

Programmatic SEO {

How to spend €0 to market your product
using programmatic SEO.

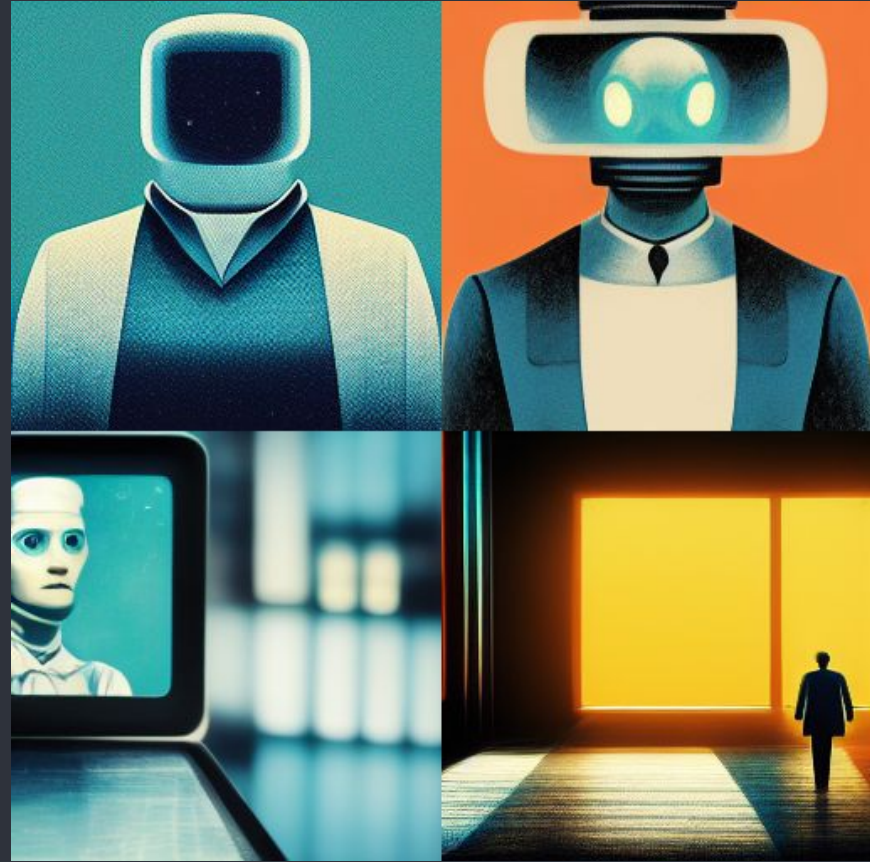
}

My take on the future:

AI will not replace us
But empower us

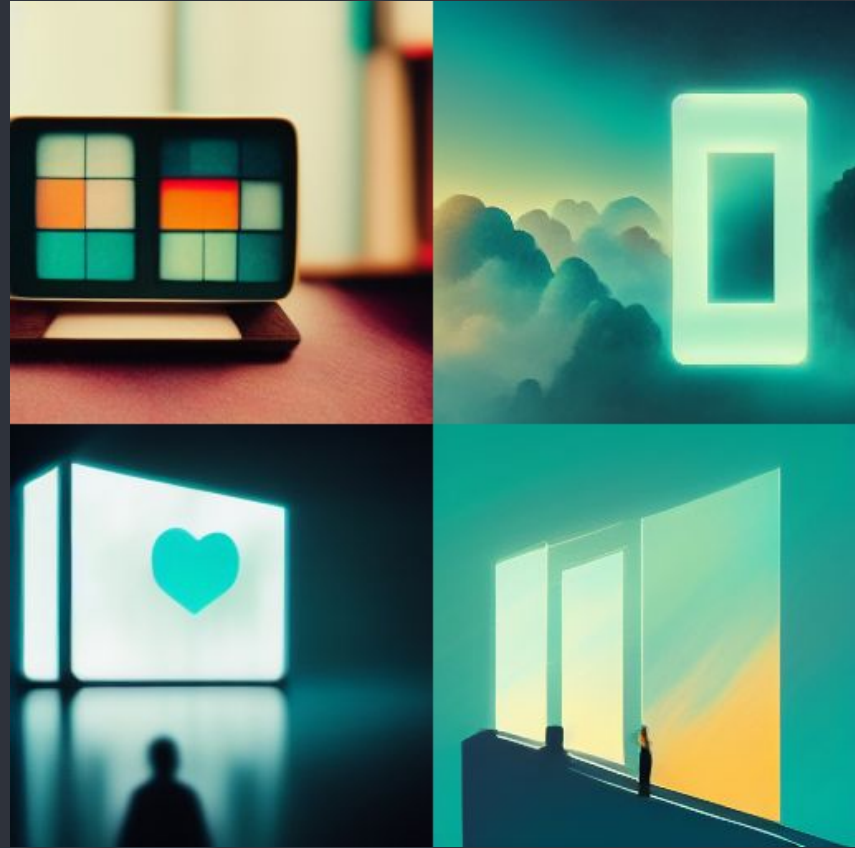
Future of work

Automation will allow any
worker to become a solo
entrepreneur



Future of work

the future of work is the
ownership of open-source
software that will create
value on our behalf



Future of work

A future where mankind owns
the machines instead of the
machines owning us



Future of work

a future where mankind owns the machines instead of the machines owning us, like in the matrix movie



Future of work

young entrepreneur having a
talk with presentation in
front of other digital nomads
in an ex-factory, cinematic,
hyper-realistic, mysterious,
4k



Future of work

an entrepreneur having a talk
with a presentation in front
of other digital nomads,
cinematic, hyper-realistic, 4k



Roadmap:

About me

Definitions &
Technicalities

Case studies

My approach

Results

About me {

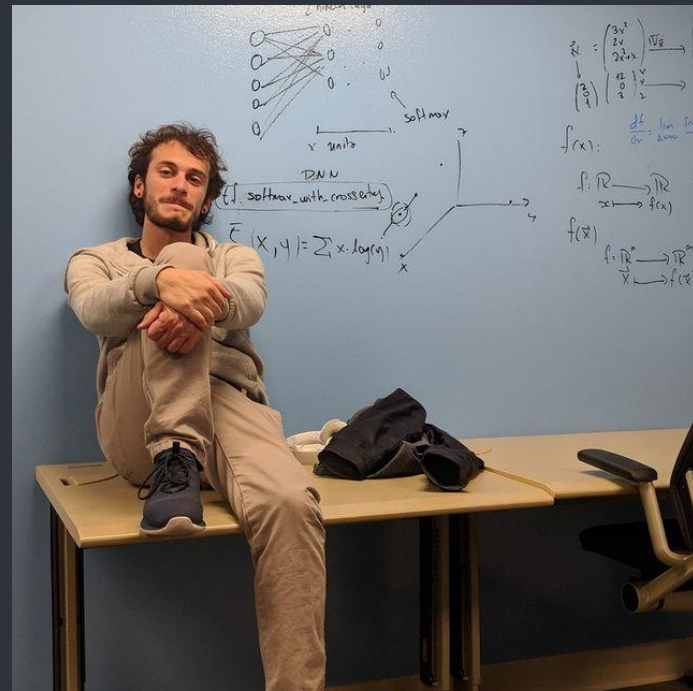
Python Software Engineer;
Remote Freelance since 6 years;
Passionate about statistics;
Actually bootstrapping
Owning some domains:

<https://where2buy.it>

<https://where2invest.in>

<https://eracle.me>

<https://part-time-entrepreneur.com>



What is bootstrapping {

“Starting a company with no capital, relying on money other than outside investments, like personal finances or the operating revenues of the new company.”



Inspired by other bootstrappers:

}

Pieter Levels{

Started with 12 startups in 12 months: Stopped at 5th;

Launched 100s of small projects;

Mainly now 3 of them are profitable; (a lot)

Builds in public.

<https://nomadlist.com>

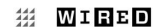
<https://remoteok.com>

<https://rebase.co>

}



levelsio



This Guy Is Launching 12 Startups in 12 Months

SUBSCRIBE



BUSINESS	CULTURE	DESIGN	GEAR	SCIENCE	SECURITY	TRANSPORTATION
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Pieter Levels.  [Xiufen Silver](#)

Daniel Vassallo{

Quit his job as Software Engineer at Amazon
AWS;

Online course:

Everyone Can Build a Twitter Audience

Philosophy:

Many small bets

}



dvassallo



Indiehackers.com Community{

Courtland Allen:

With his brother started a website:

Indiehackers.com

And then a Podcast.

Super inspirational (suggested!)

Sold to stripe

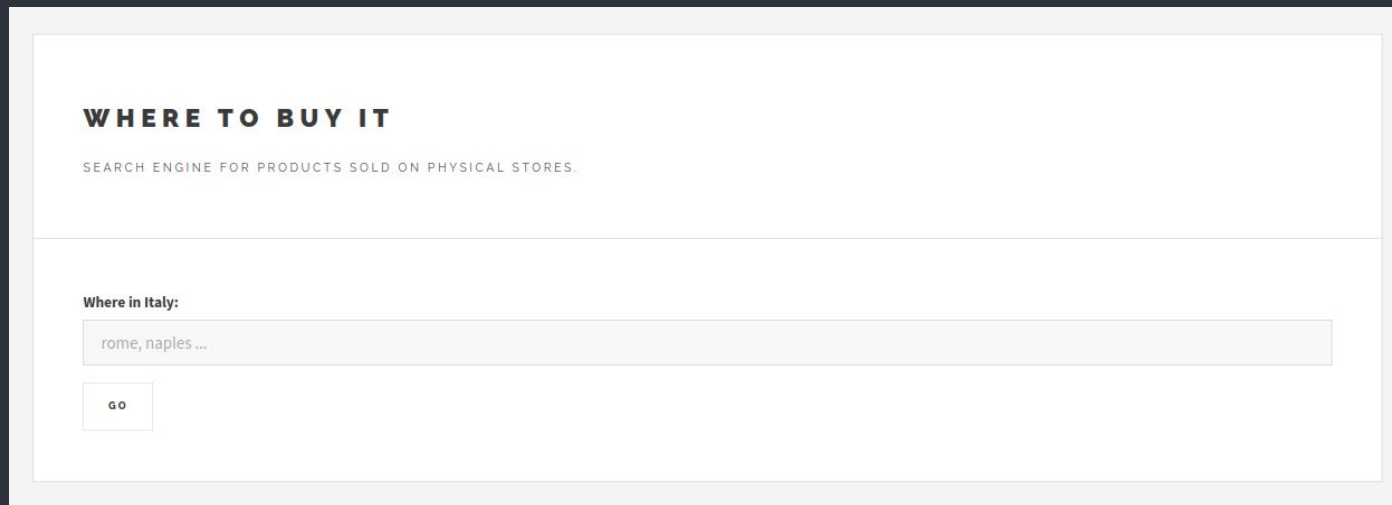
}



csallen



What is Where2buy.it{



The screenshot shows a web interface for 'WHERE TO BUY IT'. It features a search bar with the text 'rome, naples ...' and a 'Go' button. The interface is clean and modern, with a white background and a light gray border.

WHERE TO BUY IT

SEARCH ENGINE FOR PRODUCTS SOLD ON PHYSICAL STORES.

Where in Italy:

rome, naples ...

Go

Enough with motivational:

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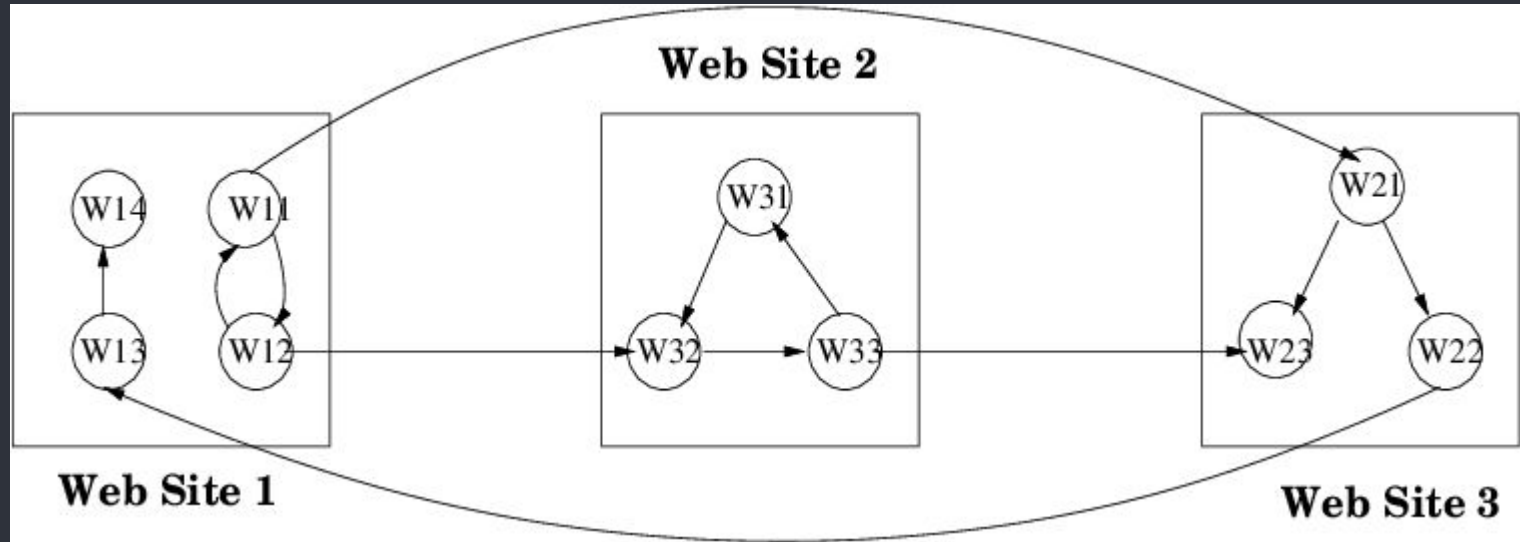
What Is SEO {

Definition:

“Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.”

}

What Is the Web {



}

How Google Works (simplified) {

Data Centers:



How Google Works (simplified) {

Crawlers/Scrapers/Spiders

Download web pages;

Explore the web;

Follow links;

Analyze sitemap.xml files.

}

Sitemap.xml files {

Be present (**should**) on every website.

It contains all indexable pages of your website.

}



Sitemap.xml example {

```
▼<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <script/>
  ▼<url>
    <loc>https://where2buy.it/</loc>
  </url>
  ▼<url>
    <loc>https://where2buy.it/about/</loc>
  </url>
  ▼<url>
    <loc>https://where2buy.it/best-formaggi-rome/</loc>
  </url>
  ▼<url>
    <loc>https://where2buy.it/best-crostino-ciampino/</loc>
  </url>
  ▼<url>
    <loc>https://where2buy.it/best-arancinette-palermo/</loc>
  </url>
  ▼<url>
    <loc>https://where2buy.it/most-expensive-bacon-catania/</loc>
  </url>
  ▼<url>
    <loc>https://where2buy.it/cheapest-panino-ercolano/</loc>
  </url>
</urlset>
```


How Google Works (simplified) {

Indexing:

Google For each keyword identifies the list of documents where it appears.



}

How Google Works (simplified) {

Ranking:

Google identifies the relevance of each web page.

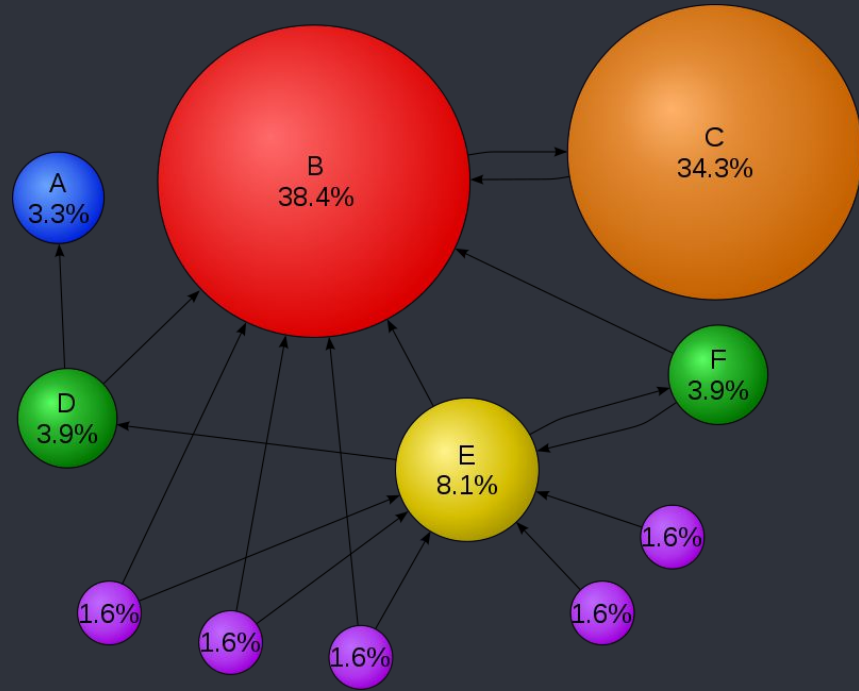
Technological breakthrough:

Using a mathematical process to compute the importance of the web pages leveraging the centrality in the network of hyperlinks.

}



PageRank algorithm {



}

Ranking evolution {

Learning to Rank:

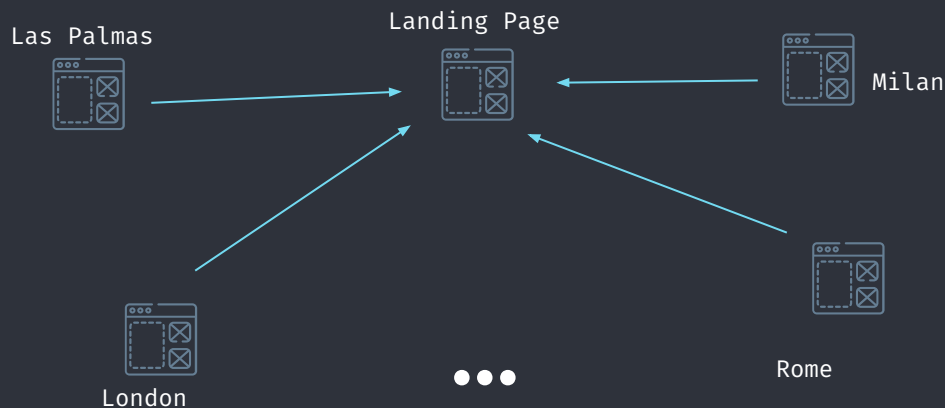
Through time (and lot of data) the Google algorithm evolved, to what is called Learn-to-rank:

It uses users behavioral data to learn if a web page is relevant or not.

}

What Is Programmatic SEO {

using a database of words to automatically generated pages;



Ok, but who uses it?

~~About me~~

~~Definitions &~~

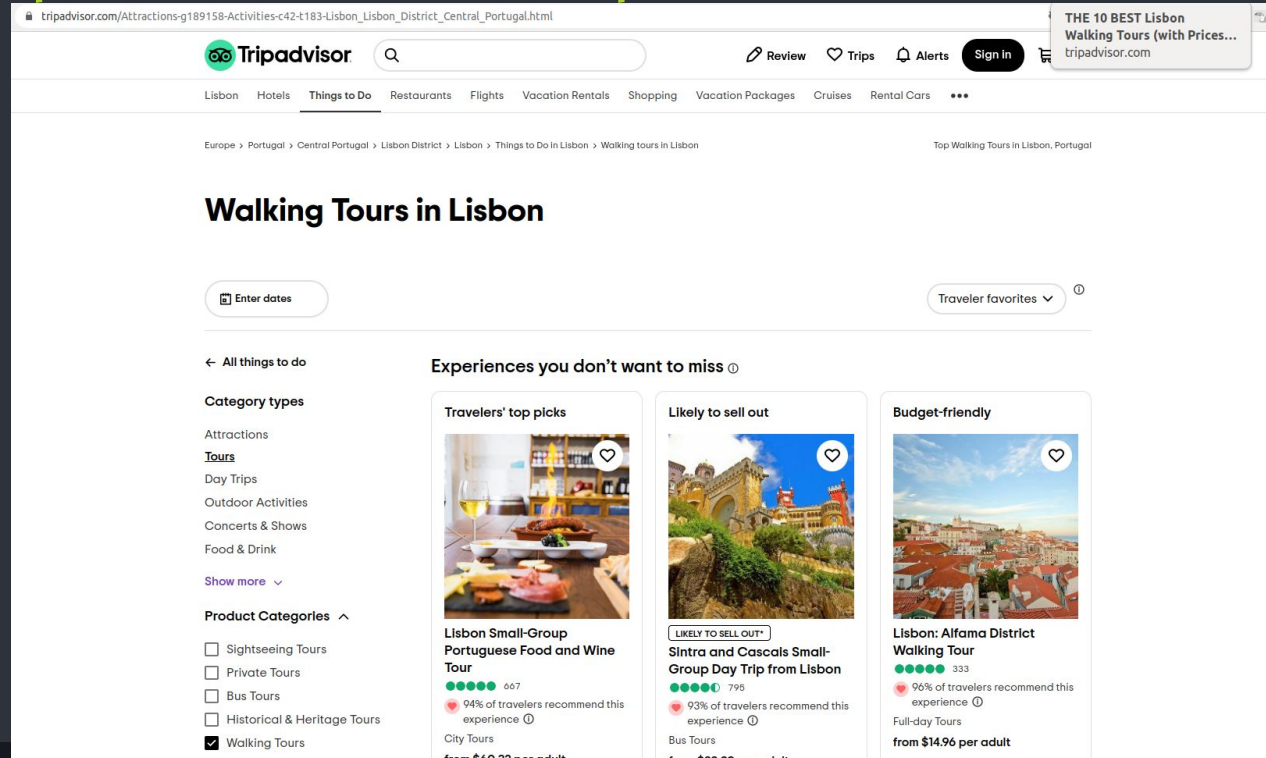
~~Technicalities~~

Case studies

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TripAdvisor example {



Nomadlist.com {

nomadlist.com/cheap-places-near-a-beach

Search

Join Nomad List

Cheap Places Near a Beach

There are 186 Cheap Places Near a Beach like Gran Canaria, Ko Pha Ngan and Phuket with an average cost of living of \$1,285/month, internet speeds up to 50 Mbps and temperatures ranging from 11°C to 39°C.

Help and [pick the right photo](#) for this page

Nomad List » Explore » Cheap Places Near a Beach

Photo by Sam Wheeler via Unsplash

Filters Search or filter +

<US\$2K/mo Near beach Clear 186 results Warm now Safe Fast internet Europe

1

Gran Canaria
Canary Islands
Spain

25°C

17 Mbps

2

Ko Pha Ngan
Thailand

29°C

17 Mbps

3

Phuket
Thailand

29°C

17 Mbps

4

Istanbul
Turkey

30°C

13 Mbps

5

Penang
Malaysia

30°C

13 Mbps

6

Puerto Escondido
Mexico

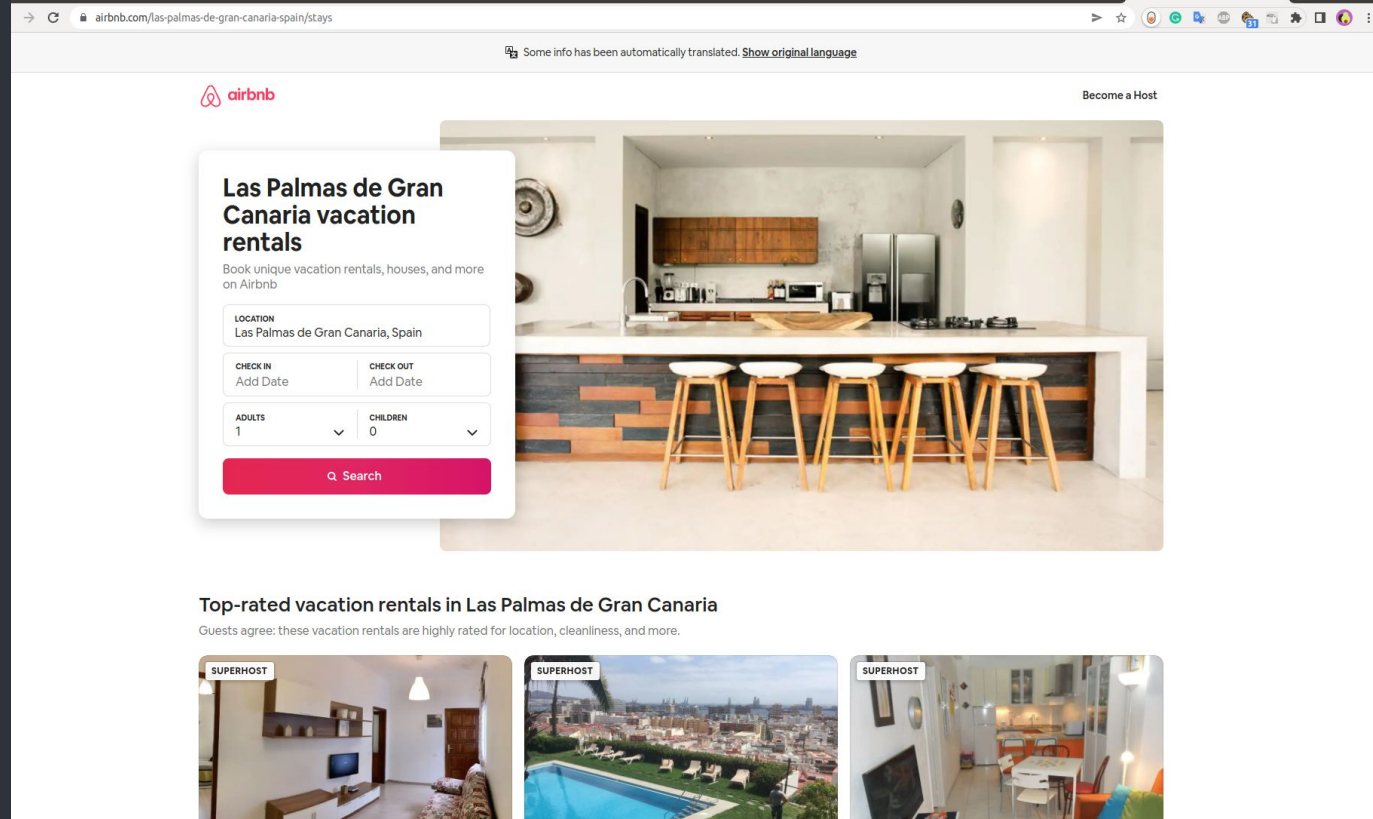
30°C

24 Mbps

Global travel medical insurance for \$134/day!
Covid-19 coverage.

Get insured

Airbnb



You need a Template {

...

```
<h1>Walking Tours in {{city}}</h1>
```

```
<ul>
```

```
{% for tour in tours %}
```

```
  <li>{{tour.name}}</li>
```

```
{% endfor %}
```

```
</ul>
```

```
} ...
```

You need a Database {

Rank	City	2011 census	2019 estimate	Change	Region
1	Rome	2,617,175	2,837,332	+8.41%	Lazio
2	Milan	1,242,123	1,396,059	+12.39%	Lombardy
3	Naples	962,003	962,589	+0.06%	Campania
4	Turin	872,367	870,952	-0.16%	Piedmont
5	Palermo	657,651	657,960	+0.05%	Sicily

1 Ok, but what about where2buy.it ?
2
3

4 ~~About me~~

5 ~~Definitions &~~

6 ~~Technicalities~~
7

8 ~~Case studies~~
9

10 My approach
11

12 Results
13
14

```
1 Data I handle{
```

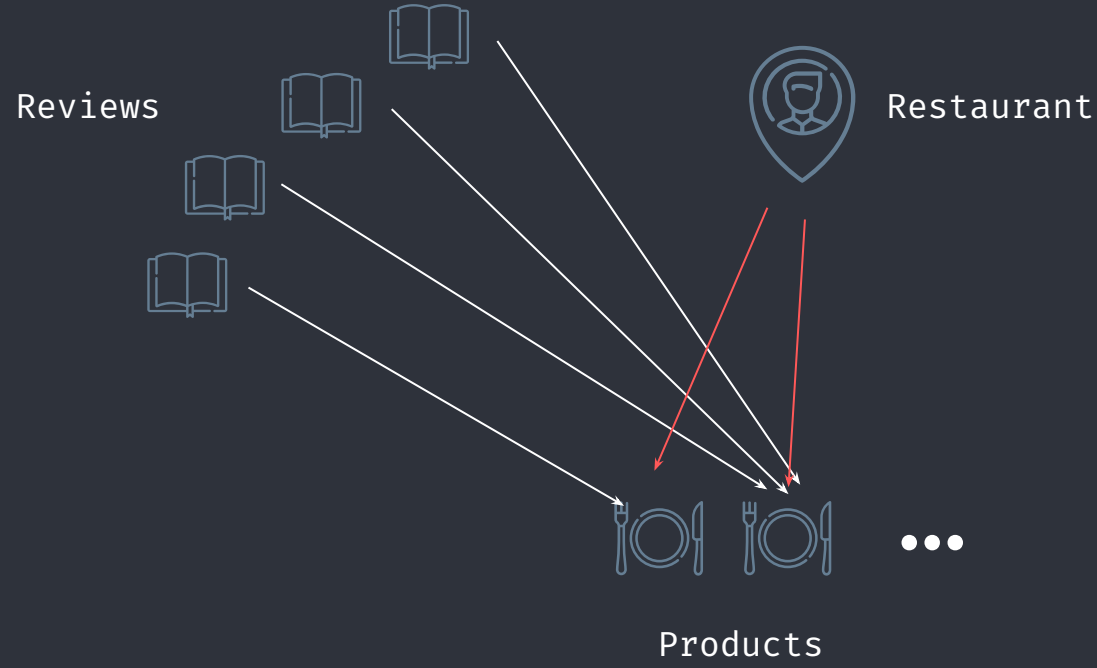
```
2  
3  
4 Italy atm;  
5 Restaurants  
6 Products;  
7 Reviews;  
8  
9  
10  
11  
12  
13  
14 }
```



Restaurant's reviews {



Product's reviews {



Example {

Davvero complimenti! Cibi davvero di qualità, panini ottimi. Grazie anche per l'omaggio della **focaccia**, tra l'altro buonissima!

}



Focaccia Barese



Sentiment Analysis{

... Grazie anche per l'omaggio della **focaccia**,
tra l'altro buonissima!



Product sentiment {

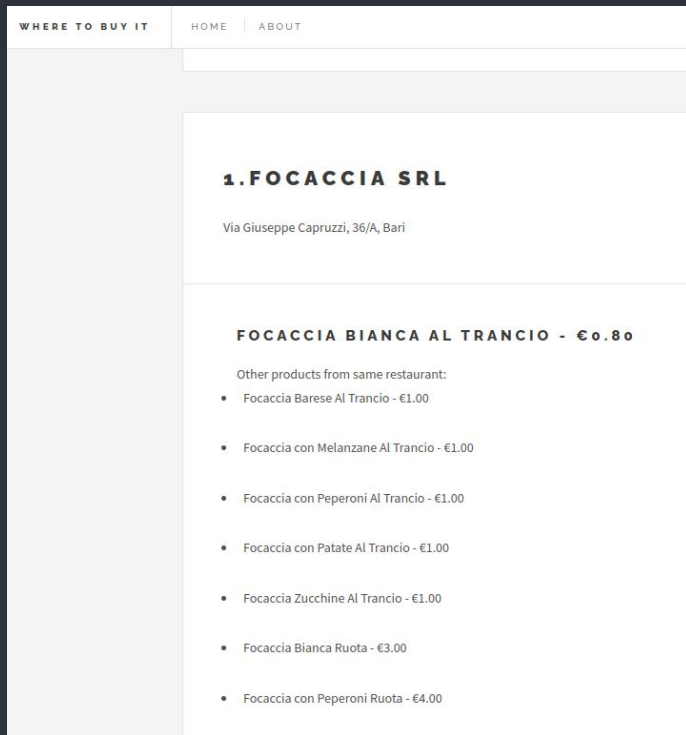


Focaccia Barese



```
1  My programmatic SEO pages {
2
3
4      List of products ordered by:
5
6      Sentiment:
7
8          Highest, Lowest;
9
10     Price:
11
12         Cheapest, Most expensive.
13
14 }
```

Cheapest Focaccia Bari {



My programmatic SEO pages {

One page for each product keyword for each city.

For example:

best-zucchini-rome

best-zucca-verona

worst-uramaki-genoa

worst-tonno-verona

cheapest-vegetable-vicenza

cheapest-vegetable-verona

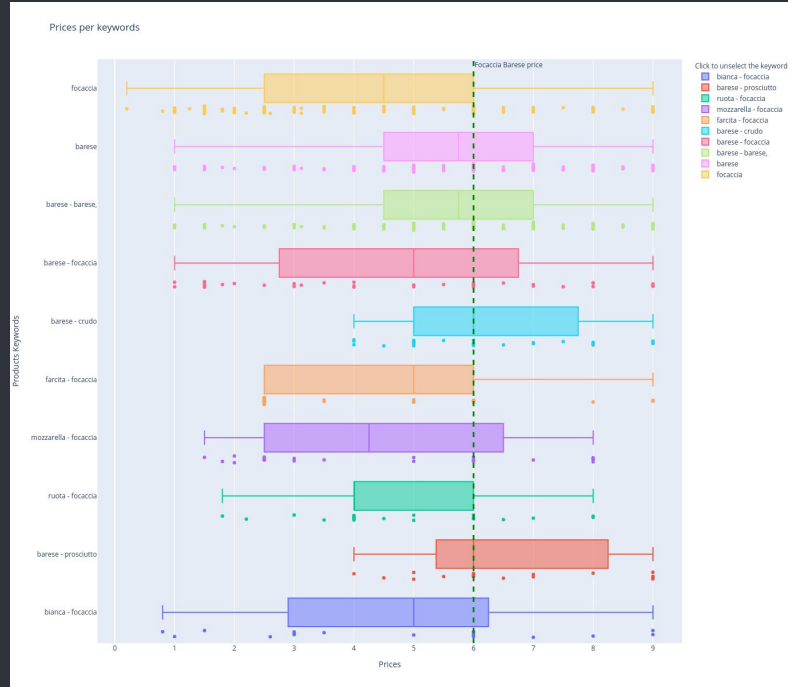
most-expensive-angus-verona

most-expensive-angus-pescara

}

Atm 5000 pages

Price comparisons{



Ok, but does it work?

~~About me~~

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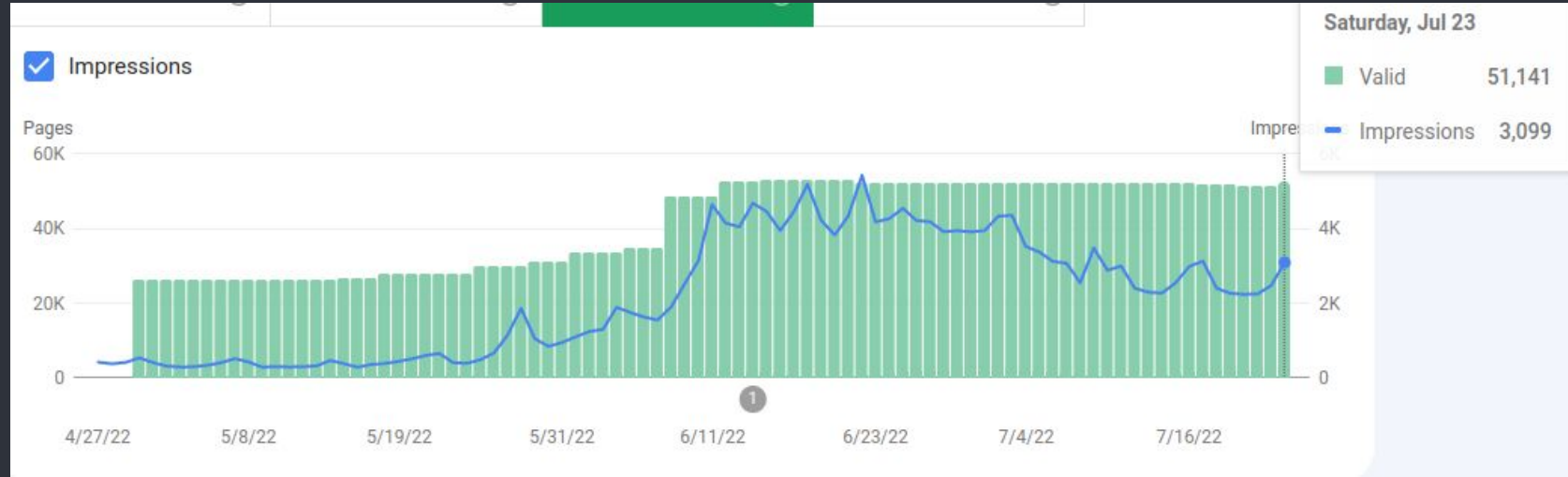
Results

Results Where2buy.it{



} Clicks and impressions

Results Where2buy.it{



} Pages and impressions

Conclusions and Takeaways

- Learn how to:

 - Code;

 - Create value for customers;

- Stay:

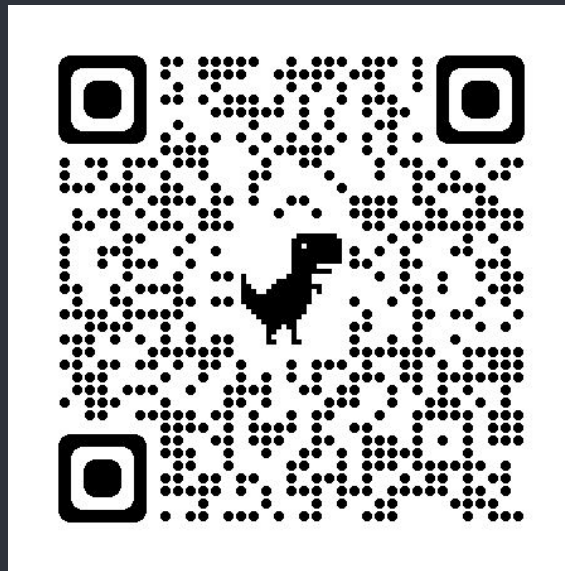
 - Updated on latest free and open-source projects;

 - Hungry** & **Foolish**.

Anonymous Feedback – Mailing list



Twitter:
pieracle



Personal website:
eracle.me

