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SEO Page rank project for Dunkin donuts

# Overview

The marketing department (MD) at Dunkin donuts noticed that some of their keyword rankings have dropped over the past 6 months. Therefore, they are engaging in a new SEO program to focus on keywords that dropped to page two on Google. To do this, a predictive model will be developed using training data to predict the keywords that have the potential to drive the most traffic to the website. These keywords will then be focused on for a comprehensive SEO program for the next six months.

The data science approach will be utilized to solve this business problem by applying a predictive model to the training data, which will include all keywords except page 2 rankings. Then the results will be applied to page 2 rankings to determine the best keywords to focus on. Success will be determined by improving keyword ranking to page one of google within one year.

# Data

The MD has access to 10000 keyword records for Dunkin pulled from SEMrush. The data include:

* Keyword
* Position
* Previous position
* Search Volume
* Keyword Difficulty
* CPC
* URL
* Traffic
* Traffic (%)
* Traffic Cost
* Competition

# Approach

1. Export keyword data from SEMRush
2. Extract page two rankings from the data to be used as the application.
3. Split data into 80/20 train test sets.
4. Perform EDA to understand the data
5. Create Tableau dashboard to display EDA
6. Train predictive model on training data.
7. Assess performance on test data
8. Apply to page two rank data
9. Identify top keyword on page two to focus SEO efforts

# Deliverables

* Code for data cleaning and EDA
* Code for model fitting
* Tableau dashboard for EDA
* A report describing the recommendations