**SEO Ontology-Based Recommendation to gain SERP Ranking**

**Semester Project**

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**Enhancing SERP Ranking: A Case Study of Daraz's SEO Ontology-Based Recommendations**

**Competency Questions and Answers.**

**Question # 01**

**Data Property: websiteURL  
Domain: website  
Range: string**

What is the URL associated with the Website?

**SPARQL Query**

PREFIX O: <http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT ?Website ?string

WHERE { ?Website O:websiteURL ?string.

}

**Question # 02**

**Data Property : networks**

**Domain: Traffic  
Range: string**

What are the networks associated with the traffic data?

**SPARQL Query**

PREFIX O: <http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT ?Traffic ?string

WHERE { ?Traffic O:networks ?string.

}

**Question # 03**

**Data Property: topPublishers**

**Domain: Traffic**

**Range: string**

Which publishers are categorized as top publishers in the traffic data?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Traffic ?string

WHERE{?Traffic O:topPublishers ?string.

}

**Question # 04**

**Data Property: ageGroup**

**Domain: TrafficDemographics**

**Range: string**

What are the age groups represented in the traffic demographics data?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?TrafficDemographics ?string

WHERE{?TrafficDemographics O:ageGroup ?string.

}

**Question # 05**

**Data Property: authority**

**Domain: keyword**

**Range: string**

What is the authority score associated with the keyword?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Keyword ?float

WHERE{?Keyword O:authority ?float.

}

**Question # 06**

**Data Property: backlinkTypes**

**Domain: BacklinkAnalytics**

**Range: string**

What types of backlinks are identified in the Backlink Analytics data?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?BacklinkAnalytics ?string

WHERE{?BacklinkAnalytics O:backlinkTypes ?string.

}

**Question # 07**

**Data Property: bounce rate**

**Domain: PerformanceMetrics**

**Range: integer**

What is the bounce rate recorded in the Performance Metrics data?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?PerformanceMetrics ?integer

WHERE{?PerformanceMetrics O:bounceRate ?integer.

}

**Question # 08**

**Data Property: keywordsTraffic**

**Domain: Keywords**

**Range: integer**

How much traffic is generated by the keywords in the Keywords dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Keywords ?integer

WHERE{?Keywords O:keywordsTraffic ?integer.

}

**Question # 09**

**Data Property: keywordsCount**

**Domain: Keywords**

**Range: integer**

How many keywords are there in the Keywords dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Keywords ?integer

WHERE{?Keywords O:keywordsCount ?integer.

}

**Question # 10**

**Data Property: links**

**Domain: Follow**

**Range: integer**

How many links, including both follow and no-follow links, are associated with the Follow dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Follow ?integer

WHERE{?Follow O:links ?integer.

}

**Question # 11**

**Data Property: organicCompetitors**

**Domain: CompetitorAnalysis**

**Range: string**

Which organic competitors are identified in the Competitor Analysis dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?CompetitorAnalysis ?string

WHERE{?CompetitorAnalysis O:organicCompetitors ?string.

}

**Question # 12**

**Data Property: genderSegment**

**Domain: TrafficDemographics**

**Range: string**

What gender segments are identified in the Traffic Demographics data?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?TrafficDemographics ?string

WHERE{?TrafficDemographics O:genderSegment ?string.

}

**Question # 13**

**Data Property: searchTraffic**

**Domain: PerformanceMetrics**

**Range: integer**

What is the search traffic recorded in the Performance Metrics dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?PerformanceMetrics ?integer

WHERE{?PerformanceMetrics O:searchTraffic ?integer.

}

**Question # 14**

**Data Property: organicTraffic**

**Domain: OrganicTraffic**

**Range: integer**

What is the amount of organic traffic recorded in the Organic Traffic dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?OrganicTraffic ?integer

WHERE{?OrganicTraffic O:organicTraffic ?integer.

}

**Question # 15**

**Data Property: paidTraffic**

**Domain: paidTraffic**

**Range: integer**

What is the amount of paid traffic recorded in the paidTraffic dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT ?PaidTraffic ?integer

WHERE{?PaidTraffic O:paidTraffic ?integer.

}

**Question # 16**

**Data Property: topReferrals**

**Domain: Traffic**

**Range: string**

What are the top referral sources identified in the Traffic dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Traffic ?string

WHERE{?Traffic O:topReferrals ?string.

}

**Question # 17**

**Data Property: rootDomain**

**Domain: ReferringDomains**

**Range: string**

What are the root domains identified in the Referring Domains dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?ReferringDomains ?string

WHERE{?ReferringDomains O:rootDomain ?string.

}

**Question # 18**

**Data Property: socialNetworkDistribution**

**Domain: Traffic**

**Range: string**

What is the distribution of traffic across social networks in the Traffic dataset?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Traffic ?string

WHERE{?Traffic O:socialNetworkDistribution ?string.

}

**Question # 19**

**Data Property: topCategories**

**Domain: Traffic**

**Range: string**

What are the top categories represented in the traffic data?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Traffic ?string

WHERE{?Traffic O:topCategories ?string.

}

**Question # 20**

**Data Property: topTopics**

**Domain: Traffic**

**Range: string**

What are the top topics represented in the traffic data?

**SPARQLQuery**

PREFIXO:<http://www.semanticweb.org/92307/ontologies/2023/11/untitled-ontology-20#>

SELECT?Traffic ?string

WHERE{?Traffic O:topTopics ?string.

}