**Project Proposal**

**Website SEO Ratings**

The JSON Jack-o’-lanterns

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The JSON Jack-o’-lanterns will use BeautifulSoup to scrape the [wordstream.com](http://wordstream.com/) web site to find the top search terms for a specific industry (in this case, pets and animals). In addition, we’ll gather text from two or more pet stores as json objects, convert the json to Pandas dataframes, and clean the data. We’ll bring the data together in a database, and then build a function that will look through the web site content for the top search terms and rate each site based on the number of times those terms appear.