

CAKETELLA.COM

SEO DEEP DIVE REPORT

Complete Analysis & Competitive Landscape

Prepared for Belle / Caketella SDN BHD
April 2026

Executive Summary

Caketella.com is in strong SEO health. The site ranks #1 for its most important commercial keyword, has perfect Core Web Vitals scores, and carries significant brand authority from 87,000+ Facebook likes, 76,000+ Instagram followers, and extensive press coverage.

The SEO foundation work completed (meta titles, descriptions, Eddie Tan entity paragraph) is live and working. Google is showing the optimized titles in search results. Previous SEO work by JinMatic achieved Page 1 rankings for 160+ keywords and drove 5,900+ additional monthly visitors.

The primary risks are competitive: De Luscious (deluscious.my) is actively publishing blog content targeting Caketella's keywords, and Eat Cake Today provides marketplace competition. The recommended strategy focuses on content creation to protect the #1 position and capture research-stage traffic that competitors are currently winning.

Current SEO Scorecard

Metric	Current Value	Status
#1 Keyword Ranking	"alcoholic cake Malaysia" — Position 1	WINNING
LCP (Largest Contentful Paint)	1,213ms	GOOD
INP (Interaction to Next Paint)	88ms	GOOD
CLS (Cumulative Layout Shift)	0	PERFECT
Homepage Meta Title	Cake Tella Malaysia's #1 Alcoholic Cake	LIVE
Eddie Tan Entity Paragraph	Visible in search results snippet	LIVE

Bottom Line

Caketella.com is winning. You rank #1 for the most important commercial keyword, Core Web Vitals are perfect, and you have massive brand authority that no competitor can replicate overnight.

Competitive Landscape

Analysis of direct competitors ranking for "alcoholic cake" keywords in Malaysia:

Competitor	Strength	Weakness	Threat
De Luscious	Active blog strategy; cocktail-inspired positioning; publishing SEO content	New brand; no review base; no brand recognition vs Caketella	High
Eat Cake Today	High domain authority; marketplace model; wide product range	Aggregator, not a brand; no story; generic listings	Medium
Swich Cafe	Physical cafe; walk-in traffic; est. 2011; Shopify store	Alcoholic cakes are one category, not brand identity	Low
Daily Taste Art	Low prices; 2-day preorder model	Very basic website; minimal SEO; no content	Low
Licky Chan	Strong Instagram; unique cocktail branding	More ice cream focused; less cake variety	Low

Competitive Insight: De Luscious Content Strategy

De Luscious is the most active SEO competitor. They published a blog post titled "5 Must-Try Bakeries for Alcoholic Cakes in Klang Valley" which is ranking in search results. This content-marketing approach targets research-stage customers before they decide which bakery to order from.

Caketella currently has ZERO blog content. This means De Luscious is capturing top-of-funnel traffic (people researching "best alcoholic cake KL") that could be flowing to Caketella instead. While this is not an emergency — Caketella still dominates commercial/purchase-intent keywords — it represents a growing competitive gap.

What Previous SEO Agency Did (JinMatic)

JinMatic's case study (published 2023) documented their work on caketella.com:

- Keyword research targeting "alcohol cakes" over generic "cake delivery"
- Submitted to 30+ business directories for backlinks
- Built guest post links with local bloggers (niche edits)
- Set up canonical URLs and improved loading speed
- Created the /cake-delivery/ landing page with reviews
- Result: Page 1 for 160+ keywords, 5,900+ monthly visitors (+395%)

Our Step 1 work (April 2026) built on JinMatic's foundation by optimizing individual product meta titles and descriptions, adding the Eddie Tan entity paragraph, and updating the homepage copy for AI/AEO readiness.