



# ROADMAP 2018

## AI-powered SEO

Created by the [WordLift Team \(@wordliftit\)](#)

“ The **Artificial Intelligence** you need to grow your audience.

-- [from the WordLift website](#)

”

# What's in this presentation

Our startup is 1 year old! 🐣

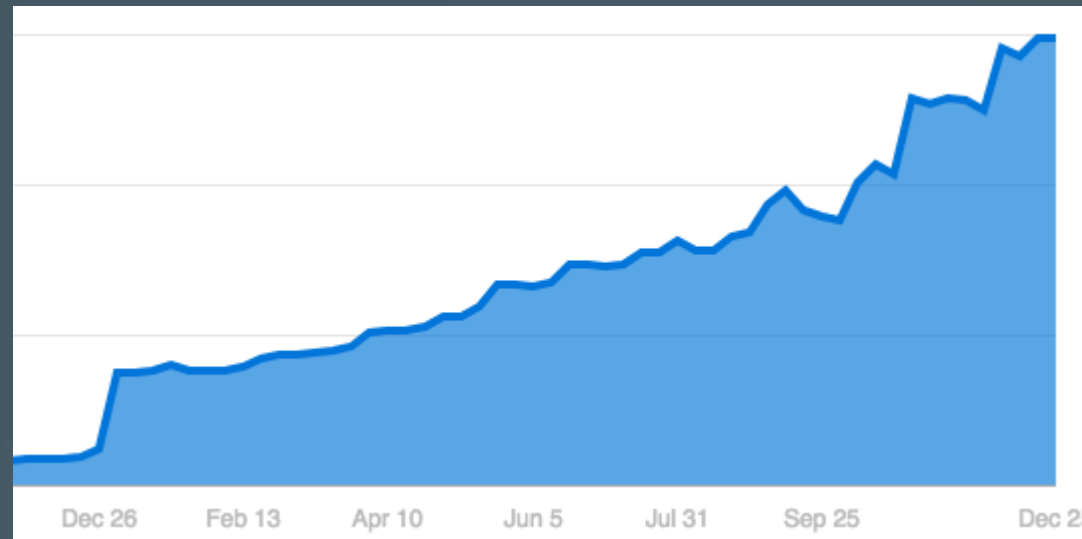
- It's time to think about:

1. State of the Word(*Lift*)
2. Strategy
3. Goals for the Year
4. Major Initiatives
5. Planning and Releases

# 1. State of the Word(*Lift*)

# Where we're standing

- **13.500+** downloads
- **200+** active installations
- **11.4%** revenue monthly growth (👏)



# Product Challenges 1/3

what we learned from our users :

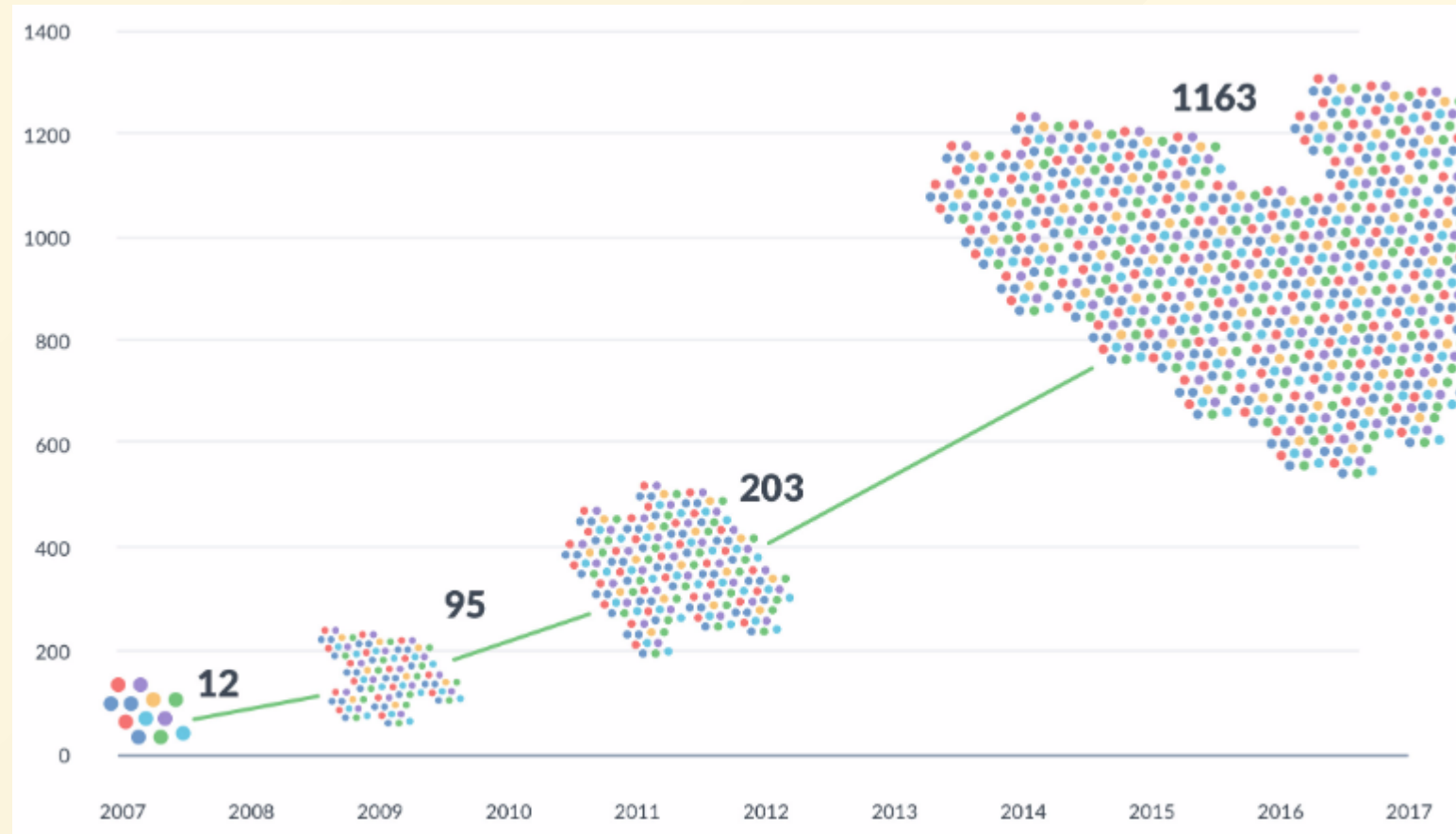
1. Building the **vocabulary** is *painful*
2. The initial **learning curve** is *steep*
3. The **analysis** *not always works* as it should
4. Automatically publishing *all* **entity pages** is *scary*
5. **Images** from the Commons are *crap*

# Product Challenges 2/3

how **the world** around us **is changing**:

6. **Gutenberg** will fundamentally transform *WordPress*
7. **Voice Search** will get *bigger* and **PASO** will become *key* for brands (small and large)
8. Google **Knowledge Graph** will get *more important* than **featured snippets**
9. **Chatbots** and **Instant Messaging** will *drive traffic*
10. **Graph** is the **enterprise data model** for the next 20+ yrs

# Linked Data will continue to grow exponentially



LINKED OPEN DATA NODES OVER TIME



438.674

Entities published in LOD with WordLift

Our most important KPI of the year

“ A new set of tools will emerge to make the publication of Linked Data something that can be accomplished without having to become an expert. ”

-- *from Data.World - "How Linked Data creates data-driven cultures"*

# Product Challenges 3/3

## Too Much - Too Early

“ we have a tendency to **over-strech project goals** and **keep features as open as possible**.  
This is good when building *MVPs* or *prototypes* but **it didn't help us meet the market**. ”

**LET'S AVOID IT!**

## 2. Strategy



# In a nutshell here is what we can do

1. **Make WordLift** easy to use and **agentive** (*weekly digests, dashboard, ...*) 🖱️ we need to *create and nurture* an **open channel** with our clients
2. **Test new algos and tactics** on **selected clients** and **beta testers** for both **WordLift** and **WooRank**
3. **Train clients on the technology** and always be **innovative**
4. Make **WordLift Cloud** available for anyone outside of WordPress
5. **Make websites talk**

# Personas

Let's meet our clients

# Sara

- She is the **editor in chief** of a magazine (print and online) that talks to a niche audience
- She **struggles with traffic** and cannibalizes her organic visits with paid ads
- Ramia's focus is on **branding** and **user experience**
- She is an **innovator** and a **savvy business woman**



# Dorian

- He is an **IT specialist** and **runs a blog** dedicated to coffee **in his spare time** with great care and professionalism
- He also has **trouble with the organic traffic**, competition is high in his sector
- Dorian is focused on **SEO**, **great content** and **understands the value of data**
- He is an **innovator** and a **techy**

# Ulf

- He is an **online publisher** and the main property serves content for a wide audience
- He is looking for **growth** and **monetization** (he is moving away from advertising)
- On the main site he needs **better engagement** and a **stronger marketing mix**
- Radu is a technical writer with a **clever SEO approach** and a **great entrepreneurial spirit**
- He is an **innovator** and a **startupper**

# Jason

- He is a marketer and works inside an organization
- He is looking for growth, innovation and network effect (he handles multiple properties and has partners to take care of)
- Rainer is a *Pro* marketer that understands semantic technologies, structured data and the power of graph databases
- He constantly looks for innovation to improve his organization
- He needs to demonstrate value internally

# Personas wrapup

Name	Profession	Goals	Likes
Sara	Editor in Chief	<ul style="list-style-type: none"><li>- grow traffic</li><li>- improve branding</li></ul>	<ul style="list-style-type: none"><li>- organic growth</li><li>- consultancy</li><li>- innovation</li></ul>
Dorian	Blogger	<ul style="list-style-type: none"><li>- grow traffic</li></ul>	<ul style="list-style-type: none"><li>- technology</li><li>- SEO</li></ul>
Ulf	Publisher	<ul style="list-style-type: none"><li>- grow traffic</li><li>- better engagement</li><li>- more traffic sources</li></ul>	<ul style="list-style-type: none"><li>- organic growth</li><li>- consultancy</li><li>- innovation</li></ul>
Jason	Marketer	<ul style="list-style-type: none"><li>- grow the network</li><li>- visibility</li></ul>	<ul style="list-style-type: none"><li>- innovation</li><li>- open data</li></ul>

### **3. Goals for the year**

# Upgrading 2018

1. **be there** when our **clients** need to **improve their marketing strategy**
2. **go live** with **WordLift Cloud**
3. **do magic** with **WooRank** by combining **expertise**, **tacticts** and **technology**
4. **launch a chatbot companion** to **make websites talk** using structured data

## 4. Major initiatives

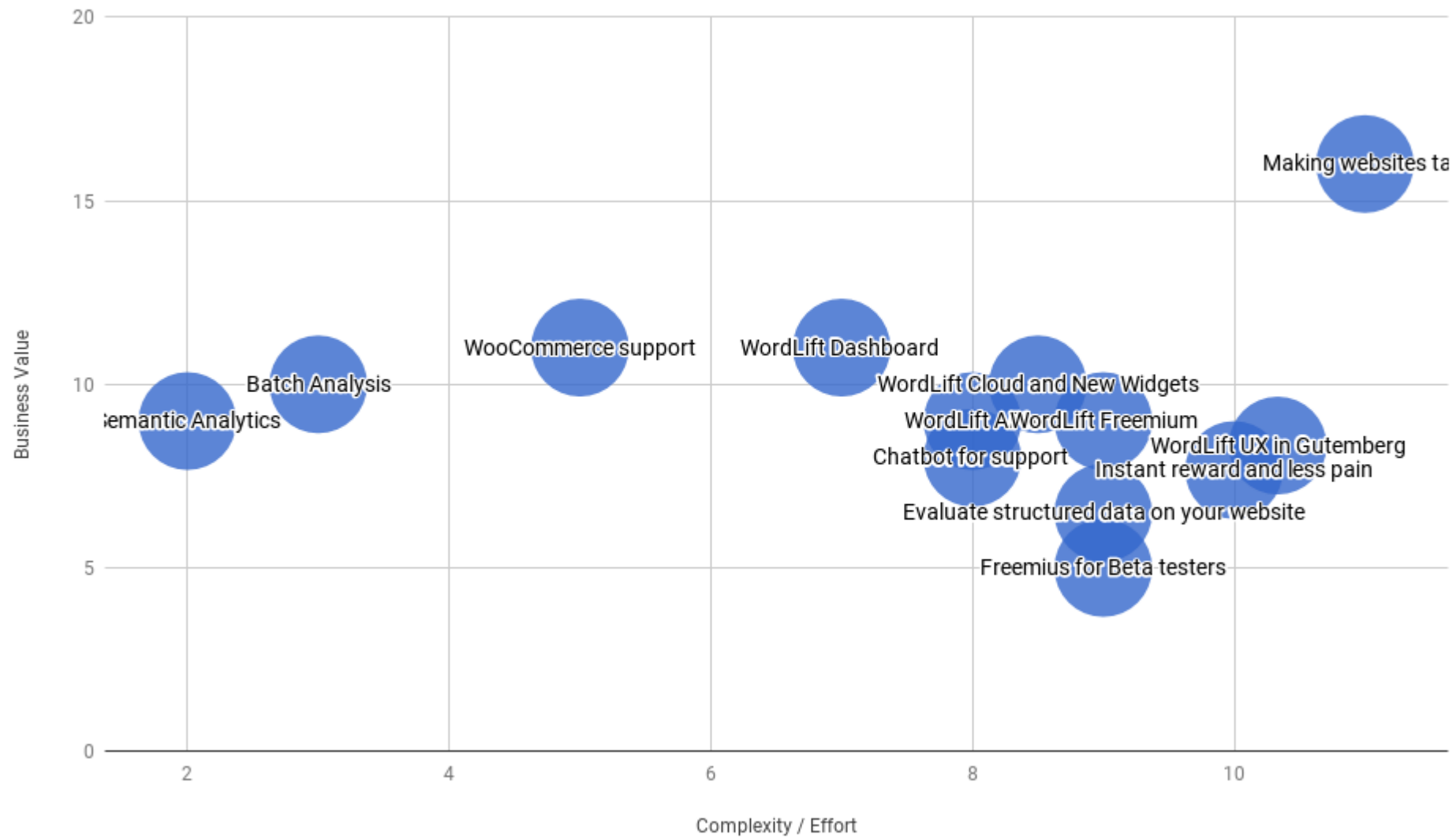
# Product Roadmap 2018 1/2

Initiative	Type	Target
1. <b>Dashboard</b> , keywords and digest by <b>WooRank</b>	Big Bet	Sara, Dorian
2. WordLift UX in <b>Gutenberg</b>	Loser	All
3. <b>WordLift Cloud</b> and <b>new widgets</b>	Big Bet	All
4. <b>Instant reward</b> with <b>better images</b> , <b>startup vocabulary</b> and <b>structured data validator</b>	Loser	Dorian, Sara
5. <b>Making Websites talk</b>	Big Bet	Sara, Jason, Ulf



# Product Roadmap 2018 2/2

Initiative	Type	Target
6. <b>WooCommerce</b> Support	Winner	Dorian
7. <b>Batch Analysis</b>	Winner	Jason, Ulf, Sara
8. <b>Chatbot for support</b>	Loser	All
9. <b>Semantic Analytics</b>	Maybe	Jason, Ulf, Sara
10. <b>WordLift APIs</b>	Loser	-
11. <b>WordLift Freemium</b>	Loser	-
12. <b>Track usage</b> for <i>beta testers</i>	Loser	-



## **5. Planning and Releases**

# Milestones

Initiative	Release	Planning
1. <b>Dashboard</b> , keywords and digest by <b>WooRank</b>	3.18	Q1
2. <b>WooCommerce</b> integration	3.19	Q1
3. <b>Instant reward</b> ph. 1 w/ <b>structured data validator</b>	3.20	Q1
4. WordLift UX in <b>Gutenberg</b>	4.0	Q2
5. <b>Instant Reward</b> ph. 2 w/ with better images	4.1	Q2
6. <b>WordLift Cloud</b> and <b>new widgets</b>	4.5	Q2/Q3
7. <b>Making Website Talk</b> and <b>support chatbot</b>	4.6	Q3/Q4

# Research and Development Work

## what are we experimenting with?

- **Content summarization** this is **crucial** for chatbot and could be also a solution to `missing meta descriptions`
- **Conversational UIs** and **Voice Search** to improve the engagement on content or to help users find it
- **Automatic Image captioning** for `missing alt tags` and for a better organization of the media library
- **Content crawling** for `vocabulary seeding` (feeding the graph with content crawled from the web)
- **Q&A** content extraction and **ChatPal** by Redlink



**Thank You!**