brighton SEO. April 2022

How to Implement Machine Learning in Your Internal Linking Audit

LAZARINA STOY. | INTREPID DIGITAL

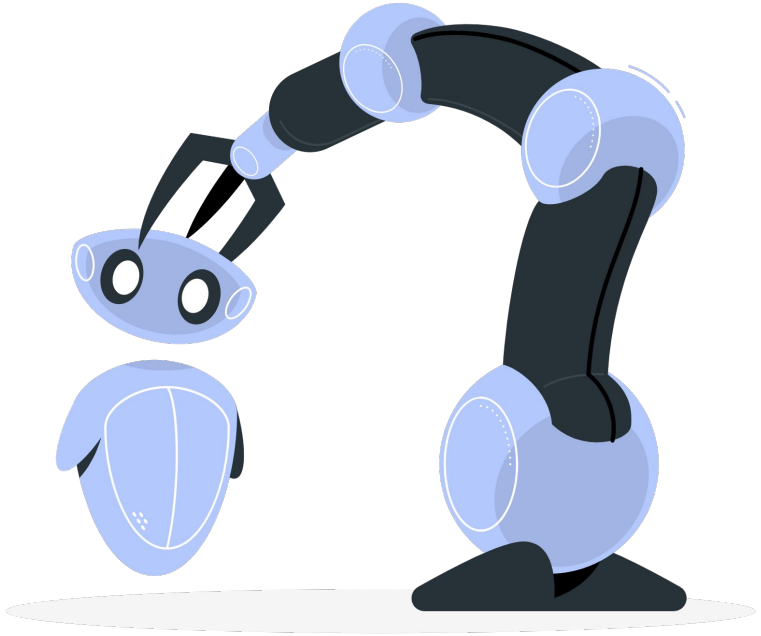
@LAZARINASTOY

SLIDESHARE.NET/LAZARINASTOYANOVA

(THANK YOU FOR BEING HERE).

(IF YOU NEED A TRANSCRIPT OF THE VIDEO RECORDING OF MY TALK, CLICK HERE)

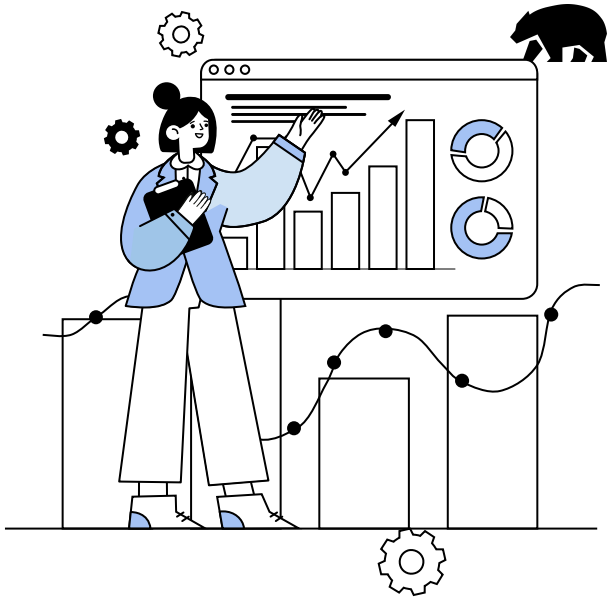
BECAUSE OF THE NATURE OF MY TALK...



DISCLAIMER

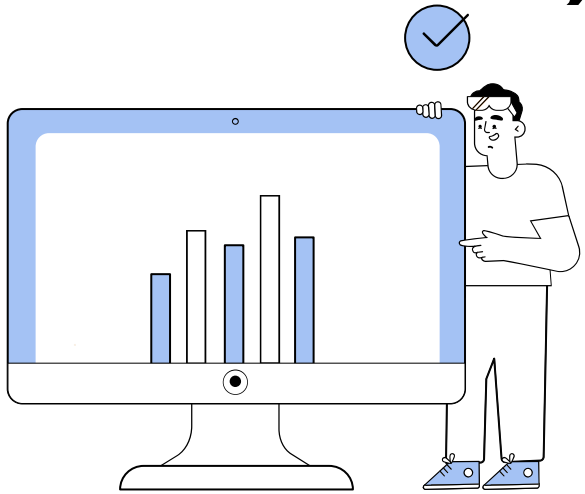
I AM...

✅ SEO & Data Science Manager
@ **Intrepid Digital**
✅ Content-creator
✅ Growth & efficiency-obsessed



I AM NOT...

- ❌ A developer
- ❌ A machine learning expert
- ❌ An ‘expert’
- ❌ A ‘guru’



You can do it!

IN THE PAST 2 YEARS I'VE WORKED AGENCY-SIDE
(WITH A BIT OF FREELANCE ON THE SIDE)
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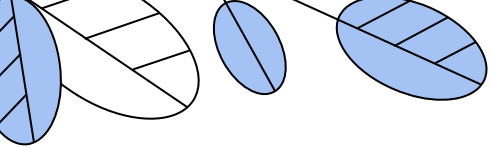
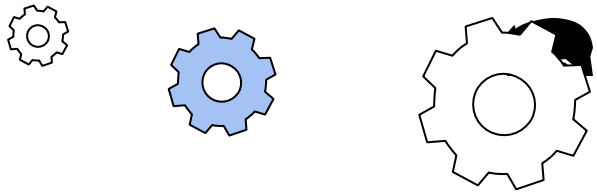
THE GOAL

THE CHALLENGE

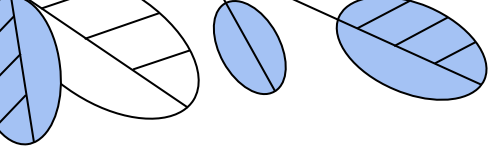
THE OPPORTUNITY

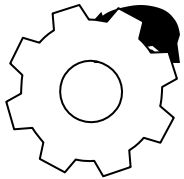



NO

END-TO-END, CUSTOM-BUILT, GROUND-BREAKING, NEW TECHNOLOGIES

TODAY...





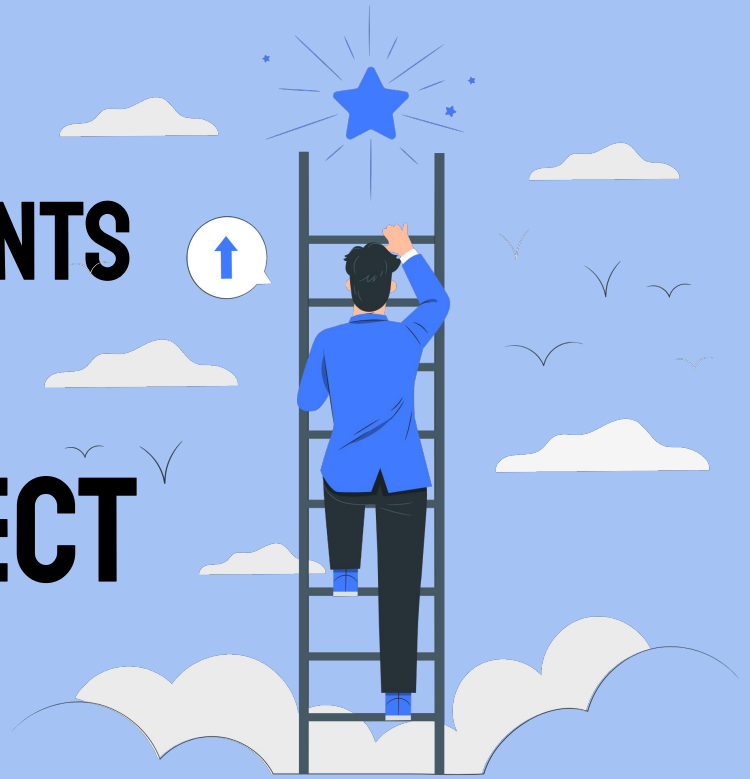
ONLY A

TESTED CLAIM

AND

SIMPLE PROMISE:

ML-ENABLED INCREMENTAL IMPROVEMENTS CAN HAVE A COMPOUNDING EFFECT ON YOUR SEO IMPACT



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IN JUST 20 MINUTES...

01 WHY

02 ANALYZE

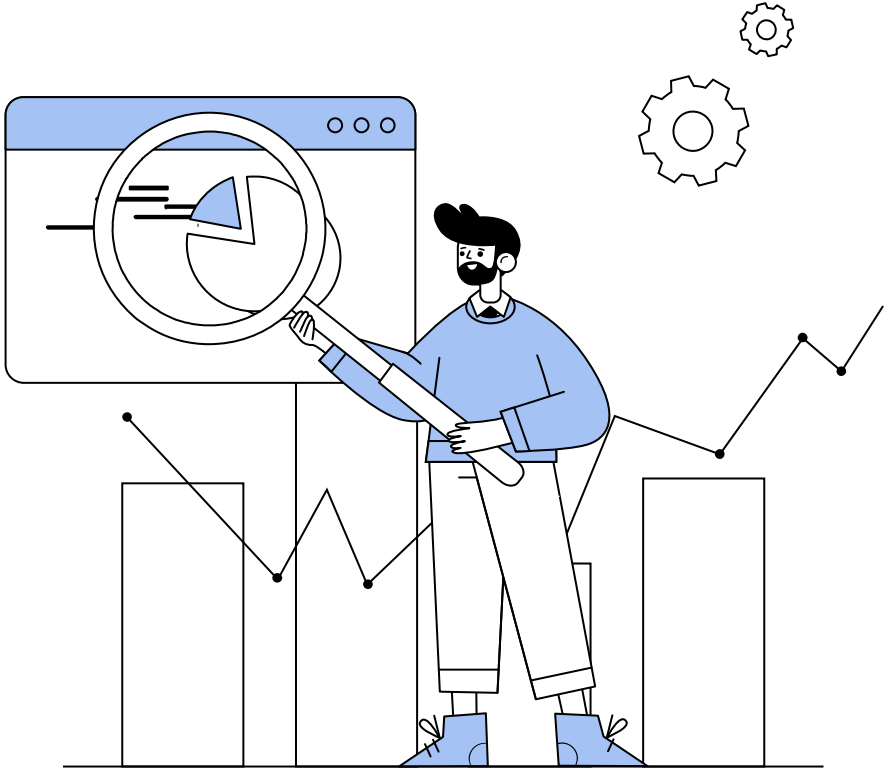
03 CLUSTER

04 DISCOVER

05 LINK

06 DELIVER

01 WHY BOTHER

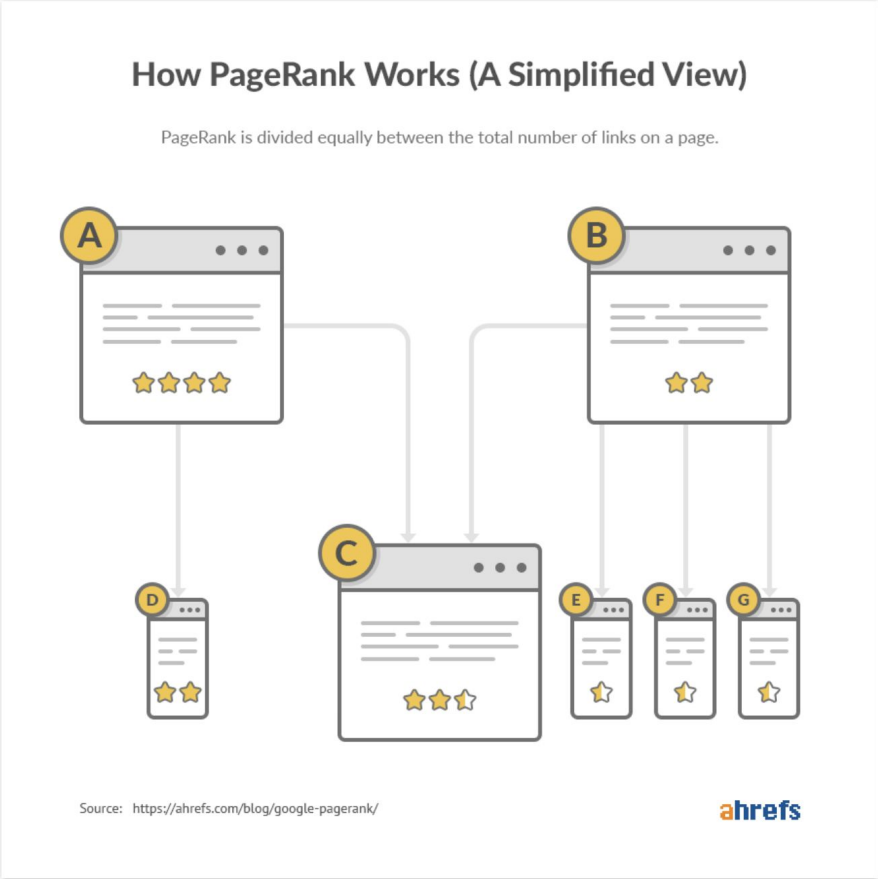


LET'S LOOK AT (RELEVANT) ALGORITHM HISTORY

PAGERANK

Google's first algorithm relied (mostly) on links,

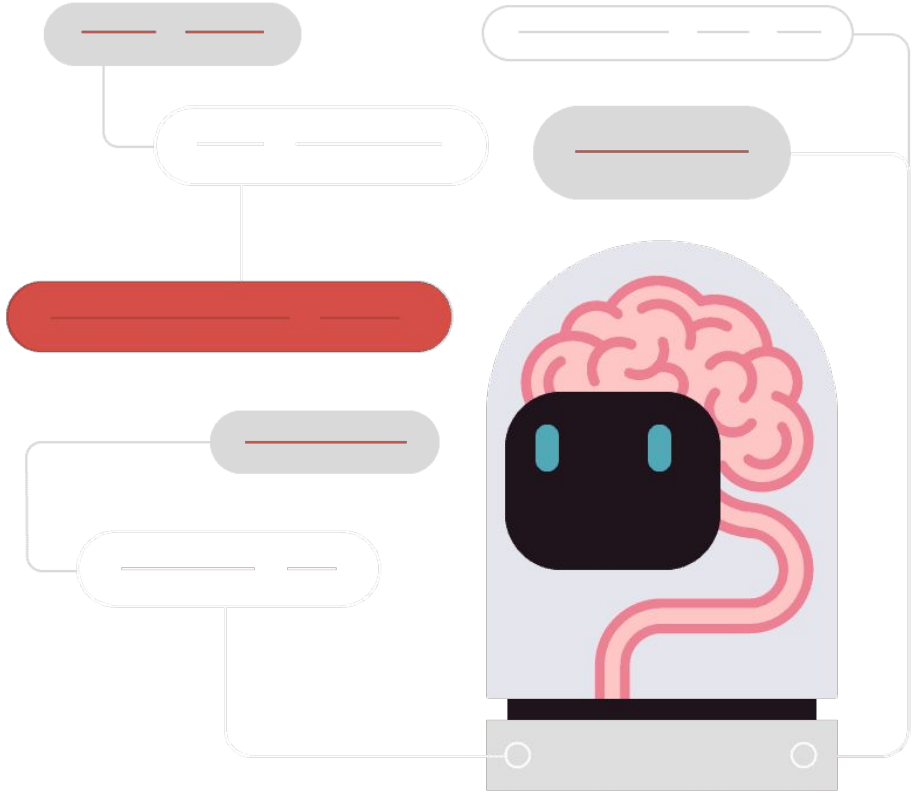
quality and **quantity**.



RANKBRAIN

Focus on intent-driven structure and topic comprehension.

Things over strings.

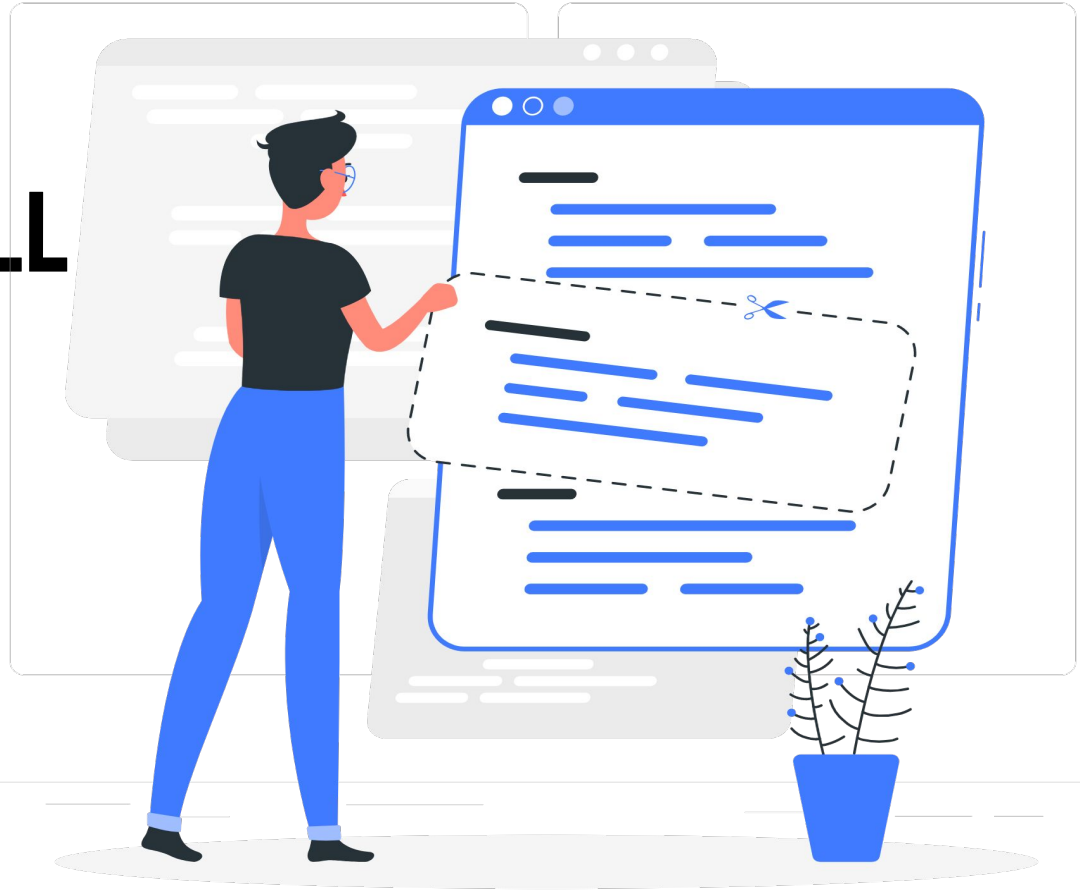


MUM

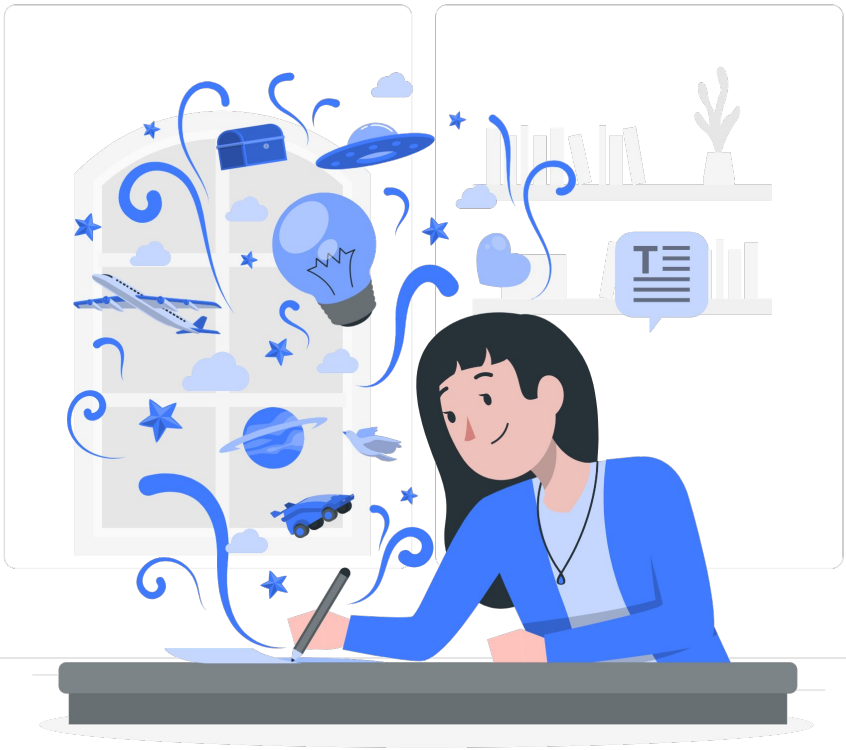
Surfacing subtopics, semantic relationships, **multi-modal comprehension**

LINKS ARE STILL CRUCIAL FOR DISCOVERY

(but...)



CONTENT IS KING.



WITHOUT GOOD CONTENT, CONTEXT BECOMES MEANINGLESS.

IF THE QUALITY IS THERE, CONTEXT BECOMES THE VESSEL TO PUSH THE CONTENT FORWARD.

RELEVANT IN 2022?

48 MENTIONS OF INTERNAL LINKS.

17 FOR BACKLINKS.

IT'S WHAT YOU CAN CONTROL

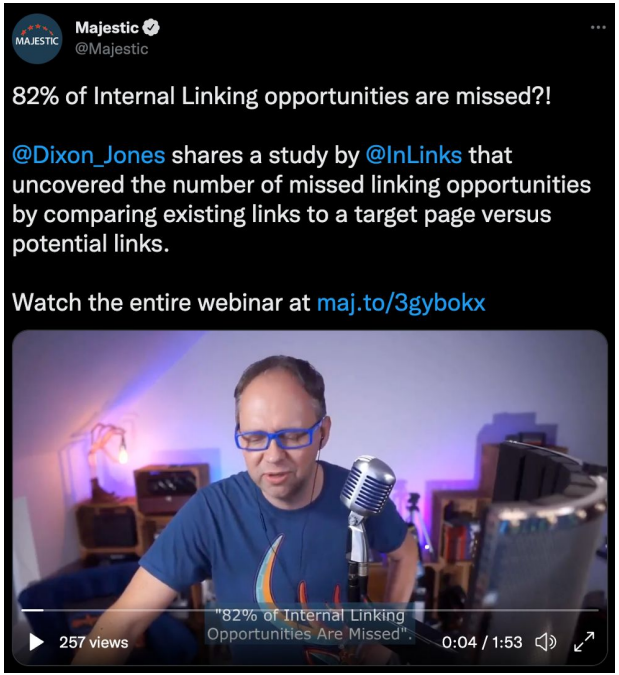
Aleyda Solis 🇺🇦 @aleyda · Oct 12, 2020

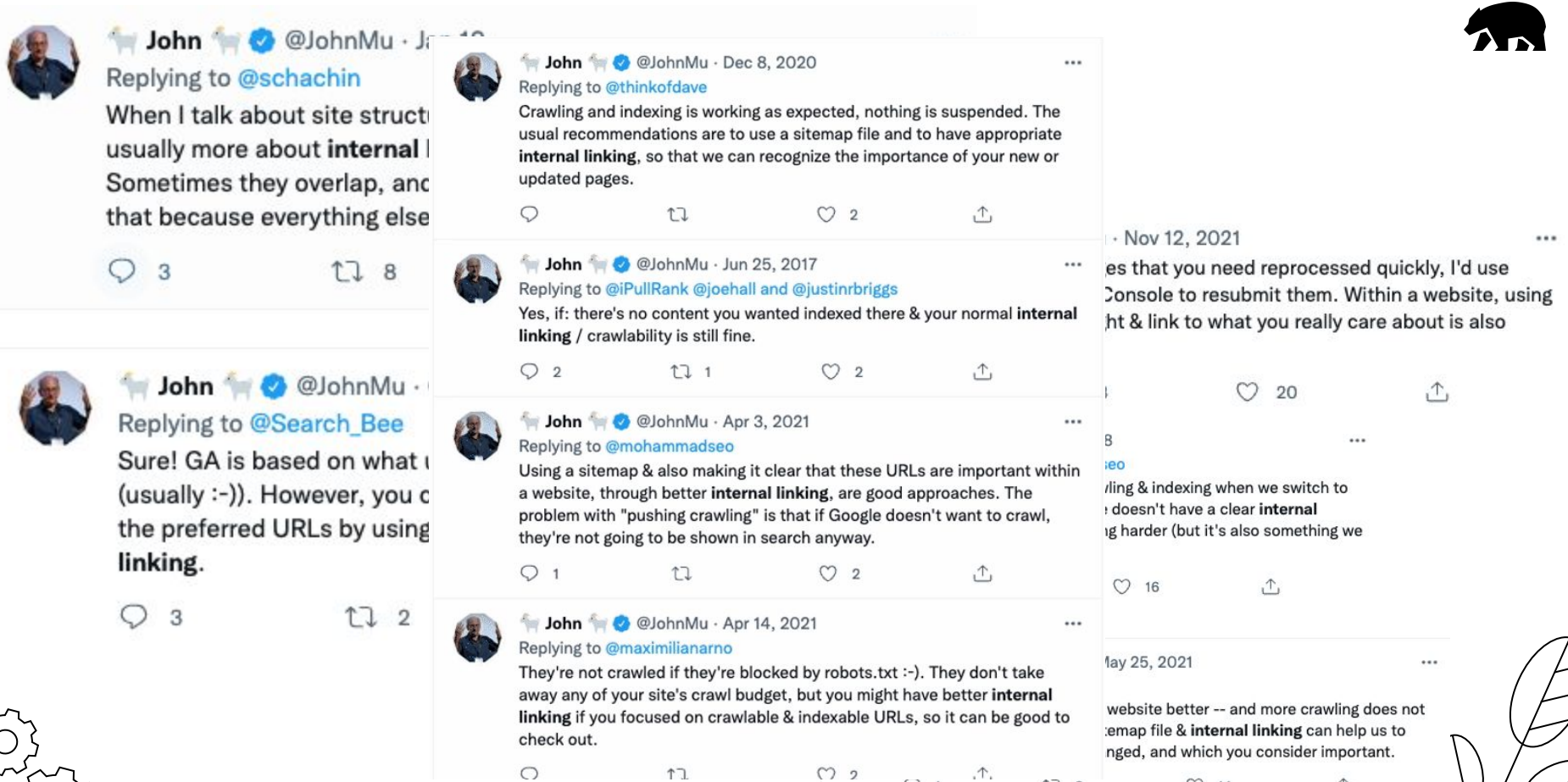
What's the most frequent *high impact* but often overlooked Technical SEO issue that you see a lot across your projects happening again and again and try to fix asap?

In my case, it's likely poor **internal linking** of critical (priority to rank) pages! What's yours?

55 37 210

82% OF INLINK OPPORTUNITIES ARE MISSED





John @JohnMu · Jan 10
Replying to @schachin
When I talk about site structu
usually more about **internal**
Sometimes they overlap, and
that because everything else
3 8

John @JohnMu · Dec 8, 2020
Replying to @thinkofdave
Crawling and indexing is working as expected, nothing is suspended. The usual recommendations are to use a sitemap file and to have appropriate **internal linking**, so that we can recognize the importance of your new or updated pages.
2

John @JohnMu · Jun 25, 2017
Replying to @iPullRank @joehall and @justinrbriggs
Yes, if: there's no content you wanted indexed there & your normal **internal linking** / crawlability is still fine.
2 1 2

John @JohnMu · Apr 3, 2021
Replying to @mohammadseo
Using a sitemap & also making it clear that these URLs are important within a website, through better **internal linking**, are good approaches. The problem with "pushing crawling" is that if Google doesn't want to crawl, they're not going to be shown in search anyway.
1 2

John @JohnMu · Apr 14, 2021
Replying to @maximilianarno
They're not crawled if they're blocked by robots.txt :-). They don't take away any of your site's crawl budget, but you might have better **internal linking** if you focused on crawlable & indexable URLs, so it can be good to check out.
1 3

John @JohnMu
Replying to @Search_Bee
Sure! GA is based on what
(usually :-)). However, you c
the preferred URLs by using
linking.
3 2

· Nov 12, 2021
es that you need reprocessed quickly, I'd use
Console to resubmit them. Within a website, using
ht & link to what you really care about is also
20

eo
ling & indexing when we switch to
doesn't have a clear **internal**
g harder (but it's also something we
16

May 25, 2021
website better -- and more crawling does not
temap file & **internal linking** can help us to
nged, and which you consider important.
14

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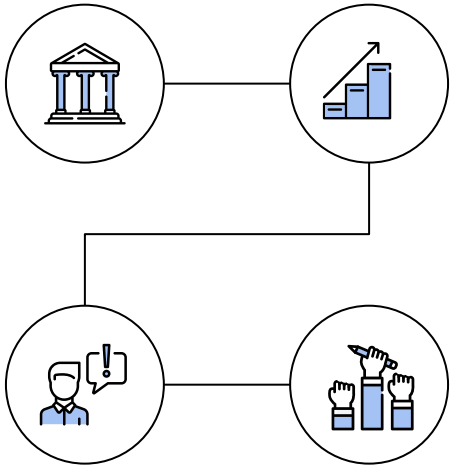
AN INTERNAL LINKING STRATEGY SHOULD AIM TO:

ESTABLISH TOPIC AUTHORITY

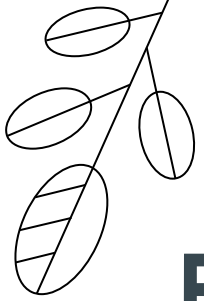
BOOST MONEY-MAKING PAGES



ENRICH SEARCH INTENT

BUILD SUBTOPIC RELATIONSHIPS

AND WHO DOESN’T NEED



BETTER STRUCTURE

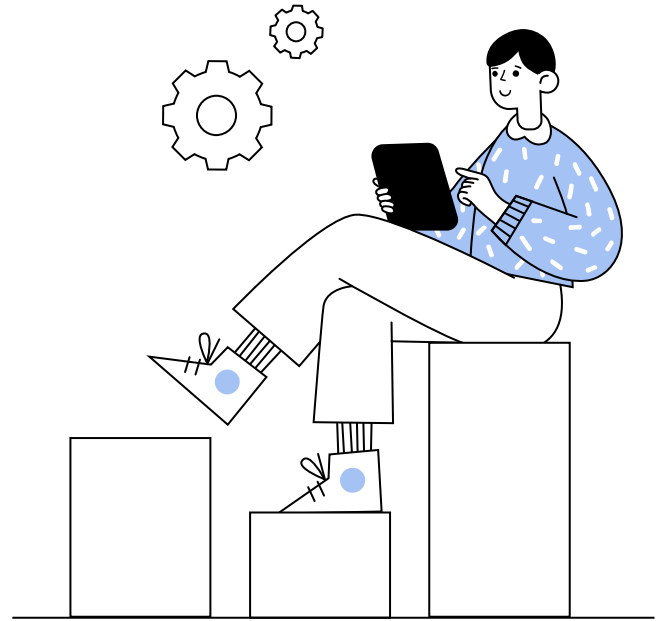
IMPROVED INDEXING

NAVIGATION & UX

KEYWORDS RANKED

TRAFFIC, CTR

USER ENGAGEMENT



02

HOW TO ANALYZE

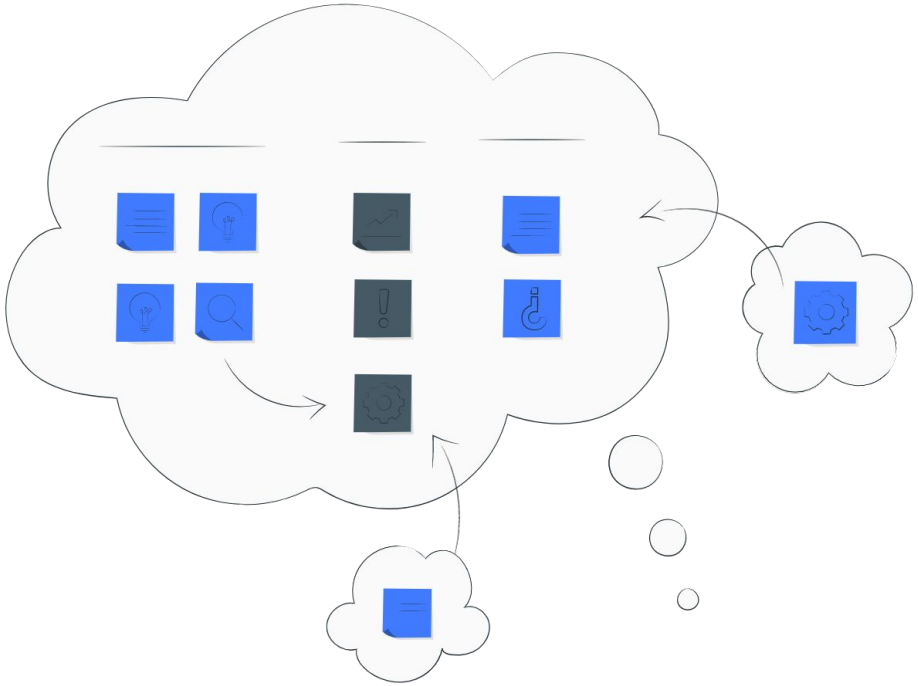
INTERNAL LINKING STRUCTURE

WHAT SHOULD AN INTERNAL LINK AUDIT ASSESS?

	DESCRIPTION	
LINK FREQUENCY	• # inlinks / # unique inlinks per page • Orphaned pages	CRAWLING PAGE DISCOVERY
LINK QUALITY	• Link placement • Source traffic • Added link sections	ENGAGEMENT COMPREHENSION
ANCHOR TEXT	• Type • Length	ENGAGEMENT COMPREHENSION
HIERARCHY	• Top pages • Presence of topics, tags or categories • Crawl depth	ENGAGEMENT & UX CRAWLING
MISTAKES	• Broken links • Nofollow tags • UTM parameters	CRAWLING INDEXING TRAFFIC

MOST OF THIS CAN BE IDENTIFIED WITH A QUICK CRAWL & CLEVER DATA STUDIO TEMPLATE

BUT TO REALLY DIG DEEP YOU CAN INCORPORATE MACHINE LEARNING TO HELP YOU



CLASSIFY ANCHOR TEXT

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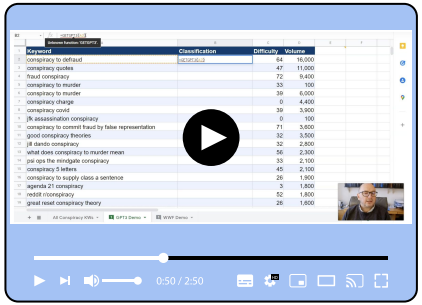
Classify Anchor Text N-Grams for Interlinking Insights with Python

Home / Python / Automation / Classify Anchor Text N-Grams for Interlinking Insights with Python

Greg Bernhardt



How to use GPT3 to classify Keywords

Richman SEO Training

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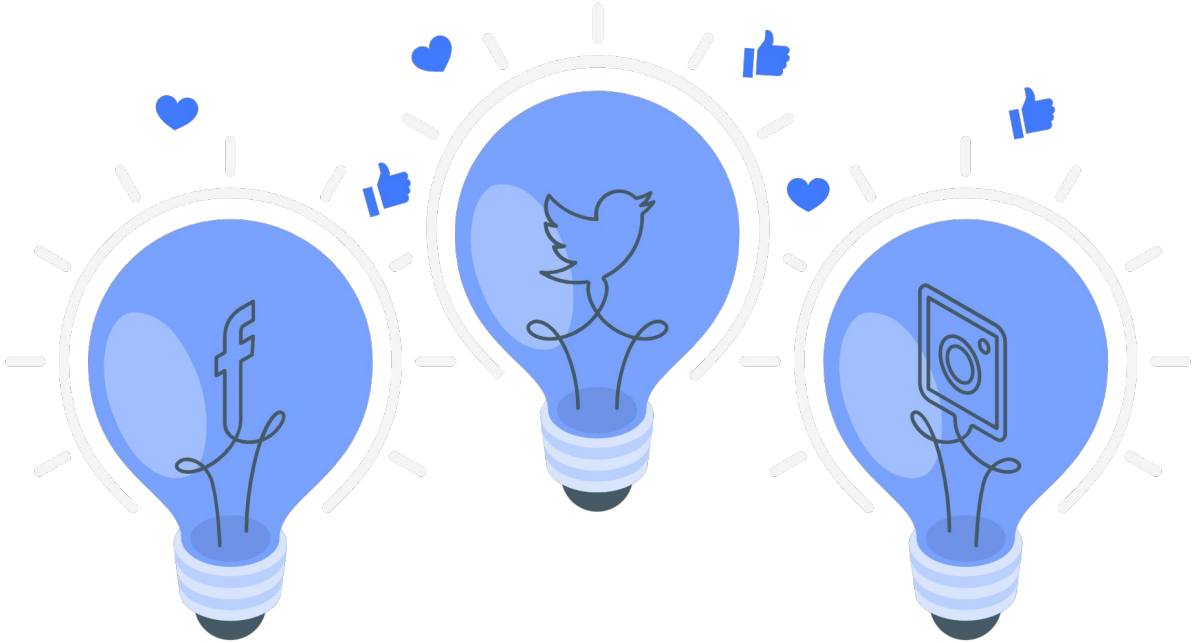
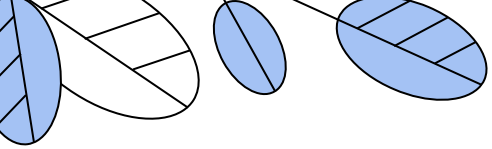
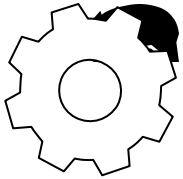
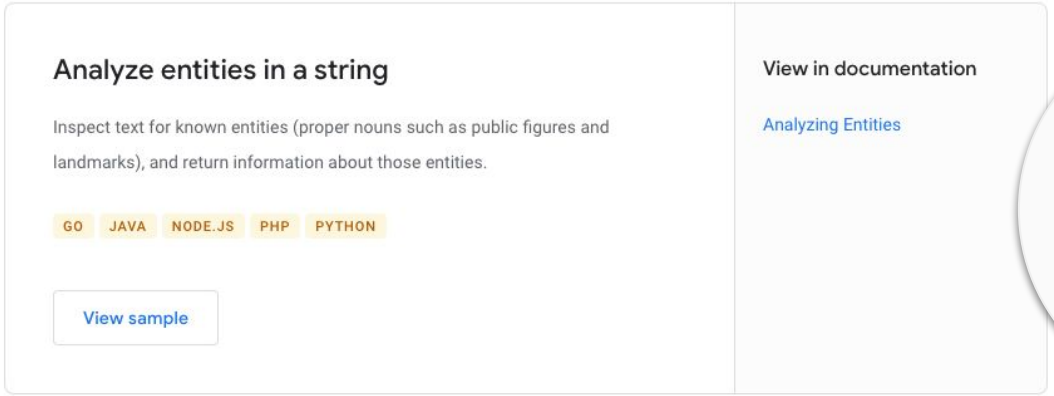
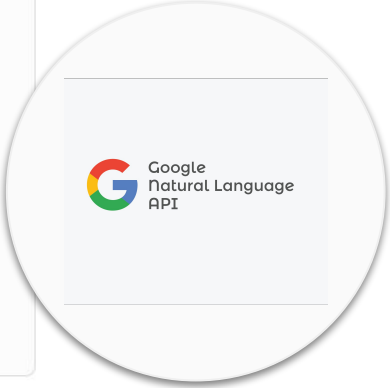


IDENTIFY ENTITIES



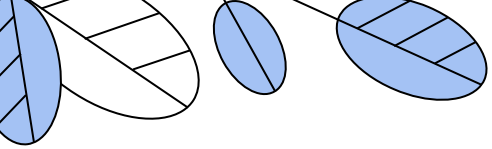


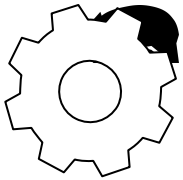




Sentiment Analysis & Entity Extraction with AWS Comprehend

Ram Vegiraju





Person p | Loc l | Org o | Event e | Date d | Other z

Barack Hussein Obama II (born August 4, 1961) is an American attorney and politician who served as the 44th President of the United States from January 20, 2009, to January 20, 2017. A member of the Democratic Party, he was the first African American to serve as president. He was previously a United States Senator from Illinois and a member of the Illinois State Senate.

ASSESS ENTITY RELATIONSHIPS

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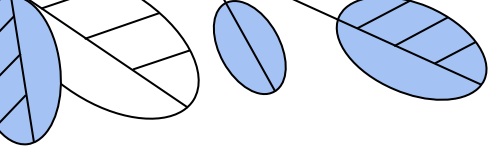
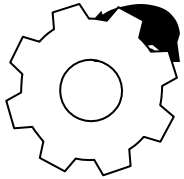


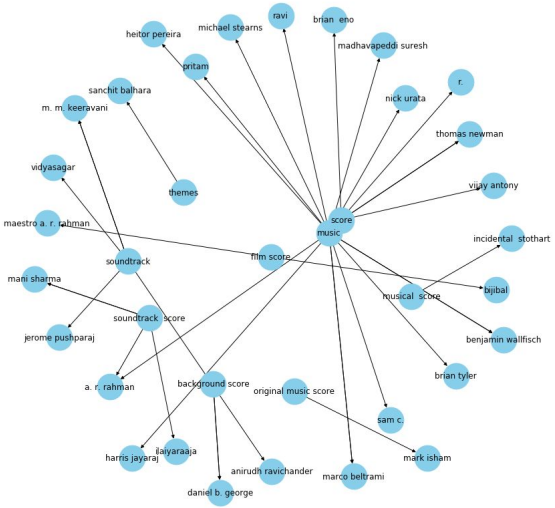


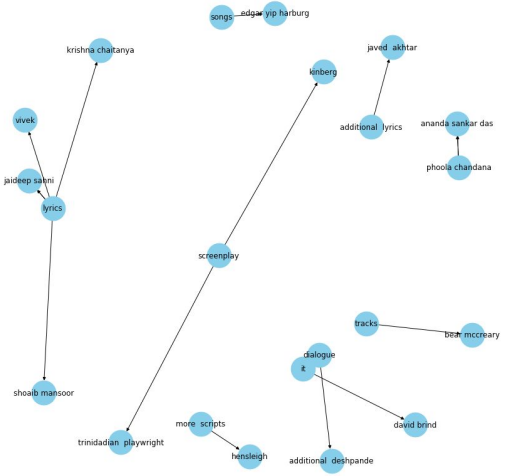
neo4j

KgBase

Google Knowledge
Graph Search API

Knowledge Graph & NLP Tutorial-(BERT,spaCy,NLTK)





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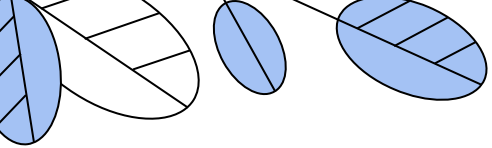
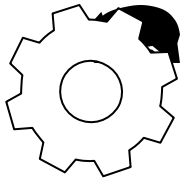
MORE INSIGHTS

BETTER

RECOMMENDATIONS

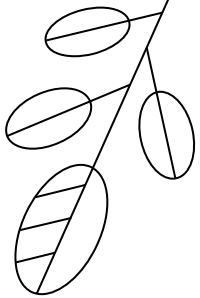


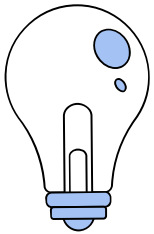


SEE YOUR CONTENT AND LINKS

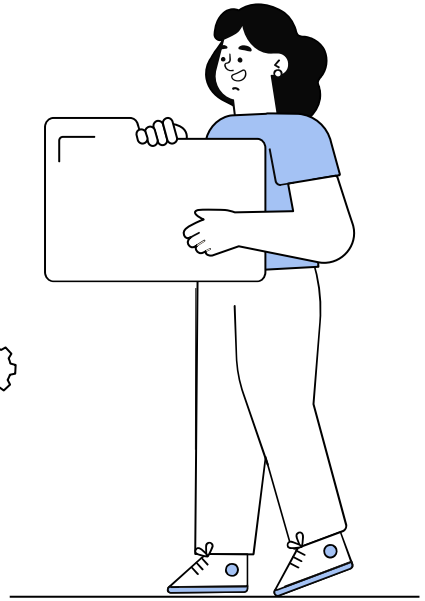
THE WAY SEARCH ENGINES SEE IT

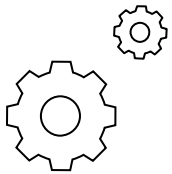
TO UNDERSTAND HOW TO IMPROVE IT.





03 CLUSTER
CONTENT WITH ML





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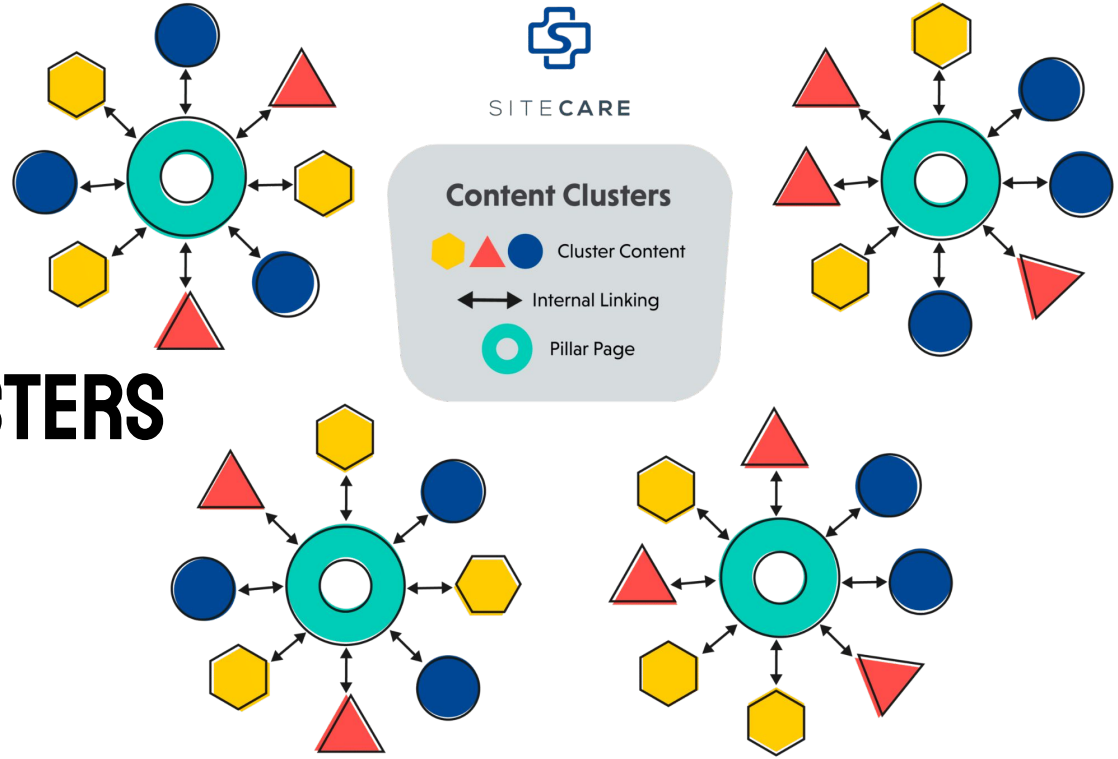
CONTENT CLUSTERS
IN SEO



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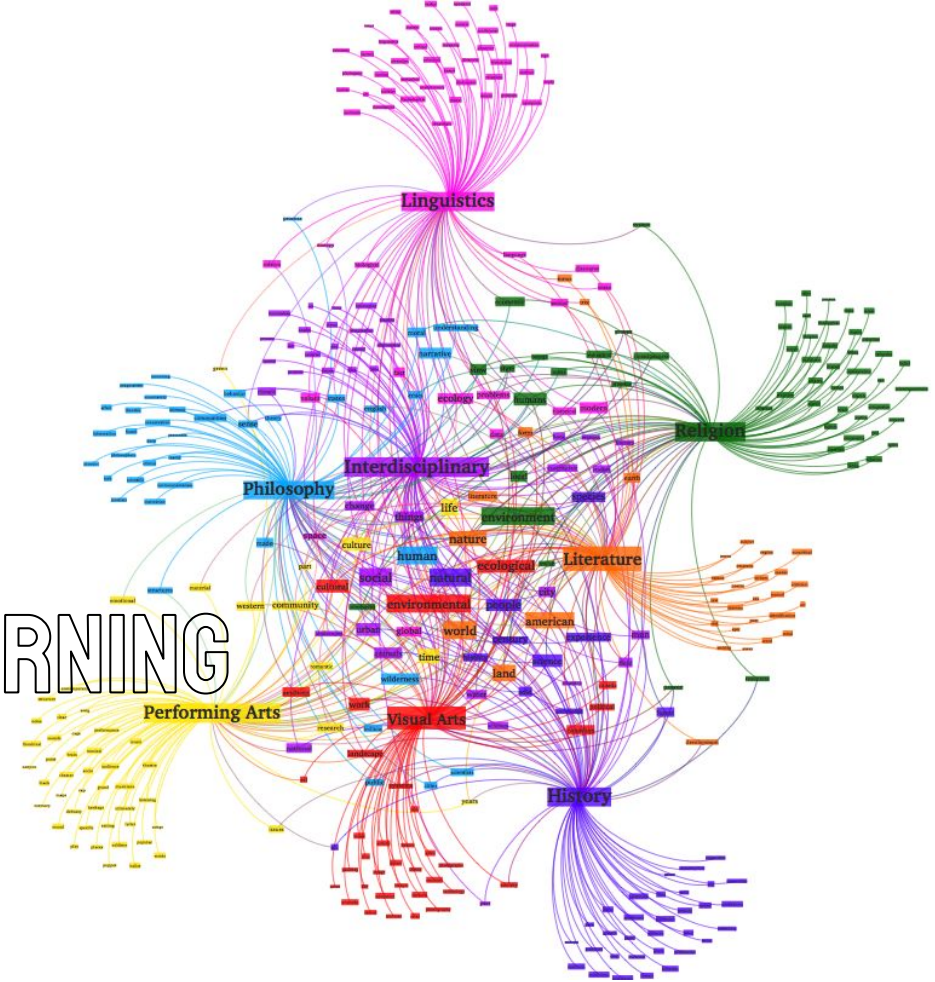
TOPIC MODELS
IN MACHINE LEARNING



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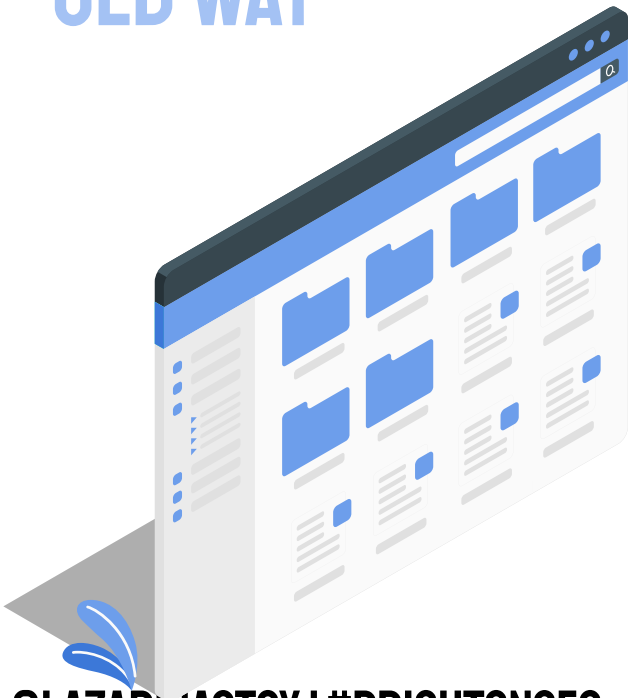
THE FUNDAMENTALS ARE THE SAME

OLD WAY



NEW WAY

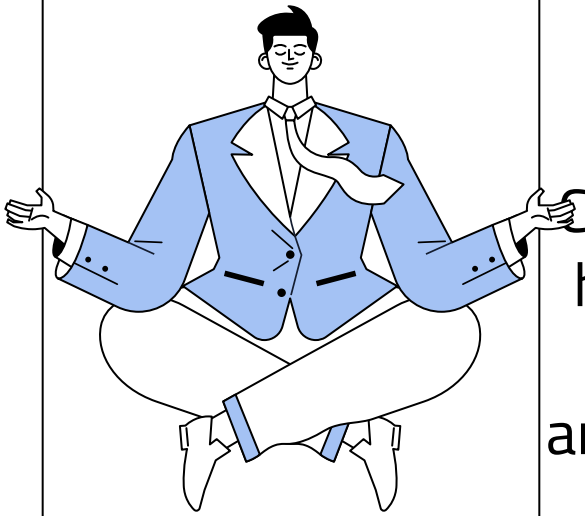
HOW DID TOPIC MODELING COME ABOUT?

ACCORDING TO THE AUTHOR

OF THE FIRST TOPIC MODELING ALGORITHM

PROBLEM

Collective knowledge increases →information **discovery** gets more **difficult**

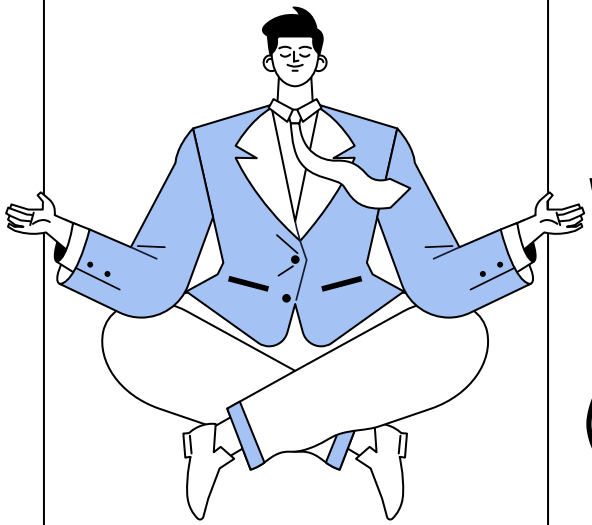


SOLUTION

Computational tools to help organize, search, and understand vast amounts of information

PROBLEM

Current systems of query & links are good, but can be **limiting**

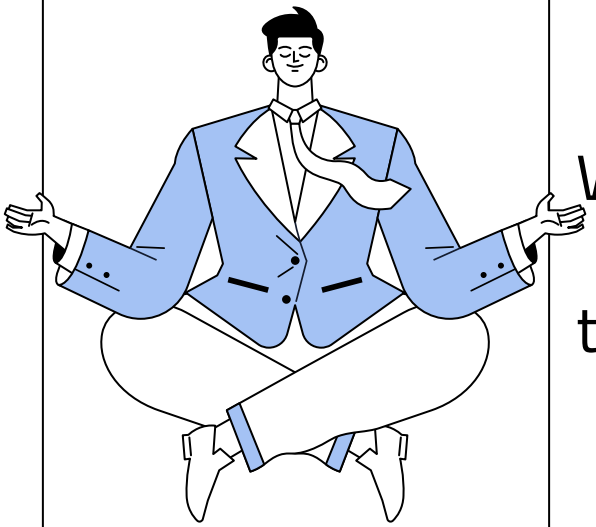


SOLUTION

We need systems that organise documents based on themes (topics) and subtopics.

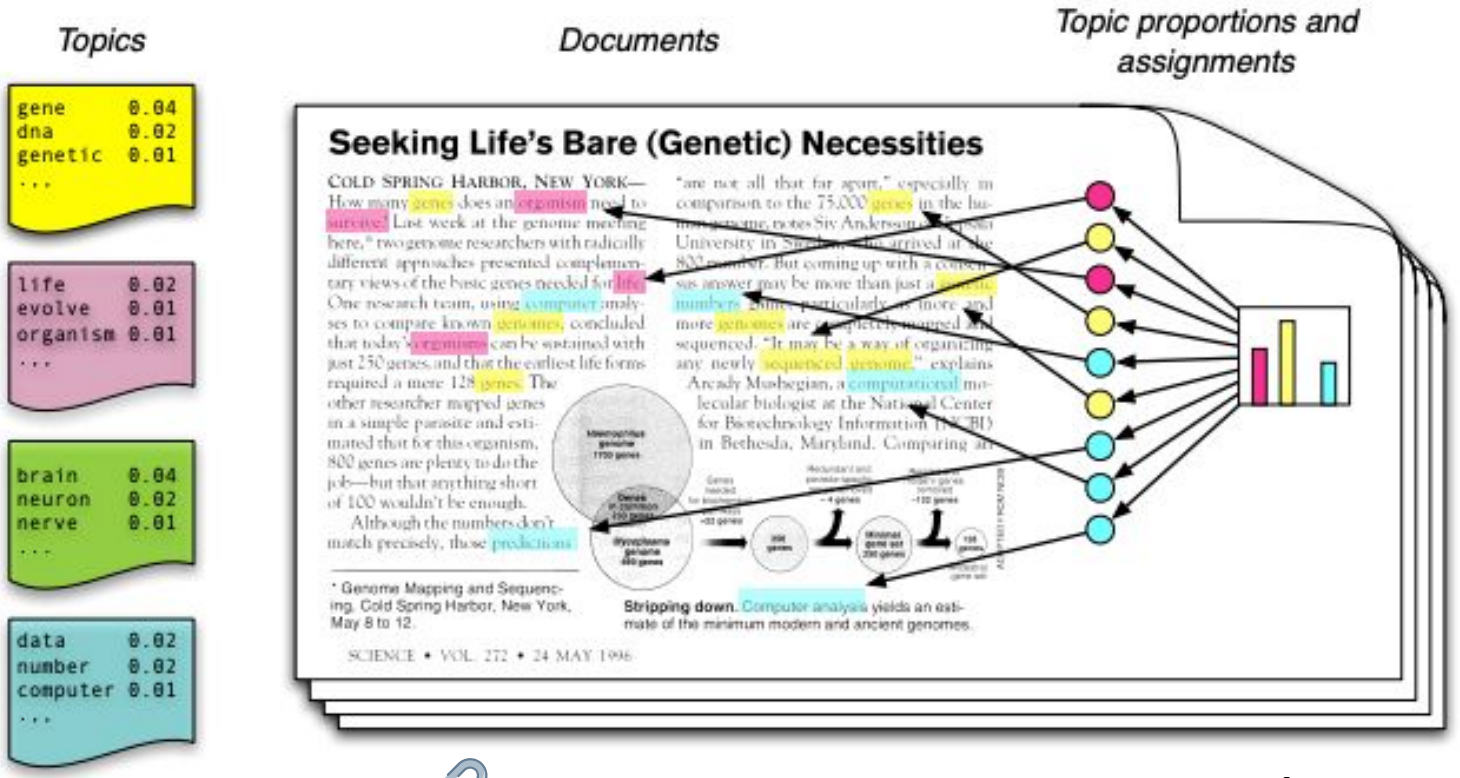
PROBLEM

No ability to zoom in and out of topics of interest, **highlighting patterns**.

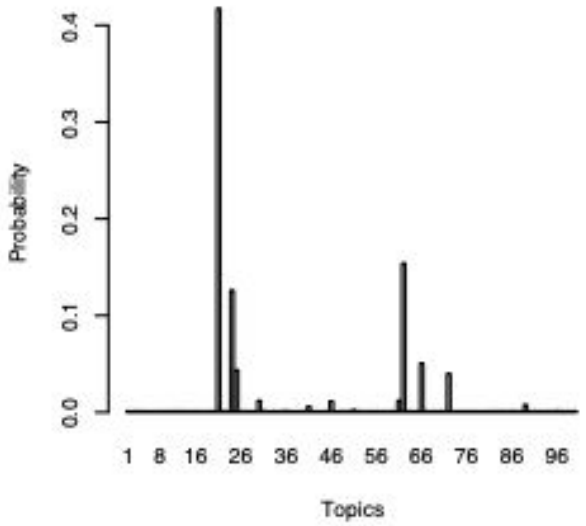


SOLUTION

We need topic models that operate under the assumption that a document has multiple topics.

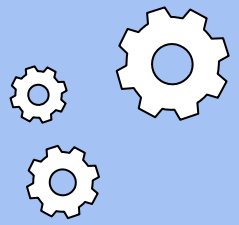


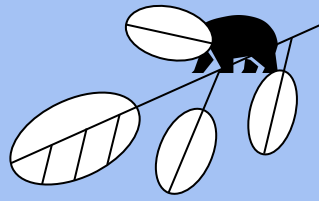
Introduction to Probabilistic Topic Models (Blei, 2012)



"Genetics"	"Evolution"	"Disease"	"Computers"
human	evolution	disease	computer
genome	evolutionary	host	models
dna	species	bacteria	information
genetic	organisms	diseases	data
genes	life	resistance	computers
sequence	origin	bacterial	system
gene	biology	new	network
molecular	groups	strains	systems
sequencing	phylogenetic	control	model
map	living	infectious	parallel
information	diversity	malaria	methods
genetics	group	parasite	networks
mapping	new	parasites	software
project	two	united	new
sequences	common	tuberculosis	simulations

🔗 **Introduction to Probabilistic Topic Models (Blei, 2012)**





“

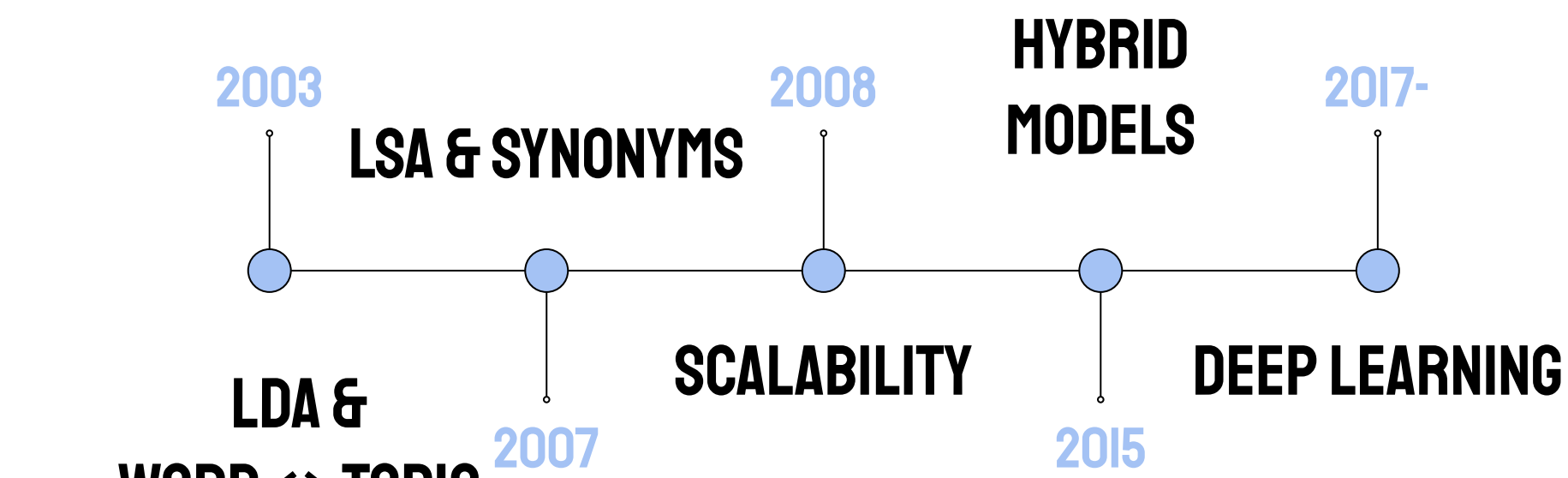
TOPIC MODELING IS

PATTERN RECOGNITION

IN LARGE, TEXT-BASED CORPUSES OF DATA.

IT WAS MADE FOR US.

IN THE PAST 20 YEARS,
A LOT HAS HAPPENED


2003
LSA & SYNONYMS
2008
HYBRID MODELS
2017-
LDA & WORD <> TOPIC INTER-EXCHANGEABILITY
2007
SCALABILITY
2015
DEEP LEARNING

BUT THE PROBLEM WE FACE REMAINS THE SAME

SO, WHY NOT TRY AN ML-BASED SOLUTION?

TWO METHODS TO KICKSTART THIS JOURNEY

LDA

Topic Modeling in Python: Latent Dirichlet Allocation (LDA)

Shashank Kapadia

LSA

Latent Semantic Analysis using Python

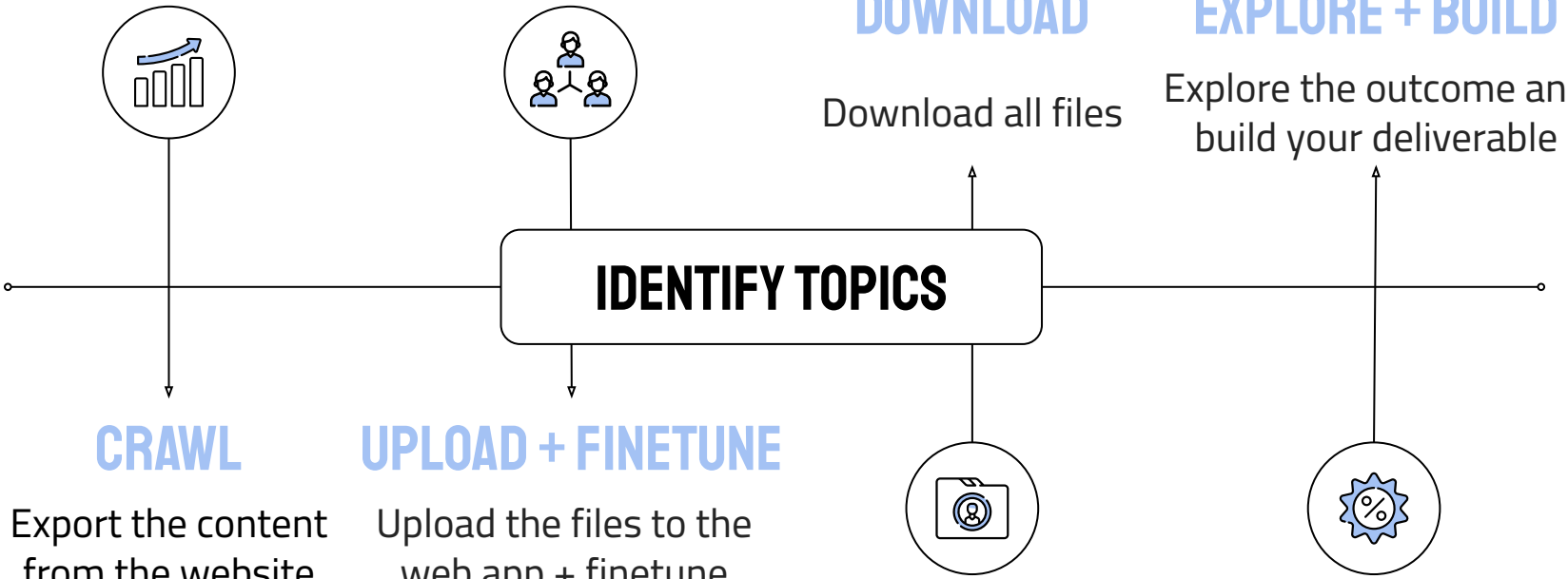
Avinash Navlani

OR, SKIP THE CODE AND JUMP STRAIGHT IN

WATCH THE DETAILS LATER

I've recorded a step-by-step tutorial on doing topic modelling using a no-code, publicly-available, web-based app using LDA.

BUT IN A NUTSHELL...



TOPIC MODELS

TOPIC MODELS

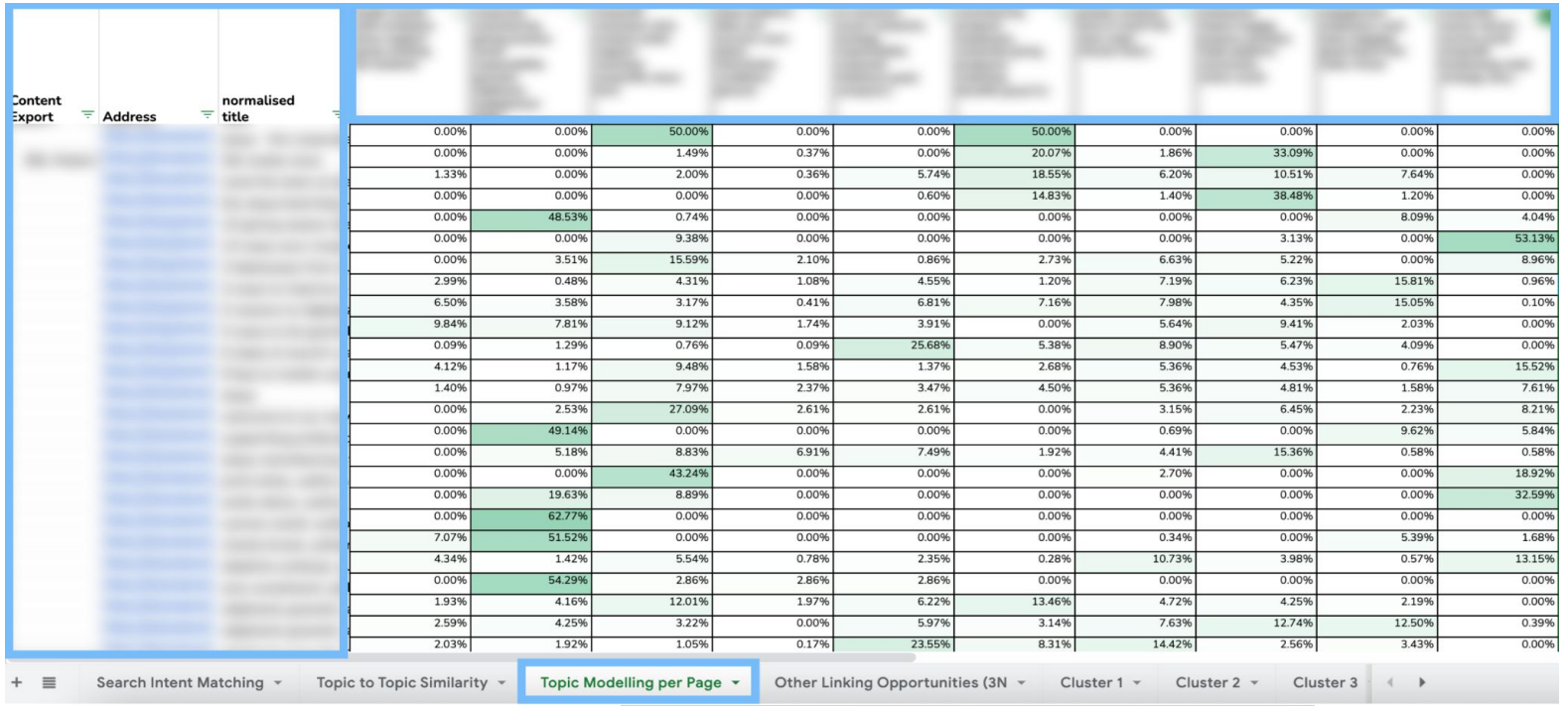
A	B	C	D	E	F	G	H	I	J	K
	health mental staff workplace home support group working ehl students	corporate volunteering giving purpose social responsibility grawehr stéphanie	nonprofit volunteers time content media support volunteer nonprofits share form	alaya platform data user services users policy information conditions general	csr business social companies strategy responsibility corporate initiatives	volunteering program employees corporate giving programs matching benefits	people company time it's back feel start make mission that's	employees impact engage purpose activities make platform community	engagement employees work team engaged good teams find make virtual	nonprofits season donors carmen amell nonprofit fundraising make strategy story
	0.00%	17.65%	-44.77%		-16.00%	-104.73%	-4.67%	9.29%	-5.99%	
	17.65%	0.00%	-21.13%	-88.64%	-8.61%	-62.86%	-36.37%	-23.42%	27.18%	6.80%
	-44.77%	-21.13%	0.00%	9.88%	-26.01%	-58.78%	12.52%	16.87%	-56.55%	70.50%
		-88.64%	9.88%	0.00%	-30.66%		-157.96%	-53.92%		
	-16.00%	-8.61%	-26.01%	-30.66%	0.00%	60.18%	54.64%	26.11%	-0.59%	-218.54%
	-104.73%	-62.86%	-58.78%		60.18%	0.00%	35.22%	30.17%	-0.59%	-77.01%
	-4.67%	-36.37%	12.52%	-157.96%	54.64%	35.22%	0.00%	28.20%	27.18%	-46.26%
	9.29%	-23.42%	16.87%	-53.92%	26.11%	30.17%	28.20%	0.00%	-1.53%	-40.31%
	-5.99%	27.18%	-56.55%		-0.59%	-0.59%	27.18%	-1.53%	0.00%	-29.35%
		6.80%	70.50%		-218.54%	-77.01%	-46.26%	-40.31%	-29.35%	0.00%

Topic to Topic Similarity | Topic Modelling per Page

Topic to Topic Similarity

PAGE INFO

TOPIC MODELS

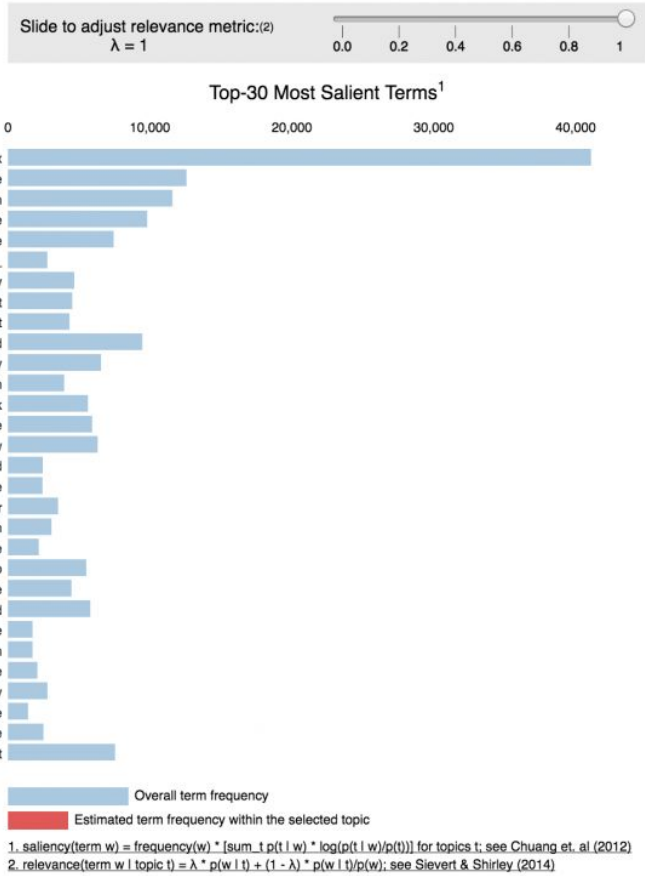


0.00%	0.00%	50.00%	0.00%	0.00%	50.00%	0.00%	0.00%	0.00%	0.00%
0.00%	0.00%	1.49%	0.37%	0.00%	20.07%	1.86%	33.09%	0.00%	0.00%
1.33%	0.00%	2.00%	0.36%	5.74%	18.55%	6.20%	10.51%	7.64%	0.00%
0.00%	0.00%	0.00%	0.00%	0.60%	14.83%	1.40%	38.48%	1.20%	0.00%
0.00%	48.53%	0.74%	0.00%	0.00%	0.00%	0.00%	0.00%	8.09%	4.04%
0.00%	0.00%	9.38%	0.00%	0.00%	0.00%	0.00%	3.13%	0.00%	53.13%
0.00%	3.51%	15.59%	2.10%	0.86%	2.73%	6.63%	5.22%	0.00%	8.96%
2.99%	0.48%	4.31%	1.08%	4.55%	1.20%	7.19%	6.23%	15.81%	0.96%
6.50%	3.58%	3.17%	0.41%	6.81%	7.16%	7.98%	4.35%	15.05%	0.10%
9.84%	7.81%	9.12%	1.74%	3.91%	0.00%	5.64%	9.41%	2.03%	0.00%
0.09%	1.29%	0.76%	0.09%	25.68%	5.38%	8.90%	5.47%	4.09%	0.00%
4.12%	1.17%	9.48%	1.58%	1.37%	2.68%	5.36%	4.53%	0.76%	15.52%
1.40%	0.97%	7.97%	2.37%	3.47%	4.50%	5.36%	4.81%	1.58%	7.61%
0.00%	2.53%	27.09%	2.61%	2.61%	0.00%	3.15%	6.45%	2.23%	8.21%
0.00%	49.14%	0.00%	0.00%	0.00%	0.00%	0.69%	0.00%	9.62%	5.84%
0.00%	5.18%	8.83%	6.91%	7.49%	1.92%	4.41%	15.36%	0.58%	0.58%
0.00%	0.00%	43.24%	0.00%	0.00%	0.00%	2.70%	0.00%	0.00%	18.92%
0.00%	19.63%	8.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	32.59%
0.00%	62.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
7.07%	51.52%	0.00%	0.00%	0.00%	0.00%	0.34%	0.00%	5.39%	1.68%
4.34%	1.42%	5.54%	0.78%	2.35%	0.28%	10.73%	3.98%	0.57%	13.15%
0.00%	54.29%	2.86%	2.86%	2.86%	0.00%	0.00%	0.00%	0.00%	0.00%
1.93%	4.16%	12.01%	1.97%	6.22%	13.46%	4.72%	4.25%	2.19%	0.00%
2.59%	4.25%	3.22%	0.00%	5.97%	3.14%	7.63%	12.74%	12.50%	0.39%
2.03%	1.92%	1.05%	0.17%	23.55%	8.31%	14.42%	2.56%	3.43%	0.00%

Topic Modelling per Page

@LAZARINASTOY | #BRIGHTONSEO

Selected Topic: 0
Previous Topic
Next Topic
Clear Topic
Intertopic Distance Map (via multidimensional scaling)
PC2
PC1
1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
Marginal topic distribtion
2%
5%
10%


Slide to adjust relevance metric:(2)
λ = 1
0.0
0.2
0.4
0.6
0.8
1
Top-30 Most Salient Terms1
0
10,000
20,000
30,000
40,000
ax
line
organization
write
article
_
university
nntp_post
host
would
say
system
think
people
know
god
drive
year
problem
file
go
use
good
game
team
evidence
reply
space
believe
get
Overall term frequency
Estimated term frequency within the selected topic
1. saliency(term w) = frequency(w) * [sum_t p(t | w) * log(p(t | w)/p(t))] for topics t; see Chuang et. al (2012)
2. relevance(term w | topic t) = λ * p(w | t) + (1 - λ) * p(w | t)/p(w); see Sievert & Shirley (2014)

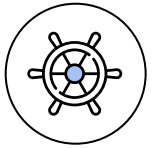
JUST LOOK AT WHAT YOU ACHIEVED ✨

SAVED A TON OF TIME

Took you **less than 30 minutes**. Hooray!

BASELINE OVERVIEW

You've got a clear overview of the **main topic clusters** and their **relationship**



TESTED SOMETHING NEW

Scrutinize the output.

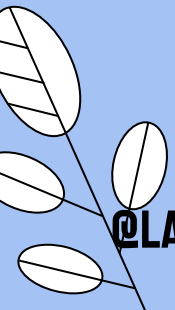
Tell your client how you have improved on it.

04

DISCOVER OTHER OPPORTUNITIES

ENTER FUZZY MATCHING

A QUICK AND DIRTY WAY FOR CALCULATING SIMILARITY BETWEEN TWO STRINGS



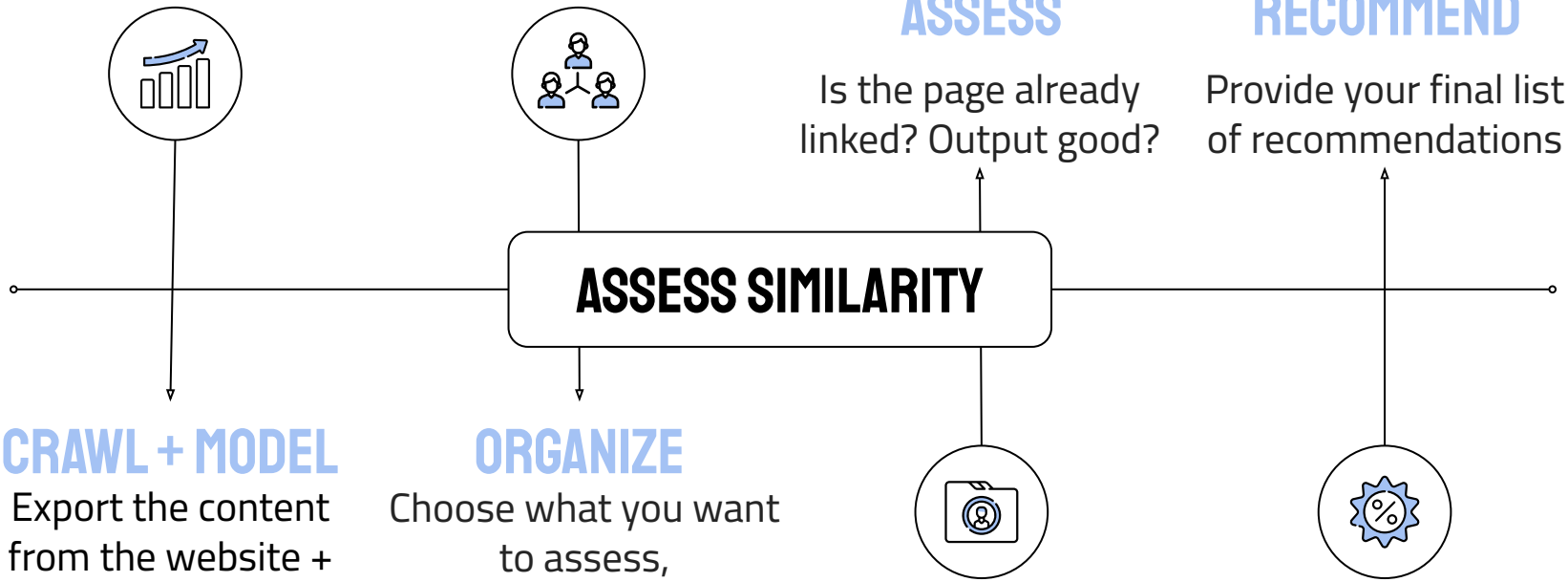
@LAZARINASTOY | #BRIGHTONSEO

WATCH THE DETAILS LATER

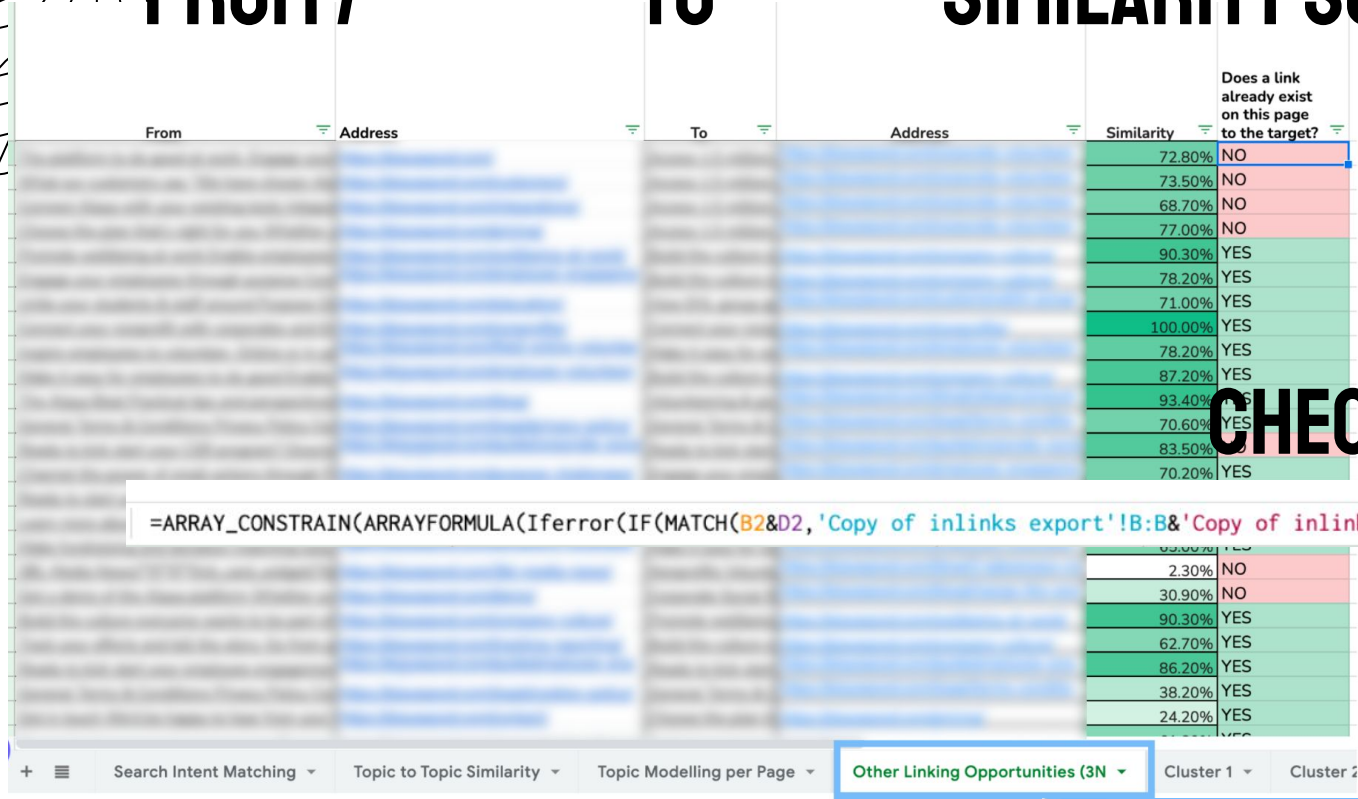
I've recorded a step-by-step tutorial on using **fuzzy matching** for things like:

- Identifying link opportunities
- String Similarity Analysis
- Other cool things

BUT IN A NUTSHELL...



FROM / TO SIMILARITY SCORE



From	Address	To	Address	Similarity	Does a link already exist on this page to the target?
				72.80%	NO
				73.50%	NO
				68.70%	NO
				77.00%	NO
				90.30%	YES
				78.20%	YES
				71.00%	YES
				100.00%	YES
				78.20%	YES
				87.20%	YES
				93.40%	YES
				70.60%	YES
				83.50%	YES
				70.20%	YES
				2.30%	NO
				30.90%	NO
				90.30%	YES
				62.70%	YES
				86.20%	YES
				38.20%	YES
				24.20%	YES

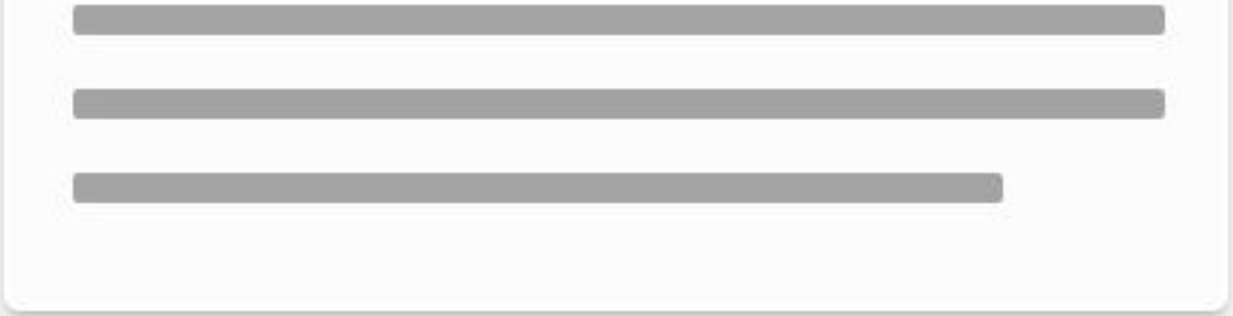
Search Intent Matching | Topic to Topic Similarity | Topic Modelling per Page | Other Linking Opportunities (3N | Cluster 1 | Cluster 2

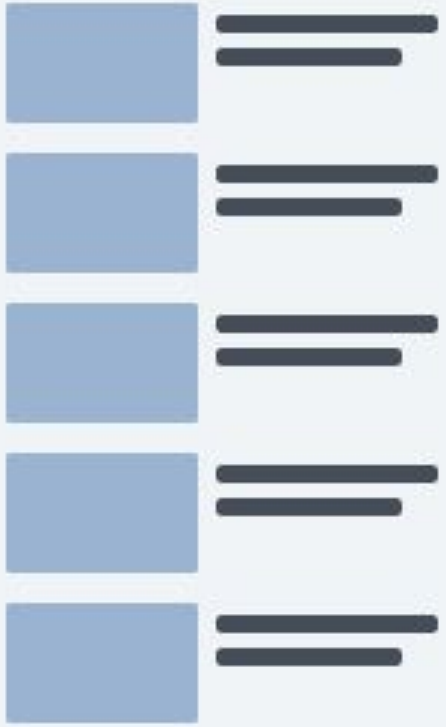
CHECK IF LINK EXISTS

```
=ARRAY_CONSTRAIN(ARRAYFORMULA(Iferror(IF(MATCH(B2&D2,'Copy of inlinks export'!B:B&'Copy of inlinks export'!C:C, 0), "YES"), "NO")), 1, 1)
```

COVER YOUR BASES

@LAZARINASTOY | #BRIGHTONSEO





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PROFILE
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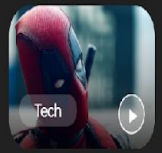
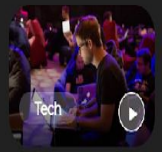


Review Of Healthy Breakfast Meals For...
2 weeks ago | 30,451 views | 20:45



Review Of Healthy Breakfast Meals For...
2 weeks ago | 30,451 views | 20:45

Review Of Healthy Breakfast Meals For...
2 weeks ago | 30,451 views | 20:45

Most View

Review Of Healthy Breakfast...
2 weeks ago | 30,451 views | 20:45

Review Of Healthy Breakfast...
2 weeks ago | 30,451 views | 20:45

Review Of Healthy Breakfast...
1 month ago | 30,451 views | 20:45

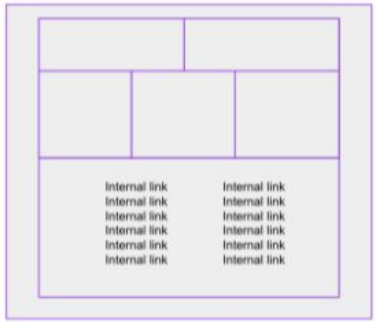
Category

- Top Ads 15
- Gadgets 14
- Telephone 13
- Electronic 24
- Game Play 37
- Best Of 12
- Animations 19
- Series 26
- Cars 17

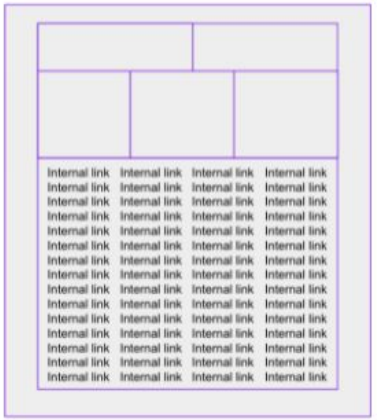
+10% DESKTOP

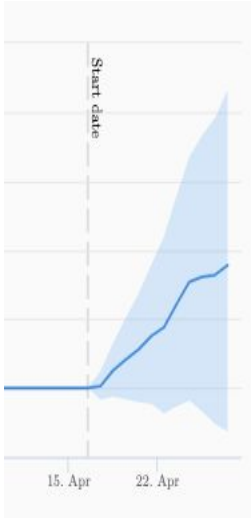
+5% MOBILE

Control



Variant





Searchpilot Case Study

MORE.

05 HOW TO FIND WHERE TO LINK

FOR SMALL SITES / INTERNAL LINK INITIATIVES

Copy of [template] Interlinking Opportunities MASTER

File Edit View Insert Format Data Tools Extensions Help Last edit was 4 minutes ago

A	B	C	D	E	F
	INLINK OPPORTUNITIES COUNT=	0	0	0	0
	ENTER TARGET KEYWORDS HERE =				
	ENTER URL TO LINK TO =>				
GO TO THIS PAGE	TEXT ON PAGE				
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
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		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained
		Keyword not contained	Keyword not contained	Keyword not contained	Keyword not contained

Interlinking simple match

FOR MEDIUM-SIZED SITES / INTERNAL LINK INITIATIVES

The following query searches across all columns of the `Recipes` table for the value `toast` and returns the rows that contain this value.

```
SELECT * FROM Recipes WHERE CONTAINS_SUBSTR(Recipes, 'toast');

+-------------------+-------------------------+-------------------+
| Breakfast         | Lunch                   | Dinner            |
+-------------------+-------------------------+-------------------+
| Potato pancakes   | Toasted cheese sandwich | Beef stroganoff   |
| Avocado toast     | Tomato soup             | Blueberry samon   |
+-------------------+-------------------------+-------------------+
```

FOR REALLY BIG SITES / INTERNAL LINK INITIATIVES

The following query searches the `Lunch` and `Dinner` columns of the `Recipe` table for the value `potato` and returns the row if either column contains this value.

```
SELECT * FROM Recipes WHERE CONTAINS_SUBSTR((Lunch, Dinner), 'potato');

+-------------------+-------------------------+-------------------+
| Breakfast         | Lunch                   | Dinner            |
+-------------------+-------------------------+-------------------+
| Bluberry pancakes | Egg salad sandwich      | Potato dumplings  |
| Corned beef hash  | Lentil potato soup      | Glazed ham        |
+-------------------+-------------------------+-------------------+
```

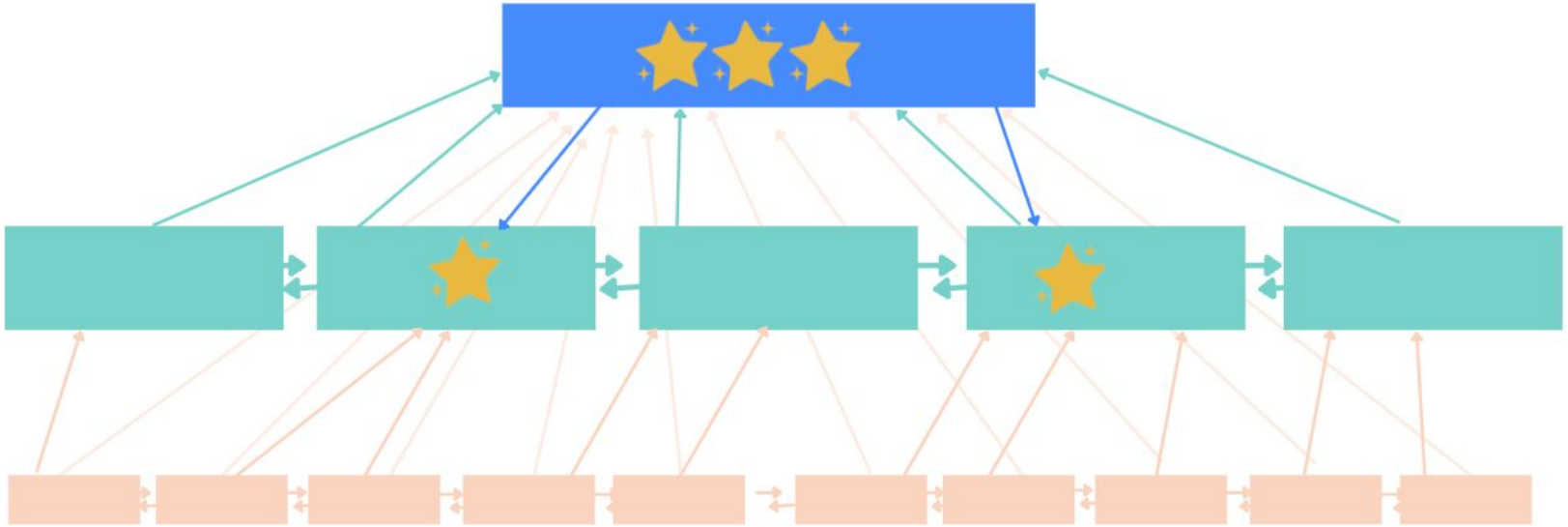
THE LOGIC IS THE SAME

SEARCH FOR INTENT-BASED KEYWORD VARIATIONS

SEARCH FOR DIFFERENT ANCHOR TYPES

INCORPORATE ENTITY-BASED LINKING

THINK ABOUT MONEY-MAKING PAGES



Informational Intent Page

🔗links to other informational content, based on similarity;
🔗links to pillar page (money page, highest converting)
🔗links to one other high intent page
🚀receives link from one informational page, based on similarity

High Intent page

🔗links to pillar page (money page, highest converting)
🔗links to one other high intent pages
🚀receives links from a few informational pages, based on similarity
🚀receives a link from one high intent page, based on similarity

Pillar Page (🔥 conversion rate)

🔗links to 1-2 high intent pages in the cluster (with the second and third highest conversion rates)
🚀receives links from multiple informational pages
🚀receives links from multiple high intent pages

BUILD
MEASURE
LEARN

06

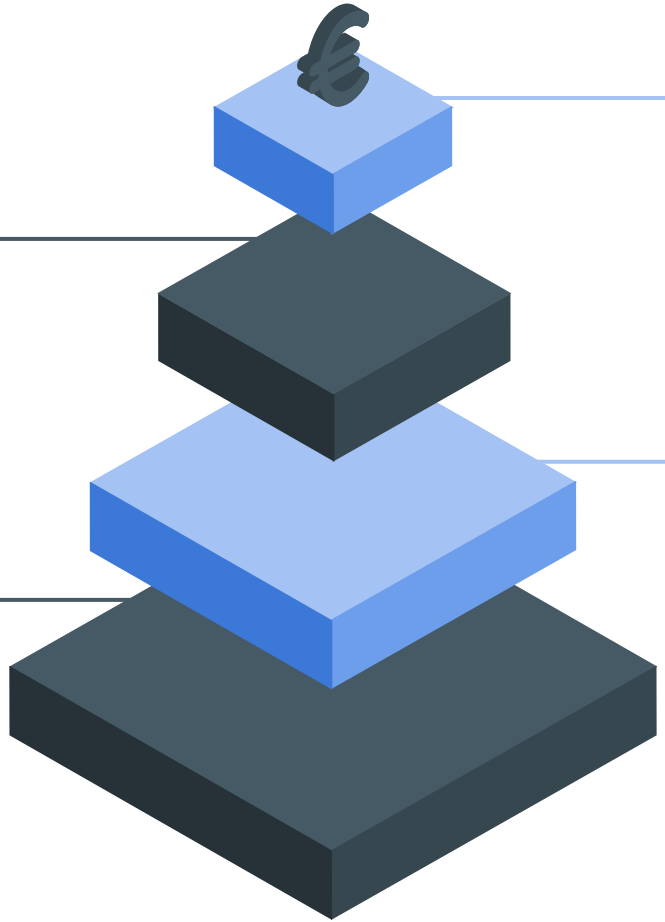
WHAT SHOULD YOU INCLUDE IN YOUR DELIVERABLE?

PRIORITIZE, BUDGET

Talk about link implementation, timeline, tracking.

LINK OPPORTUNITIES

Highlight additional link opportunities, anchor strategies.



TOPIC MODELS

After finalising the categories and structure, create custom dimensions for the topics in GA/GDS/GSC

ANALYSIS

Present your analysis in a format that allows for benchmarking

WHAT SHOULD YOU MEASURE?

YOUR REPORTING SHOULD INCLUDE

	DESCRIPTION	
LINK FREQUENCY	• # inlinks / # unique inlinks per page • Orphaned pages	CRAWLING PAGE DISCOVERY
LINK QUALITY	• Link placement • Source traffic • Added link sections	ENGAGEMENT COMPREHENSION
ANCHOR TEXT	• Type • Length	ENGAGEMENT COMPREHENSION
HIERARCHY	• Top pages • Presence of topics, tags or categories • Crawl depth	ENGAGEMENT & UX CRAWLING
MISTAKES	• Broken links • Nofollow tags • UTM parameters	CRAWLING INDEXING TRAFFIC

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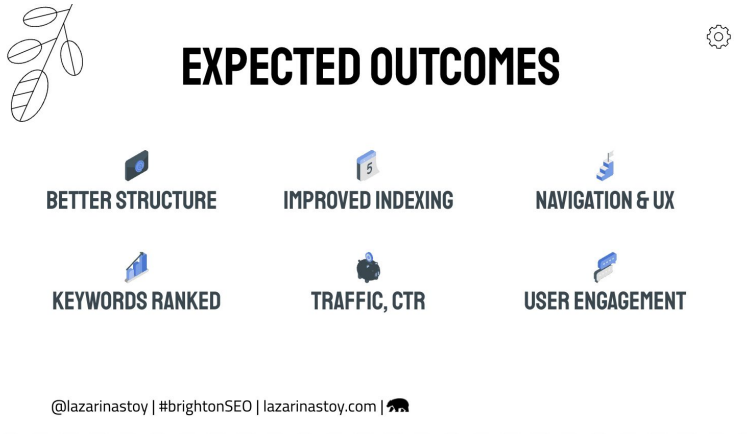
GROWTH METRICS



BENCHMARKING

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FOR GROWTH REPORTING, TRACK

- Quicker Indexing
- # of pages indexed
- # of pages discovered
- Organic traffic
- Inter-cluster user flow

TRAFFIC

- CTR
- Average time per session
- Clicks
- Interactions

ENGAGEMENT

- # of ranking queries
- Length of queries
- Performance (visibility; engagement, rankings) split per topic cluster

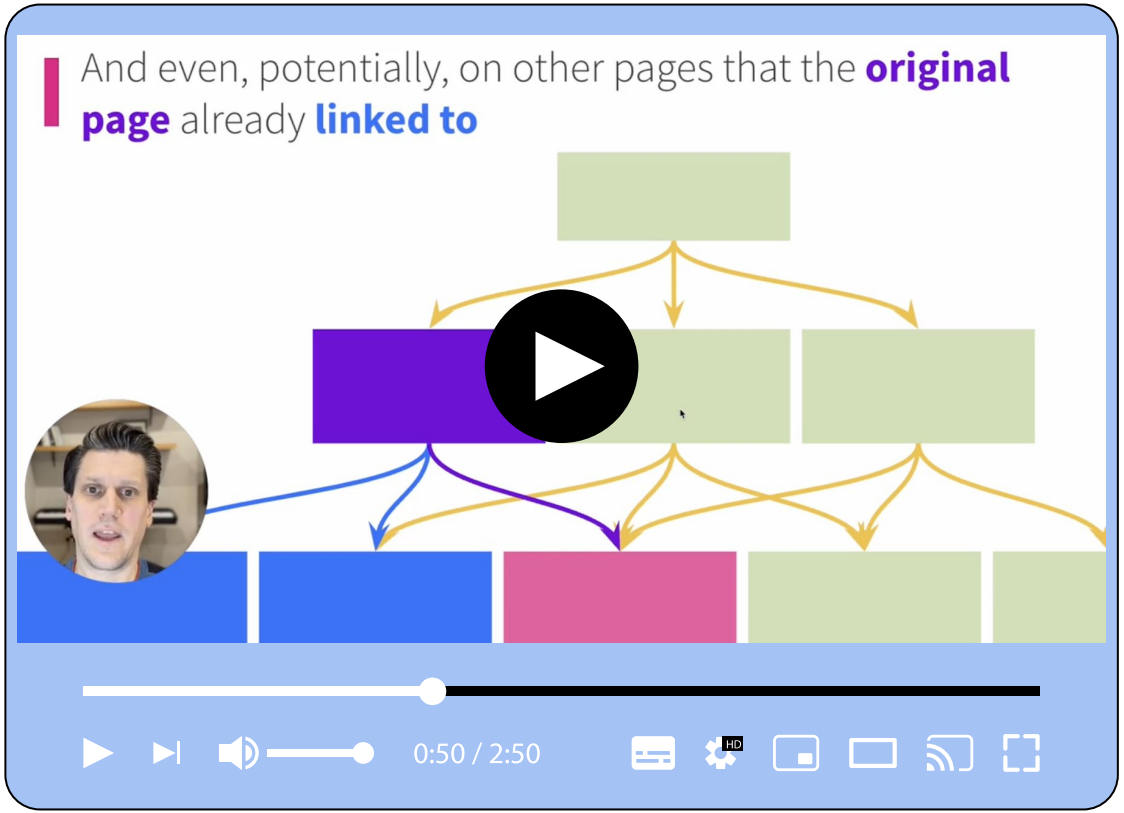
QUERIES

HOWEVER,

AS

WILL CRITCHLOW

EXPLAINS...



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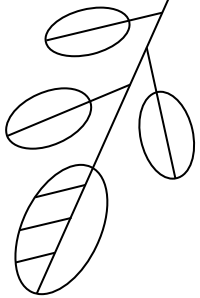
INTERNAL LINKING EFFECT MEASUREMENT IS

HARD

OUR INTUITION ABOUT LINK STRUCTURES IS

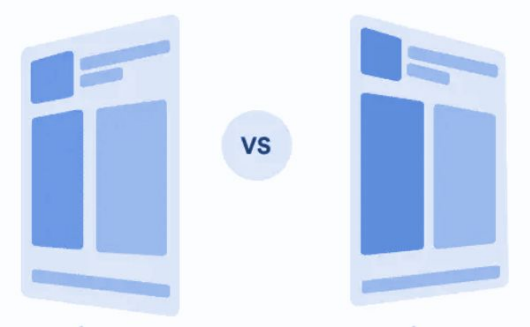
POOR



IN OTHER WORDS...

FAILING

IS PART OF THE PROCESS.



TESTING

EXPERIMENTS

LEARNING

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ARE THE WAY TO GO 📈

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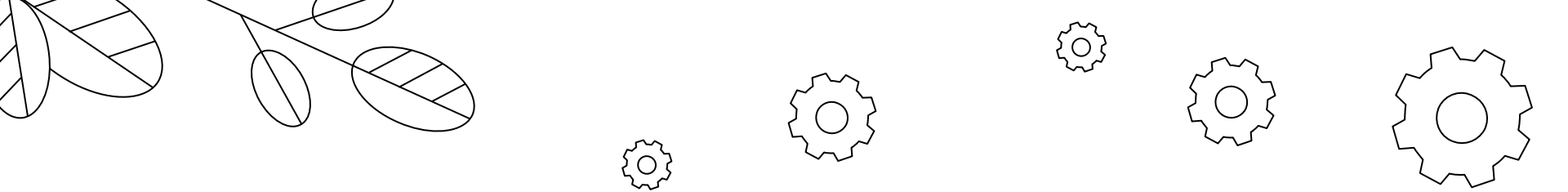

BEFORE I GO...

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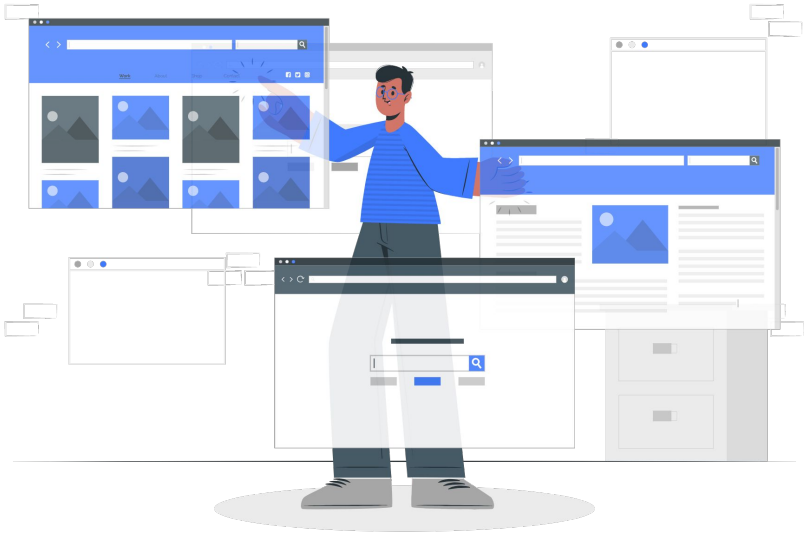

THIS DECK,

REFERENCED WORK

OF OTHER COOL PEOPLE, AND A

TALK WRITE-UP

WILL BE AVAILABLE

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HERE.

https://lazarinastoy.com/how-to-incorporate-machine-learning-in-internal-linking-audits/

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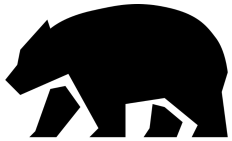
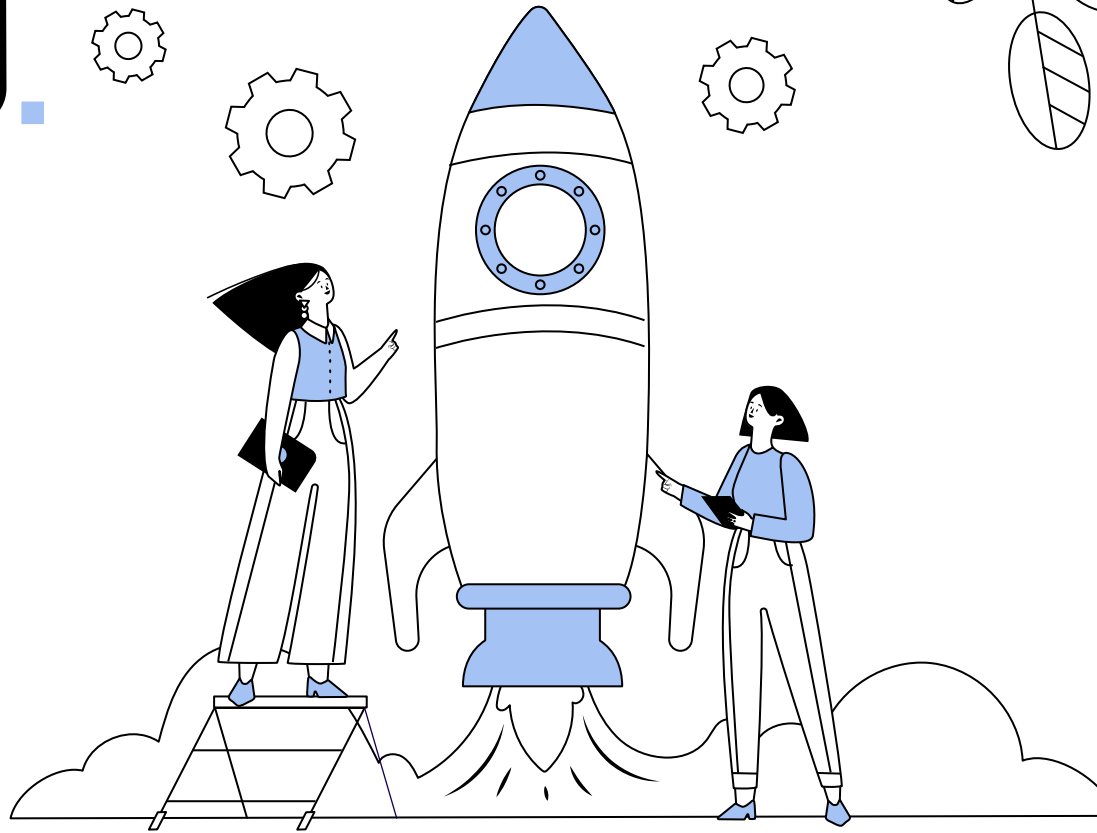


HIRING ALERT

We are a pretty awesome team on the lookout for talent.

Search for **Intrepid Digital** to work with some exciting US & global brands.

THANK YOU.



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