

Successful SEO Strategies

House Depot™



Asia Roy,
Data Scientist



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02

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WHAT IS SEO?

Search engine optimization is the process of improving the quality and quantity of website traffic to a website or a web page from search engines. SEO targets unpaid traffic rather than direct traffic or paid traffic.

- wikipedia

WHAT SEO SUCCESS LOOKS LIKE



INCREASED
RANKINGS



MORE
ORGANIC TRAFFIC



INCREASED
ORGANIC TRAFFIC



MORE
CALLS/WEB FORMS



INCREASED
CALLS/WEB FORMS



INCREASED
SALES



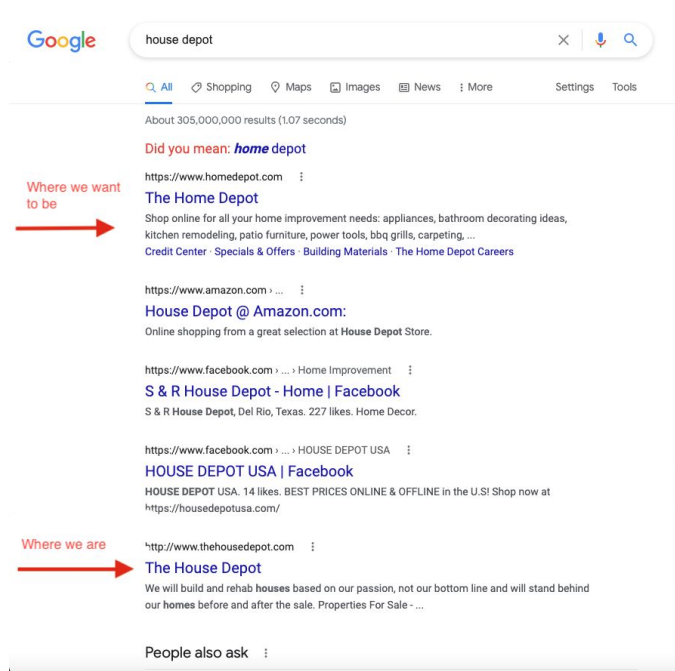
INCREASED
SALES



INCREASED
REVENUE

Search is arguably one of the *most important* digital marketing channels now as it can be used to drive brand awareness and acquire customers.

WHAT ABOUT US?



- Google is the most visited website and the most popular search engine in the world.
- We are currently ranked #5 in Google search, this is a problem





01

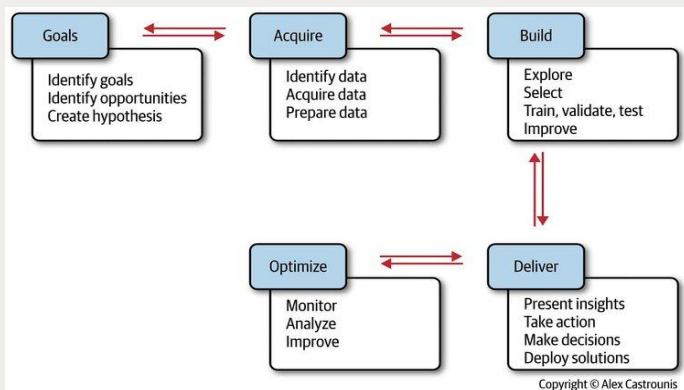
The STRATEGY

Develop a comprehensive keyword list

Data Science can help!

First, what is Data Science?

- The process of using data to make predictions and gain insights that can solve our problems.



THE DATA PROCESS



reddit

Collected and Analyzed 10,000 posts from Subreddits of our top selling products:

1. House Plants - 626K members
2. Interior Design - 399K members



Why Subreddit?

- a social news platform that users discuss and vote on content
- API available to retrieve posts and comments
- Subreddit Communities have themes and rules, that align with our core values



02

Title Analysis

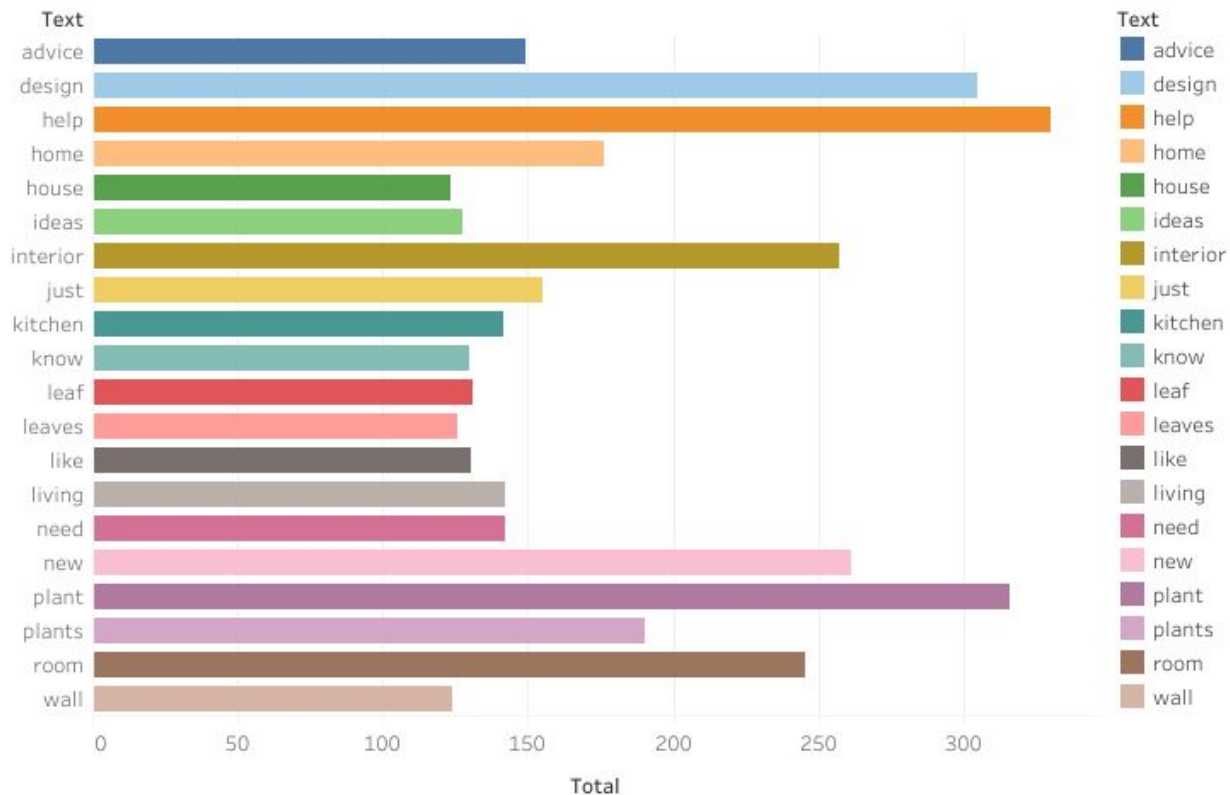
Subreddit Word Cloud

think today does look
bathroom looking space little need
kitchen monstera just living know new
room plants interior plant design
like wall advice home house ideas help got
bedroom leaves leaf best love
tips color

A PICTURE IS WORTH A THOUSAND WORDS

Top 20 most frequently used words

Word Frequency



GO WORDS

(Google Optimization)

HELP

Many users are looking for advice or assistance

PLANT

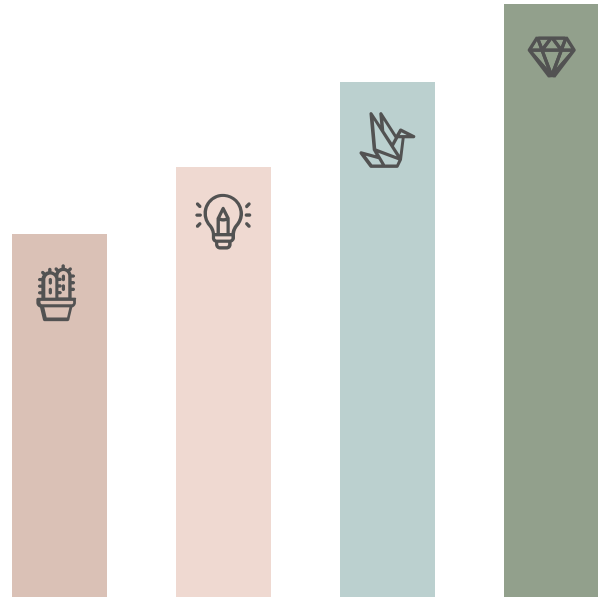
The plant monstera was mentioned over 300 times in the House Plants community

DESIGN

Living and kitchen were a frequently occurring word in Interior Design

NEW HOME

Combination of a top mentioned words

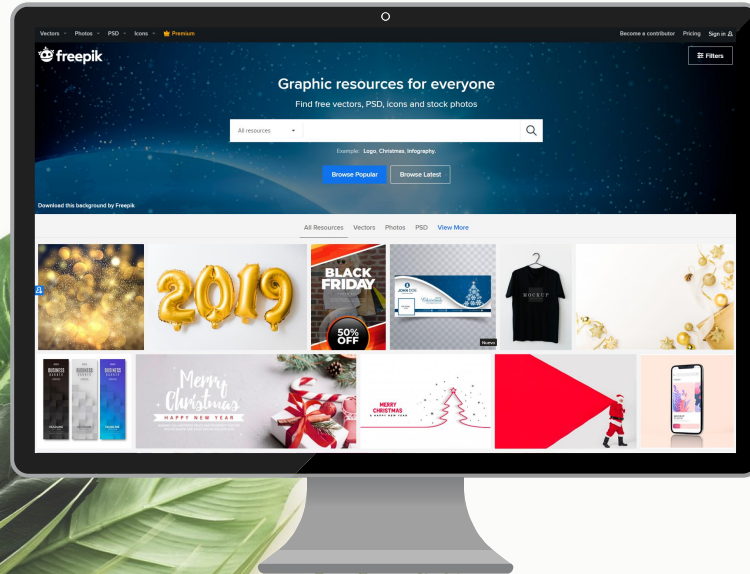


Ensuring We Choose the **Right** Words

- Built a machine learning model that can make a prediction using text to classify a title to each the subreddits
- Model consists of CountVectorizer and MultiNomialNB
 - **94%** accuracy score on unseen data



Recommendations



- Increase the use of the *GO* words in all marketing campaigns moving forward
- Redesign our website by cleaning up HTML/CSS codes
- Implement new UTM codes for Spring Marketing Campaign



Q & A

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