# Marketing Project with Ampersand & DataForSEO MCP Integration

This project integrates both the Ampersand MCP and DataForSEO MCP servers to provide AI assistants with access to documentation, SEO data, and marketing analytics.

## What’s Included?

### 🔧 Ampersand MCP

* Documentation server for Ampersand framework
* Easy connection setup for MCP clients
* Local server running capabilities
* Debugging and troubleshooting tools

### 🔍 DataForSEO MCP

* **SEM-focused keyword research and analysis**
* **Keyword gap analysis and opportunity discovery**
* **Search volume trends and competition analysis**
* **PPC keyword opportunities and commercial intent**
* **Competitor keyword intelligence**
* **Long-tail keyword mining and expansion**

## Setup Instructions

### Prerequisites

* Node.js (version 18 or higher)
* npm or yarn package manager
* DataForSEO API credentials (for SEO features)

### Installation

1. **Install dependencies:**

* npm install

1. **Set up DataForSEO credentials:**

* # Copy the example environment file  
  cp env.example .env  
    
  # Edit .env with your DataForSEO credentials  
  # Get credentials from https://dataforseo.com/

1. **Update MCP configuration files:**
   * Replace YOUR\_DATAFORSEO\_USERNAME and YOUR\_DATAFORSEO\_PASSWORD in:
     + mcp.json
     + claude\_desktop\_config.json
     + .cursor/mcp.json
2. **Test the setup:**

* # Test Ampersand MCP examples  
  npm run test-examples  
    
  # Test DataForSEO MCP examples   
  npm run test-dataforseo

## MCP Client Configuration

This project includes configuration files for various MCP clients:

### For Cursor IDE

* Configuration file: .cursor/mcp.json
* Both Ampersand and DataForSEO MCP servers will be available in Cursor’s AI features

### For Claude Desktop

* Configuration file: claude\_desktop\_config.json
* Copy this to your Claude Desktop configuration directory:
  + **macOS**: ~/Library/Application Support/Claude/claude\_desktop\_config.json
  + **Windows**: %APPDATA%\Claude\claude\_desktop\_config.json

### For Other MCP Clients

* Use the general mcp.json configuration file
* Adapt the configuration as needed for your specific MCP client

## Usage Examples

### 🔧 Ampersand MCP Use Cases

"Using the Ampersand MCP, explain what Ampersand is and how it helps with API integrations"  
  
"How do I set up authentication in an Ampersand integration?"  
  
"Show me examples of Ampersand MCP configuration"

### 🔍 DataForSEO SEM Use Cases

"Using DataForSEO MCP, identify keyword opportunities that turnedyellow.com is missing compared to competitors"  
  
"Find high-volume, low-competition keywords related to my business using DataForSEO MCP"  
  
"Using DataForSEO MCP, analyze search volume trends for my main keywords over the past 12 months"  
  
"Discover PPC keyword opportunities with high commercial intent using DataForSEO MCP"  
  
"Using DataForSEO MCP, create a keyword expansion strategy by finding related terms I'm not targeting"

## SEM-Focused DataForSEO APIs

* 🔍 **SERP API** - Current rankings and search visibility
* 🔑 **Keywords Data API** - Search volume, competition, and keyword research
* 📈 **DataForSEO Labs API** - Keyword difficulty and opportunity analysis
* 🎯 **Competitor Keywords API** - Gap analysis and competitor insights
* 💰 **Paid Keywords API** - PPC keyword opportunities and costs

## Running the Servers

### Ampersand MCP Server

# Run locally for development  
npm run dev  
  
# Or run directly with npx  
npx @amp-labs/mcp-docs-server@latest

### DataForSEO MCP Server

# Install community version  
npm run dataforseo-community  
  
# Or run directly with credentials  
npx @skobyn/mcp-dataforseo --config '{"username":"your\_username","password":"your\_password"}'

## Debugging

If you encounter issues:

1. **Use the MCP Inspector:**

* npm run mcp-inspector

1. **Test individual servers:**

* # Test Ampersand examples  
  npm run test-examples  
    
  # Test DataForSEO examples  
  npm run test-dataforseo

1. **Verify configuration:**
   * Ensure your MCP client is pointing to the correct configuration file
   * Check that Node.js and npm are properly installed
   * Verify DataForSEO credentials are correct

## Configuration Files

* package.json - Project dependencies and scripts
* mcp.json - General MCP client configuration
* claude\_desktop\_config.json - Claude Desktop specific configuration
* .cursor/mcp.json - Cursor IDE specific configuration
* env.example - Environment variables template
* test-ampersand.js - Ampersand MCP test examples
* test-dataforseo.js - DataForSEO MCP test examples

## Getting DataForSEO Credentials

1. Visit [DataForSEO.com](https://dataforseo.com/)
2. Create an account
3. Get your API username and password
4. Update the configuration files with your credentials
5. Start with small requests to test your setup

## Cost Considerations

* **Ampersand MCP**: Free to use
* **DataForSEO MCP**: Paid service with usage-based pricing
  + Monitor your API usage to avoid unexpected charges
  + Start with small test requests
  + Check DataForSEO pricing at https://dataforseo.com/pricing

## Resources

* [Ampersand MCP Documentation](https://mcp.so/server/mcp-docs-server/amp-labs)
* [DataForSEO MCP Documentation](https://dataforseo.com/model-context-protocol)
* [DataForSEO API Documentation](https://docs.dataforseo.com/)
* [Model Context Protocol](https://modelcontextprotocol.io/)
* [MCP Inspector Tool](https://github.com/modelcontextprotocol/inspector)

## Troubleshooting

### Common Issues

1. **Server won’t start**: Ensure Node.js is installed and up to date
2. **MCP client can’t connect**: Check that the configuration file is in the correct location
3. **DataForSEO authentication errors**: Verify your username and password are correct
4. **Tools not available**: Verify the servers are running and the client configuration is correct

### Getting Help

* Check the MCP inspector for detailed error messages
* Ensure all dependencies are properly installed
* Verify your MCP client supports the Model Context Protocol
* For DataForSEO issues, check your account status and API limits

## License

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