

Hello Michelle, following are initial queries on the new project, please check:

- Regarding "~1500 keywords to monitor" - These keywords will be statically defined in the database? OR You need functionality in Admin panel to add/remove these keywords from database? Can you share these keywords in a file or share some sample keywords so that i can check? [MICHELLE] The keywords are technically player names which will come from the Monday boards (NAME column), so they are not static. It would likely be easiest to pull them in via Monday sync. We are currently using a Boolean search to find the information we need - which typically consists of the player first and last name + the word "golf." (We would want to plug in the name variants that we've already added in the app.)
- By news API you mean this <https://newsapi.org/> API or some other news API? [MICHELLE] Upon further research, we don't need the News API and believe we can get what we need via Google Custom Search API - <https://console.cloud.google.com/>.
- Regarding "Dashboard to view, search, and filter detailed results" - Can you provide some rough sketch of what things/information you want to be displayed in dashboard and how you want to filter it? - Will there be any graphs or just tabular format data? - The data to be grouped by per keyword, or per website, or something else? - Please provide details to make it clear what you exactly want to see in the dashboard. [MICHELLE] Data should be able to be sorted by keyword. We would like to be able to sort the keywords alphabetically and by Male/Female and High School Y/N (just like our current Monday boards). For each keyword, we would like the option to see the news results (each result = one "mention"). We currently have the ability to click on the news links. Each mention should show the audience reach which we define as the number of audience impressions the article has. Here's an example of the "SEARCH RESULTS" look. I'll attach a full version with the code as well.

Simple Media

Welcome, John • Last updated: Aug 3, 2025

23

Total Mentions

▲ +4 new mentions

47.2M

Total Audience Reach

▲ +15% vs last week

12

Unique Sources

▼ -2 vs last week

2.05M

Avg Reach per Mention

▲ +8% vs last week

Recent Mentions (Last 30 Days)

Search titles, content, or sources

All Keywords

All Sources

Last 30 days

Article & Source	Date	Estimated Reach	View
<div>Lululemon Partners with Women's Health Initiative</div> <div>Health Magazine • healthmagazine.com</div> <div>Lululemon announces new partnership focusing on women's wellness and fitness programs...</div> <div>LululemonWomen</div>	Aug 1, 2025	250K	View Article
<div>Women's Athleisure Trends: Lululemon Leads Innovation</div> <div>Forbes • forbes.com</div> <div>Analysis of women's athletic wear market shows Lululemon continuing to dominate with innovative designs...</div> <div>LululemonWomenAthleisure</div>	Jul 30, 2025	71.0M	View Article

Top Sources (Jul 27 - Aug 3)

Forbes

1 mention

71.0M audience reach

Vogue

1 mention

25.8M audience reach

Sports Illustrated

1 mention

23.0M audience reach

Women's Health

1 mention

12.5M audience reach

Health Magazine

1 mention

250K audience reach

Keywords Monitored

LululemonWomenAthleisureFitnessWellness

Lululemon
Women

Fitness Fashion: What Women Want in Activewear <small>Women's Health • womenshealthmag.com</small> Our comprehensive guide to women's activewear includes top picks from Lululemon and other leading brands...	Jul 29, 2025	12.5M	View Article →
Sustainable Fashion: Lululemon's Women-Focused Initiatives <small>Vogue • vogue.com</small> Lululemon's commitment to sustainable women's activewear represents a shift in the fashion industry...	Jul 28, 2025	25.8M	View Article →
Female Athletes Choose Lululemon for Performance <small>Sports Illustrated • si.com</small> Professional female athletes discuss their preference for Lululemon gear in training and competition...	Jul 27, 2025	23.0M	View Article →

Lululemon
Women

Quick Actions

Export to CSV

Send to Monday.com

Manage Keywords

API Endpoint:

```
GET /api/media-score
Returns: {"score": 1247}
```

4. Regarding "which publications contribute to media score": - Are publications are the websites? - And what is media score, from where to get it or how to calculate it? [Michelle] Yes, publications are the websites/domains where mentions are found. For example, if our search finds an article on healthmagazine.com, then "Health Magazine" is the publication.

What we need calculated: We don't need a complex media score. Just two simple numbers:

1. **Total number of mentions** (count of articles found)
2. **Total audience reach** (sum of all publication audiences)

Example calculation: An article about keywords "Lululemon" + "Women" in Health Magazine would be:

- **1 mention**
- **250,000 impressions** (Health Magazine's monthly readership)

If we find 20 articles about "Lululemon + Women" from July 27, 2025 – August 3, 2025:

- **Total mentions: 20**
- **Total audience reach: 2.4 million** (sum of all publication audiences)

How to get audience reach data: Use **SimilarWeb API** to get monthly visitor data for each domain found in search results. If SimilarWeb doesn't have data for a domain, default to 10,000 monthly visitors.

Technical process:

- Google Custom Search API finds mentions for date range → extract domain from each URL → call SimilarWeb API to get monthly visitors for that domain → count total mentions + sum all audience reaches → return both numbers

Date range requirement: System must allow custom date range searches (e.g., July 27, 2025 – August 3, 2025) and return results only from that period.

5. For the following, Please provide details how you want these things to be calculated: - Calculate estimated audience reach for each mention - Calculate overall media reach score from all mentions.

[Michelle] This was answered above. Each mention will have audience numbers based on the NewsAPI information.

6. Regarding "API endpoint for our AWS Cognito app to retrieve the media reach score number" - AWS cognito is just used for authentication, Which App you are referring here in which you want to retrieve the media score? [Michelle] Please disregard this mention about AWS Congnito.

7. Regarding "Our existing AWS Cognito app calls API endpoint to get the score number" - Please provide details of the existing app you are referring here and how it calls the API endpoint, and what we need to do with that in this project? [Michelle] I may have misspoken here. There is no other app. I simply want it to be protected in the same way the previous app you built is.

8. Regarding "Our existing automation sends the score to [Monday.com](#) boards" - Please provide details of this existing automation that you have, and tell what we need to do with that automation in this new project? [Michelle] Again, This is probably a typo. We want the new app to send this information to [Monday.com](#). There is no additional automation other than the app you previously built. We are wanting to keep these components as separate applications.

9. Regarding "All detailed data stays in Simple Media App dashboard" - Here you are referring to this new project as "Simple Media App", OR is this some other App that you already have? [Michelle] "Simple Media App" is what we are referring to as the new project.

Additional notes: We want to host this on a separate domain from our main application. We'll provide the domain name once development is complete. Please ensure the system can work on any domain and includes proper SSL/HTTPS setup.


























Important: Development must be done privately with no public deployment until final approval.

Development Environment Security:

- Use localhost or private development environment only during build phase
- No public URLs or domains accessible during development
- Provide us with secure, controlled access for testing (password protection, IP restrictions, or private staging URLs)
- All credentials and API keys must be secured and not hardcoded in the application
- Final production deployment only on domain we provide after our approval

For testing and reviews: Please provide secure method for us to review progress during development (local demos, password-protected staging, or IP-restricted access).

1. Sample keyword display landing page:

PROJECTS		
Charlie Woods ● >100 New mentions		
Jackson Koivun ● >100 New mentions		
Miles Russell ● >100 New mentions		
John Daly II ● >100 New mentions		
Ben James ● >100 New mentions		
Hiroshi Tai ● >100 New mentions		
Wells Williams ● >100 New mentions		
Tommy Morrison ● >100 New mentions		
Trevor Gutschewski ● >100 New mentions		
Kihei Akina ● >100 New mentions		
Tyler Watts ● >100 New mentions		
Kris Kim ● >100 New mentions		
Tyler Mowbray		