`00. NotebookLM for SEO Research.md`

Based on the sources provided, NotebookLM is presented as a versatile and powerful tool for SEO content research. Its capabilities have been enhanced with the new Discover Source feature.

The **Discover Source** feature is described as a built-in web search function within NotebookLM. You can describe a topic with details, and it will scan hundreds of online sources, returning up to 10 of the most relevant results with a blurb. You can then select the desired sources and import them into NotebookLM.

Based on observations, Google tends to return authoritative sources through this feature, such as big brands, reputable media publishers, academic institutions, and YouTube videos with high views or following. It is less likely to return very niche or personal sites unless the topic itself is very niche.

The Discover Source feature can **interpret search operators**, such as `site:` to filter domains, `filetype:` for specific formats, and date range operators for timeframes. This allows for more granular control over the sources found. To improve the results, it is recommended to be more specific with your topic description, narrow down the scope by specifying a time range (e.g., recent three months, past two years), and specify the source type (e.g., PDF reports, YouTube videos, blog articles). Asking it to find diverse sources can also yield better results. It's important to always review the sources before importing, as irrelevant results can sometimes be scanned. The results are related to Google Organic search ranking, as NotebookLM's web search is partly powered by Google's algorithm, and some sources are likely already ranked on pages one or two of Google search.

Here are several ways the sources suggest using NotebookLM for SEO content research:

- **Competitor Content Gap Analysis:** This is highlighted as a popular use case for SEOs. NotebookLM's Discover Source can make this process faster. You can scan content from competitors, like blog articles, potentially using search operators like `site:` and date range operators to narrow down the results. Once sources from different competitors (e.g., Asana and monday.com) are imported, you can use prompts to identify gaps between their content on a specific topic (e.g., articles related to meetings), breaking down the analysis by customer journey stages, target audience roles, and problems addressed. This helps quickly estimate how your content strategies differ and identifies potential new content to explore.
- **Generating FAQs:** While NotebookLM has a built-in FAQ feature, combining it with the web search can generate more in-depth questions. You can use Discover Source to find question-based content on a topic from forums like Reddit. You can

also import your own research sources, such as data from search console or lists of questions from tools like Ahrefs, by copying and pasting them as text. Then, you can prompt NotebookLM to identify valuable questions for an FAQ page (e.g., 20 questions) and group them by search intent. This results in good questions and answers that can be used in content, often grouped by intent like "getting started" or "music reading and theory". The resulting FAQs are noted as being more in-depth and specific than the built-in feature, and are formatted to be bite-sized, which is considered good for AI search engines.

- **Getting Authority Signals in AI Search:** AI search engines constantly evaluate authority signals to identify resources to trust, cite, and prioritise. NotebookLM can quickly extract these signals as part of content research. You can use Discover Source to find web pages on a topic from authoritative sources, which are often highly ranked because Google considers them reputable. Additionally, you can find the URLs of top-ranked pages using external tools like a Chrome plugin (e.g., SERP Snippet Extractor), copy the list of URLs, and import them in bulk using another tool like the WebSync extension. Once sources are imported, you can prompt NotebookLM to list the authority signals it identifies (e.g., author expertise, practical tips, research data, examples) to understand what to include in your own content. A second prompt can drill into more specific details about these signals to improve EEAT (Expertise, Experience, Authoritativeness, Trustworthiness) in content, such as common citation patterns or specific data points.

- **Semantic Keyword Clustering:** This is critical for AI search optimisation, as AI understands context and meanings rather than exact keyword matches. NotebookLM can streamline this process to get ideas for semantic keyword clusters. Using Discover Source, you can find diverse sources on a topic, such as blogs, guides, tutorials, and case studies. You can generate a mind map from the sources to understand the topic hierarchy and core subtopics. You can also prompt NotebookLM to create semantic clusters showing primary topics and subtopics, providing a logical hierarchy and related terms that should be grouped together. It can also propose a topic pillar structure and a list of questions for content planning.

- **Keyword Gap Analysis:** Besides semantic clustering, NotebookLM can help identify missing keywords in your content compared to competitors or top-ranking pages. Using the built-in web search or external tools to find and import top content on a topic, even if not the absolute top-ranked pages as long as they are trustable. You can then prompt NotebookLM to identify top keywords across these sources, providing ideas for important terms associated with the topic. You can also pull long-tail keywords for more phrase ideas. By importing your own article into NotebookLM, you can then prompt it to compare your article to the other sources and identify specific keywords missing in your content, as well as search intents

your article hasn't fully addressed. Reviewing these missing keywords and search intents can help improve content relevance and depth.

- **YouTube Content Research:** NotebookLM's YouTube video import feature is noted as very handy. The Discover Source feature allows for bulk import of YouTube videos. This can be used as part of the content research process to gain extra insights for content planning.
- **Extracting Key Insights:** Gathering insights, data, and claims as supporting evidence is an important part of content research. NotebookLM is highlighted as having minimal hallucination, which can minimise the chance of returning incorrect insights or data information compared to other tools like Perplexity.

NotebookLM is described as a powerful tool for SEO content research, offering multiple ways to immediately level up the process. External extensions like the SERP Snippet Extractor (to extract Google search results) and WebSync (for bulk importing URLs) are mentioned as tools that can be used in conjunction with NotebookLM to streamline research workflows. The WebSync extension specifically allows importing pages or entire websites, YouTube videos/playlists, Gemini/Perplexity results, local files, and URL lists, with features like bulk updates via pasting a list of links. The SERP Snippet Extractor allows extracting up to 22 data points from Google search results, including position, title, description, URL, and more.