Launch check: Answergrove (ksj.lv)

Date: 13 November 2026
Pages checked: ksj.lv/en/answergrove/, ksj.lv/en/home/, ksj.lv/ (Latvian), /en/pricing/, /en/contact/, /en/about-us/, /en/privacy-policy/, /en/answergrove-privacy-policy/, /en/case-study-ai-search-over-400000-sharepoint-documents/, /terms/, and the demo site answergrove.cloud.

The short version

Picture the person who signs off your 1,500 EUR pilot: a data protection officer, reading your page with a pen in hand. They will find a lot to like. The first line says what Answergrove does, and the price of the first step sits right next to it. Price, data location and the product's limits are all stated plainly, and search engines and AI crawlers get the full text in the raw HTML. The weak spot is the last step: the main button opens an email to a personal address on a third domain (jurjans.dev), and the site uses three different addresses. That is where a careful buyer puts the pen down and hesitates.

The ten changes, most important first

1. Give the pilot one company address and a form

What I saw: The main button on the product page, "Send the site you would start with", is a `mailto:kaspars@jurjans.dev` link. The bottom of the page says "Email kaspars@jurjans.dev". The contact page says "email kaspars@ksj.lv directly". The site privacy policy lists "info@ksj.lv". On the pricing page, "Start the pilot" and "Write about Pro" open mails to jurjans.dev. "Start with Starter" goes to the contact page.

Why it matters: A mailto link does nothing for people who use webmail without a mail app set up. They click your most important button, and nothing happens. A personal address on a domain that appears nowhere else on the site also makes a buyer wonder who they are dealing with.

What to change: Use one address on ksj.lv for everything about Answergrove, for example `pilot@ksj.lv` or `kaspars@ksj.lv`. Point every pilot button to a short form on the product page with three fields: work email, SharePoint site or library, and "5 to 10 questions your team asks". Show the address as plain text under the form for people who prefer email.

2. Make the homepage button lead to a pilot form

What I saw: The English homepage button "Tell us which site to start with" goes to /en/contact/. That page opens with "Let's talk about your Microsoft 365" and asks visitors to "Tell us the processes that still run on email". The form has Name, Email, Phone and Message fields. Nothing on it mentions the site or the 5 to 10 questions the button asked for.

Why it matters: The visitor clicked to start a pilot. They land on a general consulting enquiry and have to work out again what to write.

What to change: Send that button to the same pilot form as in change 1. If the contact page stays the target, add a line at the top: "Starting an Answergrove pilot? Name the SharePoint site and paste 5 to 10 real questions below."

3. Show real screenshots on the product page

What I saw: The demo site answergrove.cloud has "Six screens from the live demo" with the note "Not mock-ups." The product page on ksj.lv shows no screenshot. Its only images are the KSJ logo and the Microsoft Marketplace badge. The answer box at the top is a typed sample ("What are the payment terms in last quarter's supplier agreement?").

Why it matters: Your best proof that the product exists and works lives on a different domain. It is one click away, and many visitors will not make that click.

What to change: Put two of the demo screenshots on the product page. One shows the answer with "version 4.0 · approved" on the source chip. The other shows the same question from a user without access, getting no answer. Place them right after the hero, with the captions you already wrote on answergrove.cloud.

4. Add a number about use to the case study

What I saw: The main proof is "Answergrove runs at a construction company across 865 SharePoint sites with about 400,000 documents in four languages." The company is not named ("Client names stay under NDA"). The case study's "Numbers" section lists time to go live, sites, documents, languages, infrastructure and per-user licences. It also says "People's first queries are careful probes, not a working routine" and "We measure and manage this stage". It gives no figure for that.

Why it matters: Size shows the system can index a lot. It does not show that people ask it questions. With an anonymous client, the reader needs some other detail they can weigh.

What to change: Add one or two figures you already measure. For example, weekly users or questions after the first month, or the share of answers with a source. If the client agrees, add a short quote with a job title only ("Quality manager, construction company, Latvia").

5. Say who it is for in the first screen

What I saw: The hero text says what Answergrove does and what the pilot costs. The audience appears only in the next section, "What is Answergrove?": "Made for organisations of 50 to 500 people whose daily work depends on SharePoint documents".

Why it matters: A visitor decides in the first screen whether the page is about them. "50 to 500 people" and "quality manuals, procedures, contracts" are the details that let the right reader say yes quickly.

What to change: Add one line under the H1, for example: "For companies of 50 to 500 people whose manuals, procedures and contracts live in SharePoint."

6. Link the Answergrove privacy policy from the product page

What I saw: A full product policy exists at /en/answergrove-privacy-policy/ (roles, sub-processors, retention, DPA). The English product page does not link to it. Its footer links only the general site policy. That one covers contact forms and says cookies are used "to improve user experience and analyze website statistics". In the HTML of the pages I fetched I found no analytics script, only a DNS prefetch for googletagmanager.com. Of the pages I fetched, only the Latvian Answergrove page links to the product policy.

Why it matters: The data protection officer is one of the people who must say yes. They will look for this document first, and the general policy does not answer their questions.

What to change: Link "Answergrove privacy policy" in three places: the GDPR answer of the FAQ, the "Built on Microsoft, data stays in the EU" section, and the footer of the English pages. Then bring the cookie paragraph of the site policy in line with what the site loads today.

7. Replace or move the Terms page

What I saw: /en/terms/ redirects to /terms/. That page is titled "KSJ Scheduler – Terms of Service" and describes "a tool for automating the scheduling and publishing of content on Facebook Pages". It is in the sitemap and set to index.

Why it matters: A buyer looks for terms before paying 1,500 EUR. They find the terms of an unrelated Facebook tool. Your terms page is moonlighting for another product, and the company looks less tidy than the rest of the site shows it is.

What to change: Move the Scheduler terms to their own address, for example /ksj-scheduler-terms/, and set them to noindex. At /en/terms/, publish a short summary of the pilot agreement: what the 1,500 EUR covers, when it ends, how data is deleted, and how the payment split works. You already have most of that text on the pricing page.

8. Put "SharePoint" and "AI" in the product page title

What I saw: `<title>Answergrove: answers with document, page and version</title>`. The words people search for, "SharePoint" and "AI", are missing from it. The meta description does contain them ("Private AI for SharePoint: ...").

Why it matters: Google and AI search tools use the title as the main label of the page. Nobody searches for "answers with document, page and version".

What to change: For example `<title>Answergrove: AI answers from SharePoint, with the source</title>` (56 characters). Use the same text for `og:title`, the title shown when someone shares the link.

9. Add the English homepage to the sitemap

What I saw: The hreflang tags (they tell search engines which language version is which) name https://ksj.lv/en/home/ as `x-default`. The language switch links to it too. The page sitemap (31 URLs) does not list it. It lists https://ksj.lv/ (Latvian) and https://ksj.lv/en/answergrove/. https://ksj.lv/ serves the Latvian page even to a browser that asks for English.

Why it matters: The sitemap tells search engines which pages count. The English homepage is the page you want shown to foreign buyers, and it is the one left out.

What to change: Check why the English front page drops out of the Rank Math sitemap. It is often excluded as the front page of the second language. Then add it. Buyers from outside Latvia are a main audience, so consider a small "English version" notice on the Latvian homepage.

10. Remove the duplicate share image and hreflang tags

What I saw: Each page I checked has two `og:image` tags in the head. On the product page the first is `answergrove-share-en.png` (1200×630). A second, added later, is `ksj-logo.png` (1024×1024). The hreflang links also appear twice, once in each of two formats.

Why it matters: With two share images, LinkedIn, Slack or Teams may pick the square logo instead of your product card. The logo photobombs your own launch post. The hreflang copies match each other, so they do no harm today. But two plugins writing the same tags will drift apart after an update.

What to change: Remove the extra `og:image` line that sits after the favicon links. It comes from a theme or favicon setting, not from Rank Math. Let one plugin, Polylang or Rank Math, write the hreflang tags.

What already works

- The H1 "Answers from your own SharePoint documents, with the source." says what the product does in plain words. The pilot price is in the first paragraph.

- Prices are public and specific: Pilot 1,500 EUR, Starter 4,950 EUR, Pro 9,950 EUR, Enterprise from 19,950 EUR, all "exclude VAT". You add "Rollout payment: 50% at the start, 50% on completion" and an estimate of Azure running cost ("about EUR 70-130 a month for 100 people asking three questions daily, by our calculation").
- Claims are marked: "(client team's estimate)", "(our calculation)", and "We quote no accuracy percentage." The limits are stated too, for example "Scanned PDFs without a text layer are not read."
- Data handling is concrete: pilot in "Sweden Central (EU)", deletion "within 30 days", "Microsoft is our only sub-processor". The company registration number, address and the founder's name are on the page.
- There is a public demo with no sign-in at answergrove.cloud. You also offer a personal login to the real product in a demo tenant.

Technical notes

Check	What I found
Status codes	All checked pages return 200. http:// and www. redirect with 301 to https://ksj.lv/.
Title (product page)	"Answergrove: answers with document, page and version" (see change 8)
Meta description	Present on every page checked. Between 106 and 208 characters; the About page (208) will be cut off in results. Product and home pages include the pilot price.
Canonical	Present and self-referencing on every page checked
Robots meta	"follow, index" on every page checked, including /terms/
robots.txt	GPTBot, OAI-SearchBot, ChatGPT-User, ClaudeBot, Claude-User, PerplexityBot, Perplexity-User, Google-Extended and Bingbot are named and allowed. Only /wp-admin/, tag, search and feed paths are blocked.
Sitemap	/sitemap.xml redirects (301) to /sitemap_index.xml with three child sitemaps. Real lastmod dates. /en/home/ is missing (see change 9).
Normal browser vs. GPTBot	Same response, byte for byte (219,283 bytes on the product page)
Main text in raw HTML	Yes. The full product text, FAQ and prices are in the HTML. No JavaScript needed to read it.
Hreflang	lv, en and x-default on each page, written twice (see change 10)
Open Graph	Title, description, 1200×630 image present; a second og:image with the square logo follows (see change 10)
Structured data	Organization, WebSite, WebPage, Person, FAQPage, Service and SoftwareApplication with an Offer of 4,950 EUR. The product page is also typed as Article. No ratings.

Check	What I found
Page weight	Product page HTML 219 KB, 43 KB compressed; about 130 KB of it is inline CSS. One external script, one stylesheet. Server answered in about 0.2 s from my location.
Images	All images have alt text. The Marketplace badge is a 2176×906 PNG of 90 KB shown at 190 px wide.
Demo site (answergrove.cloud)	200, own title, description, canonical and Open Graph; robots.txt allows the same AI crawlers; sitemap.xml returns 200.

Good luck with Answergrove, Rade