DAB 402 Weekly Project Meeting Minutes

SEO Improvement Plan

Group members present (Name, ID): Group 10

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Specific Activities from prior week:

- **Understanding data, meeting with Stakeholder:**
  - Started the week with the meeting with Professor and discussed about the dataset Data for SEO and the process in detail.
  - Had some issues understanding the data, so we scheduled a meeting with stakeholder along with Professor on 9th February 2023.

- **Research:**
  - After conducting comprehensive research, we discovered a report on Google Flights: SEO Reporting for the search engine's travel brand. We examined their journey, identified their difficulties, and evaluated potential solutions and SEO clarity.
    Citation: (Greco, 2021)
    Link: https://www.seoclarity.net/blog/reporting-on-google-flights

  - In the second step, we reviewed an article from Semrush Blog titled "Analysing Google Search Results at Scale". We gained an understanding of their programming setup and the way they processed their data. The article specifically analysed the data of destinations, keywords, countries, and SERP. In the conclusion, they tried to use keywords and combination to improve ranking.
    Citation: (Dabbas, 2021)
    Link: https://www.semrush.com/blog/analyzing-search-engine-results-pages/

On Target:

- We conducted multiple trials for summarization on various platforms and discovered that Google Colab was the most user-friendly. As a result, we have chosen to proceed with using Google Colab.
- Developing an implementation using openai API Key and GPT-3 to create keyword generator for the products, website traffic and product description generator.

Challenges/Disagreements:

- The dataset, which consisted of over 300 variables, was analysed. However, most of the variables were found to be blank. To ensure that the processing could be carried out efficiently, the large number of products was divided into smaller chunks of 10-15 rows.

- Assessing data for SEO APIs proved to be challenging because the URLs in the given dataset could not be loaded. To address this issue, we held a meeting with the stakeholder to gain a clear understanding of the dataset.

Planned Activities for coming week*:*
- To enhance our findings about GPT-3 to automate more functionalities.
- Keywords comparison between our client respective of their competitors.