and separating the Alertness AI product onto a dedicated domain.