born
Digital Studio

Do you know what ChatGPT says about you?

Scout is Born Digital's managed website service. We run your website, check it every week, and fix what is holding it back.

Find out now. It takes a minute.
Type in your company name, and we'll open ChatGPT with the question filled in.

Test your company

Born Digital clients include Bank of Valletta Visit Malta Transport Malta Farsons Direct Frank Salt Bortex

Two AI assistants described one company. Both got it wrong.

ChatGPT

"Northgate Group appears to be a services business, though public information is limited."

Perplexity

"Northgate Group is most likely a United Kingdom based property and infrastructure holding company."

People now ask these assistants who to call. Scout finds errors like this, and shows you how to fix them.

Sample: Northgate Group is a fictional company.

A website is at its best on launch day. Scout keeps it there.

We run it.

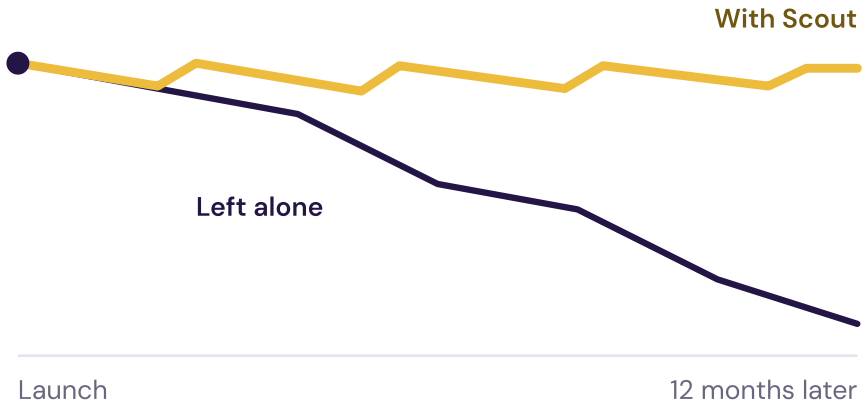
Build, hosting, security and updates. Your team still edits the content.

We check it every week.

Speed, errors, Google and rankings, read and sorted for you.

We fix what slips.

You approve every change, and it all sits in one monthly fee.



The chart illustrates the idea. It is not measured data.

Scout finds it. We handle it. You only decide what matters.

19,730 people saw your location pages. 0.49% clicked.	New wording drafted for you
5 links from other sites point at pages that no longer exist.	Our developers fix it
63 searches go to your competitors and never to you.	Content brief written
3 of your pages compete for the same search.	Your decision

Sample: a fictional company, all figures invented. Yours would be real.

Once a month, one link shows what the website is doing for the business.

Site health	Clicks from search	Average position	Traffic value
82/100	412	21.4	€2,740
Down 4	Up 9%	1.8 places better	Up 11%

No login needed, so it reaches whoever asks. Traffic value is what those keywords would cost on Google Ads: a yardstick, not revenue.

Sample: invented figures. Competitor and AI sections appear on the plans that include them.

What matters to you?

Business owner

What do I get for the money, and what could go wrong?

- One predictable fee instead of separate bills for hosting, plugins and upkeep
- Problems found by us, before a customer tells you
- A monthly scorecard anyone in the business can read
- The site and the content stay yours

CTO or IT lead

Is it secure, and who holds the keys?

- Static Astro front end at the edge, with a Payload headless CMS that can be closed to public access
- No plugin stack to patch. WAF, DDoS protection and automatic TLS
- Open-source stack that can run on Cloudflare, AWS or Azure
- Code changes pass a four-eyes check. Scout's only automated write is an unpublished draft

Marketing lead

Will it win more attention, and can my team still use it?

- The exact wording to change, not another dashboard
- The searches your competitors win where you don't appear
- Whether ChatGPT, Perplexity and Google's AI Overviews name you
- Your team keeps editing, and your agency keeps PR and links

One monthly fee. The website is included.

Discovery
€500 a month

Everything, including AI search and who links to you.

Growth
Where we would start

€250 a month

Weekly scans, with your competitors in view.

Foundation
€100 a month

A fast, safe website, watched every week.

What runs, and how often	Discovery	Growth	Foundation
Site health, Search Console	Weekly	Weekly	Weekly
Quick wins, rank tracking	Weekly	Weekly	Monthly
Internal linking	Monthly	Monthly	Quarterly
Competitor watch, content briefs	Monthly	Monthly	Not included
Keyword gap and market research	Quarterly	Quarterly	Not included
AI search visibility	Monthly	Not included	Not included
Backlinks, off-page strategy	Quarterly	Not included	Not included
Keywords tracked / competitors tracked / pages each run	750 / 10 / 20	250 / 5 / 8	75 / 0 / 4

Add-ons: managed online store €150 a month. ERP sync from €100 a month, once the integration is built. Blog articles, drafted against your briefs, €50 each.
Prices exclude VAT. 24-month term, billed annually upfront from go-live. The one-time build and migration is scoped per project. You can move up or down a plan at any time. Limits are operating limits and can be tuned per plan. All figures are subject to a scoped agreement.

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Give us your domain. We'll show you what Scout finds.

We run it on your live site and up to three competitors, then walk you through the results in 30 minutes. No obligation.

See Scout on my site

Calvin Briffa, Managing Director
calvin.briffa@born.mt, +356 9949 5850
See the full page

What does the build cost?
A one-time project, scoped up front. You have the figure before you commit.

When do we see results?
About 12 weeks to go live. Plan on five to six months before rankings reflect the work.

Can my team still update the site?
Yes, without contacting us. New functionality is built by us.

Will we lose our rankings?
Every address is mapped or redirected. Any migration can cause some movement for a while, and Scout is watching from day one.

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