

# Google's ML APIs vs OpenAI's APIs (SEO Use Cases)

## Machine Learning and Search





- **SEO & Data Science Lead**
- **Intrepid Digital** - enterprise digital marketing agency
- **Client Portfolio Focus: B2B Enterprise in Big Tech**
- **MSc, specialising in ML/NLP**



**Intrepid Digital**



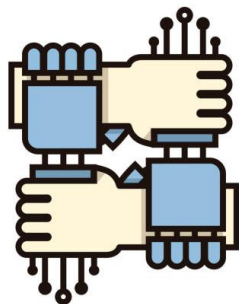
My main goal:  
**to inspire you to think creatively**  
about available ML APIs and how you use  
them in your day-to-day.





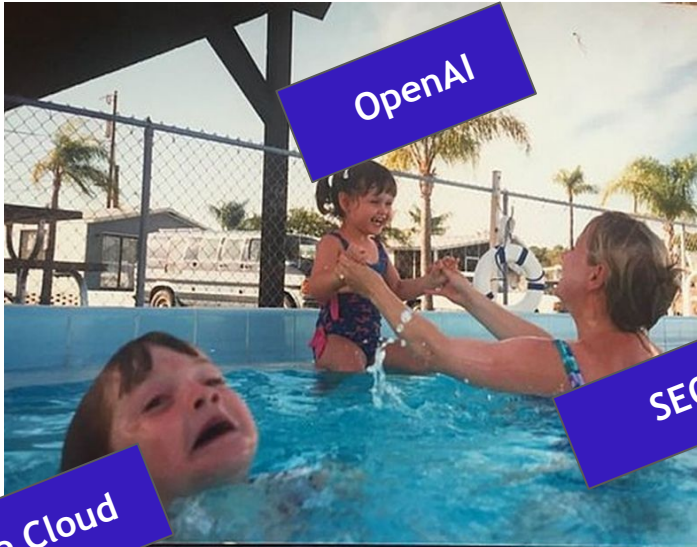
There are several areas,  
where ML automation can help  
**boost efficiency** and **improve outcomes** for  
digital marketers.





You will also see why it's important to **choose your automation allies carefully** depending on the task.





OpenAI

SEOs

Google Cloud



AWS, Azure



# 10

APIs by Google Cloud

(each with **multiple** applications for digital marketing)



# 3

APIs by OpenAI

(again, each with **multiple** applications for digital marketing)







# Understanding text

## Entity Recognition



# Entity recognition

**Named Entity Recognition (NER)** is a field of computer science and natural language processing that deals with the **identification and classification of named entities in text.**

The goal of NER is to **automatically extract information from unstructured text**, such as names of people, organizations, locations, and so on

tl;dr entity = recognised thing/concept

The screenshot displays a text snippet with several entities highlighted in colored boxes. A legend at the top identifies the categories: Person (p), Loc (l), Org (o), Event (e), Date (d), and Other (z). The text snippet is: "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 \*." The entities are: Barack Hussein Obama II (Person), August 4, 1961 (Date), American (Other), the United States (Loc), January 20, 2009 (Date), January 20, 2017 (Date), Democratic Party (Org), African American (Other), United States Senator (Other), Illinois (Loc), and Illinois State Senate (Org).



# Google's Natural Language API vs ChatGPT



Entities

Sentiment

Syntax

Categories

**Lazarina Stoy**<sub>1</sub> (formally known as **Lazarina Stoyanova**<sub>10</sub>) is an **SEO**<sub>4</sub> & **Data Science**<sub>3</sub>, **Sr. Manager**<sub>7</sub>, a freelance **SEO**<sub>2</sub> & **Data Consultant**<sub>8</sub>, and a **storyteller**<sub>5</sub>. **Lazarina Stoy**<sub>1</sub> creates educational **content**<sub>13</sub> in the **SEO**<sub>2</sub>, **data science**<sub>3</sub>, and **analytics**<sub>18</sub> **niche**<sub>21</sub>, as well as **resources**<sub>9</sub> that can help **SEOs**<sub>11</sub> and digital **analysts**<sub>19</sub> be more efficient with their time. **Lazarina**<sub>17</sub> is a **Conference Speaker**<sub>16</sub>, having spoken at world-renowned **conferences**<sub>31</sub> in the **SEO**<sub>2</sub> **world**<sub>32</sub>, on **topics**<sub>15</sub> that align with her professional **mission**<sub>36</sub> – to make **marketers**<sub>6</sub>' **lives**<sub>12</sub> easier via **automation**<sub>24</sub> and **tools**<sub>37</sub> **everyone**<sub>29</sub> (regardless of their **tech background**<sub>34</sub>) can apply in their **practice**<sub>30</sub>. **Lazarina**<sub>1</sub> graduated from the **University of Strathclyde**<sub>14</sub>, where she studied to combine her greatest professional **passions**<sub>50</sub> – **marketing**<sub>20</sub> and **technology**<sub>25</sub>, with the **aim**<sub>35</sub> to work on embedding ML-enabled **marketing automation**<sub>27</sub> to help **marketers**<sub>23</sub>' **lives**<sub>12</sub> become easier. **Lazarina**<sub>1</sub> loves connecting the **dots**<sub>39</sub> between **theory**<sub>40</sub> and **practice**<sub>33</sub>, finding **patterns**<sub>22</sub>, and discussing **science**<sub>28</sub> in a **way**<sub>41</sub> accessible for **beginners**<sub>42</sub>. **Lazarina**<sub>1</sub> tells **stories**<sub>47</sub> about **marketing**<sub>60</sub> and **technology**<sub>64</sub> that educate, inspire, and start **conversations**<sub>67</sub>. She has contributed to a **number**<sub>66</sub> of well-known **publications**<sub>65</sub>, such as **Towards Data Science**<sub>62</sub>, **Better Marketing**<sub>49</sub>, as well as to a **number**<sub>43</sub> of **SEO publications**<sub>44</sub> of **companies**<sub>45</sub> like **Oncrawl & Wix**<sub>61</sub>. **Character-wise**<sub>63</sub>, **Lazarina**<sub>1</sub> is a progress-driven **data**<sub>26</sub> and **automation**<sub>38</sub> **geek**<sub>46</sub>. She is always seeking **opportunities**<sub>52</sub> for improving the **efficiency**<sub>57</sub> of **processes**<sub>51</sub>. **Lazarina**<sub>1</sub> has a **passion**<sub>54</sub> for spotting **improvement opportunities**<sub>55</sub> in **everything**<sub>56</sub> she does, making her a strong **proponent**<sub>58</sub> of **automation**<sub>48</sub> and **machine learning**<sub>59</sub> in **SEO processes**<sub>53</sub>.



Entities in the given text are:

- Person: Lazarina Stoy (formally known as Lazarina Stoyanova)
- Job Title: SEO & Data Science, Sr. Manager; Freelance SEO & Data Consultant; Conference Speaker
- Field of Work: SEO, Data Science, Analytics, Marketing, Technology
- Education Institution: University of Strathclyde
- Publications: Towards Data Science, Better Marketing, Oncrawl, Wix



# Google's Natural Language API vs ChatGPT

Entities	Sentiment	Syntax	Categories
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53



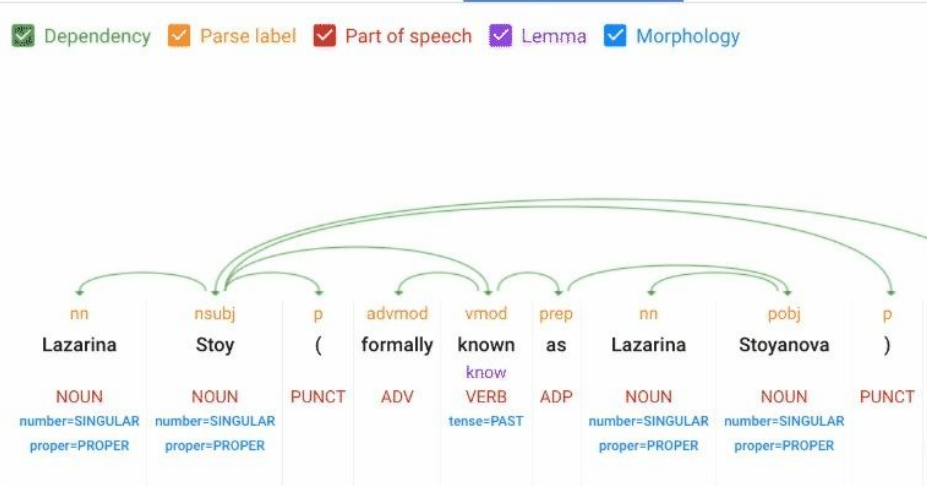
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16

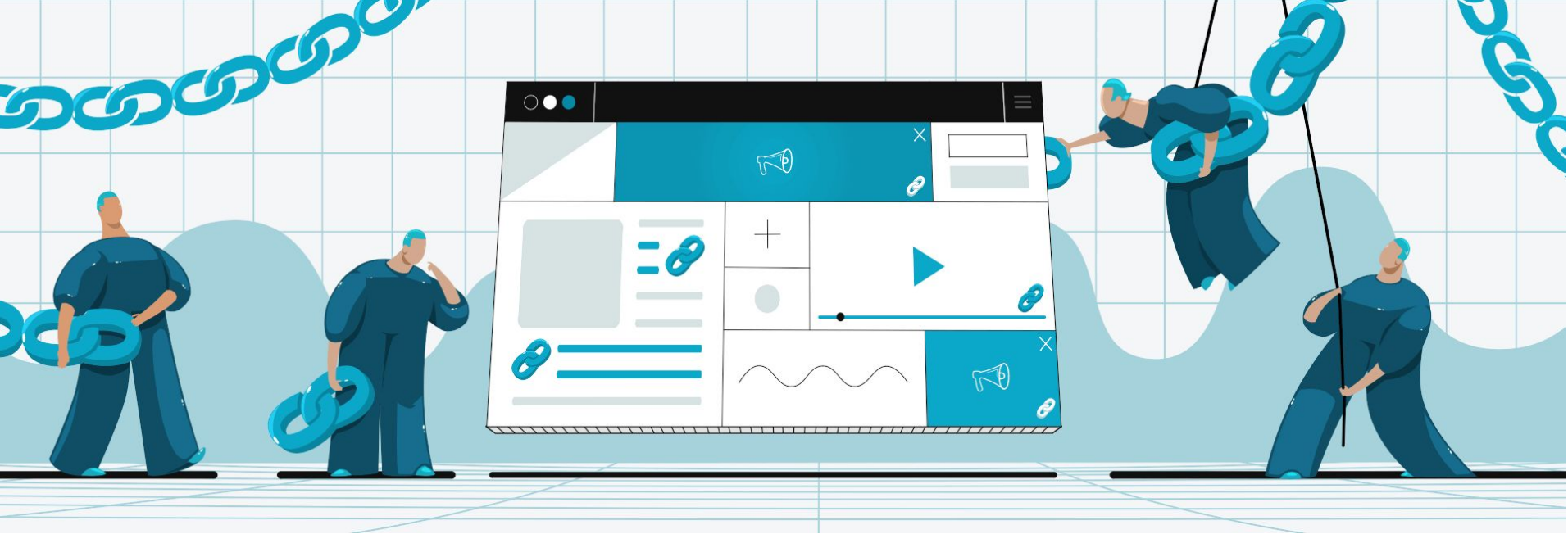
With Google's Natural Language API, you can also do **Syntax analysis**

- Dependency
- Parse label
- Part of speech
- Lemma
- Morphology



How important is text understanding for marketers?





## Internal link opportunity identification

quickly find pages to link to

## Anchor text identification

quickly identify the text of use for the links you've identified







## Content understanding

quickly understand what content is about, even at scale

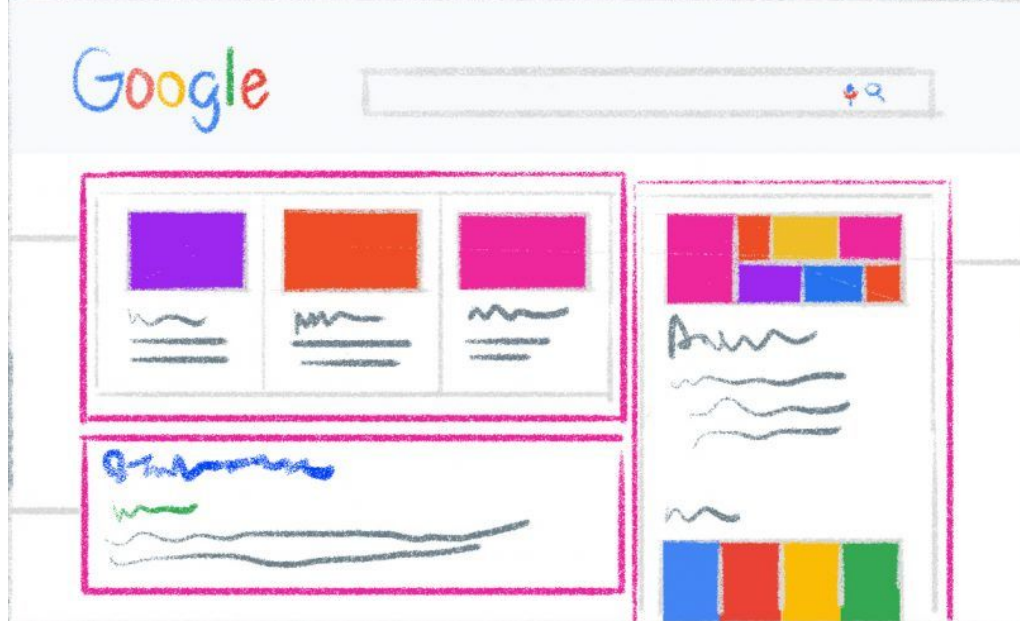
## Content Gap analysis

Check whether the content on the site aligns with the business direction desired

## Competitor analysis

quickly understand competitors' content catalogs





## Topic understanding

understand the entities that make up a topic, based on analysing the content that ranks

## SERP understanding

entities in titles, meta descriptions, URLs, breadcrumbs



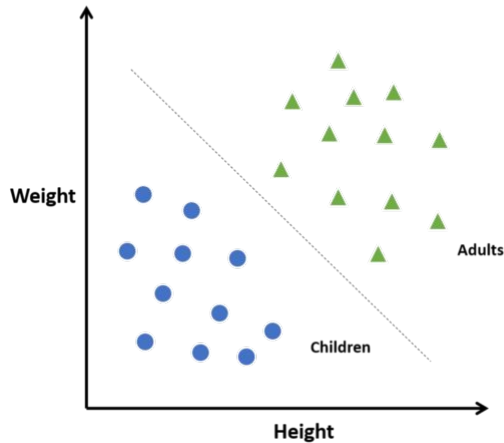
# Clustering / Classification

Keyword Research, Topic Research, Content Research

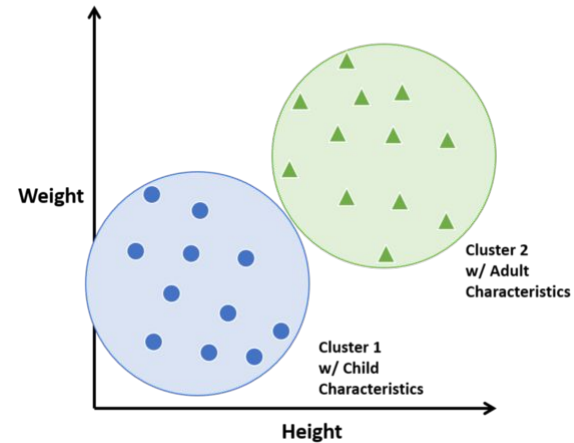


# Classification vs Clustering - What's the difference?

**Classification** sorts data into specific categories **using a labeled dataset**.



**Clustering** is partitioning an **unlabeled dataset into groups** of similar objects.





With Google's Natural Language API, you can classify documents in **700+** predefined categories (out of the box, can be custom-trained, too with AutoML)

Entities      Sentiment      Syntax      **Categories**

<p>/Business &amp; Industrial/Business Services Confidence: 0.93</p>	<p>/Internet &amp; Telecom/Web Services Confidence: 0.87</p>
--	--

[See a complete list of content categories.](#)





With Open AI's GPT-3 or with ChatGPT, you can do both,  
but results are a hit or miss.

Choose a genre category for each book 1. The Hunger Games, 2. The Kite Runner 3. A Wrinkle in Time ("fiction", "young adult", "science fiction", "fantasy", "other") and make a list of the book and its genre:

- 1. The Hunger Games: young adult, fiction**
- 2. The Kite Runner: fiction, young adult**
- 3. A Wrinkle in Time: science fiction, fantasy, other**



Can you guess what can go great?  
(and what - horribly wrong)





- ✓ Predictable categories
- ✓ Controlled training of model
- ✓ Accuracy indicated
- ✓ Great for scale and benchmarking



- ✓ Can map the information to a label or assign a plausible such, provided it has this information in its training set
- ✓ Very adaptive
- ✓ Great for small projects, one offs







- ✗ Can't be used for uses outside of the main task
- ✗ Can't be given custom lists (...unless)
- ✗ Requires time and data for custom training models with AutoML

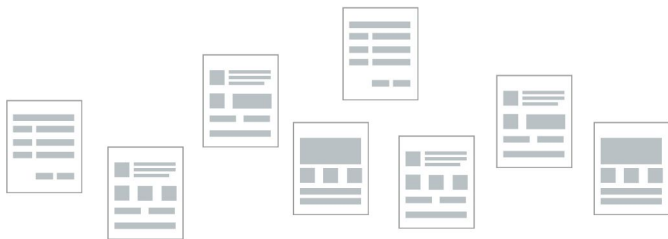


- ✗ Non-predictable results
- ✗ Direction might not followed
- ✗ Model not trained for task
- ✗ Limited knowledge
- ✗ Unsuitable for niche industries



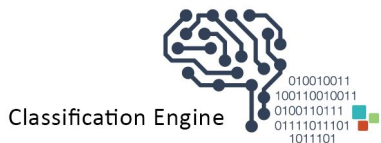
# How important is classification for marketers?





## Content understanding

quickly understand what topics the site is covering with the content



## Content Gap analysis

check whether the content topics on the site aligns with the business direction desired



## Competitor analysis

quickly understand the topics that competitors' content talks about

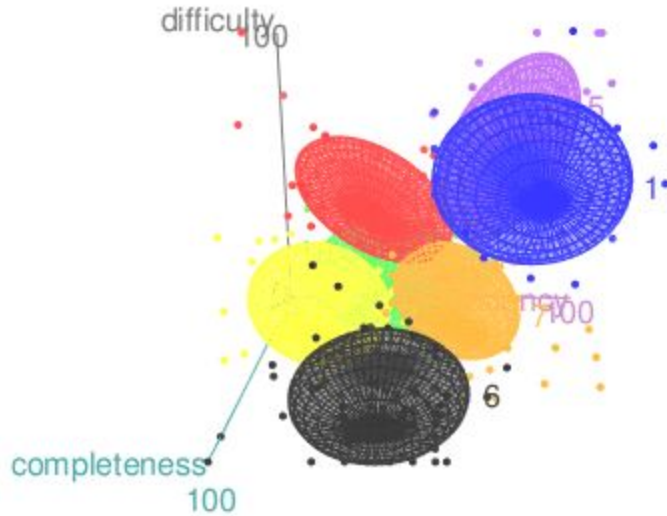


## Topic understanding

quickly understand what topics the keyword universe you have consists of

## Keyword clustering

quickly understand how other parameters of keyword research relate to the clusters identified



# Understanding emotions

Sentiment Analysis, Entity Sentiment



# Sentiment analysis

Understand the **overall opinion**, **feeling**, or **attitude sentiment** expressed in a block of text.



#### Entire Document

Lazarina Stoy (formally known as Lazarina Stoyanova) is an SEO & Data Science, Sr. Manager, a freelance SEO & Data Consultant, and a storyteller.

Lazarina Stoy creates educational content in the SEO, data science, and analytics niche, as well as resources that can help SEOs and digital analysts be more efficient with their time.

Lazarina is a Conference Speaker, having spoken at world-renowned conferences in the SEO world, on topics that align with her professional mission – to make marketers' lives easier via automation and tools everyone (regardless of their tech background) can apply in their practice.

Lazarina graduated from the University of Strathclyde, where she studied to combine her greatest professional passions – marketing and technology, with the aim to work on embedding ML-enabled marketing automation to help marketers' lives become easier.

Lazarina loves connecting the dots between theory and practice, finding patterns, and discussing science in a way accessible for beginners.

Lazarina tells stories about marketing and technology that educate, inspire, and start conversations.

She has contributed to a number of well-known publications, such as Towards Data Science, Better Marketing, as well as to a number of SEO publications of companies like Oncrawl & Wix.

Character-wise, Lazarina is a progress-driven data and automation geek.

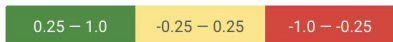
She is always seeking opportunities for improving the efficiency of processes.

Lazarina has a passion for spotting improvement opportunities in everything she does, making her a strong proponent of automation and machine learning in SEO processes.

Score Magnitude



Score Range



# With Google's Natural Language API, you can quickly get

- **Document and sentence level sentiment analysis**
  - **Salience** = importance
  - **Sentiment Score**
  - **Sentiment Magnitude** = strength
  - **# of mentions** = entity prominence
- **Entity Sentiment**



Sure, I can provide entity sentiment for each entity mentioned in the given text. However, it's important to note that as an AI language model, I don't have an emotional understanding or sentiment analysis for entities. I can only determine the relevance and importance of the entity in the text.

Here are the entity sentiments for each entity mentioned in the given text:

- Lazarina Stoy: important person, mentioned multiple times in the text, no sentiment analysis available.
- SEO & Data Science, Sr. Manager: important job title, no sentiment analysis available.
- Freelance SEO & Data Consultant: important job title, no sentiment analysis available.
- Conference Speaker: important job title, no sentiment analysis available.
- SEO, Data Science, Analytics, Marketing, Technology: important fields of work, no sentiment analysis available.
- University of Strathclyde: important education institution, no sentiment analysis available.
- Towards Data Science, Better Marketing, Oncrawl, Wix: important publications, no sentiment analysis available.





How important is sentiment analysis for digital and search marketing?





## Analyse feedback

Identification of competitive advantages, based on users (entities where your brand excels)

## Online Reputation Management

Analysing social media comments, and other user interactions

## Content idea mining

Content opportunity identification, including FAQ content, new content ideas, etc.



# Image SEO Hygiene

Image captioning, image generation



Generate images from text (+edit, +variate)



DALL·E 2



The Images API provides three methods for interacting with images:

- 1 Creating images from scratch based on a text prompt
- 2 Creating edits of an existing image based on a new text prompt
- 3 Creating variations of an existing image



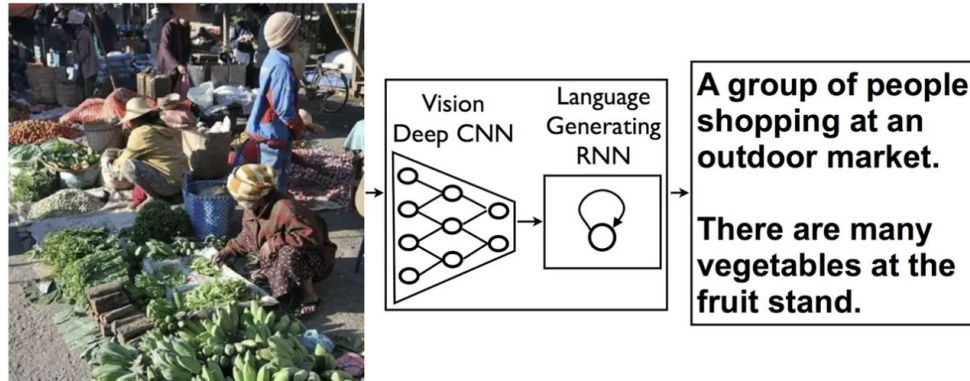
...but no captioning?  
(*yet*)





## Cloud Vision API

“combines a vision CNN with a language-generating RNN so it can take in an image and generate a fitting natural-language caption”



Google





# Cloud Vision API

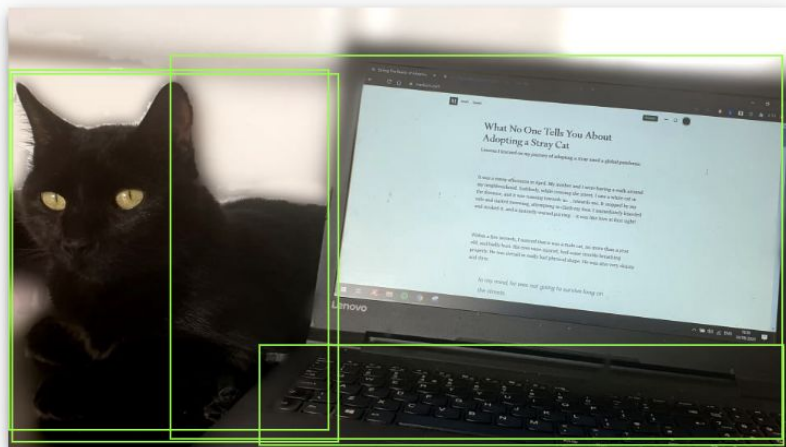
Objects

Labels

Text

Properties

Safe Search



1\_hvgvpf1KhzWklLqJkiOF-A.jpeg

Laptop 89%

Cat 88%

Computer keyboard 82%

Animal 67%



# Content Transformation

Speech to text, text to speech, text summarization





# Omni-presence and Accessibility



Both users and search engines want to see multi-modal presence for high-value sites.

Meaning:

- Text to video
- Videos to text
- Text to audio
- Audio to text
- Text summaries for longer texts (e.g. FAQs, headings)

**“First of all we don’t do text analysis of the videos and then map them to web pages. If your video has the same content as your blog post it’s still something different. People sometimes go to Google with the intent to read something, and sometimes they go to Google with the intent to watch something or to listen to something, and those are very different things.**

**We wouldn’t not say the text in this video is exactly the same as a blog post therefore we don’t show either of them or we only show one of them. So if you have a video that matches your blog post I think that’s perfectly fine.**

**That’s a great way to spread your information in different channels. I would definitely not stop doing that. I would not take the video down or take the blog post down. If the blog post is not ranking in google then that would be very specific to the blog post and not specific to the video blog post combination.”**





Dear Olivia,

The solar energy conference went great. New Horizon Manufacturing wants to meet with us to talk about our photovoltaic window system we're about to launch. I think it would be great to talk this Tuesday.

Best,  
Allison

# Shorten



**Allison is excited to meet with New Horizon Manufacturing to discuss their photovoltaic window system.**

# Lengthen



Dear Olivia,



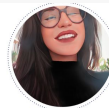
I hope this email finds you well. I wanted to give you a quick update on the solar energy conference that I attended last week. It was a huge success! We received a lot of interest and positive feedback on our photovoltaic window system that we're about to launch.

In fact, I'm excited to let you know that New Horizon Manufacturing has expressed interest in meeting with us to discuss our product further. They were impressed with our technology and are eager to explore potential partnerships with us.

Given the great opportunity that this presents, I was hoping we could schedule a meeting with them as soon as possible. Specifically, I was thinking this Tuesday would work well. Please let me know if that works for you, and we can coordinate a time that works for all of us.

I'm looking forward to hearing back from you soon and hopefully, we can take advantage of this exciting opportunity to grow our business.

Best regards,  
Allison





Answer the following questions about this customer email:

I'm wondering if you could provide me with information about your cloud services for companies. I'm CTO for Moon Door, a movie production company and want to know if it can help us manage our different projects that are in production.

Questions:

1. What industry is the company
2. What is the name of the company
3. What are they interested in
4. What is the customer's position

Answers:

- 1. The company is in the movie production industry.**
- 2. The company is Moon Door.**
- 3. The customer is interested in cloud services for companies.**
- 4. The customer is the CTO.**

Answer ✓  
(with some  
limitations)



# Multi-modal Transformation



## Speech-to-Text

Speech recognition and transcription supporting 125 languages.

## Text-to-Speech

Speech synthesis in 220+ voices and 40+ languages.



Needless to say scaling production here is pretty significant for organic growth.





You have a library of videos on YouTube but no blog?

→ **Scale it's launch quickly through transcription.**

## Put Speech-to-Text into action

As in this demo, you can easily infuse speech transcription into your applications with the Speech-to-Text API.

Input type  
 Microphone  File upload

Language  
English (United States) ▾

Speaker diarization BETA  
Off ▾

Speakers  
1 speaker ▾

Punctuation

Show JSON ▾

CHOOSE FILE



You have a library of high-performing blog posts but no presence on YouTube/TikTok?

→ **Scale production with text to speech.**

## Put Text-to-Speech into action

Type what you want, select a language then click "Speak It" to hear.



Text to speak:

Google Cloud Text-to-Speech enables developers to synthesize natural-sounding speech with 100+ voices, available in multiple languages and variants. It applies DeepMind's groundbreaking research in WaveNet and Google's powerful neural networks to deliver the highest fidelity possible. As an easy-to-use API, you can create lifelike interactions with your users, across many applications and devices.

[text](#) [ssml](#)

Language / locale  
English (United States) ▼

Voice type  
Neural2 ▼

Voice name  
en-US-Neural2-J ▼

Audio device profile  
Small home speaker ▼

Speed: 1.00 Pitch: 0.00

[Show JSON](#) ▼

▶ RESUME



generate three possible frequently asked question and answer pairs from the following text:

(...)



Want to optimize for high-intent visitors or improve accessibility of content?

→ Provide summaries of sections, improve headings, add FAQs, at scale.



1. What is string matching in machine learning?

String matching in machine learning is a process that involves measuring the similarity between two strings and calculating a score based on that. It can be used to identify patterns in a large corpus of data, or retrieve information based on a specified input. The goal is to either classify the strings as equivalent, similar, or distant.

2. What are the reasons for implementing string matching algorithms?

There are two main reasons for implementing string matching algorithms: error correction and information retrieval. Error correction involves identifying patterns in a large corpus of data and correcting errors, while information retrieval is about providing an input that best describes the information we are trying to retrieve from the dataset.

3. How is similarity measured in string matching?

In string matching, similarity is measured by calculating the distance between two strings. This can involve measuring errors in spelling and typing, such as mistaking a letter for another letter, omitting a letter, or inserting another by mistake. The goal is to approximate how alike the two strings are, and classify them accordingly.





# Content Localization

## Translation





## Media Translation

Add dynamic audio translation directly to your content and applications.

## Translation AI

Language detection, translation, and glossary support.





Translates English text into French, Spanish and Japanese.

## Prompt

Translate this into 1. French, 2. Spanish and 3. Japanese:

What rooms do you have available?

1.

## Sample response

Quels sont les chambres que vous avez disponibles?

2. ¿Qué habitaciones tienes disponibles?

3. どの部屋が利用可能ですか?

## Settings

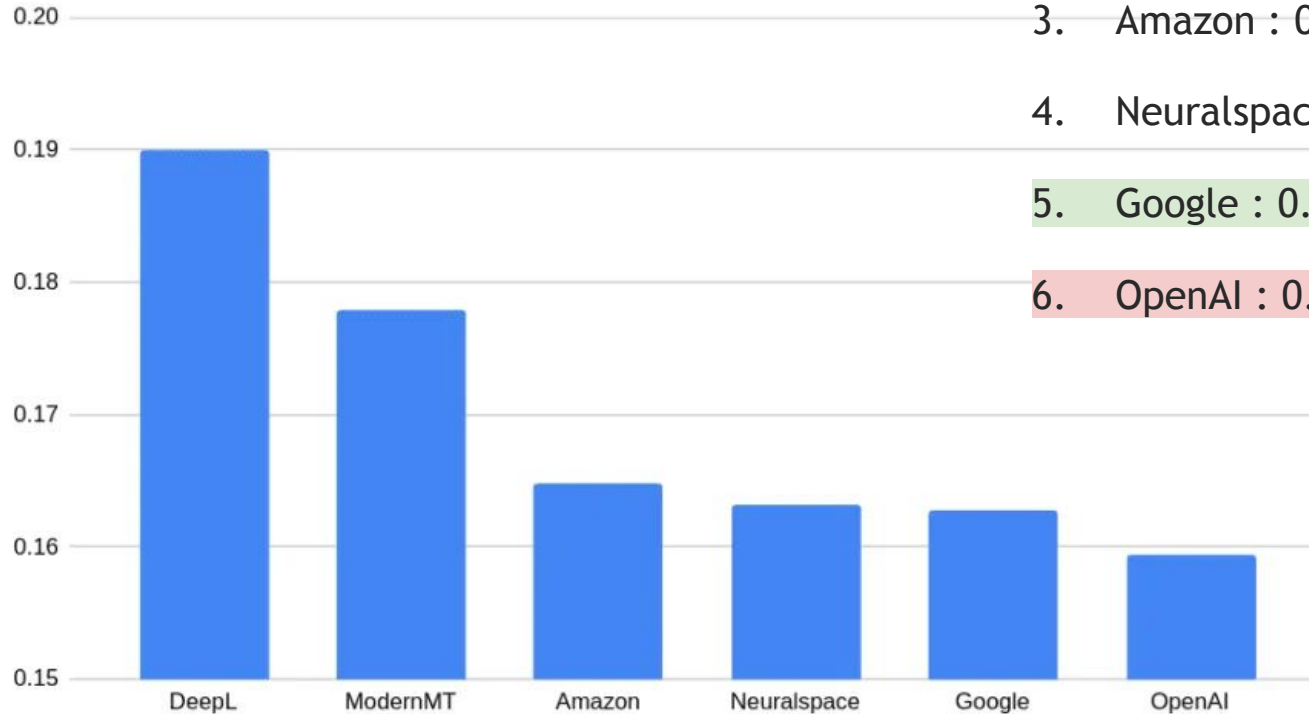
Engine	text-davinci-003
Max tokens	100
Temperature	0.3
Top p	1.0
Frequency	0.0
penalty	
Presence penalty	0.0

## API request

```
python Copy
1 import os
2 import openai
3
4 openai.api_key = os.getenv("OPENAI_API_KEY")
5
6 response = openai.Completion.create(
7     model="text-davinci-003",
8     prompt="Translate this into 1. French, 2. Spanish and 3.
9     temperature=0.3,
10    max_tokens=100,
11    top_p=1.0,
12    frequency_penalty=0.0,
13    presence_penalty=0.0
14 )
```



## Machine Translation



1. DeepL : 0.19001633345126925
2. ModernMT : 0.17788391513374424
3. Amazon : 0.16483921567053203
4. Neuralspace : 0.163133354485786
5. Google : 0.16280640903935437
6. OpenAI : 0.15934198508564865

```
import json
import requests

headers = {"Authorization": "Bearer 🚀 Your_API_Key"}

url = "https://api.edenat.run/v2/translation/automatic_translation"
payload = {"providers": "deepL,modernmt,neuralspace,amazon,google,openai",
           "source_language": "en",
           "target_language": "fr",
           "text": "this is a test"}
response = requests.post(url, json=payload, headers=headers)
result = json.loads(response.text)
print(result['deepL']['text'])
print(result['google']['text'])
# ...
```



# Performance Analysis

Time series analysis, anomalies detection, forecasting





# Timeseries Insights API<sup>PREVIEW</sup>

Large-scale time series forecasting and anomaly detection in real time.

**COMING SOON**



so, who won?



	Google Cloud	OpenAI
Entity Recognition, including Text analysis	👑	✓
Sentiment Analysis	👑	✗
Document classification	👑	✓
Keyword Clustering	✓	✓
Image Captioning	✓	✗
Image Generation	✗	👑
Content Transformation (multimodal)	✓	✗
Content Transformation (text-based)	✗	✓
Content Localization (translation)	✓	✓
Timeseries Analysis - Anomalies Detection, Forecasting	👑	✗
Text Generation	✗	👑





If there's anything that you should take away from your talk...



ML-based APIs are **amazing for SEO**.  
You should **absolutely use them**.



They can help with:

✓ boosting your **efficiency** and **speed**



They can help with:

- ✓ skyrocketing **insight-generation** speed for **large-scale** projects and sites



They can help with:

✓ **career development and growth.**





Don't just use a blanket model for all your tasks just because you've seen it go viral.



Research what each model you use has been trained for, and what's its ideal use before you start.



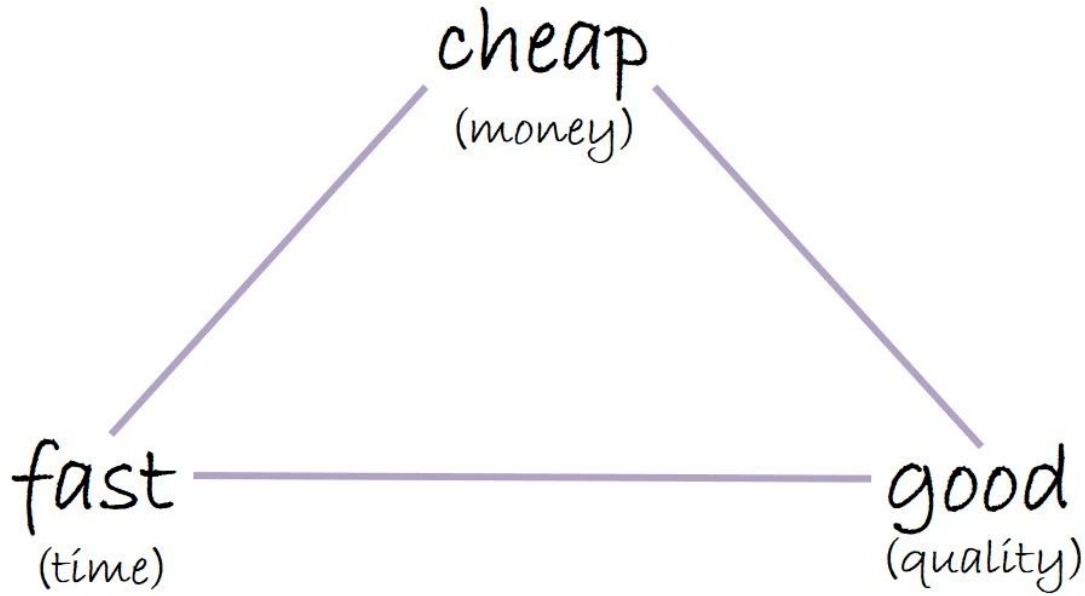


Then relate that back to the task at hand.



**Expect limitations...**  
regardless which API you choose.





The Quality Triangle:  
Pick Two





cheap  
(money)

good  
(quality)

The Quality Triangle:  
Pick Two



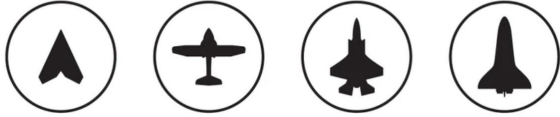


fast  
(time)

good  
(quality)

The Quality Triangle:  
Pick Two





cheap  
(money)

fast  
(time)



# OpenAI

The Quality Triangle:  
Pick Two



We're near the end now...









what I do      my website  
seo@lazarinastoy.com  
social handle  
best way to get in touch





**Intrepid Digital**