Quick Start Guide: Semantic Competitor Gap Analysis Tool v1

Semantic Competitor Gap Analysis.

URL: https://flightdeck.resolutiondigital.com.au/semantic/home

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Features:

1. Project Creation: Includes a Client data along with at most 10 Competitors
2. Step 1: Keyword Clustering
3. Step 2: Meta Data for the URLs present in Client and Competitors
4. Step 3: Filter Creation for Dashboard
5. Step 4: Performance Dashboard
6. Step 5: Content Ideation Creation portal
7. Step 6: Content Ideation Report

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1. Project Creation:

Steps to follow:

1. Navigate to URL:
   https://flightdeck.resolutiondigital.com.au/semantic/home
2. Click on Add Button
3. Project Name field is mandatory field and accepts only alphanumeric values
4. User should select one of the model for keyword clustering; currently, only two modals are present *"all-MiniLM-L6-v2"* and *"all-mpnet-base-v2"*
5. Client name and client project file is mandatory. The client name is expected to be in alphanumeric values only and projects files are expected to be of CSV format.
6. At least one competitor is required. Competitor name and competitor's project file are mandatory fields. Competitor name is expected to be in alphanumeric value whereas, the project file is expected to be of CSV format.

- At most 10 competitors are allowed to be added
- At least 1 competitor is required
- Client/Competitor Project files shouldn't be blank
- If duplicate keyword is found in the Project file; only the keyword which is found at first is inserted but other duplicate keyword is ignored. *(Same keyword can be added to different client and competitors in the project but not for the same client/competitors)*
- If there are empty URL column in Project files; then the keyword containing empty URL will be ignored.

After, saving the settings are uploading the required documents; the project will be marked as In progress. The project will be queued for keyword clustering process.

2. Step 1: Keyword Clustering

The keywords present in the project files *(for client and competitors)* are listed here. The Keywords are grouped into the respective clusters.

Also, any keywords which was missed earlier during uploads or missed from the project files can be manually added in this stage.

Steps to follow in order to insert new keywords in existing list:

1. Navigate to URL:
   https://flightdeck.resolutiondigital.com.au/semantic/home
2. Select the project which is in *"Keyword and Cluster"* stage
3. Click on Add button
4. Select Client or Competitor for which you chose to insert the keyword
5. User can select the existing cluster or add new custom cluster
6. the keyword which needs to be inserted needs to be entered. Keywords are expected to be alpha numeric value
7. Position, Previous Position, Search Volume, CPC, Keyword difficulty, Competition, Traffic are mandatory fields and need to be entered for the particular keyword.
8. The URL is also a mandatory field; which is required for crawling to extract the Meta Data.*(Required for Step 2)*
9. Keywords Intents needs to be selected among: *"commercial",* *"informational", "navigational", "transactional"*
10. Keyword SERP needs to be selected among the list from the existing keyword's Keyword SERP

Clicking on Continue button will progress the Project for the next stage. Data Collection from Screaming Frog service will take some time.

And, the Project is marked in as In Progress - Meta Data stage until the queue is completed.

3. Step 2: Meta Data

In this stage; Title, Meta Description, H1, H2, Response Code is added to the keyword list.

Some URLs might be redirected to different URLs so the meta data might not be present. The URLs with status codes **301**, **302**, **403**, **500**, etc. don't have the Meta Data and are categorized as *"Inaccessible URL"* in UI.

Now, Clicking on Continue button to progress to Step 3. *No, waiting time is required to progress from Step 2 to Step 3.*

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4. Step 3: Create Filter

> ℹ The project should be on **Filter** stage.

The Filters which are required in Performance dashboard can be created in this stage.

> ℹ At most two filter groups can be marked as **Primary**.*(Primary Filter Groups are those filter groups which are displayed upfront in performance dashboard or Step 4 of the project)*
>
> User is able to create more than one filter groups which might be required for Performance dashboard.

Steps to follow to create Filter groups and Filters:

1. In Step 3 of the Project, click on *Add Group* button.

2. Click on *Add (+)* button to add filter in the group.

- The filter items can be: Cluster Name, Keyword, Search Volume, URL.
- The filter operators depends upon the filter item, if the filter items are string: *Cluster Name, Keyword, URL*; then the operator is going to be *Contains* and if the filter items are numeric: *Search Volume*; then the operators are going to be *Equals, Greater or equals to, Greater than, Lesser than, Less than or equals to.*

> ℹ
> - Filter Groups name should not be duplicate
> - Filters name within the filter group should not be duplicate.

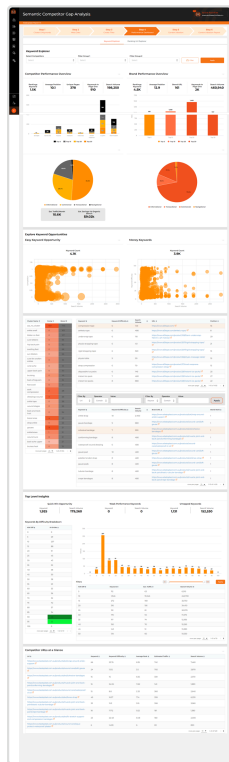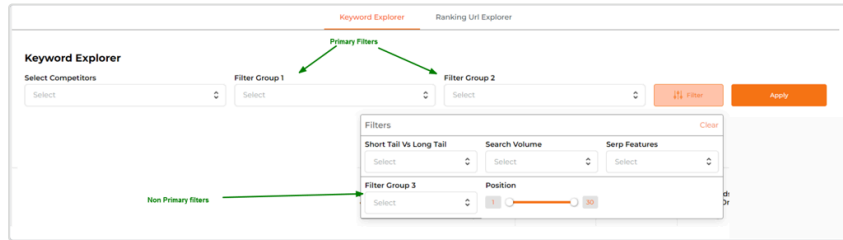At lease One filter Group is required to progress to *Step 4: Performance Dashboard*.

Clicking on Continue button will progress the Project to Performance Dashboard.
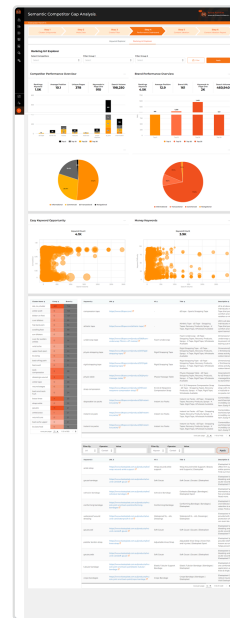
5. Step 4: Performance Dashboard

> ℹ️ The Project should be in **Performance Dashboard** stage.

The Filters Group which are Primary are displayed upfront in the Performance Dashboard as below.

Keyword Explorer

Ranking URL Explorer

- All the competitors added into the projects are listed in *Select Competitors* drop down.
- The Short tail vs Long Tail Filter is based on

  WHEN Keyword Length = 1 THEN "1 word"

  WHEN Keyword Length = 2 THEN "2 words"

  WHEN Keyword Length = 3 THEN "3 words"

  WHEN Keyword Length = 4 THEN "4 words"

  WHEN Keyword Length = 5 THEN "5 words"

  WHEN Keyword Length = 6 THEN "6 words"

  WHEN Keyword Length = 7 THEN "7 words"

  WHEN Keyword Length = 8 THEN "8 words"

ELSE "8+ words"

- Search Volume filter is based on

  WHEN Search Volume < 10 THEN 'Very Low'

  WHEN Search Volume >= 10 AND Search Volume < 50 THEN 'Low'

  WHEN Search Volume >= 50 AND Search Volume < 100 THEN 'Moderate Low'

  WHEN Search Volume >= 100 AND Search Volume < 500 THEN 'Moderate'

  WHEN Search Volume >= 500 AND Search Volume < 1000 THEN 'Moderate High'

  WHEN Search Volume >= 1000 AND Search Volume < 5000 THEN 'High'

  ELSE 'Very High'

- Clicking on Charts, Charts Legends, Table Grid Items (like Keyword Difficulty, Search Volume, Position, etc) will apply the filters and charts are populated accordingly.

Clicking on "Continue" buttons will progress the project to next stage i.e. *"Content Ideation"*.

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6. Step 5: Content Ideation

ℹ️ The Project should be in **Content Ideation** stage.

   No queues are involved in this stage.

Steps to follow to create Content Ideation report using Existing Keyword:

1. Navigate to URL:
   https://flightdeck.resolutiondigital.com.au/semantic/home
2. Select the project which is in *"Content Ideation"* stage
3. Click on Add button; modal opens up
4. *Content title, Related Product Category, Related Sub Product Category, Brief Description, Other Keywords, Approx Category SV, Insight, Notes, Inspiration* are fields where user can add their own entries
5. *Type of Content, Section of Website, Primary Keyword, Secondary Keyword, Ranking Competitor URL* needs to be selected from the dropdown
6. Insights and Notes added are displayed in the Step 6 of the project
7. But only Notes are displayed in PDF export of Step 6
8. Inspirations entered will not be displayed in Step 6 or in the PDF export.

Steps to follow to create Content Ideation report using Custom Keyword:

1. Navigate to URL:
   https://flightdeck.resolutiondigital.com.au/semantic/home
2. Select the project which is in *"Content Ideation"* stage
3. Click on Add button; modal opens up
4. In *Primary Keyword* and *Secondary Keyword,* enter the keywords which are not present in the list
5. Now, Click on "Add this to Primary Keyword"/"Add this to Secondary Keyword" button
6. Now, the field to enter the Primary Keyword SV and Secondary Keyword SV is enabled
7. These SV and Keyword is not responsible for any calculations
8. Rest of the fields remains the same.

ⓘ At least one Content Ideation is required to continue to next step.

Now, Click on Continue Button to progress to *Content Ideation Report* stage.

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7. Step 6: Content Ideation Report

ⓘ The project should be in **Content Ideation Report** stage.

The Content Ideation has its own set of Filter Components:

- The Primary SV and Cluster SV depends upon the Primary Keyword Selected during each Content Ideation Project
- Primary SV slider's maximum value depends upon the Maximum Search Volume of the selected Primary Keywords from each of the Content Ideations
- Cluster SV depends upon the maximum value of Search Volume entered by user in "Approx Category SV" entered for each Content Ideation

The First Content Ideation project is selected by default in Content Ideation Report page.

In order to Export the Content Ideation project user needs to select the Content Ideation and Click on "Export Selected" button.

- If we select only one Content Ideation; only one will be exported.
- If we select Multiple Content Ideation; all the Ideation is exported in the single PDF file.

- User can always go back to Step 1; to add new keywords and repeating the Steps again due to the queuing process of Step 1 to Step 2.
- User can always navigate back to Previous Steps to make changes in the Keywords, Filters and Content Ideations.