



LOCARIA

SEO Automation

SEO Automation at Locaria

What did we automate and why?

	A	B	C	D	E
1	Topic	Keyword	SV	Gender	Branded/
2	Trousers	running trousers	2400	Unisex	Generic
3	Trousers	running trousers for men	1900	Men	Generic
4	Trousers	men running trousers	1900	Men	Generic
5	Trousers	running trousers men	1900	Men	Generic
6	Trousers	running trousers mens	1900	Men	Generic
7	Trousers	running pants men	1300	Men	Generic
8	Trousers	mens running pants	1300	Men	Generic
9	Trousers	mens running trousers	1300	Men	Generic
10	Trousers	running pants	1300	Unisex	Generic
11	Trousers	waterproof running trousers	1000	Unisex	Generic
12	Trousers	running bottoms men	880	Men	Generic
13	Trousers	mens running bottoms	880	Men	Generic

Keyword database expansion

1. Keyword research and expansion: we developed a tool that allows us to quickly generate thousands of keyword ideas for the expansion of keyword databases
2. Keyword categorisation and mapping: we also developed an automation tool to help us quickly categorise and map thousands of keywords across multiple markets.

Keyword mapping



Final goal: Understanding current performance and identifying opportunities for improvement

OUR SEO AUTOMATION TOOLS

**1. KEYWORD RESEARCH AND
EXPANSION**

2. KEYWORD CATEGORISATION
AND MAPPING



Keyword research and expansion

How does our Keyword Expansion Tool work?

```
helpers.py
1 import requests
2 import sys
3 import ctypes
4
5 #Function to get last row with non empty cell
6 def lastRow(ws,col):
7     for idx,cell in enumerate(ws[col]):
8         if not cell.value:
9             lon = idx + 1
10            break
11    return lon
12
13 # Function to breakdown keywords list into sets of 200
14 def break_keywords(keywords_list,limit):
15     if len(keywords_list) < limit:
16         long = 1
17     else:
18         long = int(-(len(keywords_list) / limit) // 1))
19
20     help = 0
21     kwq = []
22
```

Step 1: Input

Input a seed list of up to 2K keywords. This list can be:

- A list of current ranking keywords, exported from Semrush/Ahrefs/Google Search Console
- An existing keyword list from previous research
- A translated list of English keywords
- A manually created list, or a combination of all of the above

Step 2: Run Tool

Our Keyword Expansion Tool provides:

- Search volumes for keywords in the seed keyword list
- New keyword ideas
- Back translations (MT by DeepL)

Step 3: Output

- The tool allows us to quickly generate thousands of keyword ideas at once
- The tool uses Google Keyword Planner data
- Example output: a seed list of 200 keywords could generate up to 10K new keyword ideas

OUR SEO AUTOMATION TOOLS

1. KEYWORD RESEARCH AND
EXPANSION
2. KEYWORD CATEGORISATION
AND MAPPING



Keyword categorisation and mapping

Linguistic categorisation

Once all keyword ideas have been gathered using our Keyword Expansion Tool, the next step is to categorise the list, to remove irrelevant keywords and to map each keyword to an existing URL.

We use a categorisation formula to automatically categorise each keyword based on linguistic variations:

Example output:

Search for	Return
wear	Clothing
cloth	Clothing
apparel	Clothing
outfit	Clothing
attire	Clothing
suit	Clothing
set	Clothing

Topic	Keyword	SV
Clothing	running clothing	9900
Clothing	running clothes	9900
Clothing	womens running clothing	6600
Clothing	running clothes for women	6600
Clothing	running clothing men	5400
Clothing	men running clothing	5400
Clothing	running clothes for men	5400
Clothing	running outfits womens	880
Clothing	running wear	880
Clothing	running clothing uk	720
Clothing	running outfit mens	720
Clothing	womens running clothes uk	720
Clothing	running clothing ladies	590
Clothing	running singlet	480
Clothing	mens running singlet	260

Keyword categorisation and mapping

Mapping process

- Once all keywords have been categorised, the next step is the mapping of each keyword to a relevant URL
- Screaming frog is used to analyse the site and its URL structure: by using custom extractions we extract the site filters or existing navigation to build out our mapping process



Keyword categorisation and mapping

Template challenges

- The templates are expanded as the keyword database grows with new topics and terminology
- Each language requires its own template
- Each industry/client requires a customised template

Gender - URL		Product - URL		Style - URL		Sport - URL		Colour - URL		Features - URL	
Search For	Return	Search For	Return	Search For	Return	Search For	Return	Search For	Return	Search For	Return
men	men	cloth	clothing	short sleeve	short_sleeves	lifestyle	lifestyle	blue	blue	lightweight	lightweight
men	men	outfit	clothing	long sleeve	long_sleeves	yoga	yoga	grey	grey	breathable	breathable
mens	men	apparel	clothing	half zip	half_zip	boxing	boxing	pink	pink	reflective	reflective
women	women	attire	clothing	sports legging	sports_leggings	boxe	boxing	white	white	hi*vis	reflective
ladi	women	wear	clothing	sports tights	sports_leggings	volleyball	volleyball	green	green	hi*viz	reflective
lady	women	dressing	clothing	compression tigh	compression_tights	volley ball	volleyball	burgundy	burgundy	high visibility	reflective
female	women	suit	clothing	compression leggi	compression_tights	city outdoor	city_outdoor	beige	beige	fluor	reflective
		base layer	base_layers	winter*jacket	winter_jackets	field hockey	field_hockey	multicolour	multicolour	sweat wicking	sweat_wicking
		thermal	base_layers	sports jacket	sports_jackets	hiking	hiking	multi colour	multicolour	stretch	stretch
		warmer	base_layers	down jacket	down_jackets	padel	padel_tennis	purple	purple	pocket	pockets
		accessories	accessories	padded jacket	padded_jackets	padel tennis	padel_tennis	red	red	seamless	seamless

Template example

Keyword categorisation and mapping

Final manual review

Our mapping process automatically builds the URLs based on the linguistic content of each keyword. However, as a final check a thorough manual review takes place, which takes into account current rankings, relevancy to the SERP, search volumes, product counts or any other requirements a client may have.

	A	B	C	D	E	F	G	H	I
1	Keywords	SV	Product	Sport	Features	Style	Gender	Color	Generated URL
2	women padded running leggings	720	tights	running	padded		women		https://www.exampledomain.co.uk/women-padded-running-tights
3	black running jacket	9900	jackets	running				black	https://www.exampledomain.co.uk/black-running-jackets
4	men running beanie	6600		running		beanies	men		https://www.exampledomain.co.uk/men-beanies-running
5	mens waterproof running jackets	6600	jackets	running	waterproof				https://www.exampledomain.co.uk/waterproof-running-jackets
6	running backpack	5400		running		backpack			https://www.exampledomain.co.uk/backpack-running
7	winter running layers	390	base_layers	running	winter				https://www.exampledomain.co.uk/winter-running-base_layers
8	yellow running jacket	880	jackets	running				yellow	https://www.exampledomain.co.uk/yellow-running-jackets
9	running joggers with phone pocket	720	joggers	running	pockets				https://www.exampledomain.co.uk/pockets-running-joggers
10	mens hi vis running jacket	880	jackets	running	reflective		men		https://www.exampledomain.co.uk/men-reflective-running-jackets
11	running scarf for cold weather	720	scarves	running					https://www.exampledomain.co.uk/running-scarves
12	womens 2 in 1 running shorts	720		running		2_in_1_shorts	women		https://www.exampledomain.co.uk/women-2_in_1_shorts-running
13	black running skirt	720	skirts_dresses	running				black	https://www.exampledomain.co.uk/black-running-skirts_dresses
14	waterproof running trousers	590	trousers	running					https://www.exampledomain.co.uk/running-trousers

Example of the final delivery: a fully categorised and mapped keyword database



LOCARIA

THANK YOU!