

Omi: Scaling Developer & Creator Acquisition Through Programmatic SEO

100 → 2,500+ (at peak)

Daily Clicks

204,000+

Total Organic Clicks

3,900+

targeted pages launched in under 6 months

High-intent developer & creator traffic, ready to convert

Omi

The Open-Source AI Wearable Companion

Omi is an open-source AI wearable, similar to a smart necklace, that helps users stay organized across tasks, apps, and insights by providing summaries and suggesting action items based on real-time activity, both online and in person.

Designed for creators, thinkers, and tech builders who want productivity — and privacy — on the go, the AI wearable's platform includes an app marketplace, supports offline transcription, and offers developer-friendly SDKs.

The Challenge

Omi's target audience is highly technical and niche — developers, makers, IoT enthusiasts, productivity-focused creators, and early adopters.

Additionally, Omi's market, AI wearables, remains relatively new and highly competitive. The company needed to attract its audience without relying solely on paid channels or generic content. Key hurdles included:

- Niche audience with specific search intent (IoT, firmware, AI integrations)
- Limited in-house bandwidth to produce content at the necessary scale
- Need to rank for both broad developer topics and long-tail technical queries
- Building a foundation of organic traffic that compounds as the platform grows

The Solution

Programmatic SEO for the Developer & Maker Ecosystem

Targeting Omi's core audience, we designed and launched a scalable, sustainable content infrastructure that would grow with the AI wearable's platform and marketplace.

Strategic Intent Mapping

Identifying high-intent search patterns across IoT, AI wearables, firmware tutorials, and developer tools (TensorFlow, SDK documentation, API integrations)

Dual-Layer Keyword Optimization

Structuring content to capture traffic from both broad topical searches and specific long-tail queries.

Future-Ready Infrastructure

Creating a sustainable content infrastructure that grows with Omi's platform and marketplace

Modular Content Architecture

Building modular page templates for tutorials, guides, comparison pages, and integration deep-dives

Rapid-Scale Deployment

Launching 3,900+ targeted pages in under six months, each optimized for conversion-ready traffic



The Results

RapidDev Delivers: Omi's Organic Growth Engine

Within 6 months:

100 → 2,500+

Daily Clicks

204,000+

Total Organic Clicks

3,900+

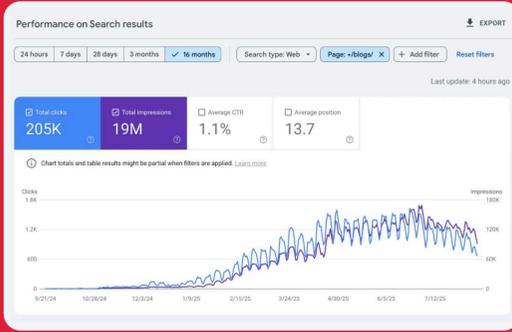
targeted pages launched

7m+

Total impressions

Result

Sustainable developer traction, reduced Customer Acquisition Cost (CAC), and owned search presence in a niche, high-value market.



Deliverable:

Thousands of pages ranked for competitive keywords, driving organic acquisition

Outcome:

204,000+ organic clicks within 6 months

Value:

A repeatable, scalable organic acquisition system that compounds over time

Methodology

Pragmatic SEO Explained

Programmatic SEO turns repeatable search demand into a sustainable growth engine:

- Compound organic traffic from a high-intent audience
- Reduced reliance on paid acquisition for top-of-funnel growth
- Content designed for conversion — SDK downloads, sign-ups, community growth
- Repeatable system that scales with Omi's platform and new feature releases
- Built to expand into new verticals (e.g., enterprise, education, health integrations)

01

Identify Patterns
Identify high-intent search patterns

02

Build Templates
Build scalable page templates

03

Launch at Scale
Launch thousands of pages targeting real queries

04

Lower CAC
More pages → more rankings → lower CAC over time

Who We Are

The Team Behind The Strategy

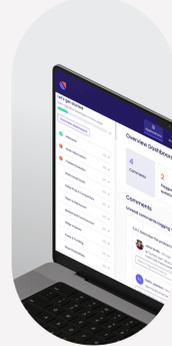
RapidDev — We Don't Just Build. We Build for Sustainable Growth.

As an end-to-end tech partner, we help companies launch and scale through:

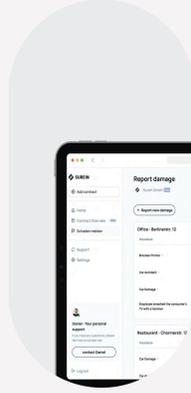
Omi is one of many partners we've helped turn technology into long-term growth.



Product & Platform Development



AI & Automation



Programmatic SEO & growth systems that compound



Curious What RapidDev Can Do for Your Business?

On the call, we'll discuss:

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RapidDev — Your go-to tech partner driving real results. 🚀

Your business's potential search opportunities

What programmatic SEO could look like for your business

Which approach is best based on your business and its needs

