

02. SEO Use Cases.md

Based on the sources and our conversation, NotebookLM is presented as a versatile and powerful tool specifically designed to make the SEO content research process faster and more effective. The Discover Source feature is often the starting point or a key component for many of these uses.

Here are the primary SEO use cases discussed in the sources for NotebookLM, drawing on the capabilities enabled by features like Discover Source:

1. Competitor Content Gap Analysis

- **Purpose:** To compare your content against competitors' content to identify their content strategies and find areas where your content is lacking or different.
- **How NotebookLM Helps:** NotebookLM makes this process much faster. It allows you to import competitor content and then use AI to analyse it against your own content or desired criteria.
- **Using Discover Source:** You can use the Discover Source feature to find and import specific competitor content. This is made more precise by using **search operators** like **site:** to filter certain domains, and day range operators (like "before" and "after" specific dates) to narrow down the content published within a particular period. Although NotebookLM might sometimes return sources not strictly from the competitor's blog section, using operators like **site:** ensures the results follow your criteria. Once found, you **import** these sources into NotebookLM.
- **Analysis:** After importing competitor content (and potentially your own article), you can use a prompt to ask NotebookLM to identify the gaps. This analysis can be broken down by different customer journey stages, focusing on the role of their target audience and the problems they address.
- **Output:** NotebookLM provides a breakdown of the analysis, showing how a competitor might be stronger in certain stages, differences in target audience or problems, and potential new content opportunities. This is useful for quickly estimating how your strategies differ and knowing what content to prioritise.

2. Generating Better FAQs for AI Search

- **Purpose:** To create more in-depth and specific Frequently Asked Questions (FAQs) that are favoured by AI search engines.
- **How NotebookLM Helps:** NotebookLM's built-in FAQ generation might not be very in-depth, but by combining its web search capabilities (Discover Source) with other imported data, you can generate significantly better FAQs. The tool can help ensure questions and answers are bite-sized, which is good for AI search engines.
- **Using Discover Source:** You can use Discover Source to find question-based content from forums like Reddit and other popular sources related to your topic. You can use operators like day range to find recent questions. After the search, you **import** these question-based sources.

- **Analysis:** Beyond using Discover Source, you can import your own research sources, such as search console data or question lists from tools like Ahrefs, by adding them as copied text. Then, you use a prompt to ask NotebookLM to identify valuable questions for an FAQ page and group them by search intent.
- **Output:** NotebookLM provides a list of relevant questions with answers, often grouped by search intent, which are described as much more in-depth and specific than those generated by the built-in feature. These can be immediately used or combined with your own insights in your content.

3. Getting Authority Signals in AI Search / EEAT

- **Purpose:** To understand what authority signals (like expertise, research data, examples) AI uses to identify trustworthy resources and thus what signals you should include in your own content to improve EEAT (Experience, Expertise, Authoritativeness, Trustworthiness).
- **How NotebookLM Helps:** It allows you to quickly extract these authority signals from authoritative sources and top-ranked pages.
- **Using Discover Source:** You can use Discover Source to find web pages specifically from **authoritative sources** on your topic. The results returned by NotebookLM via Discover Source are often reputable and trustable because the feature is partly powered by Google's algorithm. You **import** these sources into NotebookLM.
- **Analysis (often with external tools):** In addition to sources found via Discover Source, you might also want to analyse the *actual* top-ranked pages on Google. You can find these by searching on Google and using a Chrome plugin like **SERP Snippet Extractor** to get a list of their URLs. This list of URLs can then be bulk imported into NotebookLM using another extension like **WebSync full site importer**. Once all sources (from Discover Source and top-ranked pages) are imported, you use prompts to ask NotebookLM to identify the list of authority signals present. A second prompt can be used to get more specific details, such as common citation patterns, specific data points, and how these sources leverage different signals.
- **Output:** A list of identified authority signals like author expertise, practical tips, research data, and examples. More detailed insights into specific credentials, references, data points, and leveraging techniques used by top pages. These insights help you understand what to include in your own content to enhance EEAT.

4. Semantic Keyword Clustering

- **Purpose:** To understand the context and meanings around a topic, rather than just exact keywords, to build content around key subtopics and plan your content in an organised way for topical authority. This is important for AI search optimization as AI understands context and meanings.
- **How NotebookLM Helps:** It streamlines the process and helps you get quick ideas on different semantic keyword cluster groups. It helps break down a topic into a logical hierarchy of primary and subtopics and identify related semantic terms.

- **Using Discover Source:** You use Discover Source to find **diverse sources** on a topic. You can explicitly ask NotebookLM to find diverse source types, such as blogs, practical guides, tutorials, and case studies. You then **import** all the found sources.
- **Analysis:** After importing sources (and it's recommended to add more for a well-rounded research), you can click to generate a **mind map** within NotebookLM, which helps visualise the topic hierarchy and core subtopics. You can also use a prompt to ask NotebookLM to create a semantic cluster showing the primary topic and subtopics, along with the semantic terms that should be grouped together. NotebookLM may also propose a topic pillar structure for your content and list related questions.
- **Output:** A visual mind map (downloadable as an image) illustrating the topic hierarchy, a text-based semantic cluster output showing primary/subtopic breakdown and associated terms, and potentially a suggested topic pillar structure and questions. This is very useful for planning and expanding on subtopics.

5. Keyword Gaps

- **Purpose:** To identify keywords and search intents that are present in top content but potentially missing from your own article, allowing you to improve your content's relevance and depth.
- **How NotebookLM Helps:** It uses its built-in web search to fast-track the process of finding top content. It can compare keywords and intents across imported sources (including your own article) to spot missing elements.
- **Using Discover Source:** You can use Discover Source to find content that is considered "top content" for a specific keyword. While these might not necessarily be the absolute top-ranked pages, they can still provide valuable insights as long as they are trustable sources.
- **Analysis (often with external tools):** In addition to content from Discover Source, it's recommended to also import the **actual top-ranked pages** for the keyword. This can be done using plugins as described for Authority Signals. Once relevant sources are imported, you use prompts to identify the top keywords and long-tail keywords across these sources. Crucially, you then import *your own* article into NotebookLM. Finally, you use a prompt to ask NotebookLM to compare your article against the imported sources and identify the specific keywords and search intents that are missing from your article.
- **Output:** A list of important keywords and long-tail keywords commonly associated with the topic from the sources. A list of missing keywords and search intents in your article, indicating areas for improvement in content depth and relevance. It's important to **review these suggestions carefully**.

6. YouTube Content Research

- **Purpose:** To extract key insights, data claims, and supporting information from YouTube videos as part of your content research process.
- **How NotebookLM Helps:** NotebookLM has a handy YouTube video import feature. It allows for extracting information from videos with minimal hallucination, making the

results more reliable than some other tools.

- **Using Discover Source:** The Discover Source feature is specifically highlighted as being very handy for facilitating **bulk video uploads** from YouTube. This suggests you can use Discover Source to find multiple relevant YouTube videos and then import them in bulk into NotebookLM.
- **Analysis:** Once the YouTube videos are imported as sources, you can use NotebookLM's AI capabilities to extract key insights, data claims, and supporting information from their transcripts or content.
- **Output:** Extracted insights, data points, and supporting information from YouTube videos for use in your content planning.

7. Extracting Key Insights

- **Purpose:** To gather reliable insights, data claims, and supporting information from various sources as part of the content research process.
- **How NotebookLM Helps:** NotebookLM is noted for its **minimal hallucination**, which helps minimise the chance of getting wrong insights or data information compared to tools like Perplexity.
- **Using Discover Source:** While not solely reliant on it, Discover Source is a primary method for **importing** the initial sources (web pages, PDFs, potentially YouTube videos in bulk) from which these insights are extracted [as supported by the workflows in other use cases].
- **Analysis:** Once sources are in NotebookLM (imported via Discover Source or other methods), you can use its features to extract the key insights, data claims, and supporting information you need.
- **Output:** Reliable insights, data, and supporting details gathered from your source material.

In summary, NotebookLM, particularly empowered by the Discover Source feature for efficient source gathering, serves as a central hub for various SEO content research tasks. It automates or speeds up the initial research phase (finding sources), allows for structured analysis of imported data (competitor content, FAQs, authority signals, keywords), and helps identify gaps and opportunities based on that analysis. Its ability to handle diverse source types and minimise hallucination makes it a robust tool for SEO professionals.