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by AlchemyAPI
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0 comments

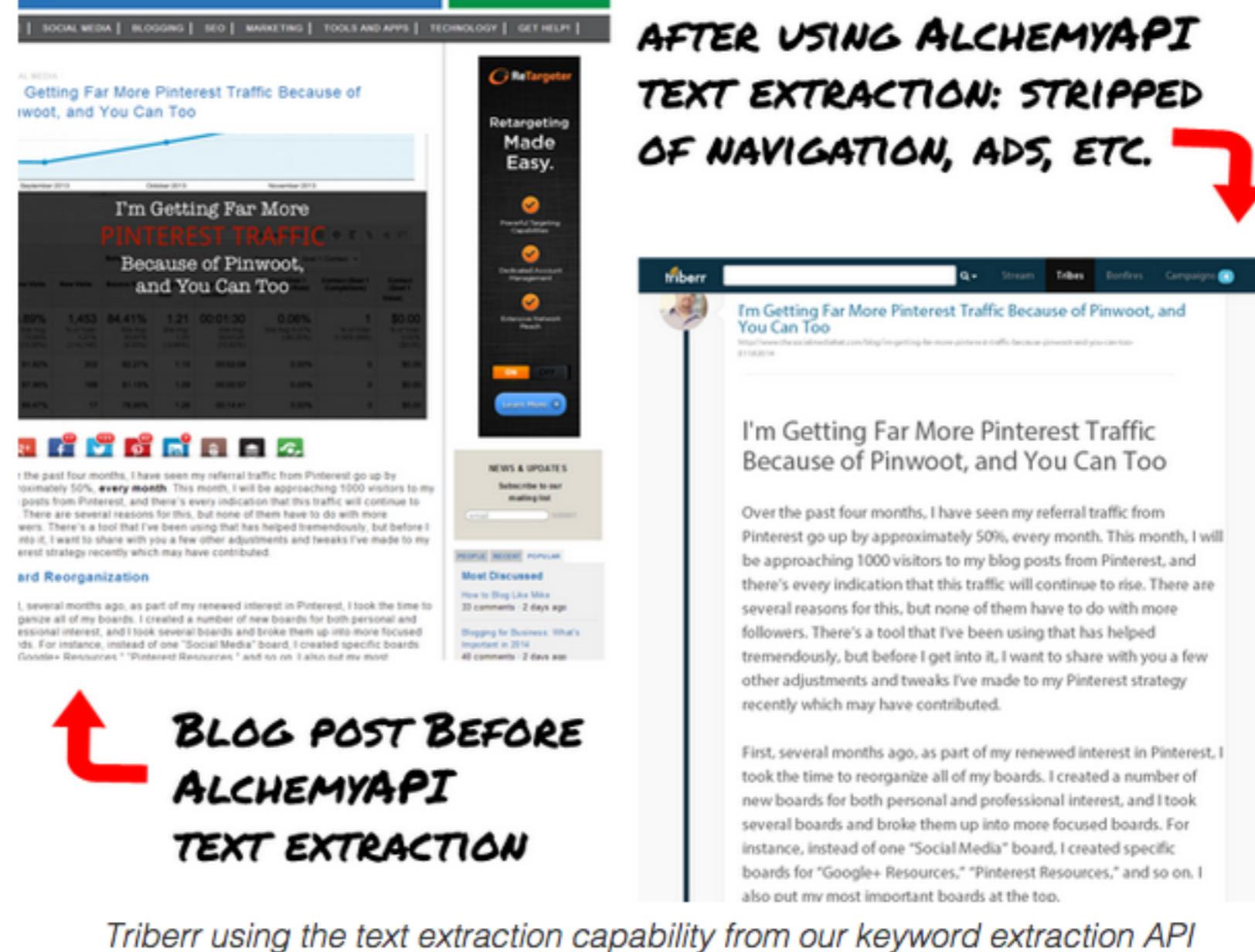
KEYWORD EXTRACTION API
TRIBERR
CASE STUDY

AlchemyAPI Helps Triberr Target Content to Reader Interest and Unite Businesses with Bloggers

By Audrey Klammer, Marketing Director

We've recently released a case study that shows how Triberr, a leading blog content aggregator, uses AlchemyAPI to classify high volumes of blog content and rank their relevance to reader's needs.

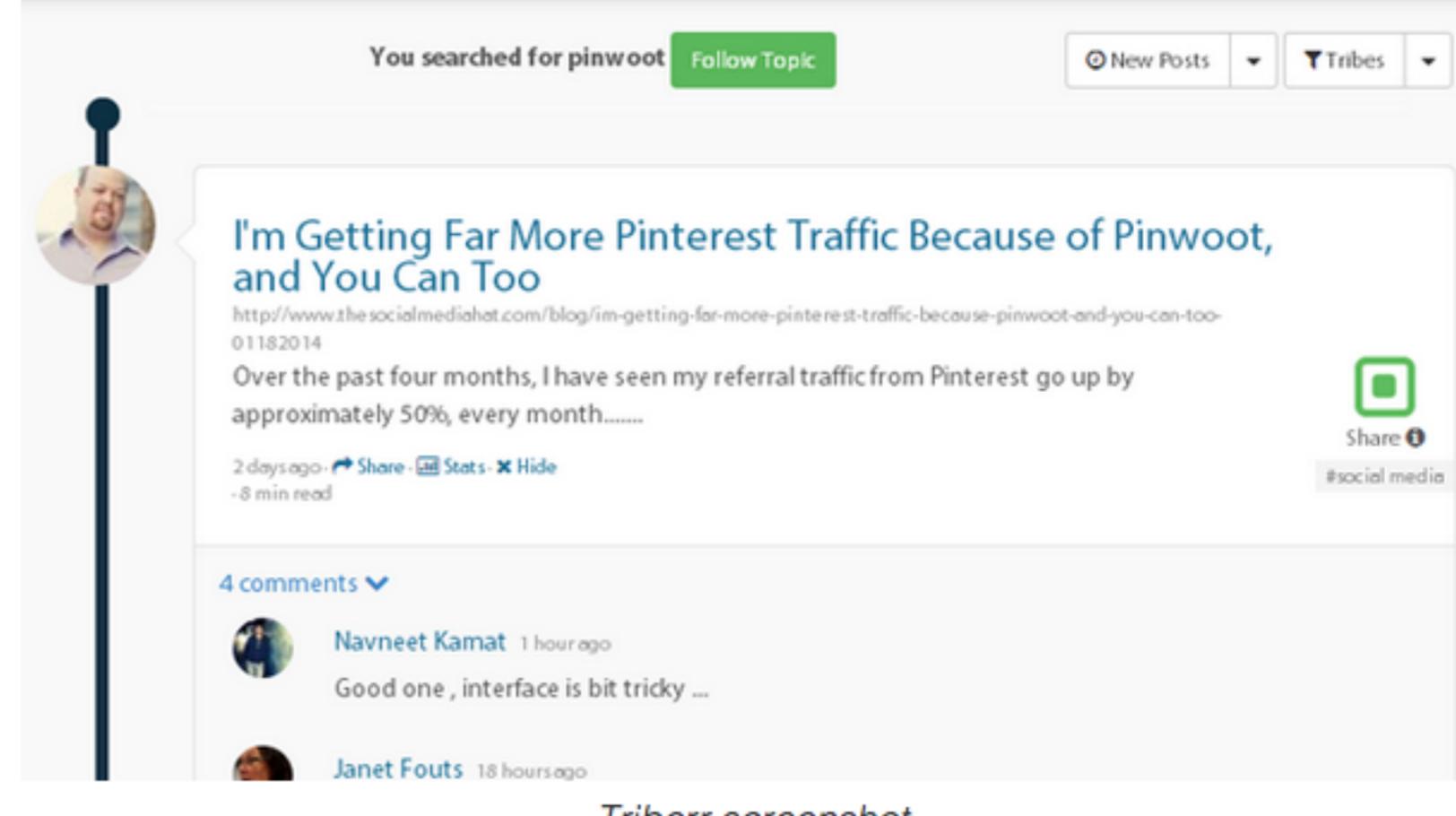
- 1. Text Extraction:** The text extraction capability of AlchemyAPI's **keyword extraction API** allows Triberr's engine to determine the meaning of a blog post by first extracting just the text of the article (minus ads, navigation, etc.):



Triberr using the text extraction capability from our keyword extraction API

- 2. Keyword Extraction:** Triberr then extracts the top keywords, ranked by relevance. This makes it possible for a reader to search for blog posts on a specific topic or for a company to find relevant bloggers to engage with.

ALCHEMYAPI KEYWORD EXTRACTION API POWERS TRIBERR'S SEARCH, NOW PREVIOUS ARTICLE IS TAGGED WITH KEYWORD PINWOOT



Triberr screenshot

According to Triberr Founder, Dan Cristo:

"One of the features that we really like is the keyword relevance ranking, because whether people on our site are searching for bloggers or content, being able to rank it in order of highest relevance is of course very important."

Learn more about how AlchemyAPI helps power Triberr's core search functionality by downloading the full [Triberr case study](#).