

SEO Keyword & Content Analysis Report

Target URLs:

- <https://obbserv.com/marketing-automation/>
- <https://growthnatives.com/marketing-automation-services/>

Elements Scraped & Purpose:

- Title Tags: Find keywords usage
- Meta Descriptions: For rankings analysis
- H1-H3 Tags: SEO structure analysis
- Body content: Extract long-tail keywords
- Blog Tags: Topic categorization
- Internal Links: For content architecture

Tools & Libraries Used:

- BeautifulSoup - Fast HTML parser for static pages
- Selenium - For JavaScript-rendered websites
- Requests - To fetch pages
- lxml - For parsing structured XML/HTML
- pandas - For storing and cleaning data (CSV/Excel)
- nltk & spaCy - Tokenization & cleaning
- RAKE & KeyBERT - AI-based keyword extraction
- PyTrends - Keyword trend & volume analysis
- openpyxl - Automated Excel report generation
- smtplib/Slack API - Automated notifications

Conclusion:

The SEO content from both URLs was successfully scraped and analyzed. Long-tail keywords were extracted using NLP techniques, and Google Trends data was fetched to understand search volume trends. This analysis helps in identifying high-potential long-tail keywords, improving content architecture, and optimizing pages for better organic rankings.