brightonSEO.
Oct 2022

How To Incorporate ML in Your SERP Analysis

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Intrepid Digital

@LazarinaStoy
Slideshare.Net/LazarinaStoyanova/

800,000

experiments and ongoing quality tests are done yearly to make sure Google's search results and changes to search make the SERP more useful for people

~Google

5,000

improvements to search were done in 2021 alone.

~Google

92%

of all search queries are handled via Google as of August 2022.

~Oberlo,2022

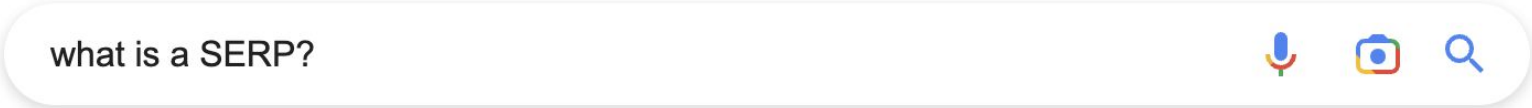
ever-changing

ever-changing

adjective

constantly changing or developing.
"the key is adapting to the ever-changing conditions"

ANATOMY OF THE SERP



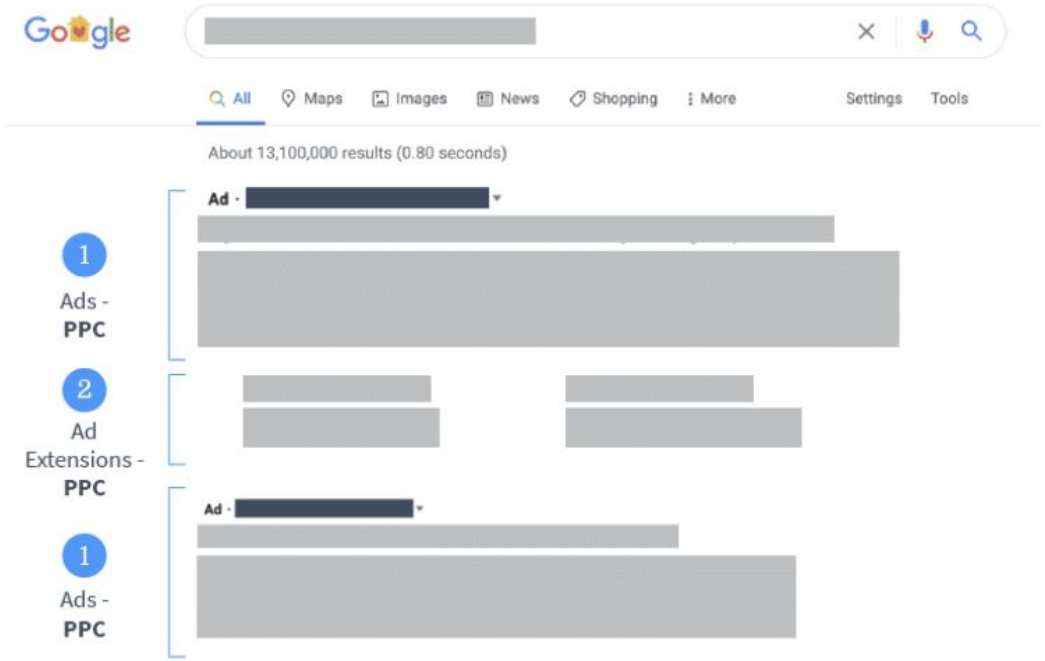
The page that a search engine returns after a user submits a search query. In addition to organic search results, search engine results pages (SERPs) usually include paid search and pay-per-click (PPC) ads.

https://mailchimp.com › marketing-glossary › serp

Search Engine Results Page (SERP) - Mailchimp

About featured snippets • Feedback

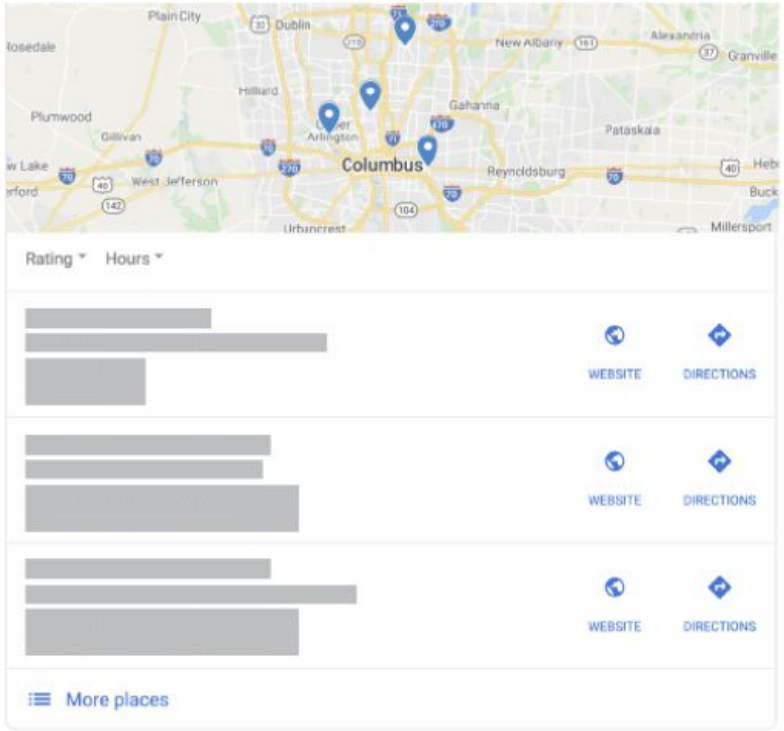
PROMOTE


Google
All
Maps
Images
News
Shopping
More
Settings
Tools
About 13,100,000 results (0.80 seconds)
Ad ·
1
Ads - PPC
2
Ad Extensions - PPC
Ad ·
1
Ads - PPC

FIND

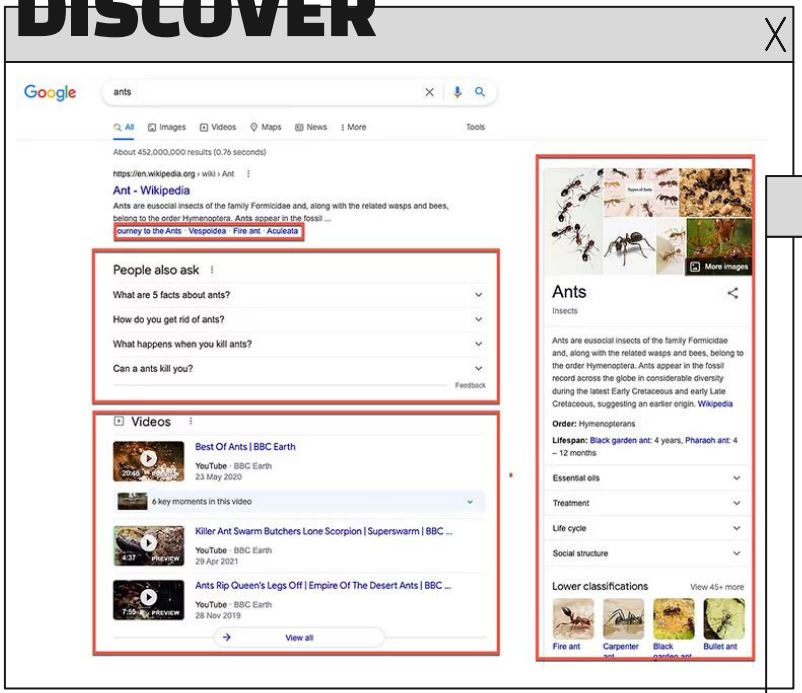
3

Local Map Pack - **SEO**



UNDERSTAND

DISCOVER


Google
ants
All
Images
Videos
Maps
News
More
Tools
About 452,000,000 results (0.76 seconds)
https://en.wikipedia.org › wiki › Ant
Ant - Wikipedia
Ants are eusocial insects of the family Formicidae and, along with the related wasps and bees, belong to the order Hymenoptera. Ants appear in the fossil ...
ourney to the Ants · Vespoidea · Fire ant · Aculeata
People also ask
What are 5 facts about ants?
How do you get rid of ants?
What happens when you kill ants?
Can a ants kill you?
Feedback
Videos
Best Of Ants | BBC Earth
YouTube · BBC Earth
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6 key moments in this video
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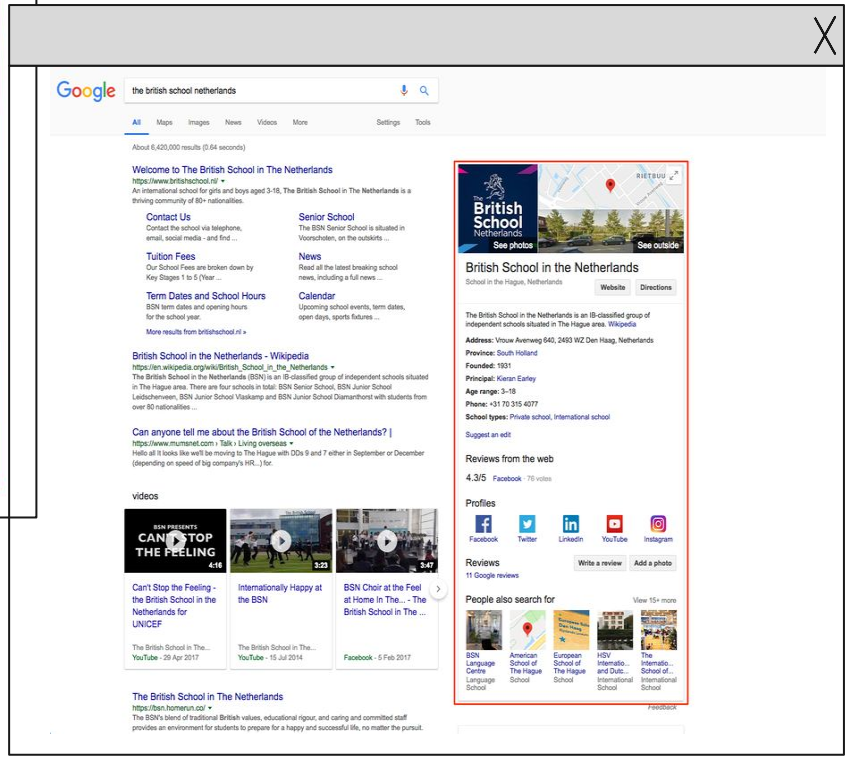
Ants
Insects
Ants are eusocial insects of the family Formicidae and, along with the related wasps and bees, belong to the order Hymenoptera. Ants appear in the fossil record across the globe in considerable diversity during the latest Early Cretaceous and early Late Cretaceous, suggesting an earlier origin. Wikipedia
Order: Hymenopterans
Lifespan: Black garden ant: 4 years, Pharaoh ant: 4 – 12 months
Essential oils
Treatment
Life cycle
Social structure
Lower classifications
View 45+ more
Fire ant
Carpenter
Black
Bullet ant


Google
the british school netherlands
All
Maps
Images
News
Videos
More
Settings
Tools
About 6,420,000 results (0.64 seconds)
Welcome to The British School in The Netherlands
https://www.britishschool.nl/
An international school for girls and boys aged 3-18, The British School in The Netherlands is a thriving community of 80+ nationalities.
Contact Us
Contact the school via telephone, email, social media - and find ...
Senior School
The BSN Senior School is situated in Voorschoten, on the outskirts ...
Tuition Fees
Our School Fees are broken down by Key Stages 1 to 5 (Year ...
News
Read all the latest breaking school news, including a full news ...
Term Dates and School Hours
BSN term dates and opening hours for the school year.
Calendar
Upcoming school events, term dates, open days, sports fixtures ...
More results from britishschool.nl »
British School in the Netherlands - Wikipedia
https://en.wikipedia.org/wiki/British_School_in_the_Netherlands
The British School in the Netherlands (BSN) is an IB-classified group of independent schools situated in The Hague area. There are four schools in total: BSN Senior School, BSN Junior School Leidscherveen, BSN Junior School Vlaskamp and BSN Junior School Diamanthorst with students from over 80 nationalities ...
Can anyone tell me about the British School of the Netherlands? |
https://www.mumsnet.com › Talk › Living overseas
Hello all It looks like we'll be moving to The Hague with DDs 9 and 7 either in September or December (depending on speed of big company's HR...) for.
videos
BSN PRESENTS CAN'T STOP THE FEELING
4:16
3:23
3:47
Can't Stop the Feeling - the British School in the Netherlands for UNICEF
The British School in The...
YouTube - 29 Apr 2017
Internationally Happy at the BSN
The British School in The...
YouTube - 15 Jul 2014
BSN Choir at the Feel at Home In The... - The British School in The ...
Facebook - 5 Feb 2017
The British School in The Netherlands
https://bsn.homerun.co/
The BSN's blend of traditional British values, educational rigour, and caring and committed staff provides an environment for students to prepare for a happy and successful life, no matter the pursuit.
RIETBUU
The British School Netherlands
See photos
See outside
British School in the Netherlands
School in the Hague, Netherlands
Website
Directions
The British School in the Netherlands is an IB-classified group of independent schools situated in The Hague area. Wikipedia
Address: Vrouw Avenweg 640, 2493 WZ Den Haag, Netherlands
Province: South Holland
Founded: 1931
Principal: Kieran Earley
Age range: 3–18
Phone: +31 70 315 4077
School types: Private school, International school
Suggest an edit
Reviews from the web
4.3/5 Facebook · 76 votes
Profiles
Facebook
Twitter
LinkedIn
YouTube
Instagram
Reviews
Write a review
Add a photo
11 Google reviews
People also search for
View 15+ more
BSN Language Centre
Language School
American School of The Hague
School
European School of The Hague
School
HSV Internatio... and Dutc...
International School
The Internatio... School of...
International School
Feedback

DO/DIY

https://cookieandkate.com › roasted-butternut-squash-s...

Roasted Butternut Squash Soup - Cookie and Kate

Ingredients ; 1 large **butternut squash** (about 3 pounds), halved vertically* and seeds removed ; 1 tablespoon olive oil, plus more for drizzling ; ½ cup chopped ...

★★★★★ Rating: 4.8 · 1,026 reviews · 1 hr 5 mins

https://www.edmunds.com › how-to

How To Change Your Oil | Edmunds

Hold the filter over the pan to drain it, but try not to drop it in. It makes a very messy splash. Change Your Oil. Use rags to clean as much oil away as you ...

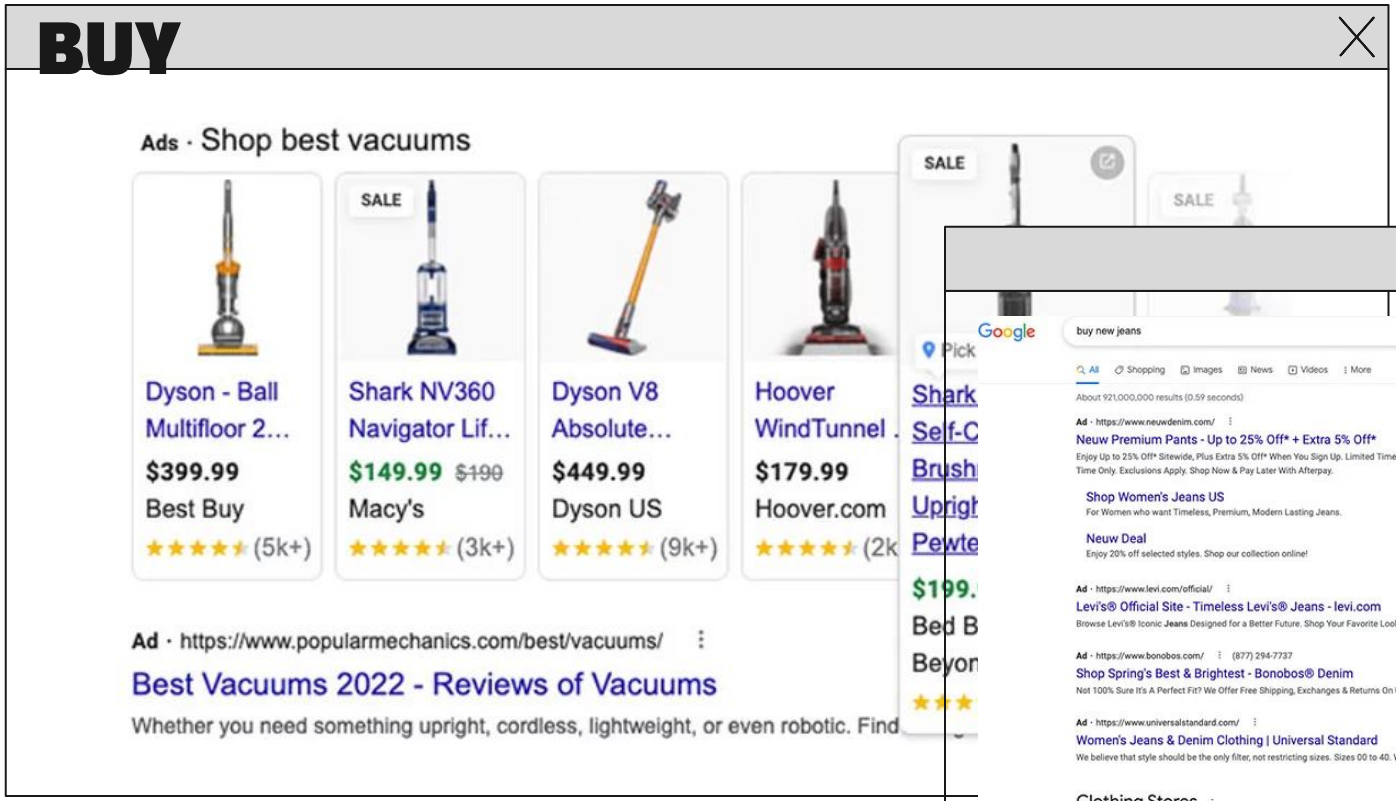
Materials: Oil · Oil filter · Replacement drain plug washer (depending on application)

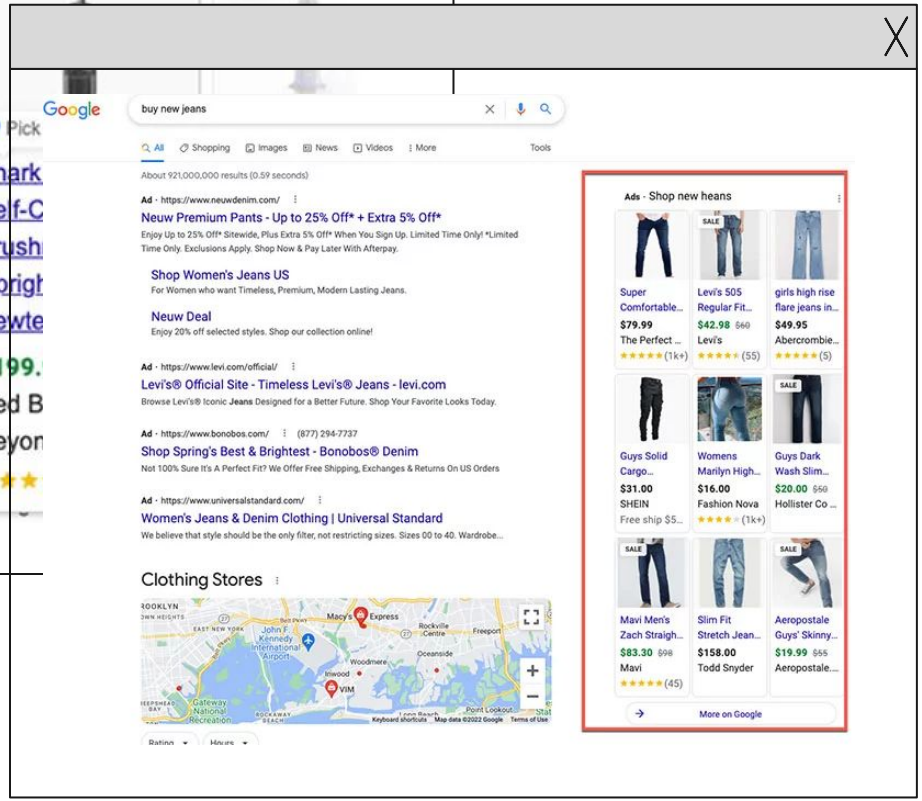
1. Check the type and amount of o...

2. Get together your filter,...

3. Prepare vehicle

BUY


Ads · Shop best vacuums
SALE
Dyson - Ball Multifloor 2...
$399.99
Best Buy
(5k+)
Shark NV360 Navigator Lif...
$149.99 $190
Macy's
(3k+)
Dyson V8 Absolute...
$449.99
Dyson US
(9k+)
Hoover WindTunnel ...
$179.99
Hoover.com
(2k
Ad · https://www.popularmechanics.com/best/vacuums/
Best Vacuums 2022 - Reviews of Vacuums
Whether you need something upright, cordless, lightweight, or even robotic. Find


Google
buy new jeans
All
Shopping
Images
News
Videos
More
Tools
About 921,000,000 results (0.59 seconds)
Ad · https://www.neuwdenim.com/
Neuw Premium Pants - Up to 25% Off* + Extra 5% Off*
Enjoy Up to 25% Off* Sitewide, Plus Extra 5% Off* When You Sign Up. Limited Time Only! *Limited Time Only. Exclusions Apply. Shop Now & Pay Later With Afterpay.
Shop Women's Jeans US
For Women who want Timeless, Premium, Modern Lasting Jeans.
Neuw Deal
Enjoy 20% off selected styles. Shop our collection online!
Ad · https://www.levi.com/official/
Levi's® Official Site - Timeless Levi's® Jeans - levi.com
Browse Levi's® Iconic Jeans Designed for a Better Future. Shop Your Favorite Looks Today.
Ad · https://www.bonobos.com/ (877) 294-7737
Shop Spring's Best & Brightest - Bonobos® Denim
Not 100% Sure It's A Perfect Fit? We Offer Free Shipping, Exchanges & Returns On US Orders
Ad · https://www.universalstandard.com/
Women's Jeans & Denim Clothing | Universal Standard
We believe that style should be the only filter, not restricting sizes. Sizes 00 to 40. Wardrobe...
Clothing Stores
Ads · Shop new heans
Super Comfortable...
$79.99
The Perfect ...
(1k+)
Levi's 505 Regular Fit...
$42.98 $60
Levi's
(55)
girls high rise flare jeans in...
$49.95
Abercrombie...
(5)
Guys Solid Cargo...
$31.00
SHEIN
Free ship $5...
Womens Marilyn High...
$16.00
Fashion Nova
(1k+)
Guys Dark Wash Slim...
$20.00 $50
Hollister Co ...
Mavi Men's Zach Straigh...
$83.30 $98
Mavi
(45)
Slim Fit Stretch Jean...
$158.00
Todd Snyder
Aeropostale Guys' Skinny...
$19.99 $55
Aeropostale....
More on Google

CHOOSE

Refine Adirondack Chairs

By brand

Poly-Wood Keter Ashley HomeStore

By style

REFINE

Refine this search

Adirondack Mountains **map**

Adirondack Mountain

Adirondack mountains **hiking**

Adirondack Mounta

Adirondack Mountains **New York**

Adirondack Mou

BROADEN

People also search for

Baker Mayfield statue

Baker Mayfield news

Baker Mayfield Seahawks

The truth about Baker Mayfield

Browns trade

Browns news

SPECIFY

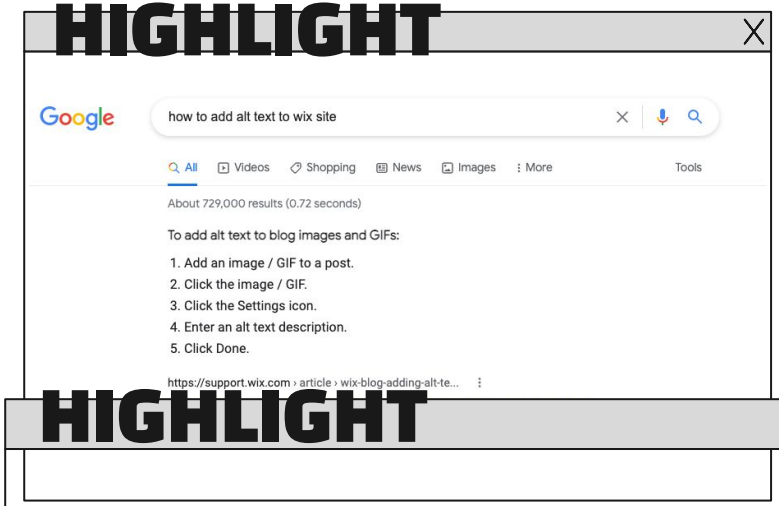
Google

where to go on vacation

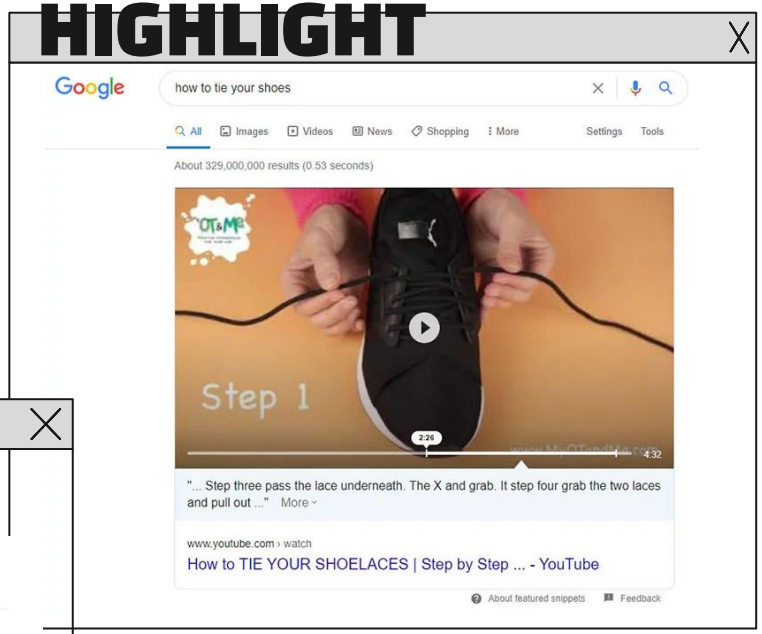
All News Images Shopping Videos More Tools

summer for a week for a weekend for spring break for winter year for a month Labor Day weekend

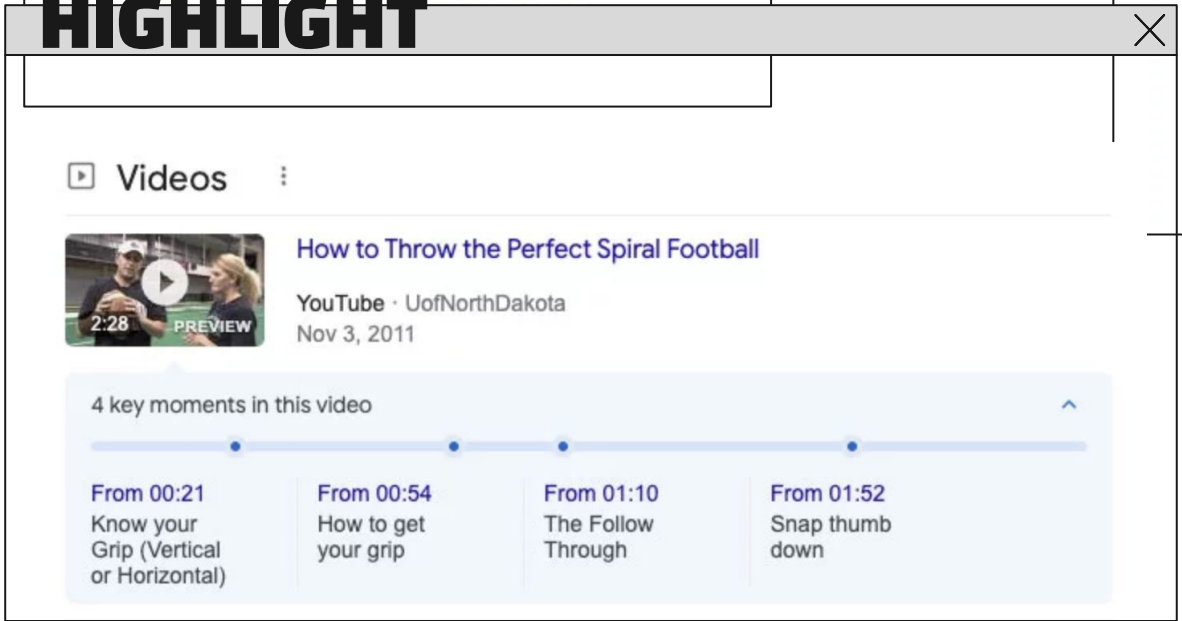
HIGHLIGHT



HIGHLIGHT



HIGHLIGHT



ENRICH

People also ask

- Can you do email marketing through Wix?
- Does Wix have Email Marketing 2021?
- How do I send an email to my subscribers on Wix?
- Can you send newsletters through Wix?

Feedback

ENRICH

https://twitter.com/espn

ESPN (@espn) · Twitter

The Celtics complete the sweep of the Nets and advance to the conference semifinals 🧹🍀

Twitter · 7 hours ago

CELTICS BREAKIN' OUT THE BROOMS AFTER SWEEPING THE NETS 🧹

Twitter · 7 hours ago

.@TheRealJRSmith is the @NCATAGGIES Academic Athlete of the Year 🍊

(📸: @Turkin35)

Twitter · 8 hours ago

ENRICH

Images for adding images to wix site

hover effect | hover box | slideshow | background image

Feedback

View all

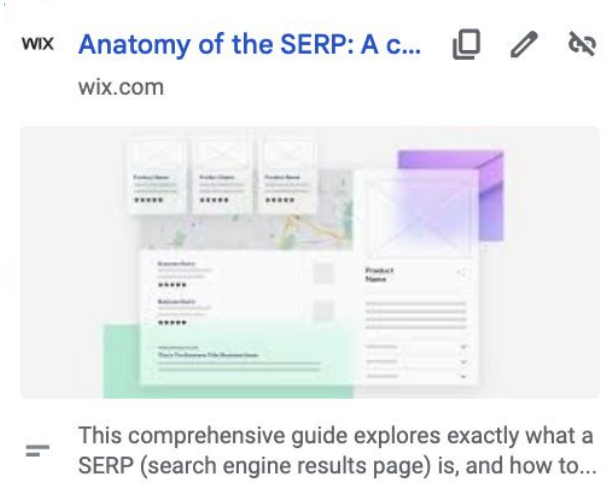
(side note…)

Shout out to Mordi for being a true team player and collecting these examples 🙏

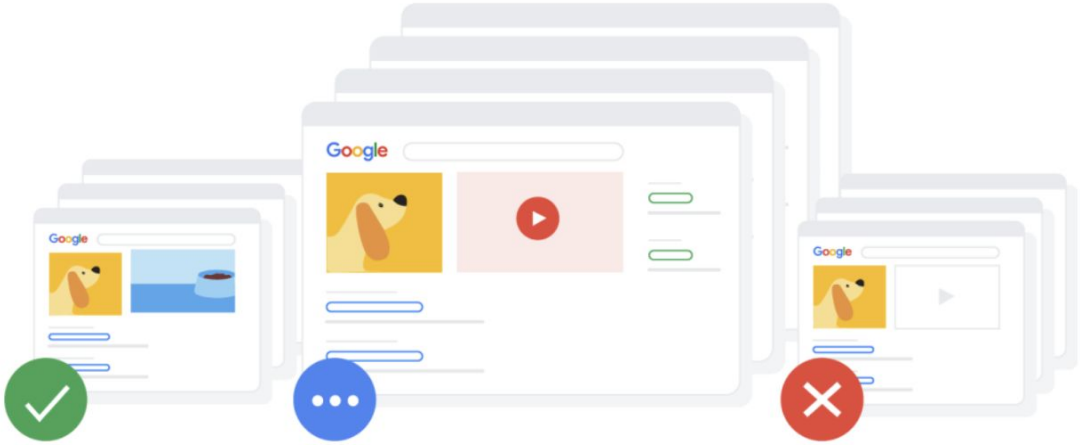
Nov 20, 2021

Anatomy of the SERP: A complete guide

Mordy Oberstein - Head of SEO Branding, Wix
Mordy is the Head of SEO Branding at Wix. Concurrently he also serves as a communications advisor for Semrush. Dedicated to SEO education, Mordy is one of the organizers of SEOchat and a popular industry author and speaker.
Twitter | Linkedin



in other words...



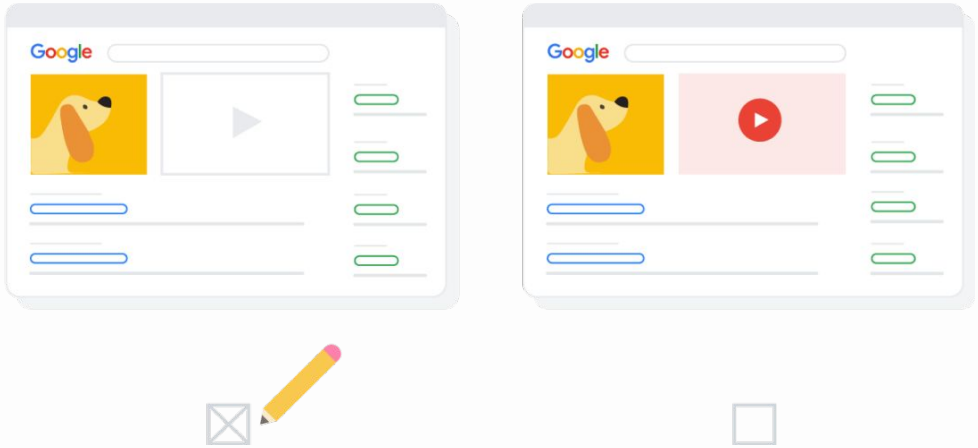
Google

We evaluate in multiple ways. In 2021, ~~we~~ ran:

4,366 launches | 11,553 live traffic experiments | 757,583 search quality tests | 72,367 side-by-side experiments

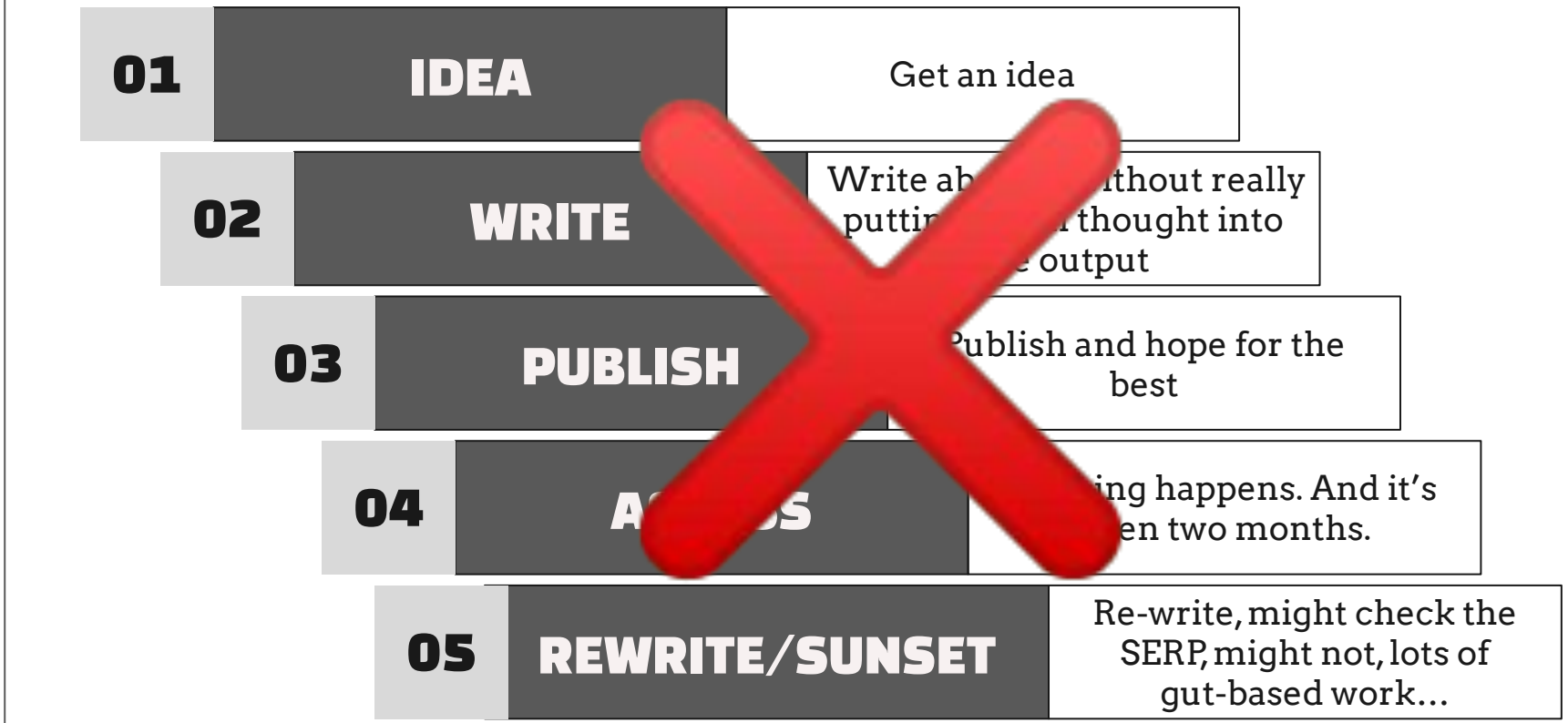
Google tests results-intent alignment…

continuously and rigorously, using big data, and often in real-time.



Why not tap into their research?

INSTEAD OF THE OLD WAY...



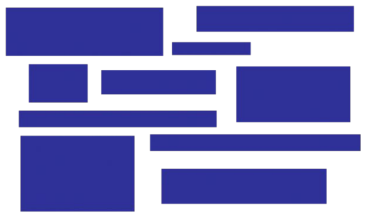
PUT THE USER (AND THE DATA) FIRST

01	IDEA	Get an idea
02	STUDY THE SERP	Study the SERP, as this might be your best indicator of user intent
03	ASSESS	Assess the competitors and their performance, reverse-engineer their success
04	OPTIMIZE	Structure your article's bones for optimal performance, by identifying all the elements that will make it succeed.
05	WRITE	Write your article with the user, the search data, your competitor data, and your idea in mind.

how it will work

MUST HAVE

01



Typically no more than 60% effort

SHOULD HAVE

02

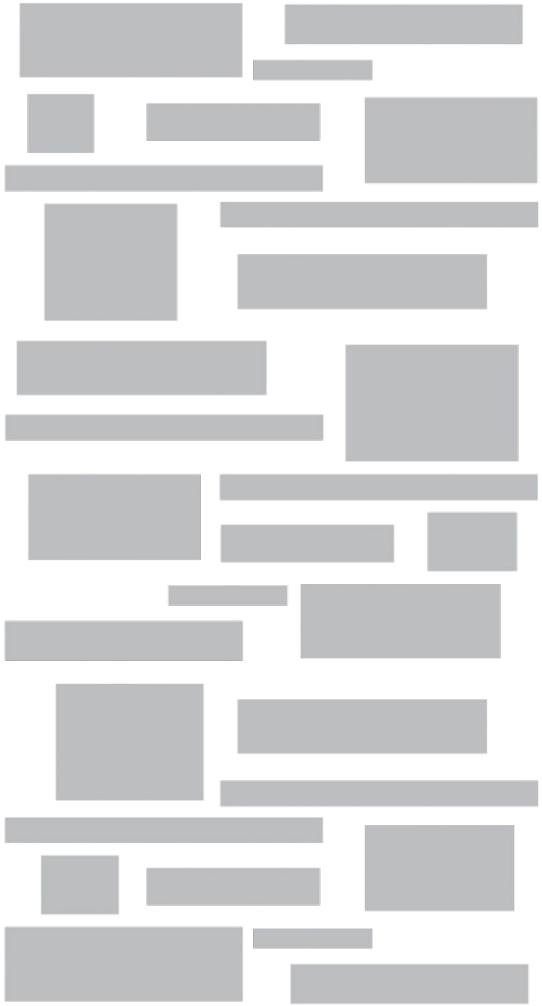
COULD HAVE

03

Typically around 20% effort

WON’T HAVE

04



your analysis prerequisites

KEY
WORDS

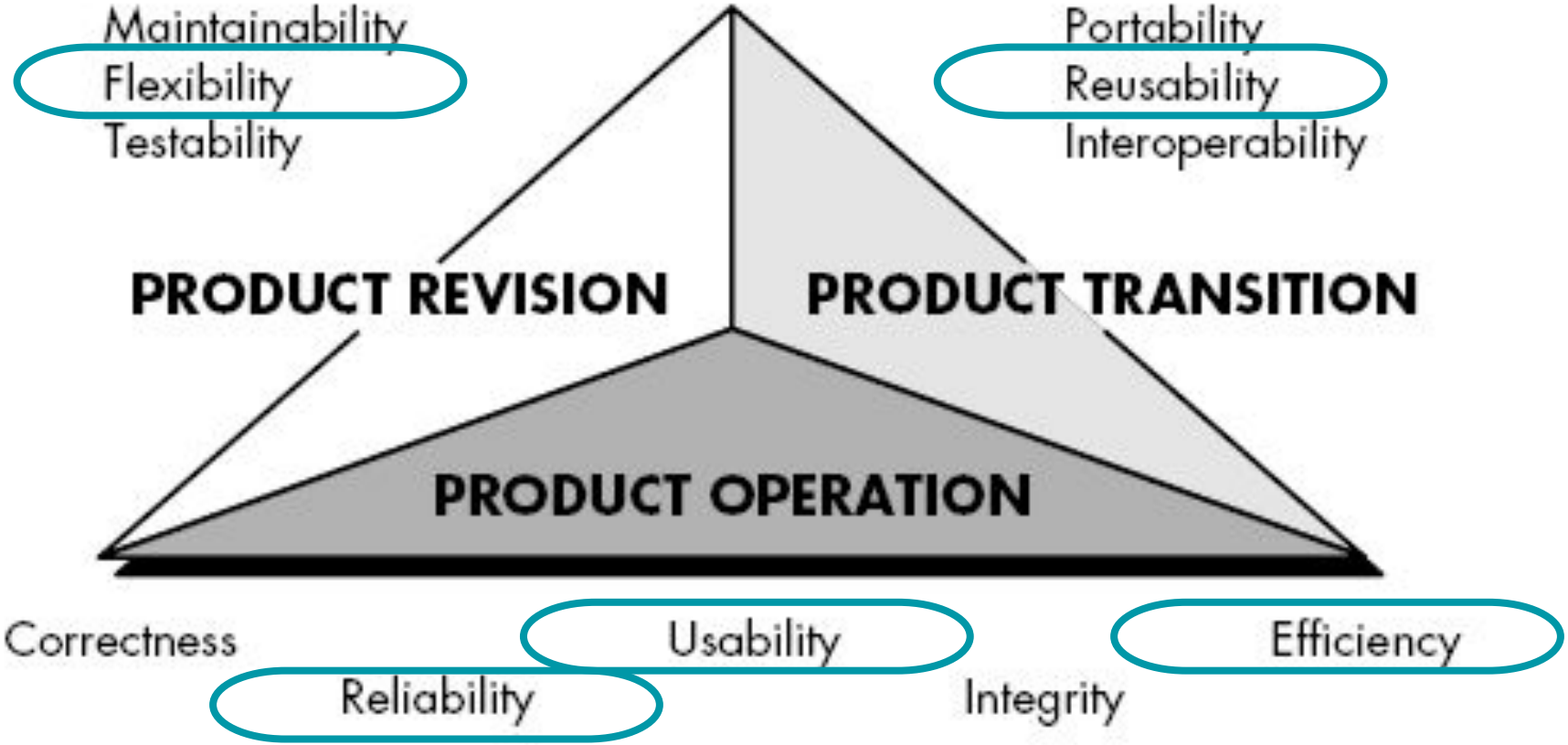
TART
team

Brand Voice Guidelines Framework with Examples

The Branded AGENCY

Our voice is clear, thoughtful, and human.			
Trait	Description	Do ...	Don't ...
Clear	We're transparent and honest. We work hard to earn our clients' trust.	Keep sentences short and simple. Ensure that key messages stand out. Own mistakes. Write for the layman.	Use jargon. Use acronyms without spelling out the full name or word. Use idioms and concepts that may not be cross-cultural.
Thoughtful	We're discreet and we take our clients' finances seriously.	Choose deep topics that will resonate with the audience. Anticipate needs with well-placed links to further reading.	Use superlatives and hyperbolic language. Use exclamation points. Use formal language that feels cold.
Human	We understand that money can be emotional. We're approachable and caring.	Use the active voice. Acknowledge when something has gone wrong, but don't assume how someone is feeling.	Use language that wouldn't feel natural in a conversation.

your system requirements


Maintainability
Flexibility
Testability
Portability
Reusability
Interoperability
PRODUCT REVISION
PRODUCT TRANSITION
PRODUCT OPERATION
Correctness
Usability
Efficiency
Reliability
Integrity

starting with something easy and fun

COMPETITOR ANALYSIS

01 MUST HAVE: COMPETITOR ANALYSIS

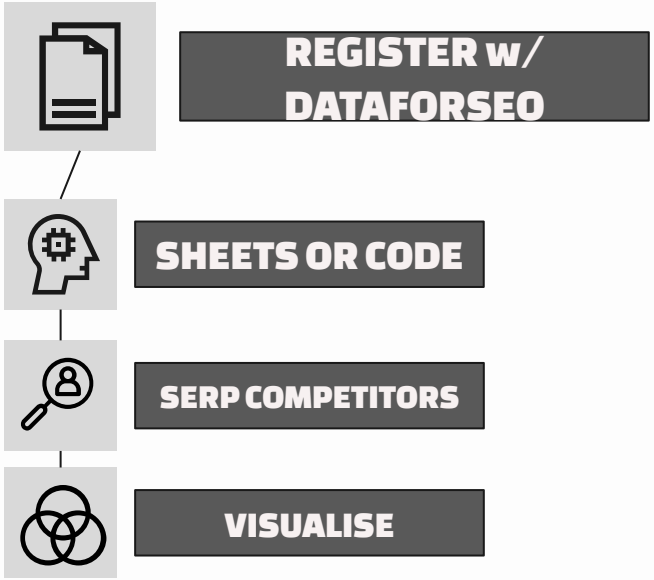
- Who are your competitors?
- What is their search visibility?
- Traffic potential?
- URLs that re-appear?

DataForSEO

(...or equivalent)

SERPSTAT

PROCESS



(I'm not affiliated,
I promise)

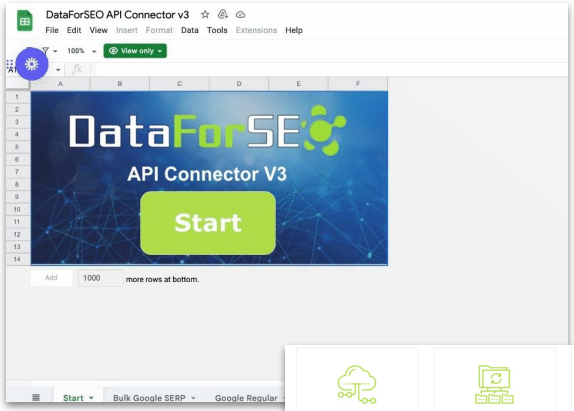
PROCESS

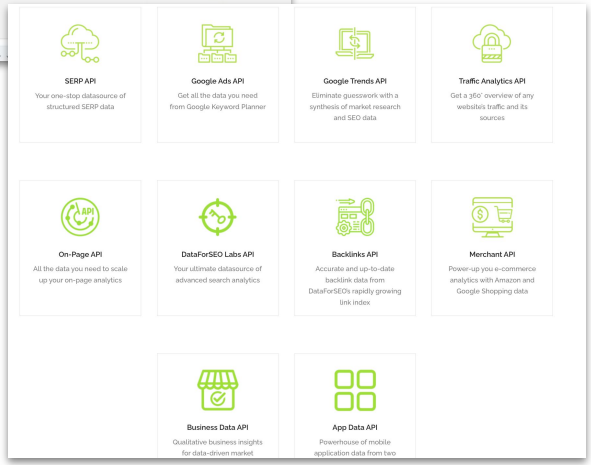
REGISTER w/ DATAFORSEO

SHEETS OR CODE

SERP COMPETITORS

VISUALISE





PROCESS

REGISTER w/ DATAFORSEO

SHEETS OR CODE

SERP COMPETITORS

VISUALISE

In the panel..

DataForSEO Labs API

Competitor research

SERP Competitors

Select..

Enter keywords one on each line of column A (up to 200).

Country and Language:

United States (English)

Limit:

20

Include subdomains:

Yes

Type:

Organic

Order by

Offset

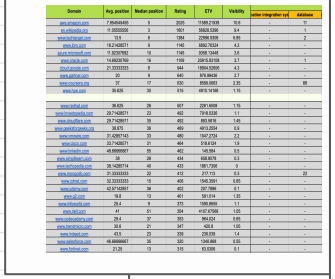
Filters

SEND

Enter..

	A	B
1	KEYWORDS ⬇ *	
2	application integrations	
3	database	
4	relational database	
5	non-relational database	
6	content deliver network	
7	Compute	
8	Storage	
9	Containers	
10	Web & Mobile Apps	
11	Serverless	
12	Machine Learning	
13	Analytics	
14	Application Integration	
15	Business Productivity	
16	Compute	
17	Containers	
18	Customer Engagement	
19	Database	
20	Developer tools	
21	End User Computing	
22	Front-End Web Development	
23	Front-End Mobile Development	
24	Game Tech	
25	Internet of Things	
26	Machine Learning	
27	Management	

data..



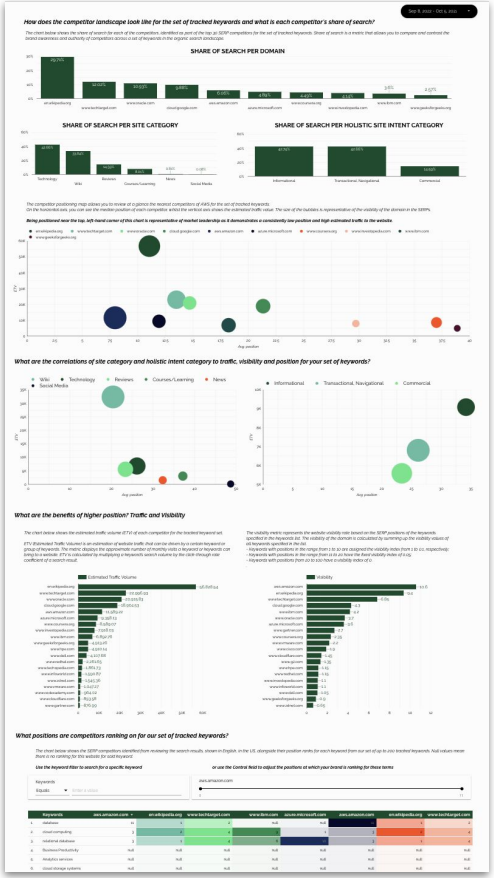
PROCESS

REGISTER w/ DATAFORSEO

SHEETS OR CODE

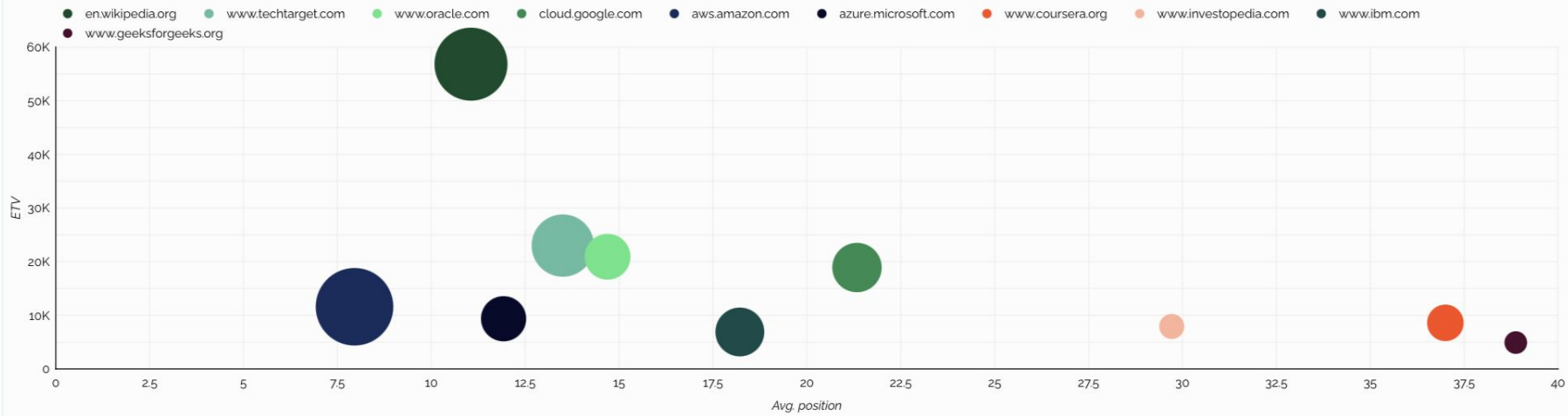
SERP COMPETITORS

VISUALISE



The competitor positioning map allows you to review at a glance the nearest competitors of AWS for the set of tracked keywords.
On the horizontal axis, you can see the median position of each competitor, whilst the vertical axis shows the estimated traffic value. The size of the bubbles is representative of the visibility of the domain in the SERPs.

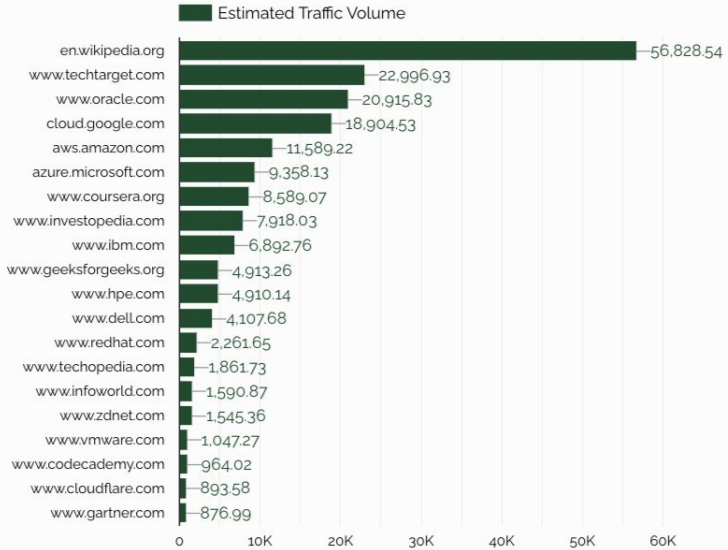
Being positioned near the top, left-hand corner of this chart is representative of market leadership as it demonstrates a consistently low position and high estimated traffic to the website.



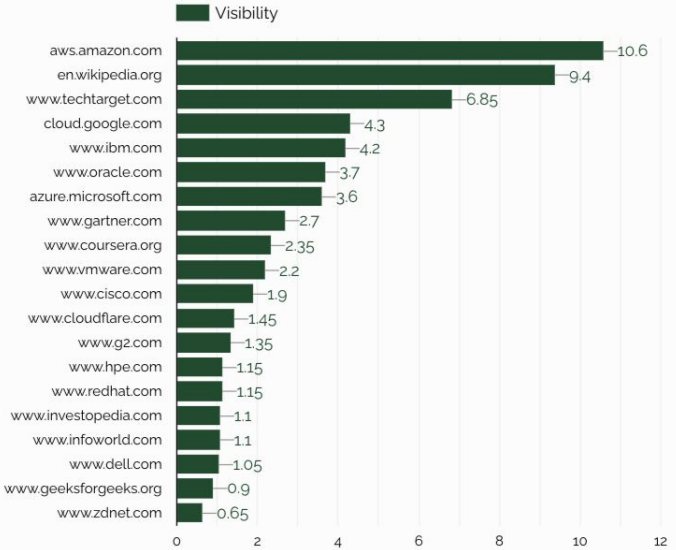
What are the benefits of higher position? Traffic and Visibility

The chart below shows the estimated traffic volume (ETV) of each competitor for the tracked keyword set.

ETV (Estimated Traffic Volume) is an estimation of website traffic that can be driven by a certain keyword or group of keywords. The metric displays the approximate number of monthly visits a keyword or keywords can bring to a website. ETV is calculated by multiplying a keyword's search volume by the click-through rate coefficient of a search result.



The visibility metric represents the website visibility rate based on the SERP positions of the keywords specified in the keywords list. The visibility of the domain is calculated by summing up the visibility values of all keywords specified in the list.
- Keywords with positions in the range from 1 to 10 are assigned the visibility index from 1 to 0.1, respectively;
- Keywords with positions in the range from 11 to 20 have the fixed visibility index of 0.05;
- Keywords with positions from 20 to 100 have a visibility index of 0.



What positions are competitors ranking on for our set of tracked keywords?

The chart below shows the SERP competitors identified from reviewing the search results, shown in English, in the US, alongside their position ranks for each keyword from our set of up to 200 tracked keywords. Null values mean there is no ranking for this website for said keyword.

Use the keyword filter to search for a specific keyword

Keywords

Equals | Enter a value

or use the Control field to adjust the positions at which your brand is ranking for these terms

aws.amazon.com

0 — 11

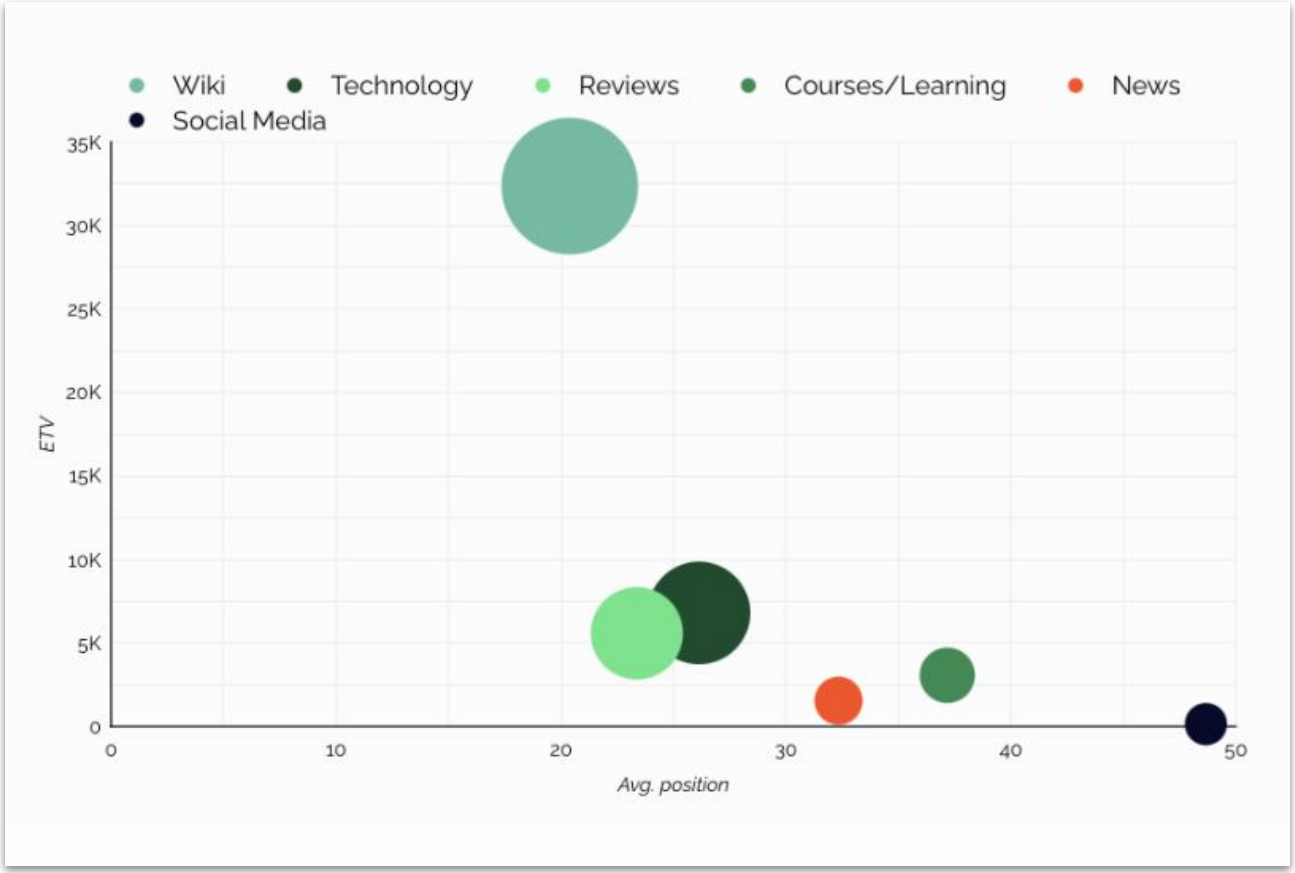
	Keywords	aws.amazon.com ▼	en.wikipedia.org	www.techtarget.com	www.ibm.com	azure.microsoft.com	aws.amazon.com	en.wikipedia.org	www.techtarget.com
1.	database	11	1	2	null	null	11	1	2
2.	cloud computing	3	2	4	9	1	3	2	4
3.	relational database	3	1	4	6	10	3	1	4
4.	Business Productivity	null	null	null	null	null	null	null	null
5.	Analytics services	null	null	null	null	null	null	null	null
6.	cloud storage systems	null	null	null	null	null	null	null	null
7.	Machine Learning	null	null	null	null	null	null	null	null
	Grand total	**5.67**	**1.33**	**3.33**	**7.5**	**5.5**	**5.67**	**1.33**	**3.33**

02 SHOULD HAVE: COMPETITOR ANALYSIS

Tag Site Type ✖

- Wiki
- Courses/ Learning
- News
- Reviews
- Technology

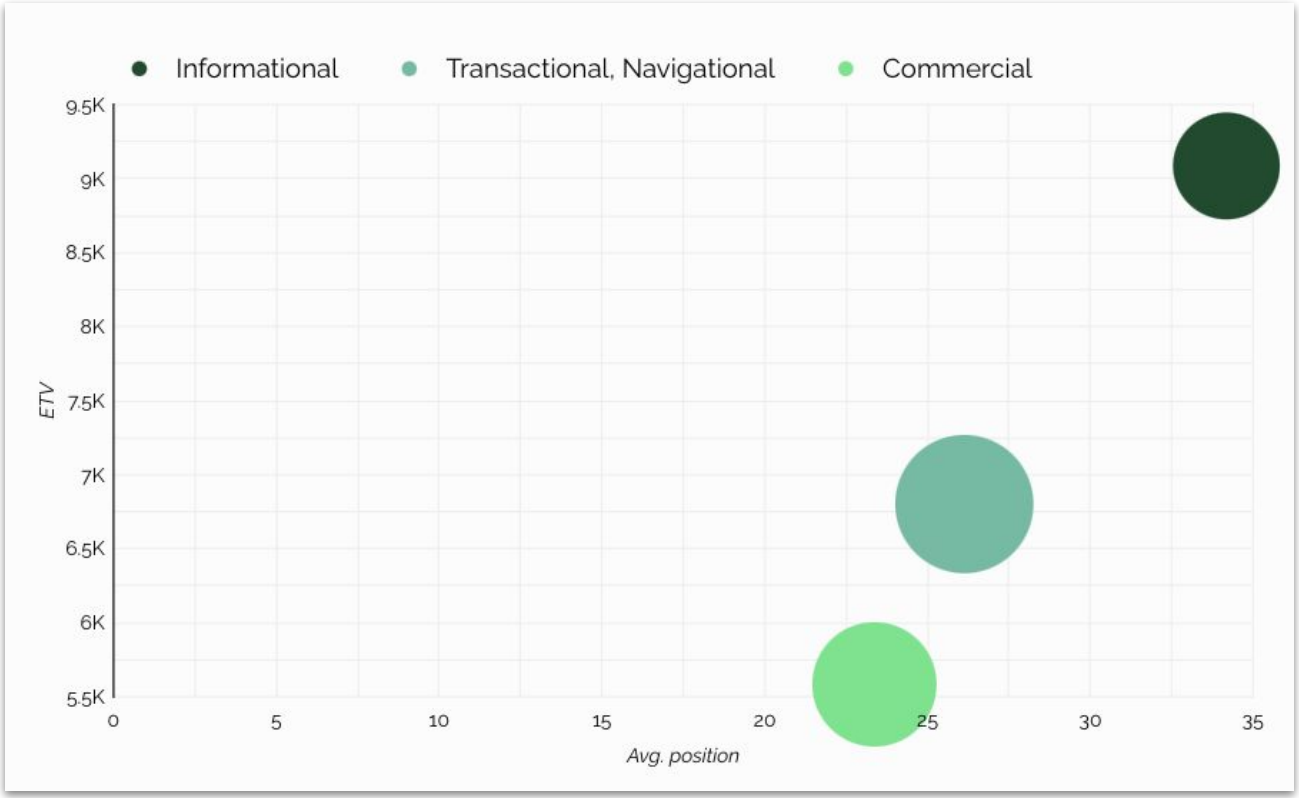
02 SHOULD HAVE: COMPETITOR ANALYSIS



02 SHOULD HAVE: COMPETITOR ANALYSIS

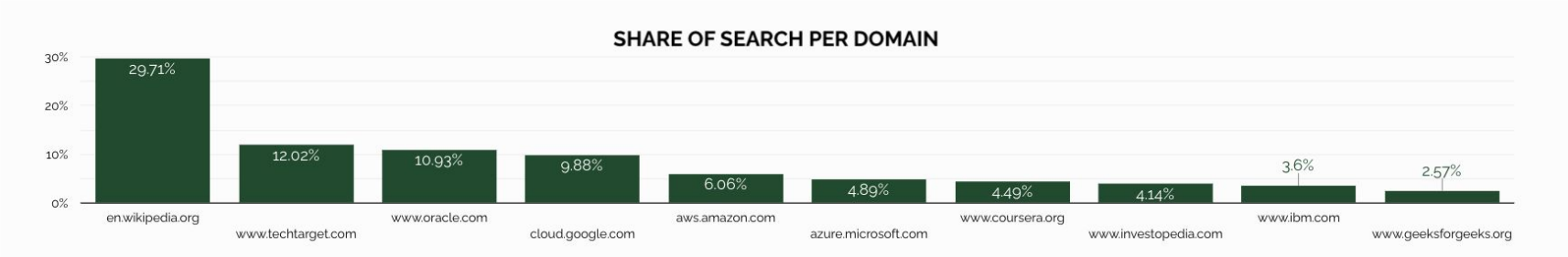
Tag Site Type	Holistic Intent Category
Wiki	Informational
Courses/ Learning	Informational
News	Informational
Reviews	Commercial
Technology	Transactional
	Navigational

02 SHOULD HAVE: COMPETITOR ANALYSIS



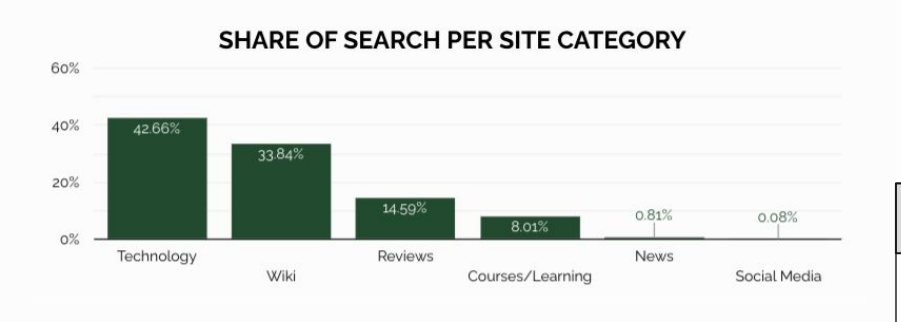
02 SHOULD HAVE: COMPETITOR ANALYSIS

Calculate Share of Search Per Domain ✖

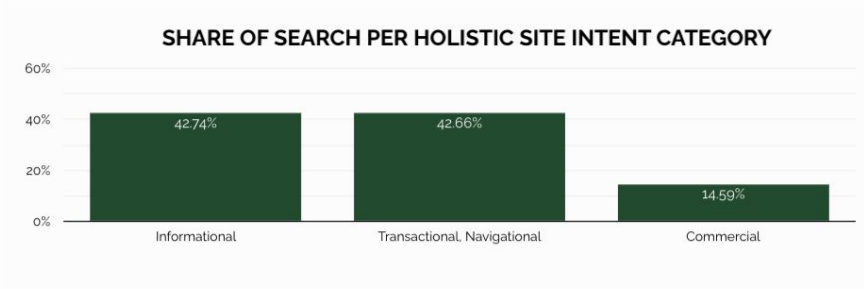


02 SHOULD HAVE: COMPETITOR ANALYSIS

Calculate SoS per site category ✖

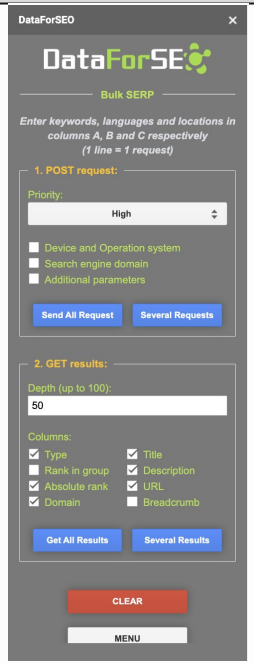


Calculate SoS per intent category ✖



03 COULD HAVE: COMPETITOR ANALYSIS

Using dataforSEO BULK SERP API...



...and an extended set of Keywords...

Keyword	Language	Location
What good thir	English	United States
What kind of p	English	United States
Is Jeff Bezos a s	English	United States
Is Jeff Bezos a g	English	United States
What is Jeff Be	English	United States
What is Jeff Be	English	United States
Is Jeff Bezos co	English	United States
What is Bezos l	English	United States
Who is now ric	English	United States
What is Jeff Be	English	United States
What is Jeff Be	English	United States
Why is Jeff Bez	English	United States
Is Jeff Bezos ag	English	United States
What does Jeff	English	United States
Does Jeff Bezos	English	United States
What is Jeff Be	English	United States
What kind of le	English	United States
What does Blu	English	United States
What did Jeff B	English	United States
What are Amaz	English	United States
Why is Amazon	English	United States
What traits doe	English	United States
What does Jeff	English	United States
How reliable is	English	United States
Can Amazon re	English	United States

03 COULD HAVE: COMPETITOR ANALYSIS

(side note)...

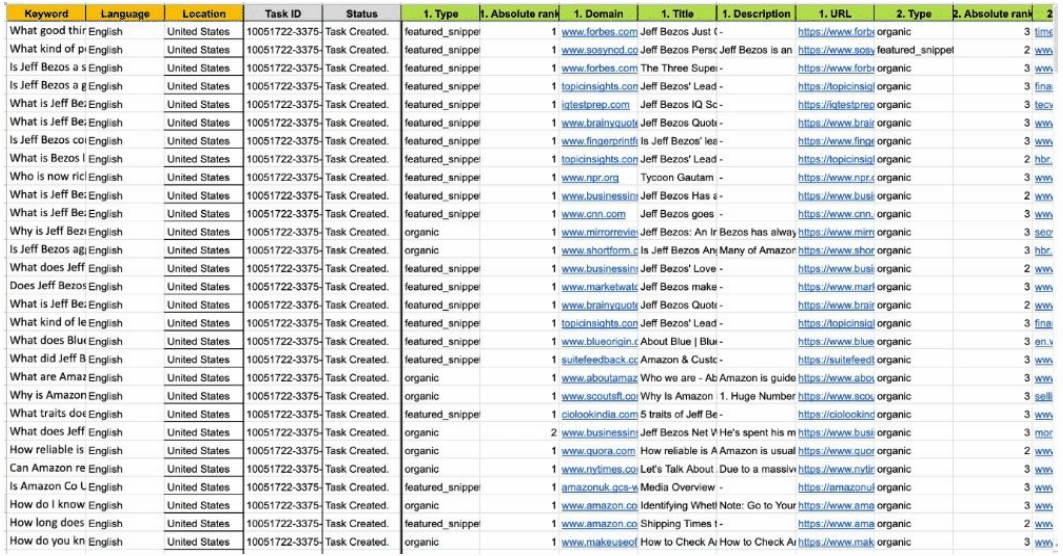
DataforSEO Bulk SERP Analysis can be used for very, very big datasets.

❌ 100 tasks at a time
❌ post/get structure
❌ limited max 5M cells/sheet

✅ however many keywords
✅ post/get separate scripts
✨ limitless potential

03 COULD HAVE: COMPETITOR ANALYSIS

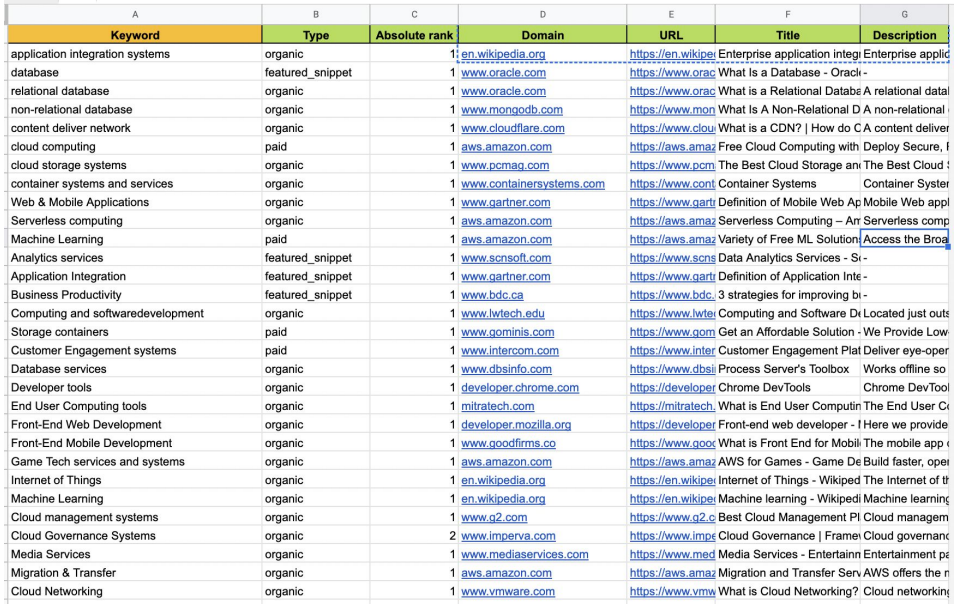
...get Google SERP data in bulk ✖



Keyword	Language	Location	Task ID	Status	1. Type	1. Absolute rank	1. Domain	1. Title	1. Description	1. URL	2. Type	2. Absolute rank	2
What good thir	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.forbes.com	Jeff Bezos Just (	-	https://www.forb	organic	3	time
What kind of p	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.sosynod.co	Jeff Bezos Persc	Jeff Bezos is an	https://www.sosy	featured_snippet	2	www
Is Jeff Bezos a s	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.forbes.com	The Three Super	-	https://www.forb	organic	3	www
Is Jeff Bezos a g	English	United States	10051722-3375-	Task Created.	featured_snippe	1	topicinsights.con	Jeff Bezos' Lead	-	https://topicinsigl	organic	3	fina
What is Jeff Be	English	United States	10051722-3375-	Task Created.	featured_snippe	1	iqtestprep.com	Jeff Bezos IQ Sc	-	https://iqtestprep	organic	3	tecv
What is Jeff Be	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.brainyquote	Jeff Bezos Quot	-	https://www.brair	organic	3	www
Is Jeff Bezos col	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.fingerprintf	Is Jeff Bezos' lea	-	https://www.finge	organic	3	www
What is Bezos I	English	United States	10051722-3375-	Task Created.	featured_snippe	1	topicinsights.con	Jeff Bezos' Lead	-	https://topicinsigl	organic	2	hbr.
Who is now ric	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.npr.org	Tycoon Gautam	-	https://www.npr.(	organic	3	www
What is Jeff Be	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.businessins	Jeff Bezos Has a	-	https://www.busi	organic	2	www
What is Jeff Be	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.cnn.com	Jeff Bezos goes	-	https://www.cnn.	organic	3	www
Why is Jeff Bez	English	United States	10051722-3375-	Task Created.	organic	1	www.mirrorrevie	Jeff Bezos: An Ir	Bezos has alway	https://www.mirr	organic	3	secr
Is Jeff Bezos ag	English	United States	10051722-3375-	Task Created.	organic	1	www.shortform.c	Is Jeff Bezos An	Many of Amazor	https://www.shor	organic	3	hbr.
What does Jeff	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.businessins	Jeff Bezos' Love	-	https://www.busi	organic	2	www
Does Jeff Bezos	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.marketwatc	Jeff Bezos make	-	https://www.mark	organic	3	www
What is Jeff Be	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.brainyquote	Jeff Bezos Quot	-	https://www.brair	organic	2	www
What kind of le	English	United States	10051722-3375-	Task Created.	featured_snippe	1	topicinsights.con	Jeff Bezos' Lead	-	https://topicinsigl	organic	3	fina
What does Blue	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.blueorigin.c	About Blue | Blue	-	https://www.blue	organic	3	en.v
What did Jeff B	English	United States	10051722-3375-	Task Created.	featured_snippe	1	suitefeedback.cc	Amazon & Custc	-	https://suitefeedt	organic	3	www
What are Amaz	English	United States	10051722-3375-	Task Created.	organic	1	www.aboutamaz	Who we are - Ab	Amazon is guide	https://www.abou	organic	3	www
Why is Amazon	English	United States	10051722-3375-	Task Created.	organic	1	www.scoutsfl.cor	Why Is Amazon	1. Huge Number	https://www.scou	organic	3	selli
What traits do(	English	United States	10051722-3375-	Task Created.	featured_snippe	1	ciolookindia.com	5 traits of Jeff Be	-	https://ciolookind	organic	3	www
What does Jeff	English	United States	10051722-3375-	Task Created.	organic	2	www.businessins	Jeff Bezos Net V	He's spent his m	https://www.busi	organic	3	mor
How reliable is	English	United States	10051722-3375-	Task Created.	organic	1	www.quora.com	How reliable is A	Amazon is usual	https://www.quor	organic	2	www
Can Amazon re	English	United States	10051722-3375-	Task Created.	organic	1	www.nytimes.co	Let's Talk About	Due to a massiv	https://www.nytir	organic	3	www
Is Amazon Co L	English	United States	10051722-3375-	Task Created.	featured_snippe	1	amazonuk.gcs-w	Media Overview	-	https://amazonuk	organic	3	www
How do I know	English	United States	10051722-3375-	Task Created.	organic	1	www.amazon.co	Identifying Whet	Note: Go to Your	https://www.ama	organic	3	www
How long does	English	United States	10051722-3375-	Task Created.	featured_snippe	1	www.amazon.co	Shipping Times t	-	https://www.ama	organic	2	www
How do you kn	English	United States	10051722-3375-	Task Created.	organic	1	www.makeuseof	How to Check Ar	How to Check Ar	https://www.mak	organic	3	www

03 COULD HAVE: COMPETITOR ANALYSIS

- Result Type
- Absolute rank
- Domain
- URL
- Title
- Meta Description



	A	B	C	D	E	F	G
	Keyword	Type	Absolute rank	Domain	URL	Title	Description
	application integration systems	organic	1	en.wikipedia.org	https://en.wikipe	Enterprise application integ	Enterprise applic
	database	featured_snippet	1	www.oracle.com	https://www.orac	What Is a Database - Oracl	-
	relational database	organic	1	www.oracle.com	https://www.orac	What is a Relational Databa	A relational datal
	non-relational database	organic	1	www.mongodb.com	https://www.mon	What Is A Non-Relational D	A non-relational
	content deliver network	organic	1	www.cloudflare.com	https://www.clou	What is a CDN? | How do C	A content deliver
	cloud computing	paid	1	aws.amazon.com	https://aws.amaz	Free Cloud Computing with	Deploy Secure,
	cloud storage systems	organic	1	www.pcmag.com	https://www.pcm	The Best Cloud Storage an	The Best Cloud
	container systems and services	organic	1	www.containersystems.com	https://www.cont	Container Systems	Container Syster
	Web & Mobile Applications	organic	1	www.gartner.com	https://www.gart	Definition of Mobile Web Ap	Mobile Web appl
	Serverless computing	organic	1	aws.amazon.com	https://aws.amaz	Serverless Computing – Am	Serverless comp
	Machine Learning	paid	1	aws.amazon.com	https://aws.amaz	Variety of Free ML Solution	Access the Broa
	Analytics services	featured_snippet	1	www.scnsoft.com	https://www.scns	Data Analytics Services - S	-
	Application Integration	featured_snippet	1	www.gartner.com	https://www.gart	Definition of Application Inte	-
	Business Productivity	featured_snippet	1	www.bdc.ca	https://www.bdc.	3 strategies for improving bi	-
	Computing and softwaredevelopment	organic	1	www.lwtech.edu	https://www.lwte	Computing and Software De	Located just outs
	Storage containers	paid	1	www.gominis.com	https://www.gom	Get an Affordable Solution -	We Provide Low
	Customer Engagement systems	paid	1	www.intercom.com	https://www.inter	Customer Engagement Plat	Deliver eye-oper
	Database services	organic	1	www.dbsinfo.com	https://www.dbsi	Process Server's Toolbox	Works offline so
	Developer tools	organic	1	developer.chrome.com	https://developer	Chrome DevTools	Chrome DevTool
	End User Computing tools	organic	1	mitratech.com	https://mitratech.	What is End User Computin	The End User C
	Front-End Web Development	organic	1	developer.mozilla.org	https://developer	Front-end web developer - I	Here we provide
	Front-End Mobile Development	organic	1	www.goodfirms.co	https://www.gooc	What is Front End for Mobil	The mobile app
	Game Tech services and systems	organic	1	aws.amazon.com	https://aws.amaz	AWS for Games - Game De	Build faster, oper
	Internet of Things	organic	1	en.wikipedia.org	https://en.wikipe	Internet of Things - Wikiped	The Internet of t
	Machine Learning	organic	1	en.wikipedia.org	https://en.wikipe	Machine learning - Wikipedi	Machine learning
	Cloud management systems	organic	1	www.g2.com	https://www.g2.c	Best Cloud Management Pl	Cloud managem
	Cloud Governance Systems	organic	2	www.imperva.com	https://www.impe	Cloud Governance | Frame	Cloud governanc
	Media Services	organic	1	www.mediaservices.com	https://www.med	Media Services - Entertainn	Entertainment pa
	Migration & Transfer	organic	1	aws.amazon.com	https://aws.amaz	Migration and Transfer Serv	AWS offers the r
	Cloud Networking	organic	1	www.vmware.com	https://www.vmw	What is Cloud Networking?	Cloud networkin

03 COULD HAVE: COMPETITOR ANALYSIS

Automatically provide classifications using GPT3 for:

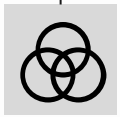
- Site category
- Search intent of title
- Search intent of meta description

PROCESS

GET THE CODE

PROMPT

GET LABELS



VISUALISE

GPT-3

17/02/2022, SEO

Use GPT3 to classify keyword context

(and thank @DannyRichman for creating it)

Danny Richman

@DannyRichman

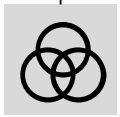
You follow each other

PROCESS

GET THE CODE

PROMPT

GET LABELS



VISUALISE

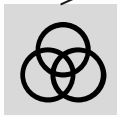
B	C	D	E	F
Prompt	**Example Keyword 1**	**Example Classification 1**	**Example Keyword 2**	**Example Classification 2**
Classify the website domain in one of the following categories - technology, news, reviews, wiki, courses/learning, Social Media, or other, based on the type of information published on it	aws.amazon.com	Technology	en.wikipedia.org	Wiki

PROCESS

GET THE CODE

PROMPT

GET LABELS



VISUALISE

	A	B	C
	Keyword	**Classification**	
	www.oracle.com	Technology	
	www.mongodb.com	Databases	
	www.cloudflare.com	Web Hosting	
	aws.amazon.com	Technology	
	www.pcmag.com	Reviews	
	www.containersystems.com	Technology	
	www.gartner.com	Reviews	
	www.scnsoft.com	Software	
	www.bdc.ca	Business	
	www.lwtech.edu	Schools	
	www.gominis.com	Reviews	
	www.intercom.com	Reviews	
	www.dbsinfo.com	Technology	
	developer.chrome.com	Technology	
	mitratech.com	Technology	
	developer.mozilla.org	Web Development	
	www.goodfirms.co	Reviews	
	en.wikipedia.org	Wiki	
	www.g2.com	Reviews	
	www.imperva.com	Security	
	www.mediaservices.com	Media	
	www.vmware.com	Virtualization	
	rad-ra.com	Technology	
	www.checkpoint.com	Security	
	auth0.com	Security	
	www.trendmicro.com	Security	

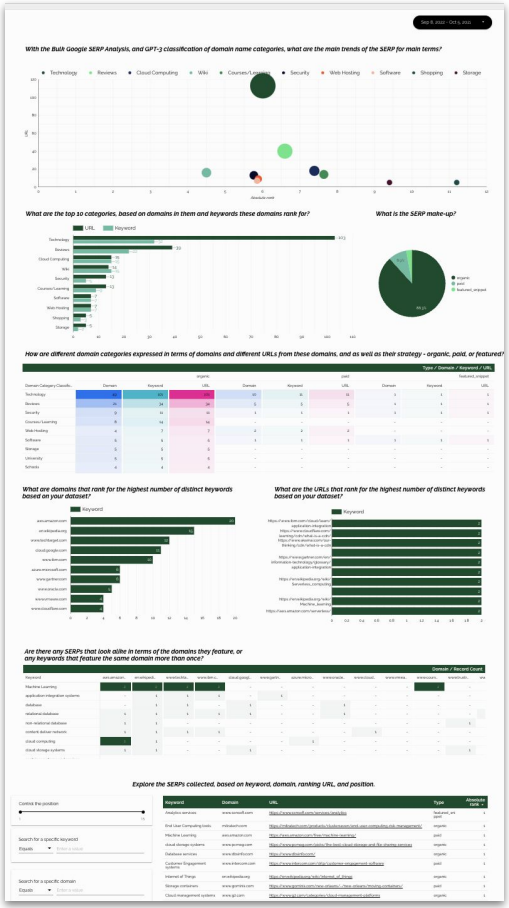
PROCESS

GET THE CODE

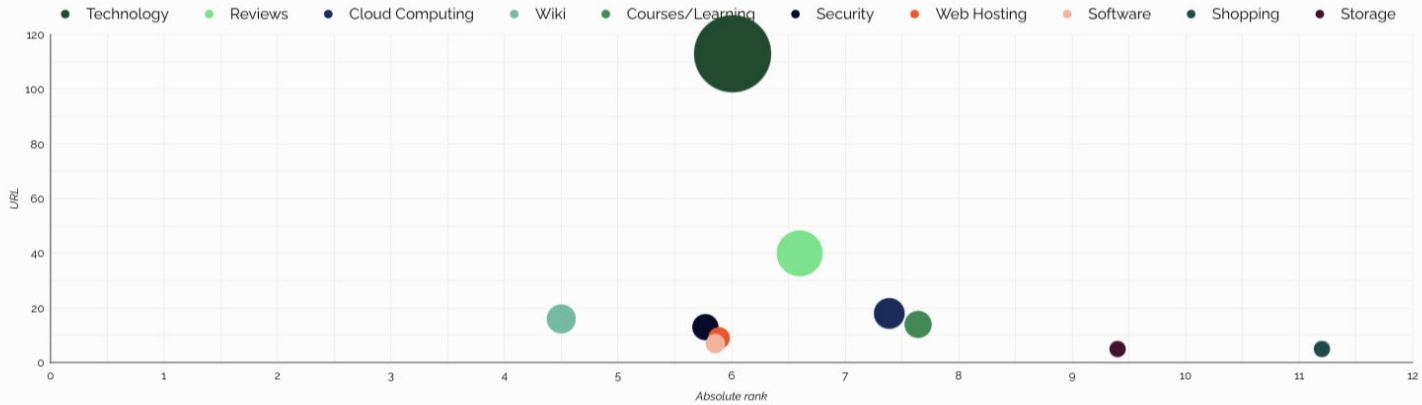
PROMPT

GET LABELS

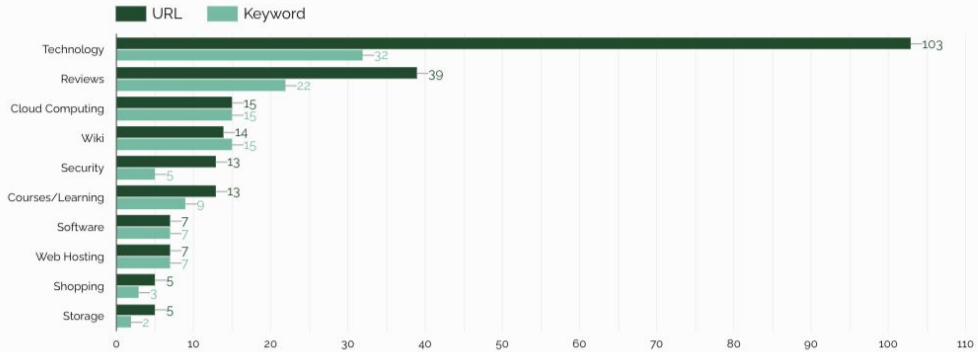
VISUALISE



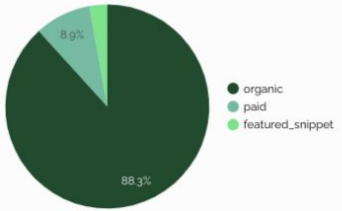
With the Bulk Google SERP Analysis, and GPT-3 classification of domain name categories, what are the main trends of the SERP for main terms?



What are the top 10 categories, based on domains in them and keywords these domains rank for?



What is the SERP make-up?

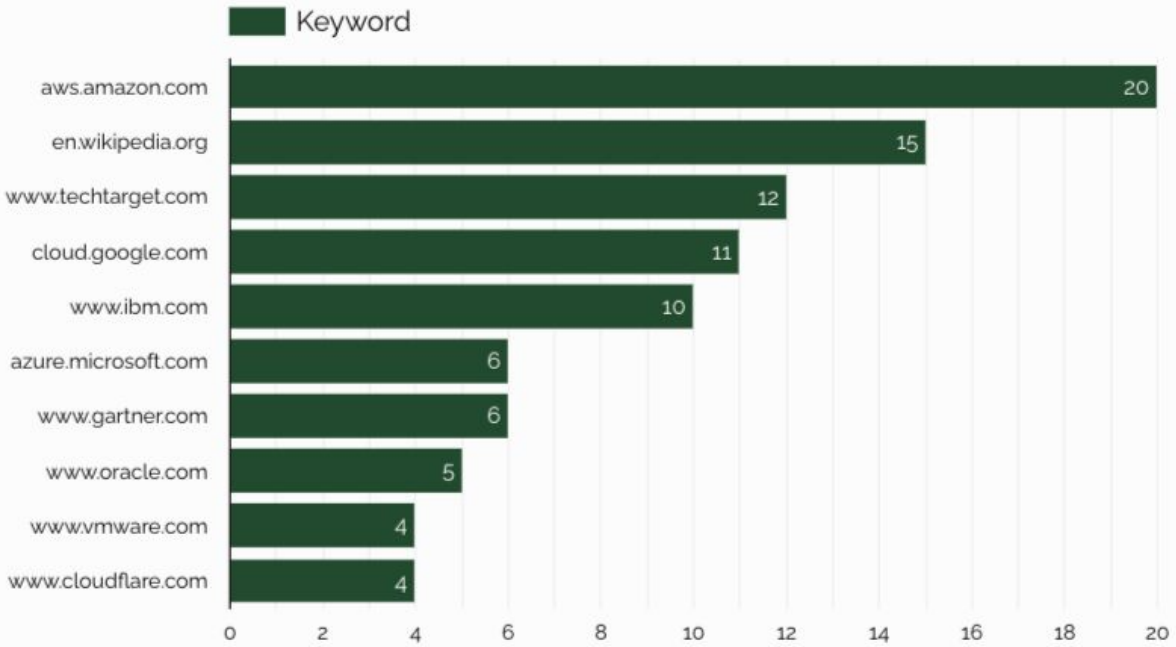


How are different domain categories expressed in terms of domains and different URLs from these domains, and as well as their strategy - organic, paid, or featured?

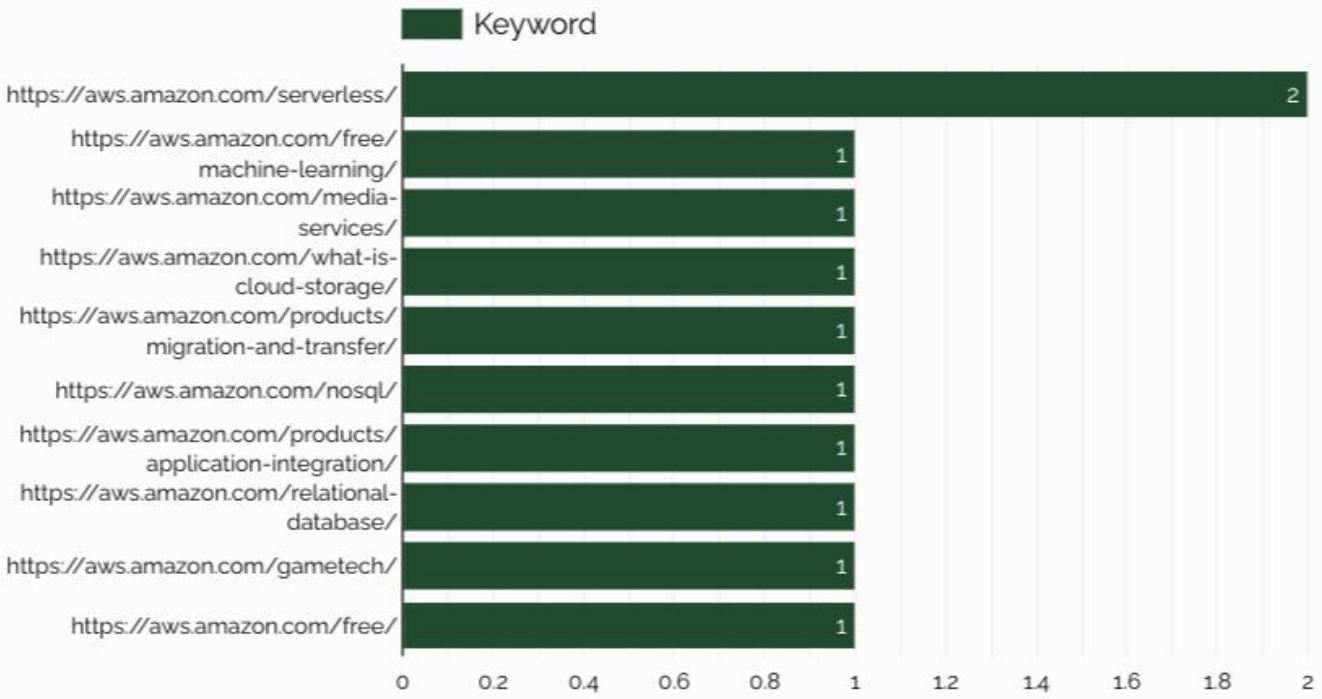
Type / Domain / Keyword / URL

	organic			paid			featured_snippet		
Domain Category Classific..	Domain	Keyword	URL	Domain	Keyword	URL	Domain	Keyword	URL
Technology	49	101	101	10	11	11	1	1	1
Reviews	21	34	34	5	5	5	1	1	1
Security	9	11	11	1	1	1	1	1	1
Courses/Learning	8	14	14	-	-	-	-	-	-
Web Hosting	4	7	7	2	2	2	-	-	-
Software	5	5	5	1	1	1	1	1	1
Storage	5	5	5	-	-	-	-	-	-
University	5	5	5	-	-	-	-	-	-
Schools	4	4	4	-	-	-	-	-	-
Blogs	4	4	4	-	-	-	-	-	-
Shopping	3	4	4	1	1	1	-	-	-
Education	4	4	4	-	-	-	-	-	-
Business									

What are domains that rank for the highest number of distinct keywords based on your dataset?



What are the URLs that rank for the highest number of distinct keywords based on your dataset?



filter per keyword, see who's appearing twice

Are there any SERPs that look alike in terms of the domains they feature, or any keywords that feature the same domain more than once?

	Domain / Record Count											
Keyword	aws.amazon...	en.wikipedia...	www.sas.co...	developers...	www.techta...	www.expert...	www.ibm.co...	www.course...	business.ad...	www.rootstr...	www.geeksf...	mitsloan.mit...
Machine Learning	2	2	2	2	2	2	2	2	1	1	1	1

Explore the SERPs collected, based on keyword, domain, ranking URL, and position.

Control the position

1 — 12

Search for a specific keyword

Equals | Machine Learning

Search for a specific domain

Equals | Enter a value

Filter Domain category | # of Domains in Categ...

Type to search

Keyword	Domain	URL	Type	Absolute rank
Machine Learning	aws.amazon.com	https://aws.amazon.com/free/machine-learning/	paid	1
Machine Learning	business.adobe.com	https://business.adobe.com/blog/the-latest/7-data-analytics-trends-for-2022	paid	2
Machine Learning	en.wikipedia.org	https://en.wikipedia.org/wiki/Machine_learning	organic	2.5
Machine Learning	www.rootstrap.com	https://www.rootstrap.com/computer-vision/	paid	3
Machine Learning	www.sas.com	https://www.sas.com/en_us/insights/analytics/machine-learning.html	organic	4
Machine Learning	developers.google.com	https://developers.google.com/machine-learning/crash-course	organic	5
Machine Learning	www.techtarget.com	https://www.techtarget.com/searchenterpriseai/definition/machine-learning-ML	organic	7
Machine Learning	www.expert.ai	https://www.expert.ai/blog/machine-learning-definition/	organic	8
Machine Learning	www.geeksforgeeks.org	https://www.geeksforgeeks.org/machine-learning/	organic	9
Machine Learning	www.ibm.com	https://www.ibm.com/cloud/learn/machine-learning	organic	9
Machine Learning	mitsloan.mit.edu	https://mitsloan.mit.edu/ideas-made-to-matter/machine-learning-explained	organic	10
Machine Learning	www.coursera.org	https://www.coursera.org/learn/machine-learning	organic	10
Machine Learning	aws.amazon.com	https://aws.amazon.com/machine-learning/	organic	11

see the SERP at a glance, with the type of results ranked

Explore the SERPs collected, based on keyword, domain, ranking URL, and position.

Control the position

1 — 15

Search for a specific keyword

Equals | Enter a value

Search for a specific domain

Equals | Enter a value

Filter Domain category — **# of Domains in Categ...**

Type to search

Technology	113
Reviews	40
Cloud Computing	18
Wiki	16
Courses/Learning	14
Security	13

Filter for result type — **Avg. Position**

organic	2.4K
paid	52
featured_snippet	16

Keyword	Domain	URL	Absolute rank
content deliver network	www.cloudflare.com	https://www.cloudflare.com/learning/cdn/what-is-a-cdn/	1
Robotics tools and systems	rad-ra.com	https://rad-ra.com/rad-home/collision-sensors/	1
Cloud Networking	www.vmware.com	https://www.vmware.com/topics/glossary/content/cloud-networking.html	1
cloud computing	aws.amazon.com	https://aws.amazon.com/free/	1
Cloud Content Delivery	info.varnish-software.com	https://info.varnish-software.com/us/varnish-private-cdn-conv-edu	1
Application Integration	www.gartner.com	https://www.gartner.com/en/information-technology/glossary/application-integration	1
Developer tools	developer.chrome.com	https://developer.chrome.com/docs/devtools/	1
relational database	www.oracle.com	https://www.oracle.com/database/what-is-a-relational-database/	1
Front-End Web Development	developer.mozilla.org	https://developer.mozilla.org/en-US/docs/Learn/Front-end_web_developer	1
application integration systems	en.wikipedia.org	https://en.wikipedia.org/wiki/Enterprise_application_integration	1
Identity Management	auth0.com	https://auth0.com/resources/whitepapers/ciam-transformation	1
Game Tech services and systems	aws.amazon.com	https://aws.amazon.com/gametech/	1
Business Productivity	www.bdc.ca	https://www.bdc.ca/en/articles-tools/business-strategy-planning/manage-business/3-strategies-improving-business-productivity	1
Serverless	www.serverless.com	https://www.serverless.com/	1
Front-End Mobile Development	www.goodfirms.co	https://www.goodfirms.co/glossary/front-end	1
Computing and softwaredevelopment	www.lwtech.edu	https://www.lwtech.edu/academics/computing-software-development/	1
Cloud Security	www.checkpoint.com	https://www.checkpoint.com/cyber-hub/cloud-security/what-is-cloud-security/	1
container systems and services	www.containersystems.com	https://www.containersystems.com/	1
Game Tech services and systems	dev.to	https://dev.to/aws-builders/introduction-to-game-tech-with-aws-4f03	2
Customer Engagement systems	www.absolutelabs.io	https://www.absolutelabs.io/	2
Storage containers	www.pods.com	https://www.pods.com/storage-solutions	2
Machine Learning	business.adobe.com	https://business.adobe.com/blog/the-latest/7-data-analytics-trends-for-2022	2
container systems and services	www.containersys.com	https://www.containersys.com/	2
cloud computing	www.intel.com	https://www.intel.com/content/www/us/en/company-overview/wonderful.html	2
Cloud Governance Systems	www.imperva.com	https://www.imperva.com/learn/data-security/cloud-governance/	2
Cloud Content Delivery	explore.fastly.com	https://explore.fastly.com/cdn	2
Identity Management	www.pwc.com	https://www.pwc.com/us/en/services/consulting/managed-services/cybersecurity-operations-managed-services.html	2

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ENTITY ANALYSIS

01 MUST HAVE: ENTITY ANALYSIS

Automatically provide
entity extraction using Google's NLP API for:

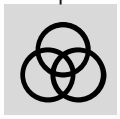
- Titles
- Meta Descriptions

PROCESS: ENTITY ANALYSIS IN SHEETS

GET THE CODE & API KEY

INPUT DATA

GET ENTITIES & SENTIMENT



VISUALISE

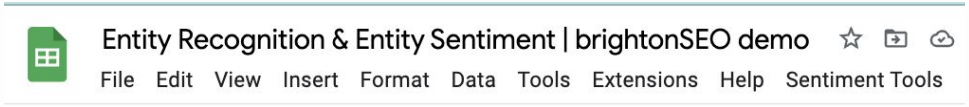
your api key set-up guide

Cloud Natural Language > Documentation > Guides

Quickstart: Setup the Natural Language API

This guide provides all required setup steps to start using Natural Language.

your sheets template

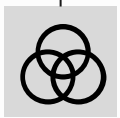


PROCESS: ENTITY ANALYSIS IN SHEETS

GET THE CODE & API KEY

INPUT DATA

GET ENTITIES & SENTIMENT



VISUALISE

URLs Meta-Descriptions

Entity Recognition & Entity Sentiment | brightonSEO demo

File Edit View Insert Format Data Tools Extensions Help Sentiment Tools Last edit was seconds ago

	id	comments
1	https://en.wikipedia.org/wiki/Enterprise_application_integration	Enterprise application integration (EAI) is the use of software and computer sy
2	https://www.oracle.com/database/what-is-database/	-
3	https://www.oracle.com/database/what-is-a-relational-database/	A relational database is a type of database that stores and provides access to
4	https://www.mongodb.com/databases/non-relational	A non-relational database stores data in a non-tabular form, and tends to be m
5	https://www.cloudflare.com/learning/cdn/what-is-a-cdn/	A content delivery network (CDN) refers to a geographically distributed group
6	https://aws.amazon.com/free/	Deploy Secure, Reliable, & Scalable Websites, Apps or Processes with Free C
7	https://www.pcmag.com/picks/the-best-cloud-storage-and-file-sharing-services	The Best Cloud Storage and File-Sharing Services for 2022 · Our Top 7 Picks
8	https://www.containersystems.com/	Container Systems, Inc. ... If you are searching for a source for pallet rack, she
9	https://www.gartner.com/en/information-technology/glossary/mobile-web-applications	Mobile Web applications refer to applications for mobile devices that require or
10	https://aws.amazon.com/serverless/	Serverless computing allows you to build and run applications and services wi
11	https://aws.amazon.com/free/machine-learning/	Access the Broadest & Deepest Set of Machine Learning Services for Your Bu
12	https://www.scnsoft.com/services/analytics	-
13	https://www.gartner.com/en/information-technology/glossary/application-integration	-
14	https://www.bdc.ca/en/articles-tools/business-strategy-planning/manage-business/3-strategies	-
15	https://www.lwtech.edu/academics/computing-software-development/	Located just outside of Seattle, Washington, the Computing and Software Dev
16	https://www.gominis.com/new-orleans/-/new-orleans/moving-containers/	We Provide Low-Cost Prices Our Customers Want & High-Quality Service The
17	https://www.intercom.com/drlp/customer-engagement-software	Deliver eye-opening marketing experiences to maximize conversions and capt
18	https://www.dbsinfo.com/	Works offline so you can serve anywhere. Notifications in real time. Upload ph
19	https://developer.chrome.com/docs/devtools/	Chrome DevTools is a set of web developer tools built directly into the Google
20	https://mitratech.com/products/clusterseven/end-user-computing-risk-management/	The End User Computing (EUC) definition is 'a system in which individuals are
21	https://developer.mozilla.org/en-US/docs/Learn/Front-end_web_developer	Here we provide you with a structured course that will teach you all you need t
22	https://www.goodfirms.co/glossary/front-end	The mobile app development process involves cooperation between front end
23	https://aws.amazon.com/gametech/	Build faster, operate smarter, and create innovative games using Amazon Wet
24	https://en.wikipedia.org/wiki/Internet_of_things	The Internet of things (IoT) describes physical objects with sensors, processin
25	https://en.wikipedia.org/wiki/Machine_learning	Machine learning (ML) is a field of inquiry devoted to understanding and buildi
26	https://www.g2.com/categories/cloud-management-platforms	Cloud management platforms (CMPs) are toolsets that help companies monito
27	https://www.imperva.com/learn/data-security/cloud-governance/	Cloud governance is a set of rules and policies adopted by companies that run
28	https://www.mediaservices.com/	Entertainment payroll, accounting and residuals. Get W2 payroll service for cre
29	https://aws.amazon.com/products/migration-and-transfer/	AWS offers the most complete migration solutions to help you assess, mobiliz
30	https://www.vmware.com/topics/glossary/content/cloud-networking.html	Cloud networking is a type of IT infrastructure in which some or all of an organ

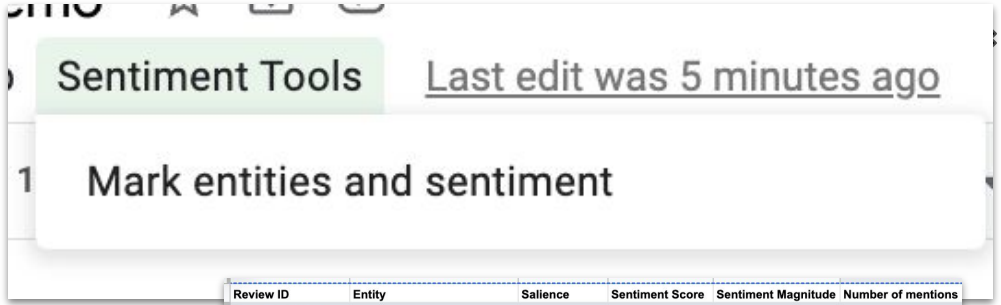
PROCESS: ENTITY ANALYSIS IN SHEETS

GET THE CODE & API KEY

INPUT DATA

GET ENTITIES & SENTIMENT

VISUALISE



Review ID	Entity	Salience	Sentiment Score	Sentiment Magnitude	Number of mentions
https://en.wikipedia.or	Enterprise application integratio	0.6282338	0	0	2
https://en.wikipedia.or	EAI	0.107579336	0	0	1
https://en.wikipedia.or	software	0.07536966	0	0	1
https://en.wikipedia.or	computer systems	0.06946866	0	0	1
https://en.wikipedia.or	set	0.053013343	0	0	1
https://en.wikipedia.or	enterprise computer	0.042577475	0	0	1
https://en.wikipedia.or	principles	0.023757715	0	0	1
https://www.oracle.cor	database	0.70133245	0.1	0.3	2
https://www.oracle.cor	data points	0.098208494	0	0.1	1
https://www.oracle.cor	database	0.08552961	0.1	0.1	1
https://www.oracle.cor	stores	0.04493161	0.1	0.1	1
https://www.oracle.cor	access	0.035053052	0	0	1
https://www.oracle.cor	databases	0.02072558	0	0	1
https://www.oracle.cor	another	0.0142192	0	0	1
https://www.mongodb.	database	0.3604171	0	0	1
https://www.mongodb.	stores	0.30372602	0	0	1
https://www.mongodb.	data	0.16117582	0	0	1
https://www.mongodb.	form	0.09173636	0	0	1
https://www.mongodb.	relational database structures	0.065426126	0	0	1
https://www.mongodb.	SQL	0.017518587	0	0	1
https://www.cloudflare	content delivery network	0.3859859	0	0	1
https://www.cloudflare	group	0.26281422	0	0	1
https://www.cloudflare	servers	0.10876744	0	0	1
https://www.cloudflare	CDN	0.10294777	0	0	1
https://www.cloudflare	delivery	0.07263352	0	0	1
https://www.cloudflare	Internet content	0.06685114	0	0	1
https://aws.amazon.cc	Secure	0.31401837	0.4	0.4	1
https://aws.amazon.cc	Websites	0.2091138	0.4	0.4	1
https://aws.amazon.cc	Apps	0.14441134	0.3	0.3	1

(quick detour... in case it's needed)

- **Entity** = recognised thing/concept
- **Salience** = importance
- **Sentiment Score**
- **Sentiment Magnitude** = strength
- **# of mentions** = entity prominence

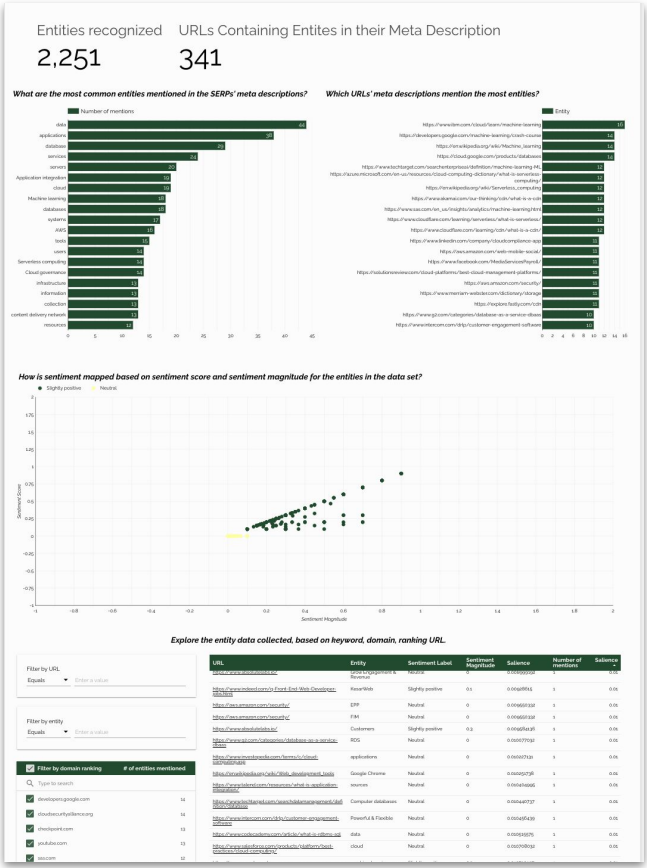
PROCESS: ENTITY ANALYSIS IN SHEETS

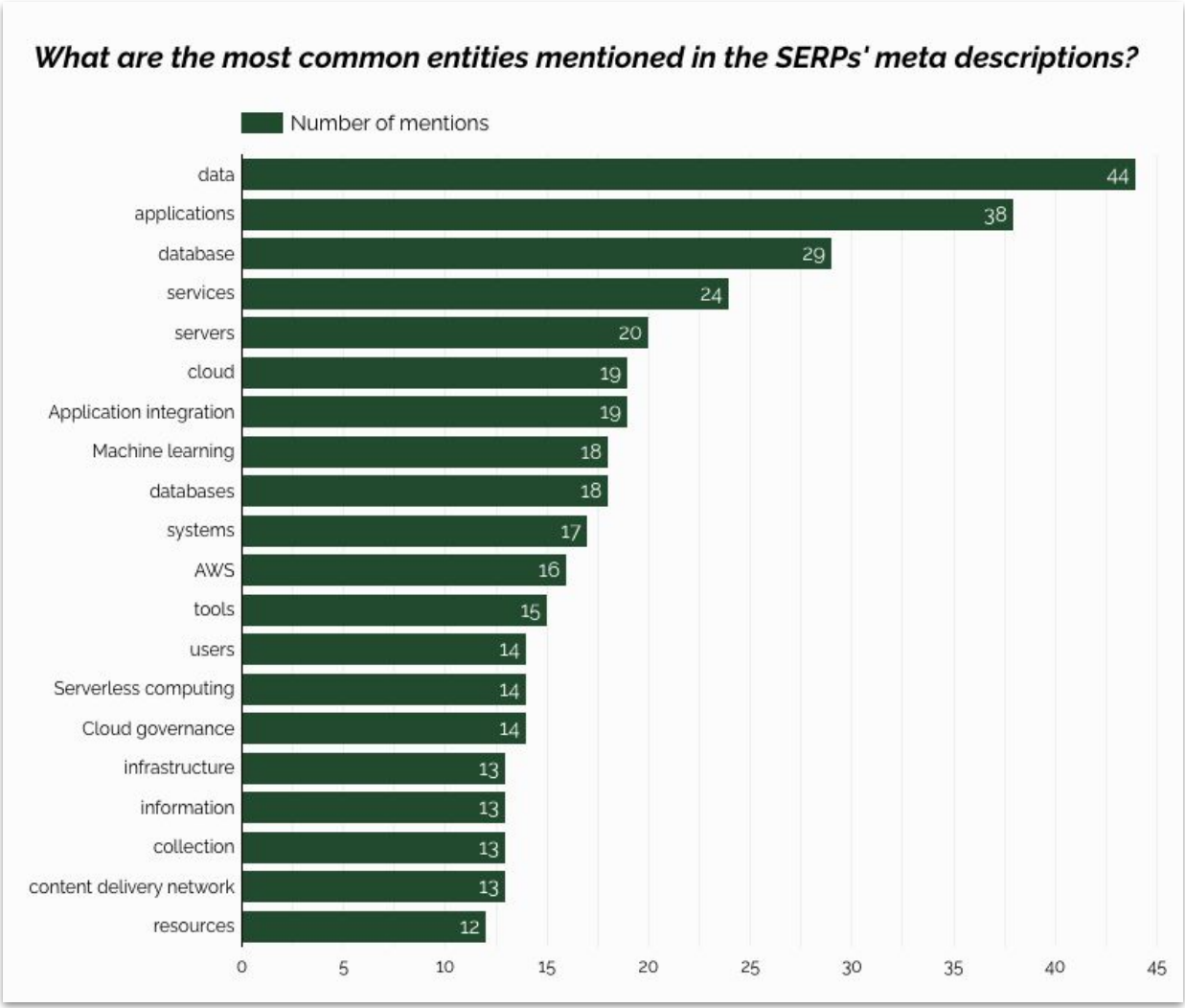
GET THE CODE & API KEY

INPUT DATA

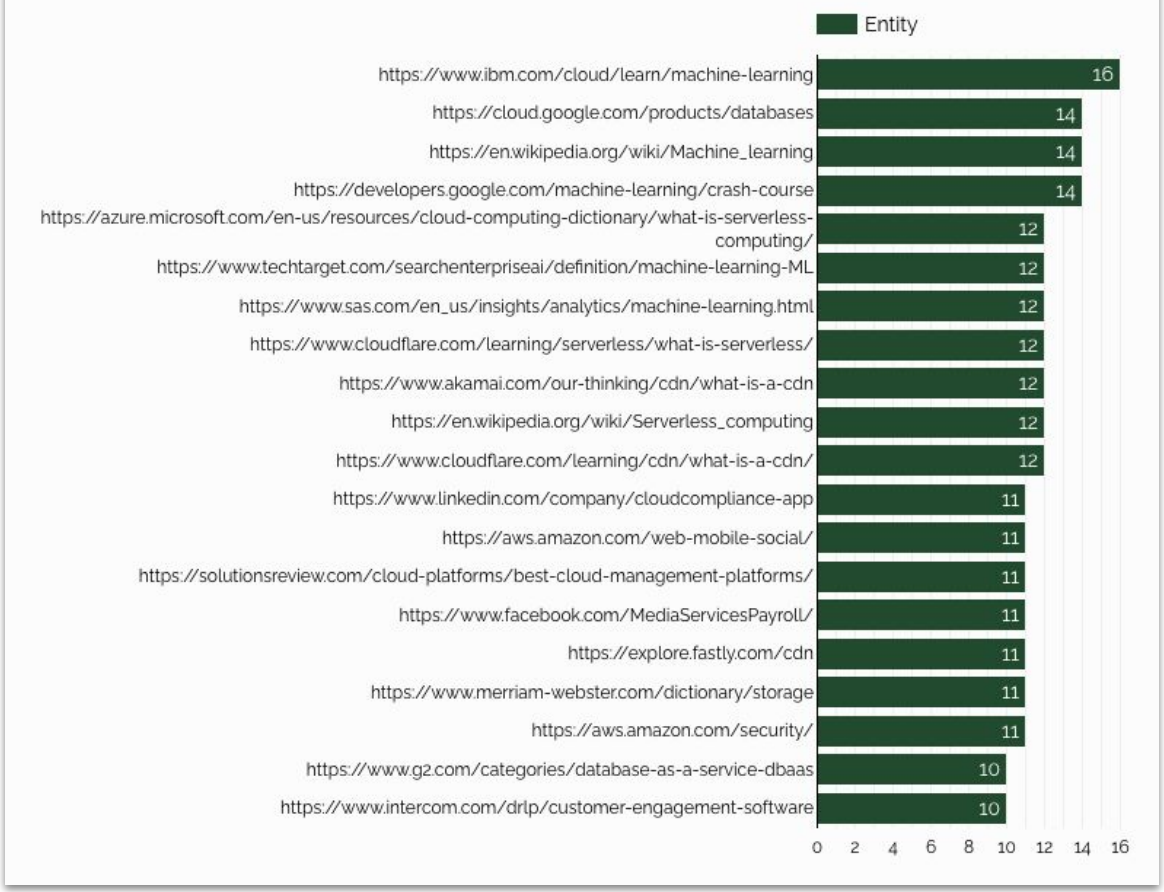
GET ENTITIES AND SENTIMENT

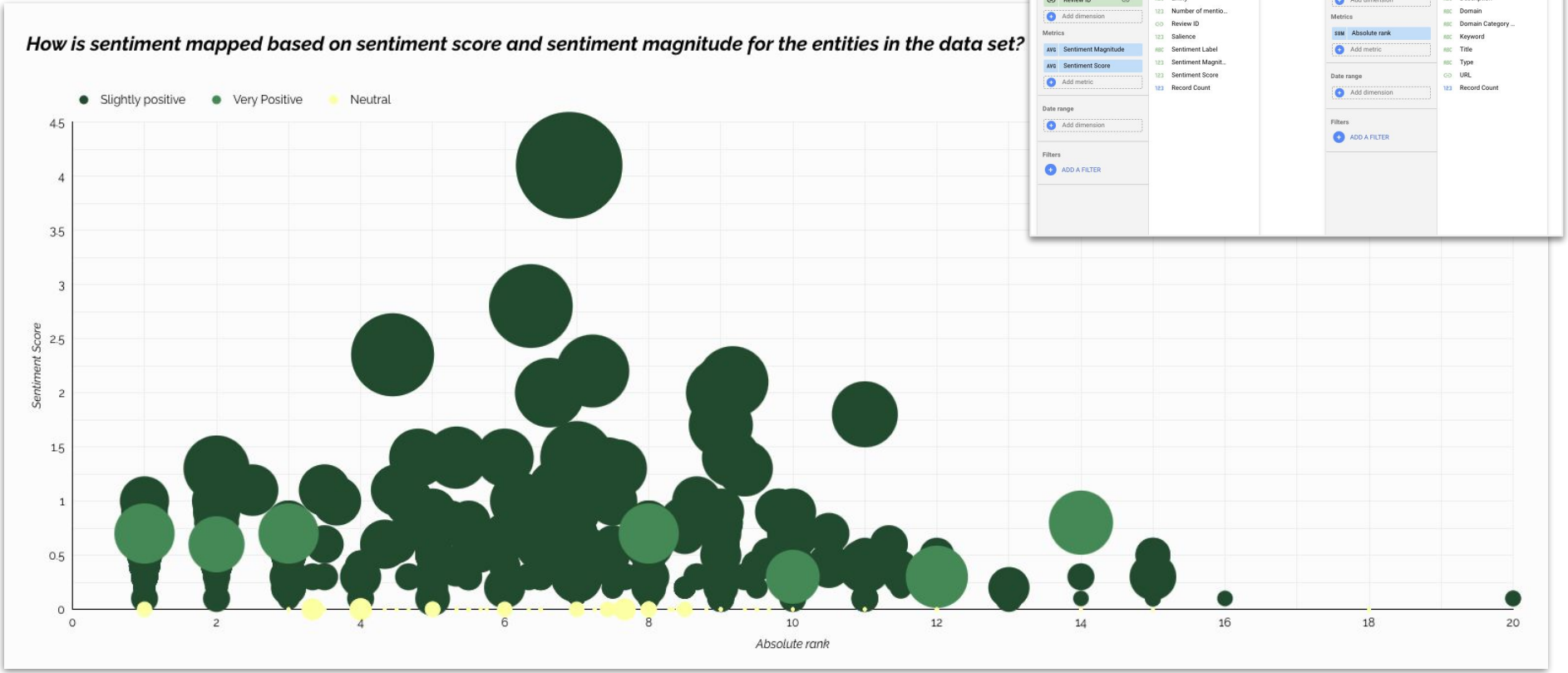
VISUALISE

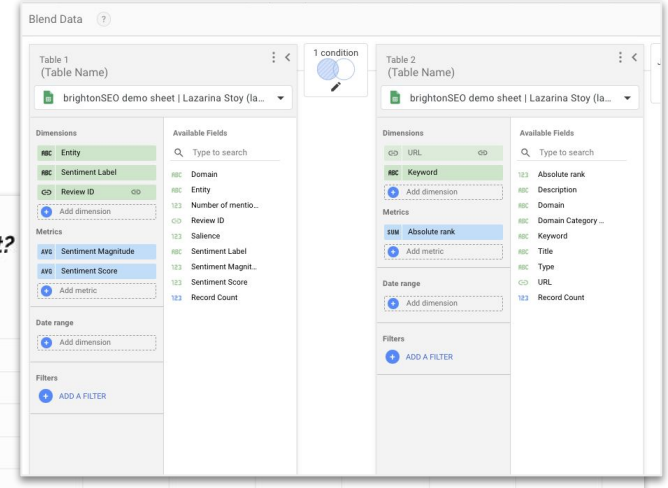



What are the most common entities mentioned in the SERPs' meta descriptions?
Number of mentions
data 44
applications 38
database 29
services 24
servers 20
cloud 19
Application integration 19
Machine learning 18
databases 18
systems 17
AWS 16
tools 15
users 14
Serverless computing 14
Cloud governance 14
infrastructure 13
information 13
collection 13
content delivery network 13
resources 12
0 5 10 15 20 25 30 35 40 45

Which URLs' meta descriptions mention the most entities?




How is sentiment mapped based on sentiment score and sentiment magnitude for the entities in the data set?
Slightly positive
Very Positive
Neutral
Sentiment Score
Absolute rank
0
0.5
1
1.5
2
2.5
3
3.5
4
4.5
0
2
4
6
8
10
12
14
16
18
20


Blend Data
Table 1
(Table Name)
brightonSEO demo sheet | Lazarina Stoy (la...
Dimensions
Entity
Sentiment Label
Review ID
Add dimension
Metrics
Sentiment Magnitude
Sentiment Score
Add metric
Date range
Add dimension
Filters
ADD A FILTER
Available Fields
Type to search
Domain
Entity
Number of mentio...
Review ID
Salience
Sentiment Label
Sentiment Magnit...
Sentiment Score
Record Count
1 condition
Table 2
(Table Name)
brightonSEO demo sheet | Lazarina Stoy (la...
Dimensions
URL
Keyword
Add dimension
Metrics
Absolute rank
Add metric
Date range
Add dimension
Filters
ADD A FILTER
Available Fields
Type to search
Absolute rank
Description
Domain
Domain Category ...
Keyword
Title
Type
URL
Record Count

Explore the entity data collected, based on keyword, domain, ranking URL.

Filter by URL

Equals | Enter a value

Filter by entity

Equals | Enter a value

Filter by domain ranking	# of entities mentioned
Type to search	
developers.google.com	14
cloudsecurityalliance.org	14
checkpoint.com	13
youtube.com	13
sas.com	12

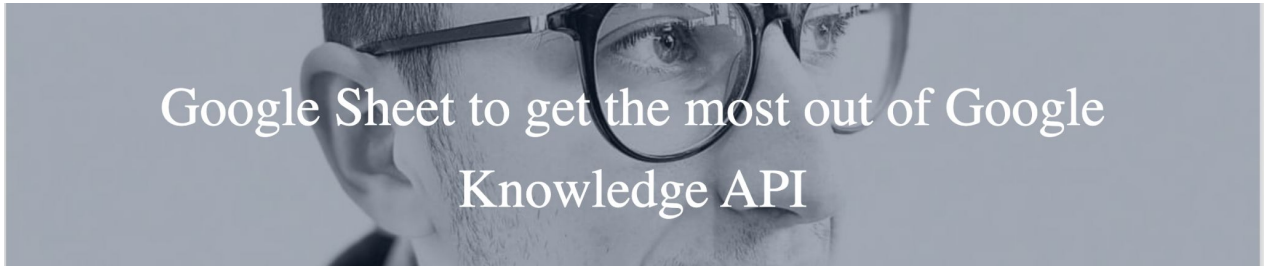
Sentiment Label (Exclude 1)	Salience
Neutral	191.1
Slightly positive	158.8
Slightly Negative	6.5
Very Positive	4.6

URL	Entity	Sentiment Label	Sentiment Magnitude	Salience	Number of mentions	Salience
	Revenue					
https://www.indeed.com/q-Front-End-Web-Developer-jobs.html	KesarWeb	Slightly positive	0.1	0.00928615	1	0.01
https://aws.amazon.com/security/	EPP	Neutral	0	0.009550332	1	0.01
https://aws.amazon.com/security/	FIM	Neutral	0	0.009550332	1	0.01
https://www.absolutelabs.io/	Customers	Slightly positive	0.3	0.009584136	1	0.01
https://www.g2.com/categories/database-as-a-service-dbaas	RDS	Neutral	0	0.010077032	1	0.01
https://www.investopedia.com/terms/c/cloud-computing.asp	applications	Neutral	0	0.010227131	1	0.01
https://en.wikipedia.org/wiki/Web_development_tools	Google Chrome	Neutral	0	0.010251738	1	0.01
https://www.talend.com/resources/what-is-application-integration/	sources	Neutral	0	0.010404995	1	0.01
https://www.techtarget.com/searchdatamanagement/definition/database	Computer databases	Neutral	0	0.010440737	1	0.01
https://www.intercom.com/drip/customer-engagement-software	Powerful & Flexible	Neutral	0	0.010456439	1	0.01
https://www.codecademy.com/article/what-is-rdbms-sql	data	Neutral	0	0.010515575	1	0.01
https://www.salesforce.com/products/platform/best-practices/cloud-computing/	cloud	Neutral	0	0.010708032	1	0.01
https://www.mysql.com/	machine learning workloads	Slightly positive	0.2	0.010735927	1	0.01
https://www.blackforestmktg.com/	Black Forest Container Systems	Neutral	0	0.010848048	1	0.01
https://www.imperva.com/learn/data-security/cloud-governance/	data security	Neutral	0	0.0115666855	1	0.01
https://martinfowler.com/articles/serverless.html	databases	Slightly positive	0.1	0.011604427	1	0.01
https://www.usg.edu/galileo/skills/unit04/primer04_01.phtml	number	Neutral	0	0.01169396	1	0.01
https://en.wikipedia.org/wiki/Front-	CSS	Neutral	0	0.011733394	1	0.01

1 - 100 / 2169

02 SHOULD HAVE: ENTITY ANALYSIS

02 SHOULD HAVE: ENTITY ANALYSIS



Daniel Heredia

Digital Marketing & SEO

Entity	Number of Entities	Google Knowdlege API Key
gasol	3	.

@Type	EntitySearchResult	EntitySearchResult	EntitySearchResult	
Result Name	Gasoline	Gasolina	Pau Gasol	
Result @Id	kg:/m/05wy2	kg:/g/1q5j6w6v7	kg:/m/014gsd	
Result Detaileddescription License	https://en.wikipedia.org/wiki/Wikipedia:Text_of_C	https://en.wikipedia.org/wiki/Wikipedia:Text_of_Creative_Commc	https://en.wikipedia.org/wiki/Wikipedia:Text_of_Creative_Comm	
Result Detaileddescription Articlebody	Gasoline, or petrol is a clear petroleum-derived fl	Gasoline, or petrol is a clear petroleum-derived flammable liquid	Pau Gasol Sáez is a Spanish professional basketball player wh	
Result Detaileddescription Url	https://en.wikipedia.org/wiki/Gasoline	https://en.wikipedia.org/wiki/Gasoline	https://en.wikipedia.org/wiki/Pau_Gasol	
Result Image Contenturl	https://encrypted-tbn3.gstatic.com/images?q=tbr	https://encrypted-tbn3.gstatic.com/images?q=tbn:ANd9GcSvLId	https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcRshp	
Result Image Url	https://commons.wikimedia.org/wiki/File:Gasoline	https://commons.wikimedia.org/wiki/File:GasolineContainer.JPG	https://fr.m.wikipedia.org/wiki/Fichier:Paul_Gasol_high_five_with	
Result Description	Fuel	Song	Spanish basketball player	
Result @Type	Thing	Thing	Person,Thing	
Resultscore	3074.906982421875	898.4418334960938	663.6314697265625	

03 COULD HAVE: ENTITY ANALYSIS

🔮 rank prediction based on entity presence or knowledge graph entities mentioned?

SENTIMENT ANALYSIS

(totally optional, but great for brand reputation management or similar type queries)

01 MUST HAVE: SENTIMENT ANALYSIS

using Google's Natural Language Sentiment Analysis API

... analyse the sentiment of titles and meta descriptions from collected SERPs for our set of keywords

PROCESS: SENTIMENT ANALYSIS IN SHEETS ✖

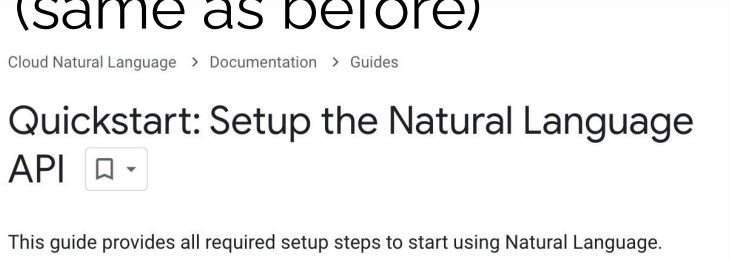
GET THE CODE & API KEY

INPUT DATA

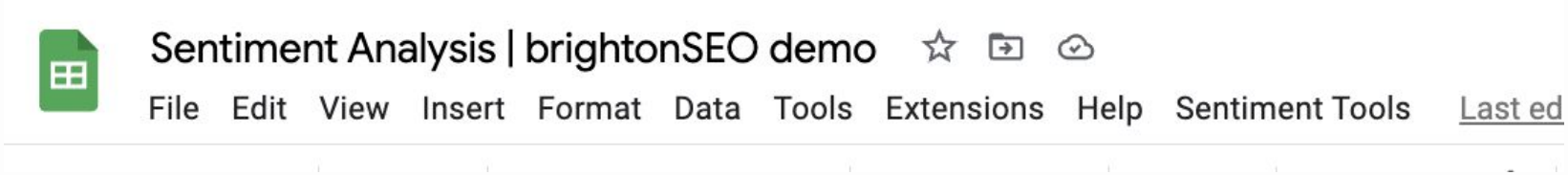
GET SENTIMENT

VISUALISE

your api key set-up guide
(same as before)



your sheets template

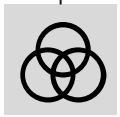


PROCESS: SENTIMENT ANALYSIS IN SHEETS ✖

GET THE CODE & API KEY

INPUT DATA

GET SENTIMENT



VISUALISE

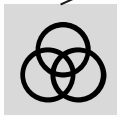
A	B	C	D	E	F	G
Keyword	Type	solute ra	Domain	URL	Title	Description
What good things has Jeff Bezos done?	featured_snippet	1	www.forbes.com	https://www.forbes.com/sites/rachelsandler/	Jeff Bezos Just Gave Away	
What kind of person is Bezos?	featured_snippet	1	www.sosyncd.com	https://www.sosyncd.com/database/jeff-bez	Jeff Bezos P	Jeff Bezos is a
Is Jeff Bezos a smart guy?	featured_snippet	1	www.forbes.com	https://www.forbes.com/sites/rogerdooley/2(	The Three S	
Is Jeff Bezos a good leader?	featured_snippet	1	topicinsights.com	https://topicinsights.com/leadership-manage	Jeff Bezos' L	
What is Jeff Bezos IQ?	featured_snippet	1	iqtestprep.com	https://iqtestprep.com/jeff-bezos-iq-score/	Jeff Bezos IC	
What is Jeff Bezos famous quote?	featured_snippet	1	www.brainyquote.com	https://www.brainyquote.com/authors/jeff-be	Jeff Bezos Q	
Is Jeff Bezos confident?	featured_snippet	1	www.fingerprintforsuccess.com	https://www.fingerprintforsuccess.com/blog/	Is Jeff Bezos	
What is Bezos like as a boss?	featured_snippet	1	topicinsights.com	https://topicinsights.com/leadership-manage	Jeff Bezos' L	
Who is now richer than Bezos?	featured_snippet	1	www.npr.org	https://www.npr.org/2022/09/17/1123648824	Tycoon Gaut	
What is Jeff Bezos life motto?	featured_snippet	1	www.businessinsider.com	https://www.businessinsider.com/jeff-bezos-	Jeff Bezos H	
What is Jeff Bezos motto?	featured_snippet	1	www.cnn.com	https://www.cnn.com/business/live-news/jeff	Jeff Bezos g	
Why is Jeff Bezos inspiring?	organic	1	www.mirrorreview.com	https://www.mirrorreview.com/jeff-bezos-an-	Jeff Bezos: A	Bezos has alw
Is Jeff Bezos aggressive?	organic	1	www.shortform.com	https://www.shortform.com/blog/jeff-bezos-a	Is Jeff Bezos	Many of Amaz
What does Jeff Bezos do fun?	featured_snippet	1	www.businessinsider.com	https://www.businessinsider.com/jeff-bezos-	Jeff Bezos' L	
Does Jeff Bezos donate money?	featured_snippet	1	www.marketwatch.com	https://www.marketwatch.com/story/jeff-bez	Jeff Bezos m	
What is Jeff Bezos most famous quote?	featured_snippet	1	www.brainyquote.com	https://www.brainyquote.com/authors/jeff-be	Jeff Bezos Q	
What kind of leader is Jeff Bezos?	featured_snippet	1	topicinsights.com	https://topicinsights.com/leadership-manage	Jeff Bezos' L	
What does Blue Origin stand for?	featured_snippet	1	www.blueorigin.com	https://www.blueorigin.com/about-blue	About Blue |	
What did Jeff Bezos say about customer	featured_snippet	1	suitefeedback.com	https://suitefeedback.com/amazon-custome	Amazon & C	

PROCESS: SENTIMENT ANALYSIS IN SHEETS ✖

GET THE CODE & API KEY

INPUT DATA

GET SENTIMENT

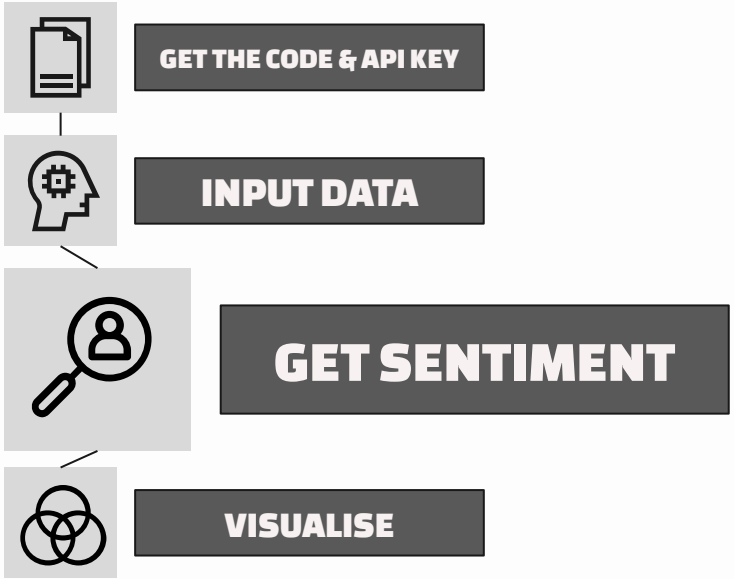


VISUALISE

```
=TRANSPOSE(analyzefeedback(F2)
```

Title	Description	Sentiment Score Title	Sentiment Magnitude Title	Sentiment Tag Title
Jeff Bezos Just Gave Away Nearly $120 Million - Forbes		0	0	Neutral
Jeff Bezos Personality Type, Zodiac Sign & Enneagram	Jeff Bezos is an ISTJ personality type.	0	0	Neutral
The Three Superpowers Of Jeff Bezos - Forbes		0	0	Neutral
Jeff Bezos' Leadership Style at Amazon | Topic Insights		0	0	Neutral
Jeff Bezos IQ Score | IQ Test Prep		0.4	0.4	Slightly Positive
Jeff Bezos Quotes - BrainyQuote		0.1	0.1	Slightly Positive
Is Jeff Bezos' leadership style good or bad? It's complicated		-0.4	0.9	Slightly negative
Jeff Bezos' Leadership Style at Amazon | Topic Insights		0	0	Neutral

PROCESS: SENTIMENT ANALYSIS IN SHEETS ✖

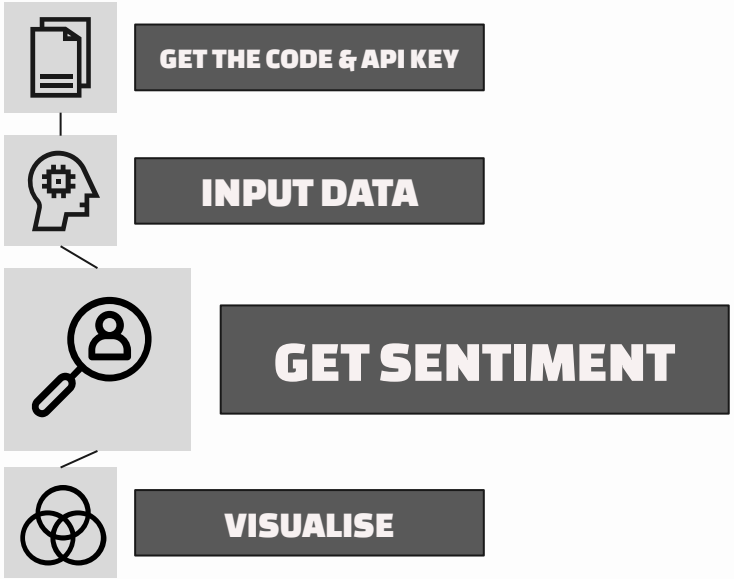


Keyword: Why is Jeff Bezos inspiring?

Ranking title: Jeff Bezos: An Inspiration to all - Mirror Review

Sentiment Score Title	Sentiment Magnitude Title	Sentiment Tag Title
0.4	0.4	Slightly Positive

PROCESS: SENTIMENT ANALYSIS IN SHEETS ✖



Keyword: How do you know if an Amazon seller is legit?

Ranking title: How to Check Amazon Seller Feedback and Not Get Scammed

Sentiment Score Title	Sentiment Magnitude Title	Sentiment Tag Title
-0.6	0.6	Slightly negative

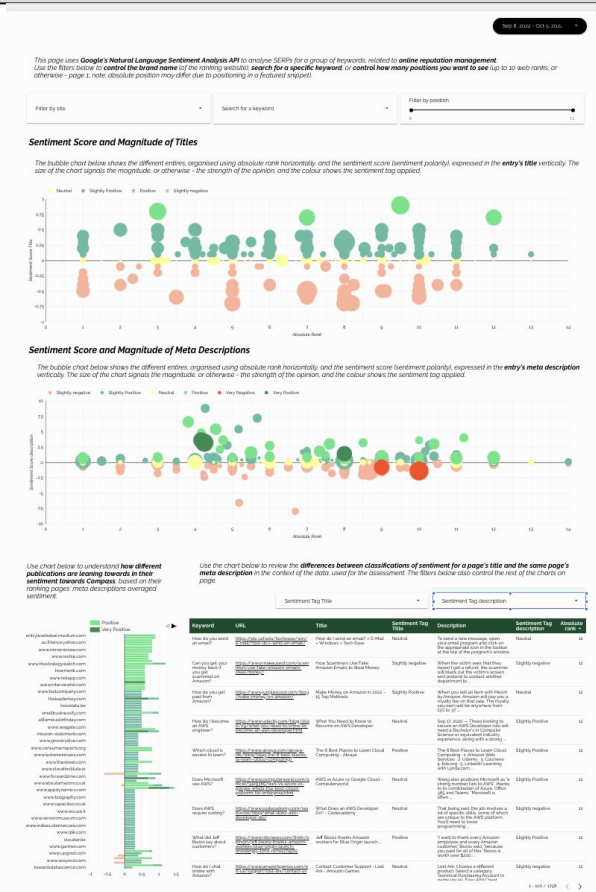
PROCESS: SENTIMENT ANALYSIS IN SHEETS ✖

GET THE CODE & API KEY

INPUT DATA

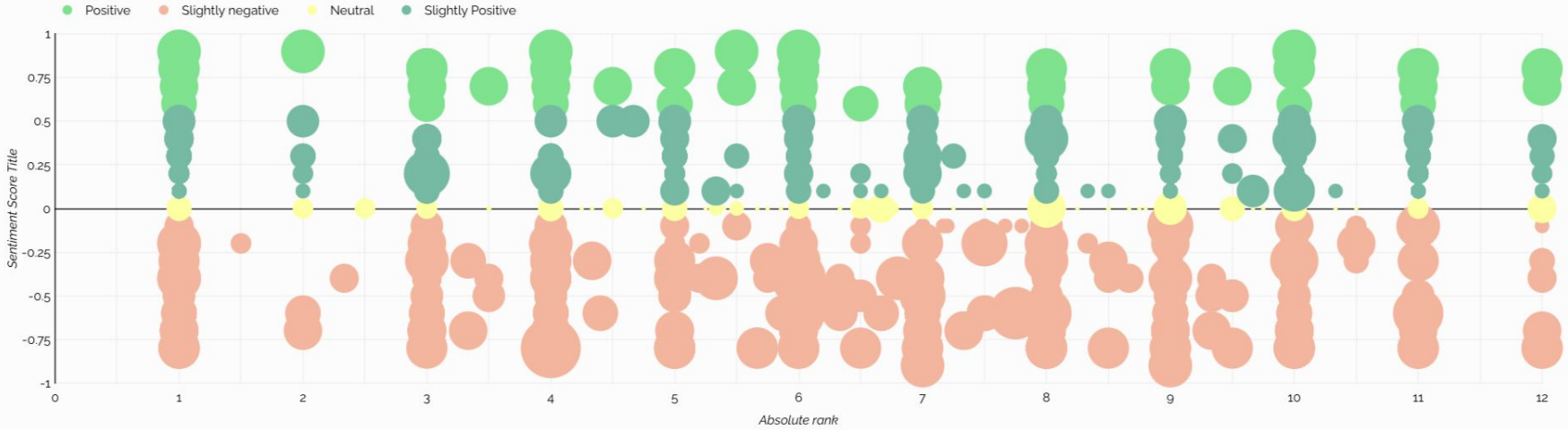
GET SENTIMENT

VISUALISE



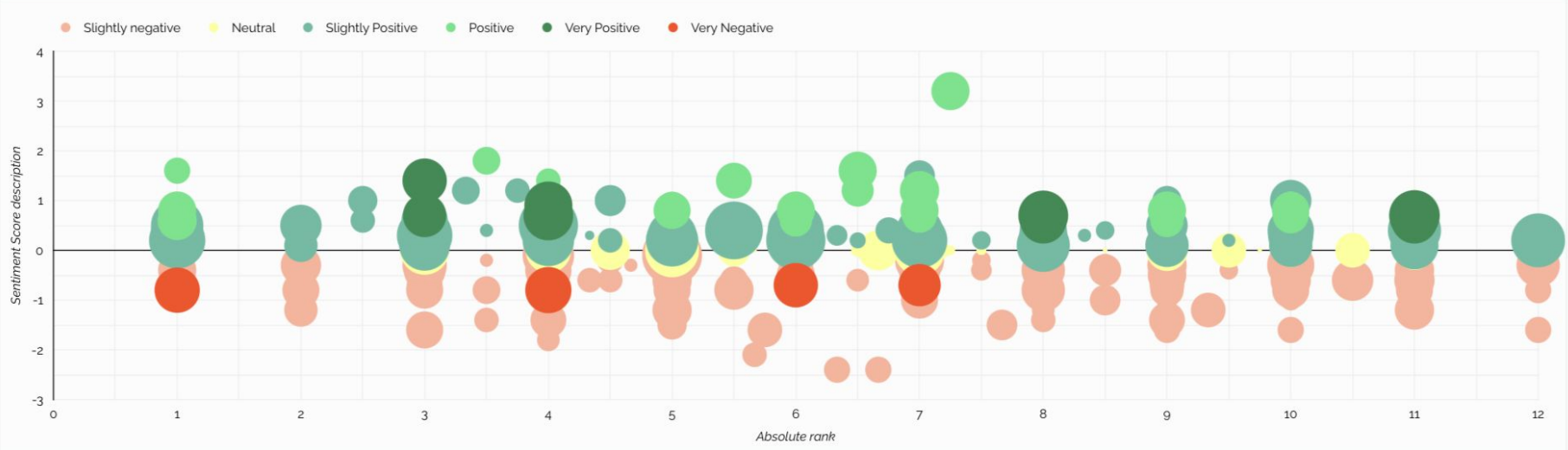
Sentiment Score and Magnitude of Titles

*The bubble chart below shows the different entires, organised using absolute rank horizontally, and the sentiment score (sentiment polarity), expressed in the **entry's title** vertically. The size of the chart signals the magnitude, or otherwise - the strength of the opinion, and the colour shows the sentiment tag applied.*

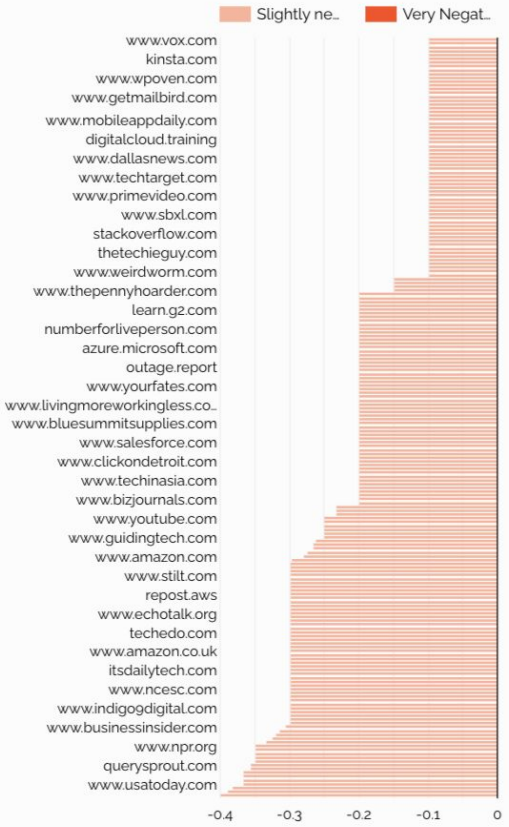


Sentiment Score and Magnitude of Meta Descriptions

The bubble chart below shows the different entires, organised using absolute rank horizontally, and the sentiment score (sentiment polarity), expressed in the ***entry's meta description*** *vertically. The size of the chart signals the magnitude, or otherwise - the strength of the opinion, and the colour shows the sentiment tag applied.*



*Use chart below to understand **how different publications are leaning towards in their sentiment towards the brand**, based on their ranking pages' meta descriptions averaged sentiment.*



*Use the chart below to review the **differences between classifications of sentiment for a page's title and the same page's meta description** in the context of the data, used for the assessment. The filters below also control the rest of the charts on page.*

Sentiment Tag Title

Keyword	URL	Title	Sentiment Tag Title			
How do I update Amazon?	https://www.amazon.com/update/s?k=update	update - Amazon.com	Slightly negative			
Why does my Amazon keep saying something went wrong?	https://www.amazon.com/gp/help/customer/display.html?nodeId=GAUJXF93B77T87AJ	An Amazon Appstore App Has Errors or Is Unresponsive	Neutral			
Why your device isn't compatible with this version?	https://itechhacks.com/fix-device-isnt-compatible-with-this-version/	Fix Your Device Isn't Compatible with this Version on Google ...	Slightly negative			
Why my Amazon is not working properly?	https://www.isitdownrightnow.com/amazon.com.html	Amazon.com - Is It Down Right Now	Neutral			
Does AWS require coding?	https://www.codecademy.com/resources/blog/what-does-aws-developer-do/	What Does an AWS Developer Do? - Codecademy	Neutral			
How do you know if an Amazon seller is legit?	https://www.kaspien.com/blog/finding-frauds-spot-scam-sellers-amazon/	How to Spot "Scam Sellers" on Amazon - Kaspien, Inc.	Neutral	seller review portion of the information page on ...		
How do I deactivate my Amazon account?	https://www.comparitech.com/blog/information-security/delete-amazon-account/	How to Delete an Amazon Account - Comparitech	Slightly negative	Visit Amazon and head to the account closure page. · Login using your username and password. · Review the list of Amazon services you can no ...	Slightly negative	12
Is the Amazon app no longer supported?	https://www.youtube.com/watch?v=Q_UrnUnUQ2k	Fix your device isn't compatible with this version in Play Store	Slightly negative	Fix your device isn't compatible with this version in Play Store | Amazon app not show in playstore ... Hi dosto Agar apka mobile kaafi purana ...	Slightly negative	12
Why Amazon is not compatible with my device?	https://www.businessinsider.com/guides/tech/amazon-app-not-working	Amazon App Not Working? 7 Ways to Troubleshoot	Slightly negative	Restart the Amazon app · Make sure you have an internet connection · Check for an app update · Restart your phone · Clear the Amazon app's cache.	Slightly negative	12

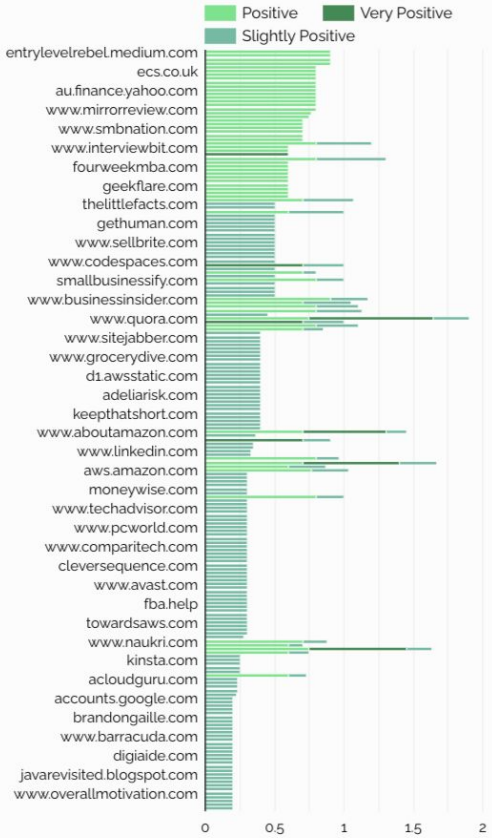
1 - 100 / 660

Sentiment Tag descriptio... URL

Type to search

Slightly negative	532
Neutral	472
Slightly Positive	396
Positive	76
Very Positive	8
Very Negative	4

*Use chart below to understand **how different publications are leaning towards in their sentiment towards the brand**, based on their ranking pages' meta descriptions averaged sentiment.*



*Use the chart below to review the **differences between classifications of sentiment for a page's title and the same page's meta description** in the context of the data, used for the assessment. The filters below also control the rest of the charts on page.*

Sentiment Tag Title

Keyword	URL	Title	Sentiment Tag Title			
Is AWS free for 1 year?	https://informationquestion.com/qa/is-aws-account-free-for-1-year.html	Is AWS account free for 1 year? - Information Question	Neutral			
How do I contact Amazon?	https://www.amazon.eg/-/en/gp/help/customer/display.html?nodeId=508510	Help - Amazon Customer Service	Neutral			
Which cloud is easiest to learn?	https://www.akraya.com/akraya-life/blog/blog-the-8-best-places-to-learn-cloud-computing/	The 8 Best Places to Learn Cloud Computing - Akraya	Positive			
How do I become an AWS engineer?	https://www.udacity.com/blog/2020/09/what-you-need-to-know-to-become-an-aws-developer.html	What You Need to Know to Become an AWS Developer	Neutral			
Does Microsoft use AWS?	https://www.computerworld.com/article/3429365/aws-vs-azure-vs-google-whats-the-best-cloud-platform-for-enterprise.html	AWS vs Azure vs Google Cloud - Computerworld	Neutral			
What is Amazon pinpoint?	https://stackshare.io/stackups/amazon-pinpoint-vs-amazon-ses	Amazon Pinpoint vs Amazon SES | What are the differences?	Neutral	Targeted Push Notifications for Mobile Apps. Amazon Pinpoint makes it easy to run targeted campaigns to drive user engagement in mobile ...		
How can I learn AWS from scratch?	https://www.cloudinstitute.io/learn-cloud-computing-with-aws-from-scratch/	Learn Cloud Computing With AWS From Scratch | Quickstart	Slightly negative	The Learn Cloud Computing With AWS From Scratch program has been developed to provide learners with functional knowledge training of AWS in a professional ...	Slightly Positive	12
What are the main topics in AWS?	https://www.javatpoint.com/aws-tutorial	AWS Tutorial | Amazon Web Services Tutorial - Javatpoint	Slightly Positive	Our AWS tutorial includes all the topics such as introduction, history of aws, global infrastructure, features of aws, IAM, Storage services, ...	Slightly Positive	12
What is Jeff Bezos famous quote?	https://orbitaltoday.com/2022/07/26/following-the-leader-30-best-quotes-from-jeff-bezos/	Jeff Bezos' 30 best quotes on business, Space, innovation	Positive	Jeff Bezos inspirational quotes · "Life's too short to hang out with people who aren't resourceful." · "In the end, we are our choices	Slightly Positive	12

1 - 100 / 543

Sentiment Tag descriptio... URL

Type to search

Slightly negative	532
Neutral	472
Slightly Positive	396
Positive	76
Very Positive	8
Very Negative	4

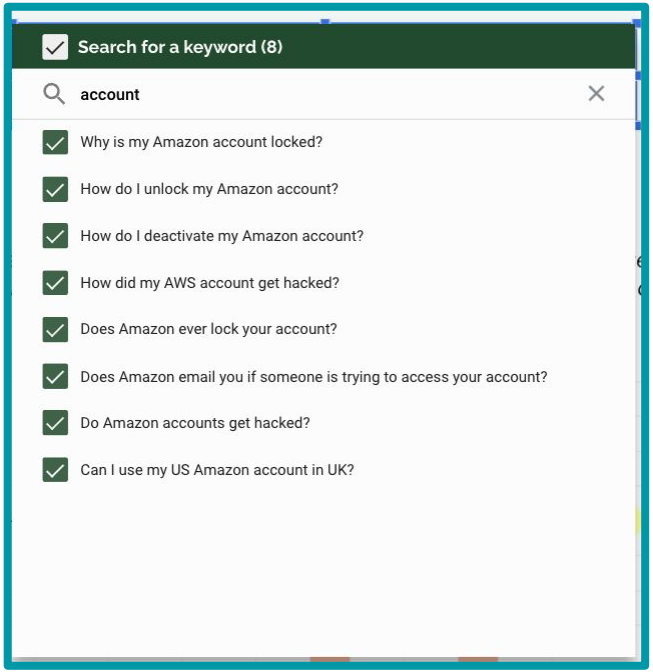
02 SHOULD HAVE: SENTIMENT ANALYSIS

filter for specific

important

keywords/ entities

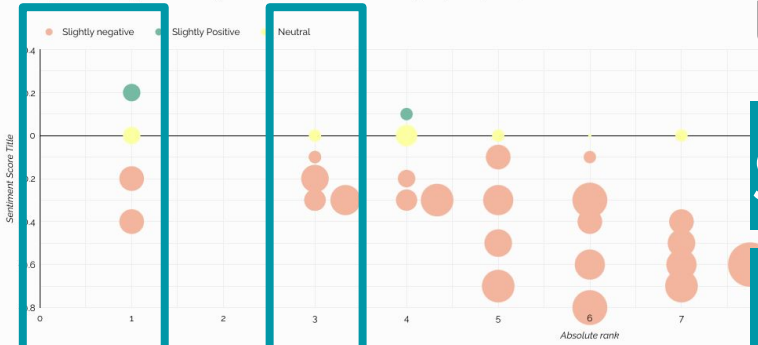
from your dataset



02 SHOULD HAVE: SENTIMENT ANALYSIS

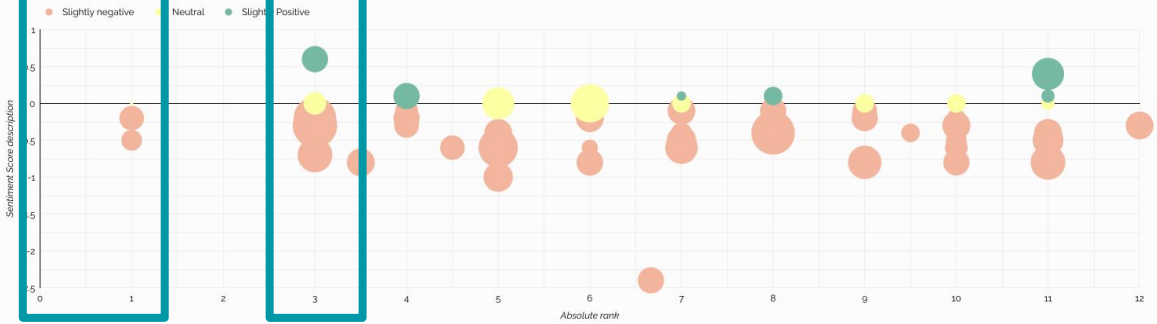
Sentiment Score and Magnitude of Titles

*The bubble chart below shows the different entires, organised using absolute rank horizontally, and the sentiment score (sentiment polarity), expressed in the **entry's title** vertically. The size of the chart signals the magnitude, or otherwise - the strength of the opinion, and the colour shows the sentiment tag applied.*



Sentiment Score and Magnitude of Meta Descriptions

*The bubble chart below shows the different entires, organised using absolute rank horizontally, and the sentiment score (sentiment polarity), expressed in the **entry's meta description** vertically. The size of the chart signals the magnitude, or otherwise - the strength of the opinion, and the colour shows the sentiment tag applied.*



understand the

sentiment <> position

relationship

03 COULD HAVE: SENTIMENT ANALYSIS

✨ incorporate page analysis, not only title or meta description

03 COULD HAVE: SENTIMENT ANALYSIS

🔮 page performance prediction, based on SERP sentiment make-up analysis

(is there always one brand that is in the top 10 that is controversial/ negative, high magnitude sentiment)

might I also add..

we, SEOs, are very bad at utilising readily-available technologies as an industry

so, here are some other ways the entity extraction & entity sentiment scripts can be repurposed for other SEO tasks

https://cloud.google.com › ... › Documentation

Analyzing Entities | Cloud Natural Language API

✨Internal link opportunity identification

✨Content opportunity identification

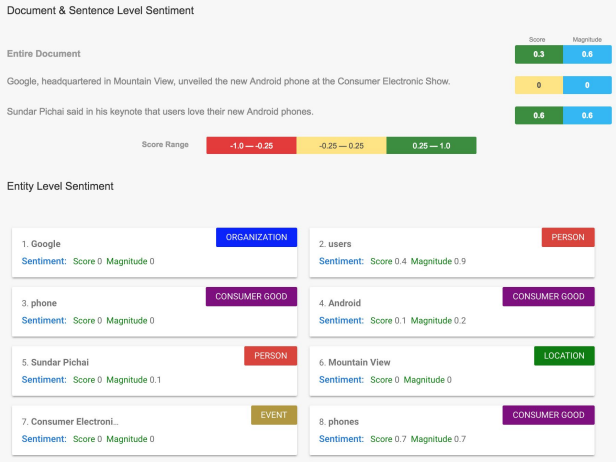
✨Topic understanding

✨Content understanding at scale

brighton SEO.
April 2022
How to Implement Machine Learning in Your Internal Linking Audit
LAZARINA STOY. | INTREPID DIGITAL
@LAZARINASTOY
SLIDESHARE.NET/LAZARINASTOYANOVA

https://cloud.google.com › ... › Documentation

Sentiment Analysis Tutorial | Cloud Natural Language API



✨Analysing first-party collected feedback

✨Content opportunity identification, including Q&A

✨Analysing youtube comments, user interactions…

✨ORM

SEARCH INTENT ANALYSIS

01 MUST HAVE: SEARCH INTENT ANALYSIS

LABELING AT A TITLE/DESCRIPTION LEVEL

✨funnel-based intent classification

✨desired action classification

✨verb-based classification

02 SHOULD HAVE: SEARCH INTENT ANALYSIS VISUALIZATIONS and UNDERSTANDING

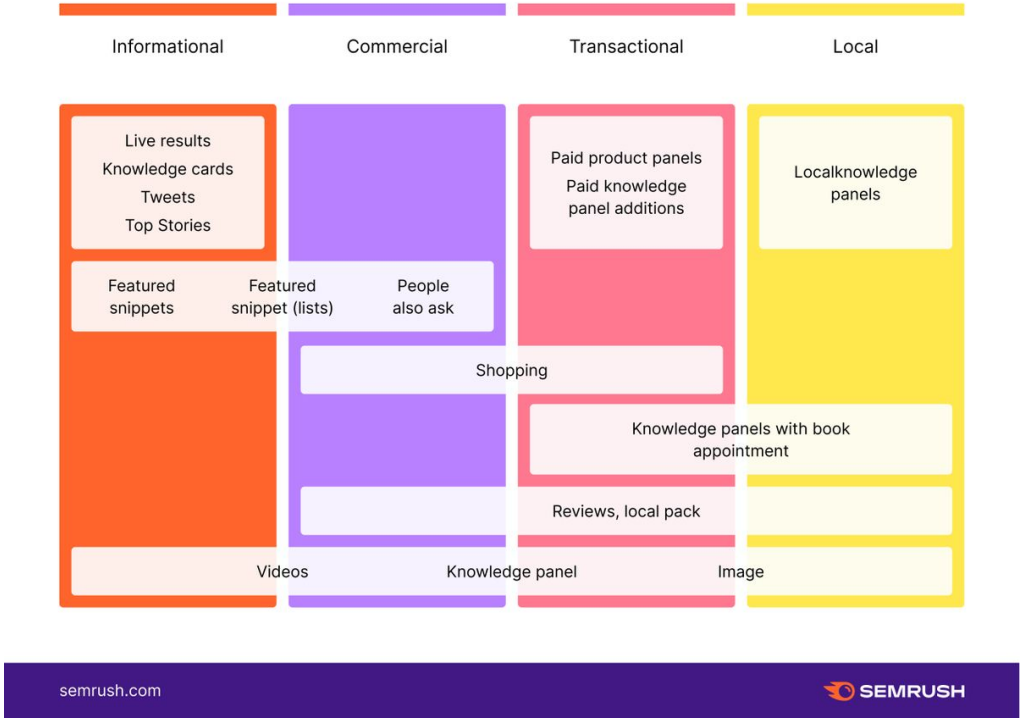
✨Where are the gaps?

✨Where are the opportunities?

✨What are the relationships between positioning, domains, entities, etc.. with search intent categories for your keywords? ....

02 SHOULD HAVE: SEARCH INTENT ANALYSIS
RANKING CONTENT UNDERSTANDING

03 COULD HAVE: SEARCH INTENT ANALYSIS



03 COULD HAVE: SEARCH INTENT ANALYSIS

LANGUAGE USE ANALYSIS

01 MUST HAVE: LANGUAGE USE ANALYSIS

Playground

Load a preset... Save

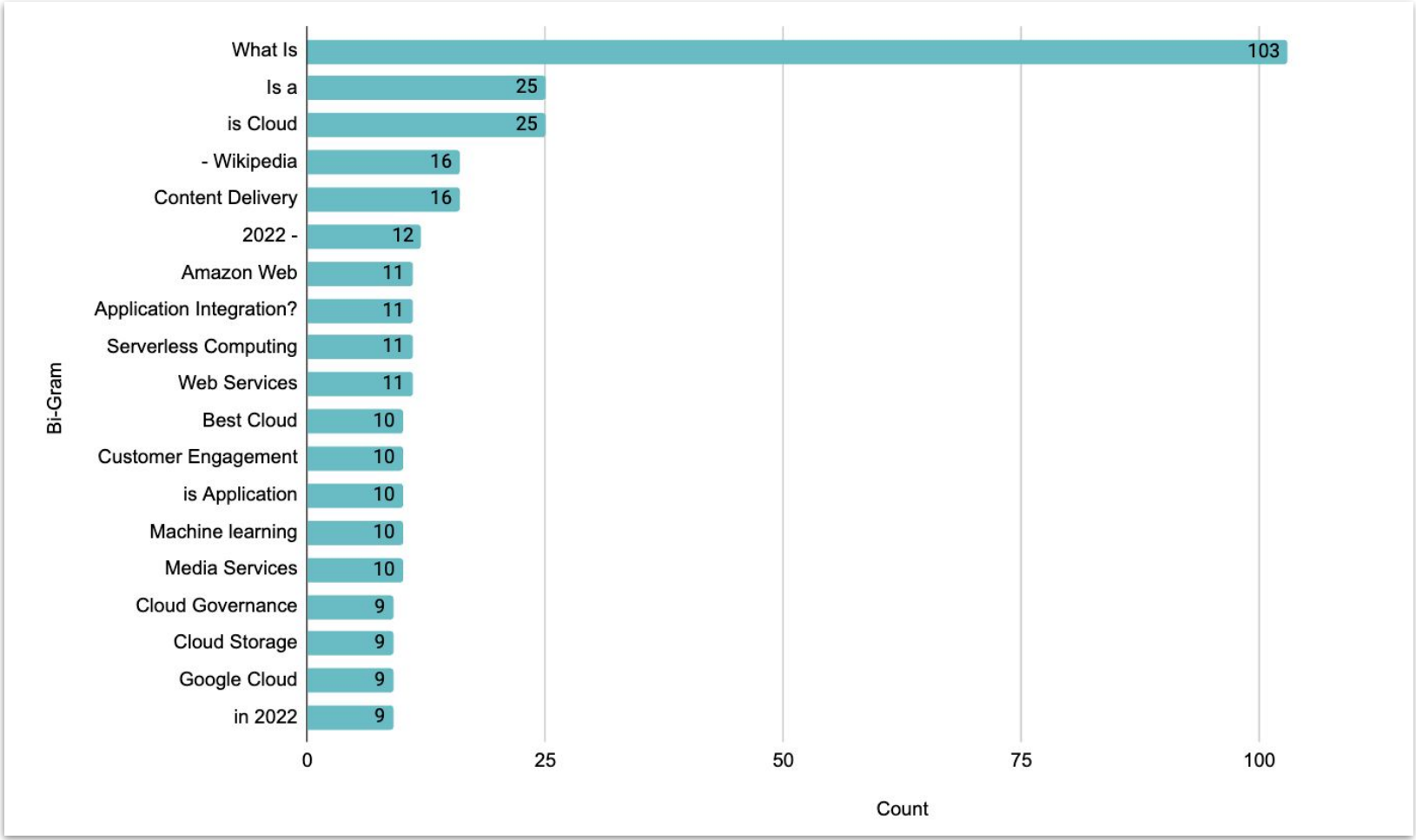
write an appscript formula using javascript for a function identifying the main n-grams (words) of a text input using the text as input and the number of words to be included in a gram

```
function getNgrams(text, n) {
 var words = text.split(" ");
 var ngrams = [];
 for (var i = 0; i < words.length - (n - 1); i++) {
  ngrams.push(words.slice(i, i + n).join(" "));
 }
 return ngrams;
}
```

01 MUST HAVE: LANGUAGE USE ANALYSIS

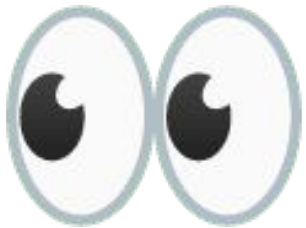
```
=transpose(getngrams(F2, 2))
```

I	J	K	L	M	
bi-grams in title					
Enterprise application	application integration	integration -	- Wikipedia		
What Is	Is a	a Database	Database -	- Oracle	
What is	is a	a Relational	Relational Database	Database (RDBMS)?	(RDBMS)? -
What Is	Is A	A Non-Relational	Non-Relational Database?	Database? -	- MongoDB
What is	is a	a CDN?	CDN? |	| How	How do


Bi-Gram
What Is
Is a
is Cloud
- Wikipedia
Content Delivery
2022 -
Amazon Web
Application Integration?
Serverless Computing
Web Services
Best Cloud
Customer Engagement
is Application
Machine learning
Media Services
Cloud Governance
Cloud Storage
Google Cloud
in 2022
103
25
25
16
16
12
11
11
11
11
10
10
10
10
10
9
9
9
9
0
25
50
75
100
Count

now you might notice
something is missing

RANK ANALYSIS



01 MUST HAVE

- The current ranking position of your page for a keyword
- The featured snippet appearance of your & competitor pages

02 SHOULD HAVE

- Change in rankings overtime
- Change in SERP appearance overtime

03 COULD HAVE

03 COULD HAVE: RANK ANALYSIS PREDICTIONS

🔮 predict organic CTR increase from position change

POSITION CHANGE	CTR CHANGE
2 → 1	+74.5%
3 → 2	+43.4%
4 → 3	+31.9%
5 → 4	+32.6%
6 → 5	+29.3%
7 → 6	+23.5%
8 → 7	+20.5%
9 → 8	+23.6%
10 → 9	+11.2%

03 COULD HAVE: RANK ANALYSIS PREDICTIONS

🔮 predict SERP make-up changes based on seasonality or important yearly events

03 COULD HAVE: RANK ANALYSIS PREDICTIONS

🔮 predict positions on newly published content

something I (maybe) should have said at the start 🤔

Correlation $\neq$ causation

all of these analysis can and should help *guide* your execution

data in = data out

in other words...

the analysis does not replace a keyword research & content strategy

TO RECAP

(what probably feels like the longest session ever 😅)

YOU MUST...

✅scale your SERP analysis
✅build custom SERP reports
✅understand the landscape holistically, for topics and clusters (not just for keywords)

YOU SHOULD ALSO...

✅use Google's APIs for sentiment analysis, entity identification, knowledge graph checks

✅use GPT-3 (or equivalent) for help with data labeling and language understanding

YOU COULD...

✅do all sorts of cool things with advanced ML modelling and prediction

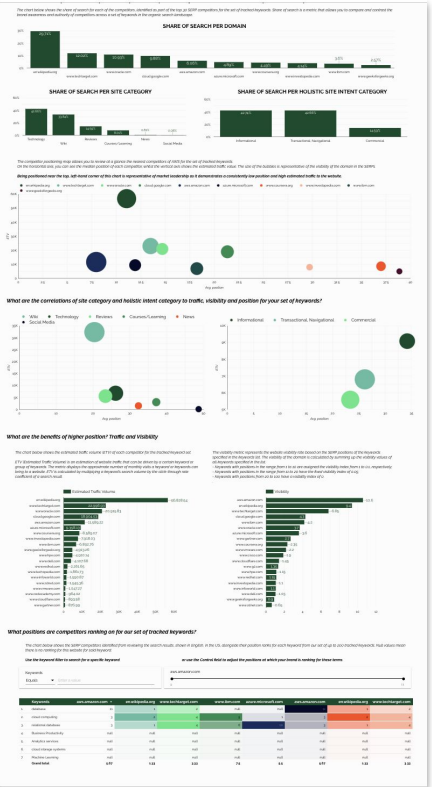
(provided you have the big data and budget to support these initiatives)👀

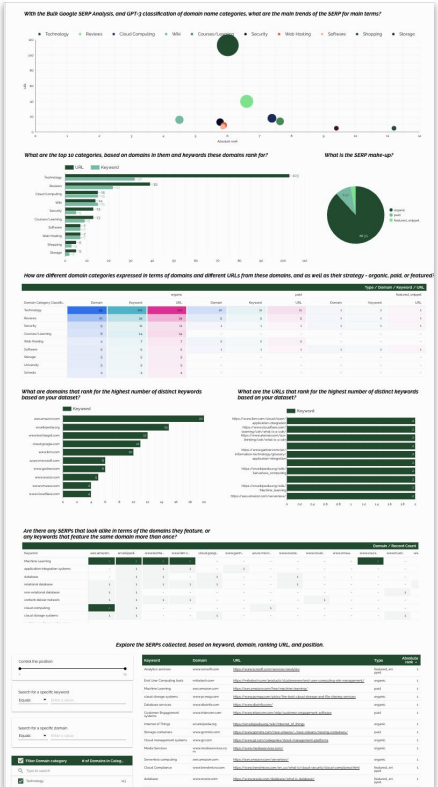
(and the will to learn to do so)👀

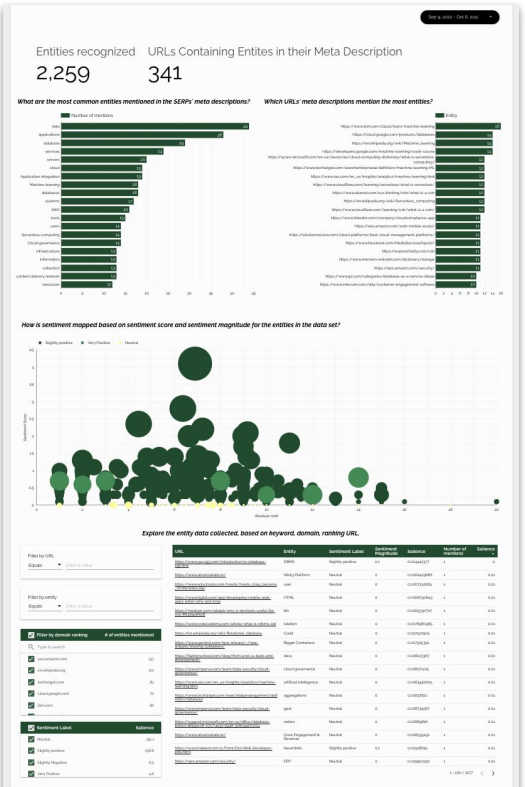
the main things I talked about will have:

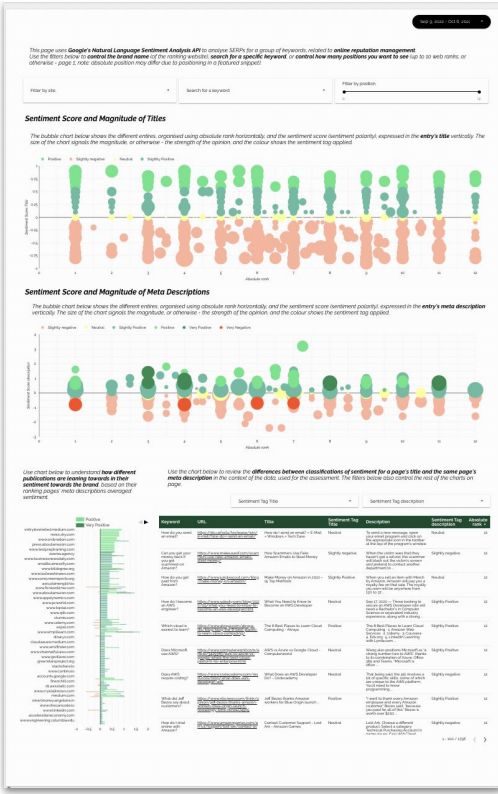
✅ an accompanying video on my YouTube channel
✅ a step-by-step guide on my site

✨ get the template ✨









✨ copy the sheet templates ✨

brightonSEO demo sheet | Lazarina Stoy (lazarinastoy.com)

File Edit View Insert Format Data Tools Extensions Help Save Values

Entity Recognition & Entity Sentiment | brightonSEO demo

File Edit View Insert Format Data Tools Extensions Help Sentiment Tools

Sentiment Analysis | brightonSEO demo

File Edit View Insert Format Data Tools Extensions Help Sentiment Tools

lazarinastoy.com

thank you for listening