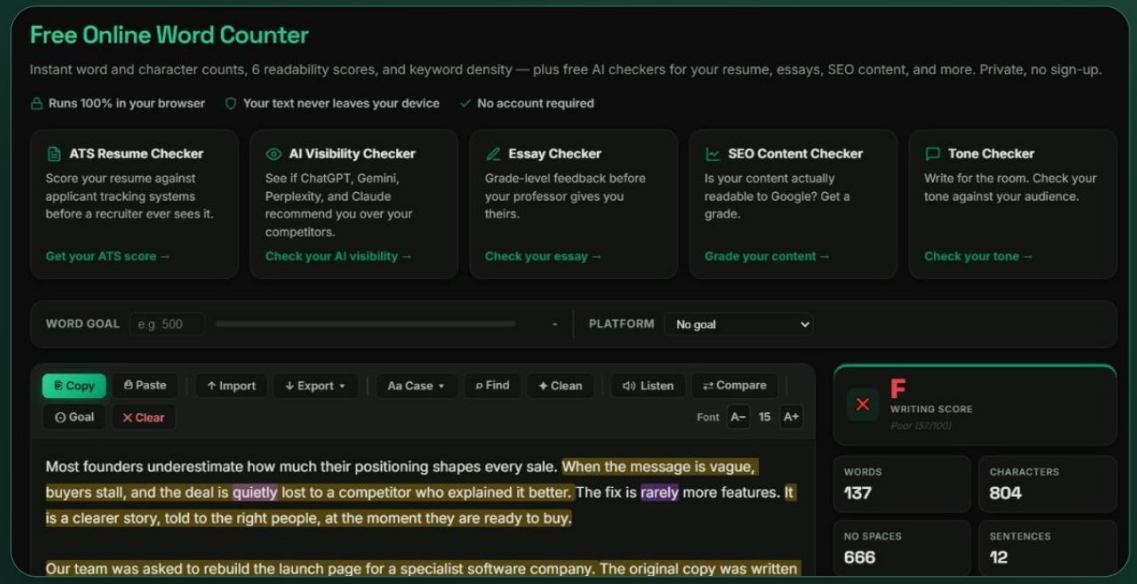
PRODUCT + GROWTH CASE STUDY

WordCount

A free word counter, engineered to rank, convert and upsell.

Designed, built and shipped end to end: product, SEO architecture and a freemium funnel from first visit to Pro.

5 AI checkers | 6 readability scores | Runs in-browser



Live product → wordcountonline.app

RevWhiz · We build what sells

THE OPPORTUNITY

Every word counter counts words. Few give anyone a reason to come back.

A commodity

The core feature is identical everywhere. The only real battleground is search.

Low trust

Writers paste resumes, essays and client drafts, often without knowing where that text goes.

No path to revenue

A one-visit utility gives users nothing to return for and nothing worth paying for.

The bet: make the free counter the front door to a writing toolkit people return to, and eventually pay for.

THE STRATEGY

Counting is the hook. The checkers are the business.

01 · ACQUIRE

Search lands on a tool page

Each page answers one search intent: a word counter, a resume checker, a speech timer.

02 · ACTIVATE

Instant value, no sign-up

Scores, highlights and keyword gaps appear as you type, computed in the browser.

03 · CAPTURE

Free account unlocks AI

AI deep analysis sits one free sign-up away. No card needed, so the email is easy to give.

04 · MONETIZE

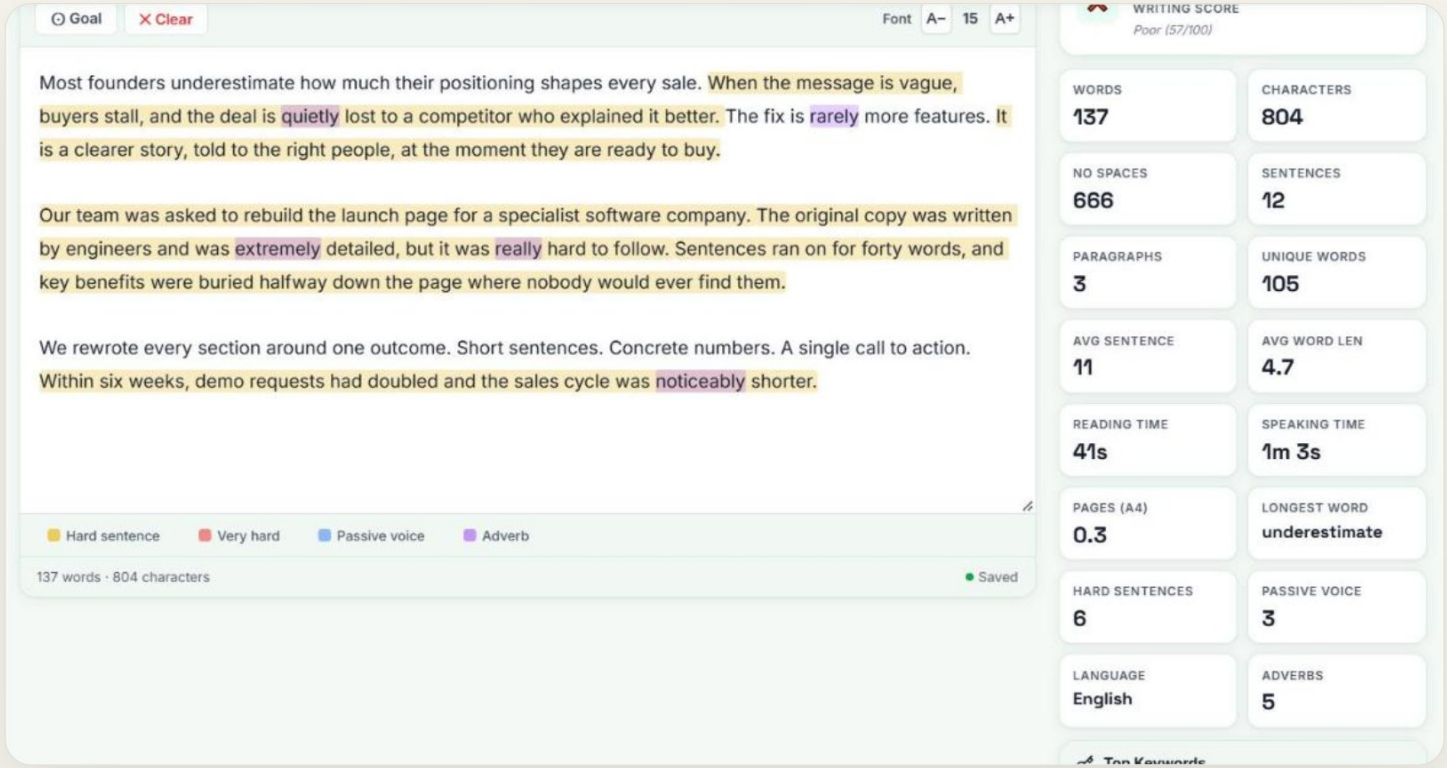
Go Pro

Daily limits on the AI runs create a natural reason to upgrade.

Every screen has one job in this path. The free tool is the marketing.

THE LIVE PRODUCT

Paste a draft. See exactly what's wrong with it.



Problems, in place

Hard sentences, passive voice and adverbs are marked right in the text.

A grade, not just a count

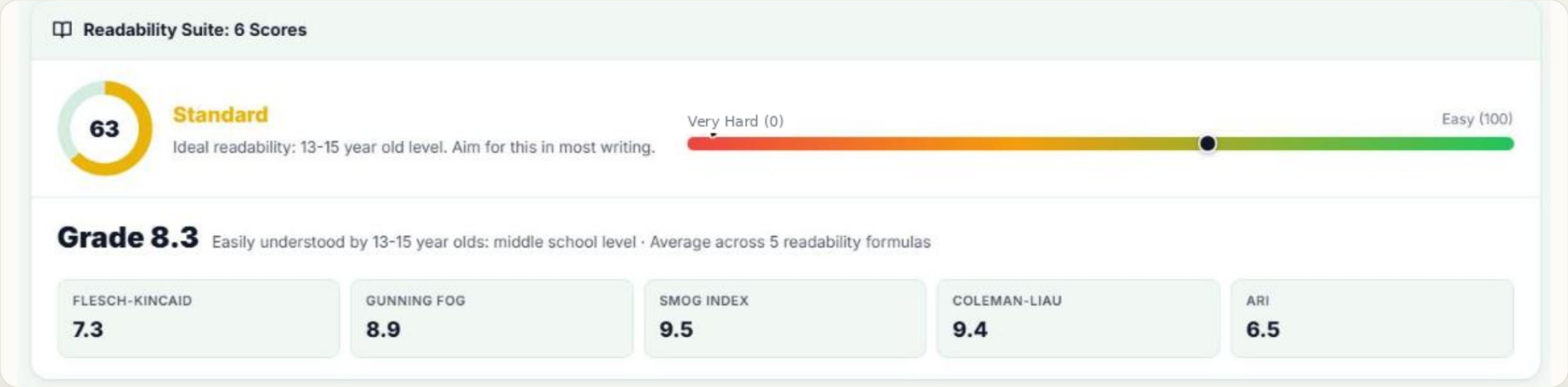
An A–F writing score gives users a goal to improve on.

16 live stats

From reading time to detected language, all updating as you type.

DEPTH COMPETITORS SKIP

Six readability formulas, boiled down to one grade anyone understands.



Flesch, Flesch-Kincaid, Gunning Fog, SMOG, Coleman-Liau and ARI, the formulas editors and academics use, turned into “Grade 8.3: readable by 13–15 year olds.”

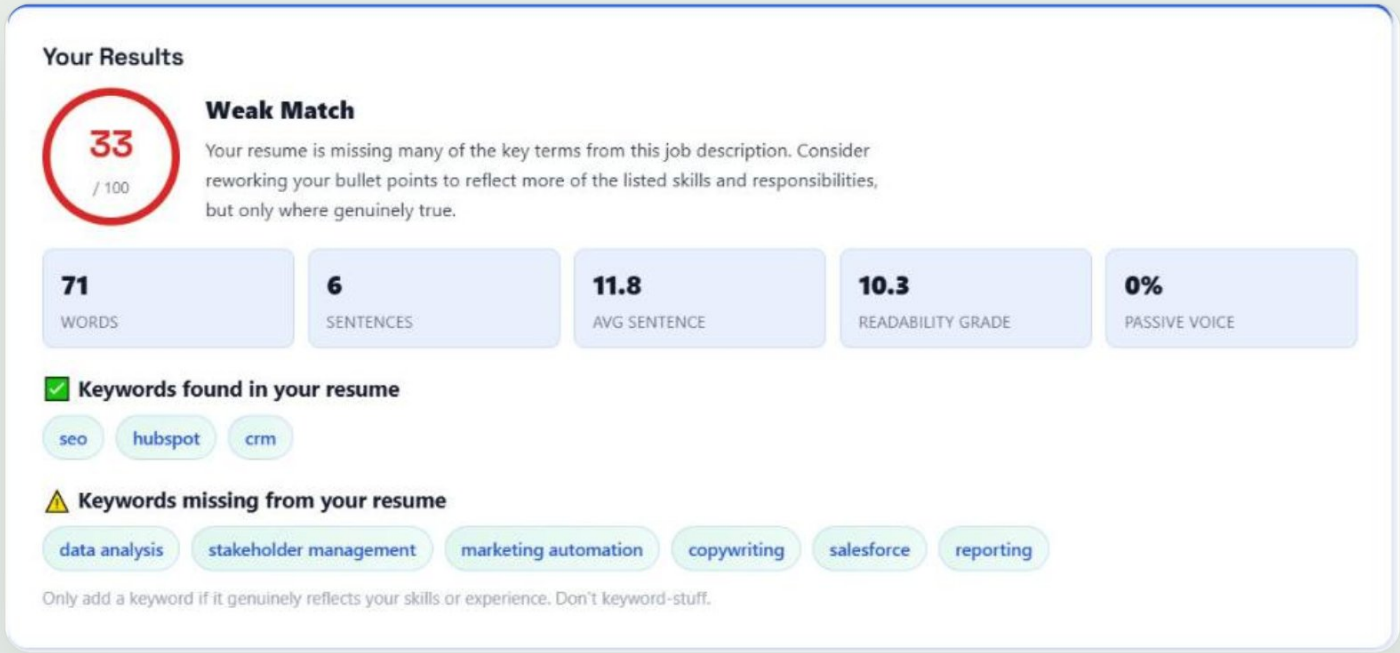
AI CHECKER · ATS RESUME

A word counter becomes a tool for getting hired.

01 **A match score out of 100** for any resume against any job description.

02 **The exact keywords missing**, ranked, so the fix is obvious.

03 **A recruiter-style AI review**, one free sign-up away.



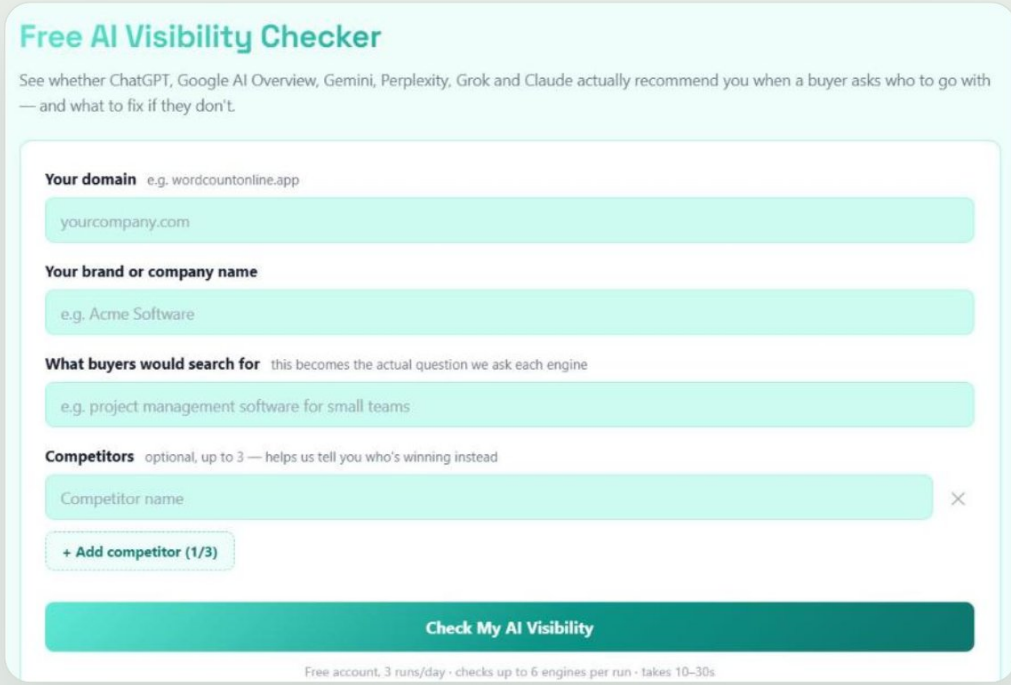
AI CHECKER · AI VISIBILITY

Does ChatGPT recommend you? Now there's a tool for that.

Enter a domain, a buyer's question and up to three competitors. The checker asks the AI engines and shows who they recommend.

ChatGPT | Google AI Overview | Gemini | Perplexity | Grok | Claude

Why it matters: it pulls in marketers and founders, a higher-value audience than students counting essay words.



GROWTH ARCHITECTURE

One product, twelve front doors.

■ AI checker ▢ Free utility

Word Counter “word counter”	**ATS Resume Checker** “ats resume checker”	**Essay Checker** “essay grader”	**SEO Content Checker** “seo content score”
Tone Checker “tone checker”	**AI Visibility Checker** “ai visibility checker”	**Character Counter** “character counter”	**Ad Copy Checker** “ad copy length”
Reading Time “reading time calculator”	**Words to Pages** “how many pages is 1000 words”	**Speech Length** “5 minute speech words”	**Character Limits** “linkedin character limit”

Each page targets a distinct search, answers it instantly, and links into the rest of the toolkit, so every visit can lead to the next tool.

POSITIONING

Privacy turned into a selling point.

People paste resumes, essays and client work. So the promise sits right under the headline, where a visitor decides whether to trust the tool:

- ✓ Runs 100% in your browser
- ✓ Your text never leaves your device
- ✓ No account required

On-device analysis

Counts, scores and keyword density are computed locally. Only the opt-in AI analysis reaches a server.

Works offline

Once loaded, the counter keeps working with no connection.

Auto-save, your copy

Drafts save to the browser and export as .txt, Markdown or PDF.

12 languages

Detected automatically, from English and Hindi to Japanese and Arabic.

SHIPPED

The build, in numbers.

12
search-targeted tool pages

5
AI checkers with deep analysis

6
readability formulas, one grade

16
live stats as you type

6
AI engines in the visibility check

0
sign-ups needed to get value

YOUR PRODUCT NEXT

Built to sell, not just to work.

We design the product, the pages that rank and the funnel that converts, as one piece of work. If you have a product that should be selling more, let’s talk.

Book a 30-minute call →

Try WordCount live ↗