

# Client Requirement



## About the client

AISquare, founded in 2023, is transforming learning through AI-driven innovation. Starting with the Math Premier League (MPL), an adaptive skill assessment game, the company quickly expanded to AI-powered "Studios," enabling educators, experts, and teams to share, monetize, and automate expertise delivery. With a vision to unlock human potential through AI-led experiences, AISquare redefines knowledge-sharing by turning expertise into interactive products. Its mission is to bridge the gap between knowledge and real-world impact, accelerating skill development, growth, and collaboration for individuals, creators, and organizations worldwide.

## Needs



Content  
Creation



SEO & Content  
Management



Data  
Enrichment

## Services Provided

### 01 Content Creation

**40 + Custom AI Blogs:** Created highly engaging, research-backed articles tailored for developers, illustrating practical AI applications in everyday life, gaming, and education. These blogs simplified complex AI concepts, attracted relevant traffic, and reinforced AI Square's position as a thought leader.

**Two Newsletter Mentions in OpenGrowth AI Digest:** Leveraged a thriving community of 4,000+ subscribers to enhance AI Square's visibility, driving increased awareness and sign-ups.

**Five Collaboration Links in OpenGrowth Blogs:** Strengthened domain authority and improved SEO rankings by securing high-quality backlinks in OpenGrowth blogs, reaching an audience of 50,000 readers.

## 02 SEO & Content Management

**Monthly SEO Reports:** Provided actionable insights to refine strategies, leading to improved search visibility.

**Blog Topic and Keyword Research:** Ensured content was optimized for high-performing, niche-specific keywords to attract the right audience.

**Blog Publishing on AI Square Website:** Implemented inbound and outbound SEO practices to boost organic traffic and strengthen the platform's credibility.

## 03 Data Enrichment

**Database Creation:** Built a comprehensive list of AI creators, AI-focused newsletters, developer communities, AI researchers, and PhD holders, enabling personalized outreach and partnerships.

## 04 Employer Of Record (EOR)

**EOR Services:** OpenGrowth is AI Square's legal EOR provider, handling everything from onboarding to offboarding for more than 10 people working with AI Square's global team headquartered in the US.

## Outcomes



Improved **domain authority** and **platform credibility**.



Significant **traffic boost**, increasing **user engagement**.



**Stronger partnerships** through an enriched database.