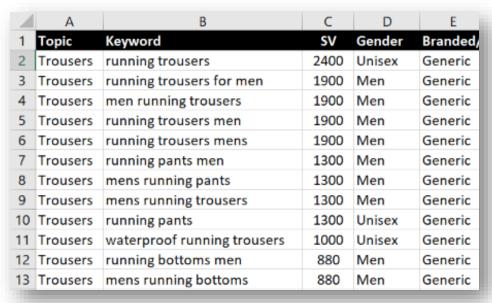


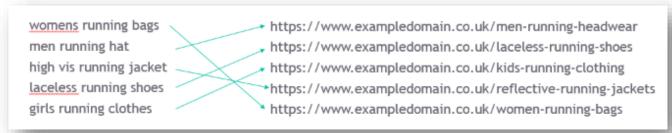
SEO Automation at Locaria What did we automate and why?



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 🔣
     import requests
     import sys
     import ctypes
    #Function to get last row with non empty cell
6 ∃def lastRow(ws,col):
         for idx,cell in enumerate(ws[col]):
             if not cell.value:
                 lon = idx + 1
                 break
         return lon
12
13 # Function to breakdown keywords list into sets of 200
    def break keywords(keywords list, limit):
         if len(keywords list) < limit:
16
             long = 1
17
         else:
18
             long = int(-(-(len(keywords_list) / limit) // 1))
19
         help = 0
         kwq = []
```

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:

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

Example output:

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



womens running bags men running hat high vis running jacket laceless running shoes girls running clothes https://www.exampledomain.co.uk/men-running-headwear https://www.exampledomain.co.uk/laceless-running-shoes https://www.exampledomain.co.uk/kids-running-clothing https://www.exampledomain.co.uk/reflective-running-jackets https://www.exampledomain.co.uk/women-running-bags

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	Sport - URL			Colour - URL			Features - URL		
Search For	Return	Search Foi	Return	Search F	Return	Search For	Return	1	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	ompression_tights	volley ball	volleyball		burgundy	burgundy		high visibility	reflective		
female	women	suit	clothing	compression legg	iompression_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		

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	В	С	D	E	F	G	Н	1
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

