



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! 🐣

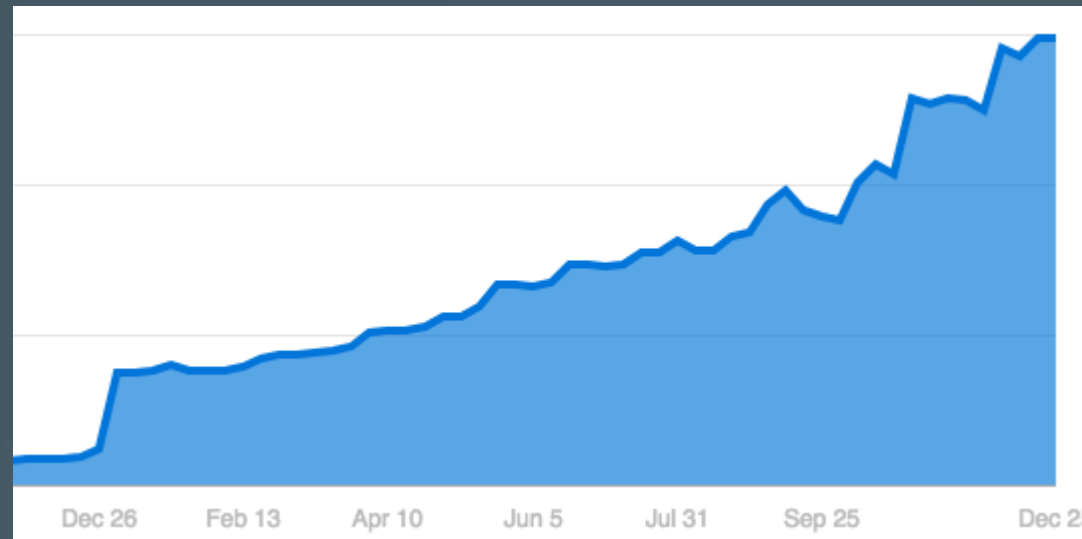
- It's time to think about:

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 :

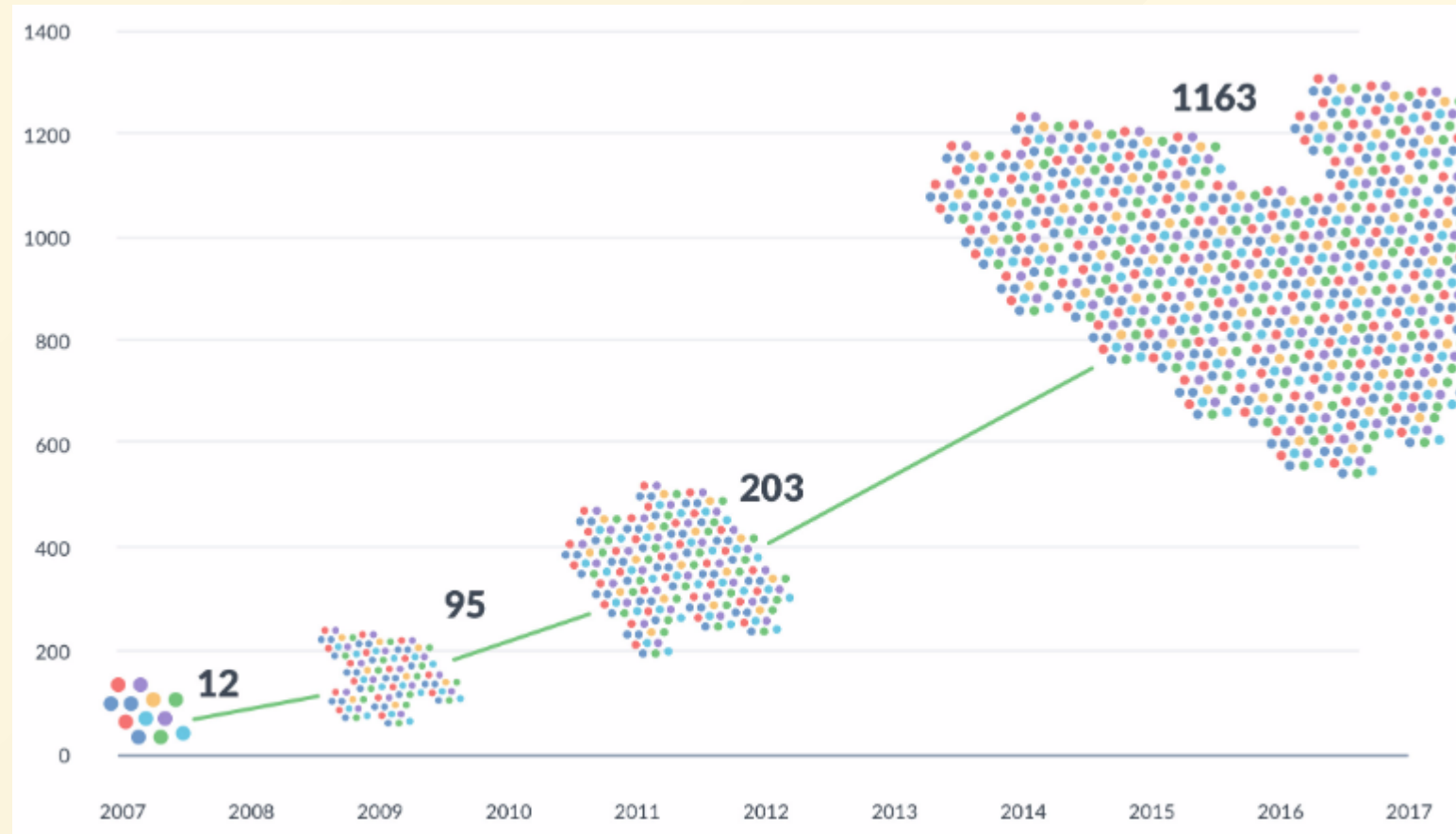
1. Building the **vocabulary** is *painful*
2. The initial **learning curve** is *steep*
3. The **analysis** *not always works* as it should
4. Automatically publishing *all* **entity pages** is *scary*
5. **Images** from the Commons are *crap*

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. Focus on **VIP Clients** and **end-to-end services** on top of **WordLift** and **WooRank**
3. **Train clients on the technology** and always be **innovative**
4. Bring **WordLift Cloud** to **WooRank**
5. **Make websites talk**
6. Build the **Italian market**

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">- grow traffic- improve branding	<ul style="list-style-type: none">- organic growth- consultancy- innovation
Dorian	Blogger	<ul style="list-style-type: none">- grow traffic	<ul style="list-style-type: none">- technology- SEO
Ulf	Publisher	<ul style="list-style-type: none">- grow traffic- better engagement- more traffic sources	<ul style="list-style-type: none">- organic growth- consultancy- innovation
Jason	Marketer	<ul style="list-style-type: none">- grow the network- visibility	<ul style="list-style-type: none">- innovation- open data

3. Goals for the year

Upgrading 2018

1. **provide top-notch SEO services** to **VIP clients**
2. **grow active installs** to **600** (including *Cloud* and *APIs*)
3. **go live** with **WordLift Cloud** and a **streamlined user experience**
4. **do magic** with **WooRank** by combining **expertise**, **tacticts** and **technology**
5. **launch a chatbot companion** to **make websites talk** using structured data

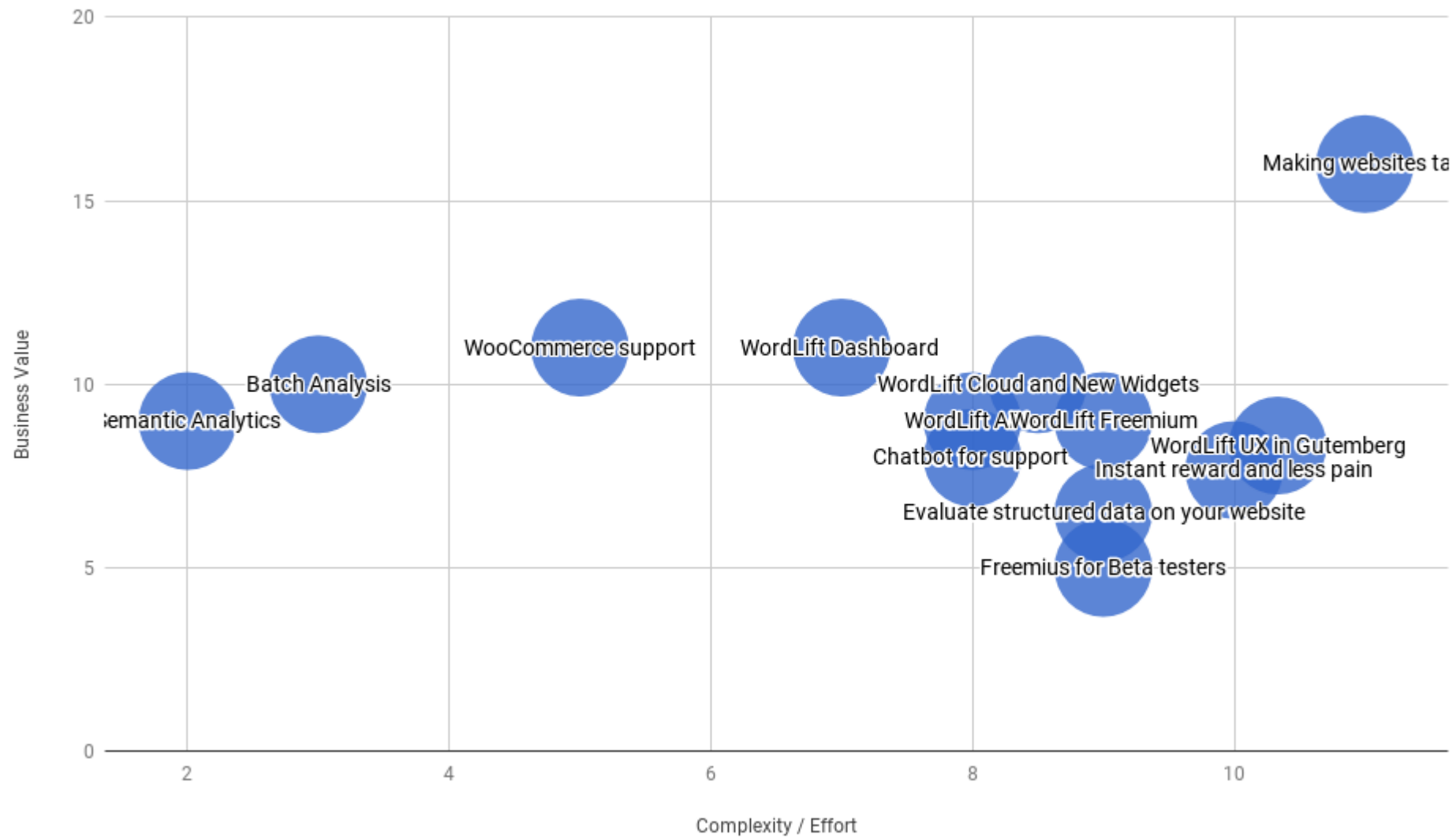
4. Major initiatives

Product Roadmap 2018 1/2

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

Product Roadmap 2018 2/2

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



Winners	Losers	Big Bets	Maybes
WooCommerce integration	Gutenberg	Making Websites Talk	Semantic Analytics
Batch Analysis	Instant reward	WordLift Dashboard	
	Evaluate Structured Data	WordLift Cloud & New Widgets	
	Chatbot for support		
	WordLift Freemium		
	WordLift APIs		

5. Planning and Releases

Milestones

Initiative	Release	Planning
1. Dashboard , keywords and digest by WooRank	3.18	Q1
2. WooCommerce integration	3.19	Q1
3. Instant reward ph. 1 w/ structured data validator	3.20	Q1
4. WordLift UX in Gutenberg	4.0	Q2
5. Instant Reward ph. 2 w/ with better images	4.1	Q2
6. WordLift Cloud and new widgets	4.5	Q2/Q3
7. Making Website Talk and support chatbot	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`
- **Content crawling** for `vocabulary seeding` (feeding the graph with content crawled from the web)
- **Q&A** content extraction and **ChatPal** by Redlink



Thank You!