# **SEO Keyword** Research (Keynew) API Pipeline

**Data Sources**- RapidAPI SEO Keyword Endpoint (Keynew)



- Ingestion
  Python scripts (for API + RSS extraction)
- GitHub Actions (daily scheduled pipeline)



## **Processing**

- Extract API
- Convert to dataframe
- Drop null or empty keywords
  - Add metadata:

source = 'Keynew' Scraped\_at = UTC timestamp



## Storage

- PostgreSQL RDS Instance
  - Schema: raw Tables:
  - api\_keywords
  - techcrunch\_articles



## Users

- Looker Studio Dashboards SQL Notebooks (Jupyter)
- Final Presentation Assets (PDF/Slides)