

CASE STUDY

PostFast.in

AI · SaaS · postfast.in

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| 3.2x Sign-ups / mo | 68% Activation rate | 0.9s LCP | #1 'AI LinkedIn writer' |
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The Brief

PostFast is an AI-powered LinkedIn post writer that helps founders and creators publish consistently. The team needed a fast, conversion-focused marketing site and an onboarding flow that turned curious visitors into active users.

The Challenge

The product was strong but the funnel leaked: a slow legacy landing page, unclear value proposition, and no organic discovery meant paid traffic was the only growth lever. Activation after sign-up was low because the first-run experience buried the core 'write a post in seconds' moment.

What We Did

- Rebuilt the marketing site on a modern, Core Web Vitals-optimised stack with a sub-1s LCP.
- Rewrote messaging around a single promise — 'consistent LinkedIn posts in seconds' — with social proof above the fold.
- Designed a guided first-run that drops users straight into generating their first post.
- Shipped an SEO + AEO content programme targeting 'AI LinkedIn post' intent for Google and AI assistants.

The Results

- 3.2x increase in monthly sign-ups within two quarters.
- Activation rate climbed to 68% as users hit the 'aha' moment faster.
- Ranked #1 organically for the primary 'AI LinkedIn writer' cluster.
- Paid CAC dropped as organic and referral traffic compounded.

Want results like these?

Send us your URL and a one-line goal — we reply within 24 hours with a free 30-minute audit.
Email vasi@abdulvasi.me or WhatsApp +91 99009 00045.

Figures are representative project outcomes prepared by SeekNext for portfolio purposes.