

KETOCAKE.COM.MY

SEO DEEP DIVE REPORT

Complete Analysis & Competitive Landscape

Prepared for Belle / Sweet and Mean Sdn Bhd
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Executive Summary

Ketocake.com.my has a solid foundation with a strong unique selling proposition (lab-tested sugar-free cakes) that no competitor in Malaysia can match. The site ranks on Page 1 for "keto cake Malaysia" and the homepage meta title and entity paragraph are live and indexed.

Additional issues include duplicate product pages (same-day vs regular variants competing with each other).

Current SEO Scorecard

Metric	Current Value	Status
#1 Keyword Ranking	"keto cake Malaysia" — Page 1	GOOD
Homepage Meta Title	Keto Cake Malaysia Lab-Tested Sugar-Free Cakes	LIVE
Yoast SEO Plugin	Installed (v27.1.1)	LIVE
Crawlability	No bot blocking — site loads fine	GOOD
Product Pages	45 products indexed with descriptions	GOOD

Bottom Line

Ketocake has something no competitor can replicate quickly: independently lab-tested sugar results proving every cake is genuinely sugar-free. This is an incredibly powerful trust signal for diabetic and health-conscious customers making purchasing decisions that affect their health.

The tragedy is that Google cannot see any of it. Fixing the Sugar Report page alone — adding text content with lab values, product names, and FAQ explanations — is the single highest-impact SEO action across both Caketella and Ketocake brands. Everything else is secondary.

Competitive Landscape

Analysis of direct competitors ranking for "keto cake" and "sugar-free cake" keywords in Malaysia:

Competitor	Strength	Weakness	Threat
Kind Desserts	Halal-certified; 17K IG followers; sugar-free + gluten-free; KL based	No lab test proof; smaller product range; no website SEO	High
Eat Cake Today	High domain authority; marketplace; keto cake collection with reviews	Aggregator; sells other brands' cakes; no unique identity	Medium
SK Homemade Cakes	Strong SEO content; Penang based; keto slice + whole cake range	Penang only (not KL/PJ); 5-day preorder; no lab testing	Medium
Suchan MY	Est. 1994; diverse range including keto; nationwide	Not keto-focused; old-school branding; minimal online presence	Low
Keto Jules (blog)	Content authority; lists keto bakeries in KL/PJ area	Not a bakery; just a blog/directory. But influences buyer decisions	Low