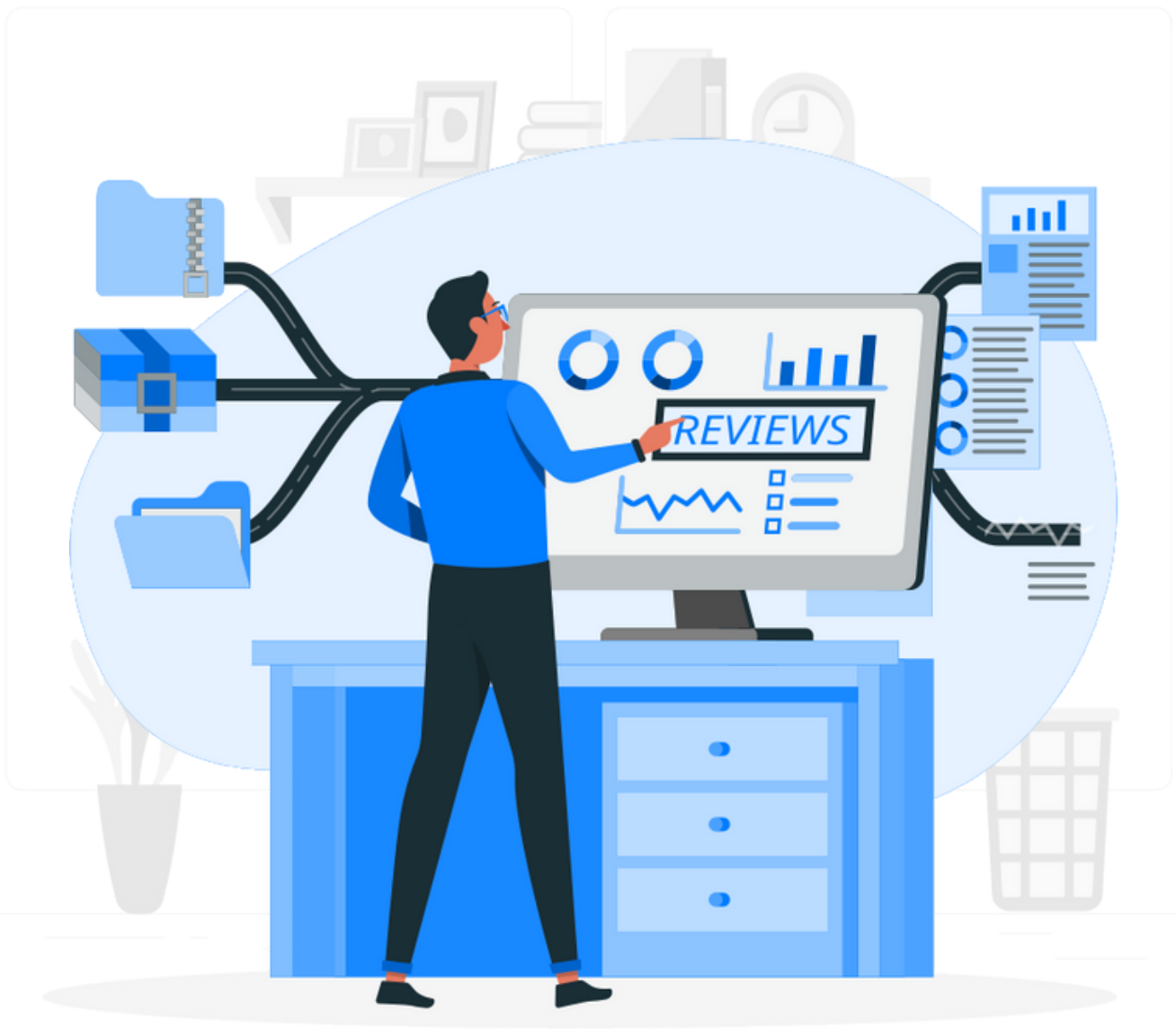


CASE STUDY

BUSINESS REVIEWS SCRAPING SYSTEM FOR SOCIAL MEDIA MARKETING PLATFORM





Our Client



- Thanks to today's digital age, we can check online reviews to learn everything we could possibly want to know about a business. Over 70% of modern consumers admit to carefully researching, studying, and analyzing reviews, and relying more on businesses with positive feedback.
- The client wants to develop an automated review scraping system for local businesses, which would allow their customer to check reviews of their business, from different websites. Using this system, the review response rate and time will improve.

Goals



- To improve the review response rate, the client needs automated scraping of specific business reviews from different websites simultaneously.
- Fetch and store business reviews from over 35+ websites.
- The client requested complete backend development support, automation, and auto-scaling features for this review management system.



Strategy & Objectives

- Implement a back-end service to fetch and store business reviews from different websites.
- Enhance response rates by integrating automation into the review scraping process.
- Fetch and store businesses from URLs and business addresses as well.
- Using NLP tools to match address information.
- Cost-effective and Auto Scaling facilities are required.
- Offer multiple website's support and implement API integration with the client's back-end for a unified view.



Value Delivered

- We implemented a system for review scraping & review response scraping, to improve response rates.
- Developed a complete back-end system for review scraping for URLs and business addresses.
- We have used proxy services in order to provide better & quality scraping. Automated review scraping from multiple websites with horizontal scalability.
- Successfully integrated 35+ websites for the scraping of reviews.

Technology Used



laravel



python™



kubernetes



circleci



Scrapy



amazon
web services



Google Cloud



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