Ross Tavendale

@rtavs

TYPE A MEDIA

Finding opportunity in keyword canibalisation

http://www.slideshare.net/rosstavendale

type (a)

Growing up
excess was a theme

Type ⓐ

Too *many*

Type (a)

Too *close*

type ⓐ

Too *fast*

Too *loud*

Too *long*

Too many *tissues*

Too many *opportunities* creates *inertia*
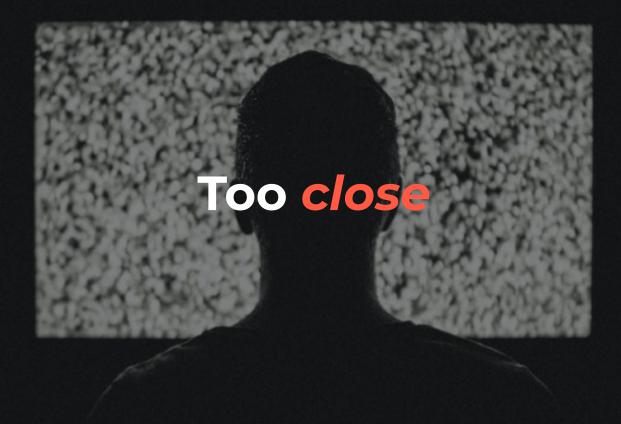
Canibalisation is giving Google *too many URLs* that rank for the *same term*

Start *closing* or *differentiating* the doors

ross@typeamedia.co.uk

@rtavs

Storytime

Real world example

Automating cannibalisation and gap analysis with natural language processing

Client asked to *find canibalisation* on their site for a *hero term*

Google Search Console

Performance report >

Queries >

Filter by keyword >

Click on pages >

Great, thanks

All keywords, URLs, countries, languages and devices

Type @

Calmly said,
"Sure, no bother"

Type Ⓐ

When *it's big*,
it can be *intimidating*

ross@typeamedia.co.uk

Type Ⓐ

@rtavs

We need a programmatic solution

Keyword map

Where **is the issue?**

What **to do**

What's **the problem**

Why **canibalisation is occurring**

How **to fix**

type(a)
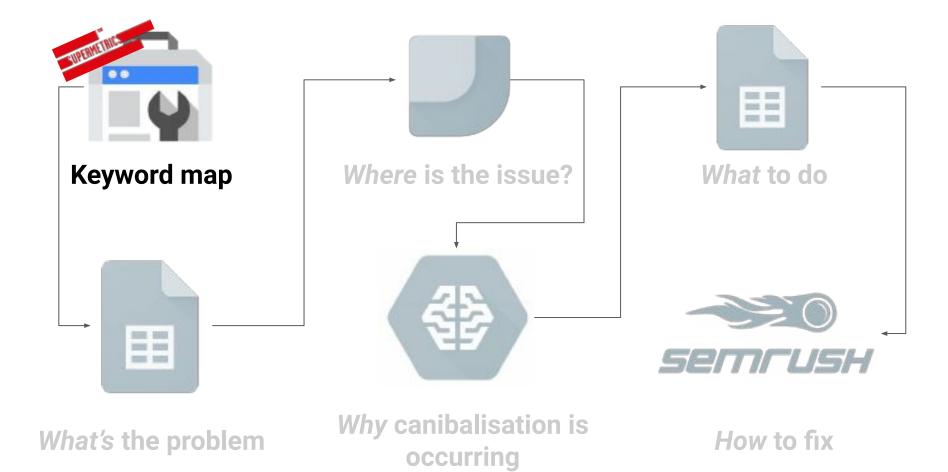
Get the sheet

Follow Along with the Sheet

Email **conference@typeamedia.co.uk** and an auto responder will send you the sheet

Keyword map

Where is the issue?

What to do

What's the problem

Why canibalisation is occurring

How to fix

Get a 100k yard view to diagnose the issue
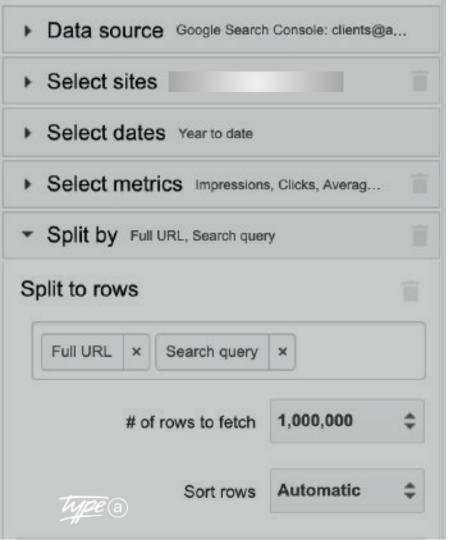
See patterns in cannibalised rankings

type a
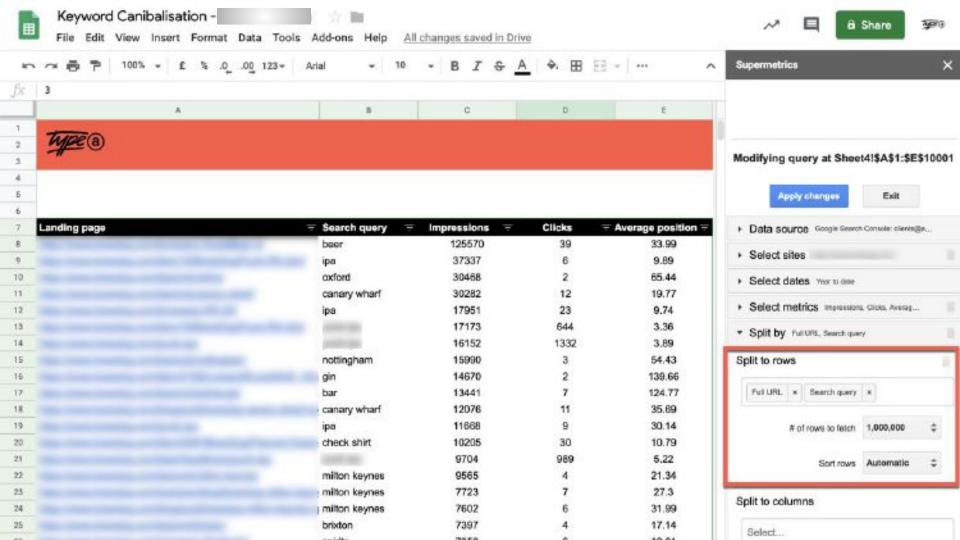
Supermetrics Google Sheets Add On
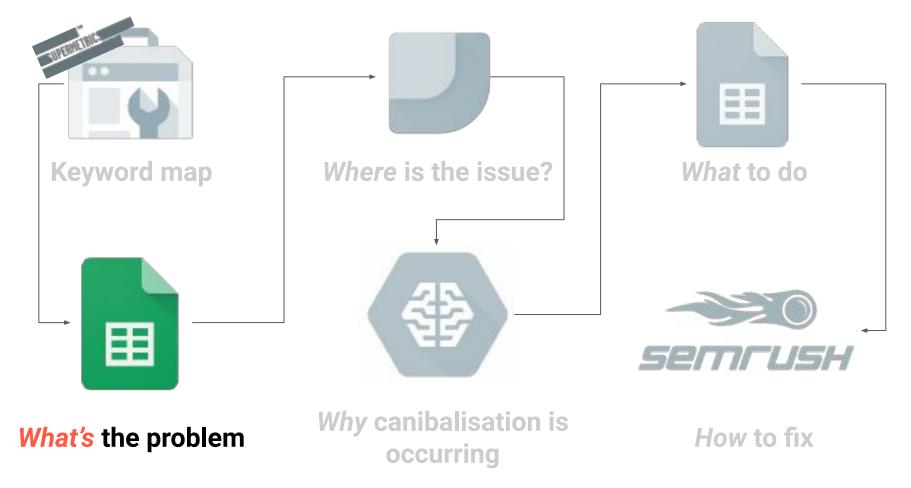
What does it do?
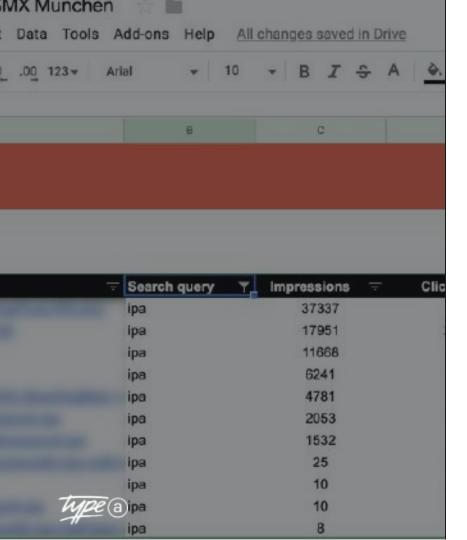
- **All URLs that rank**

- **Beside the keywords they rank for**

- **Duplicate keywords mean canibalisation**

- **Only available via API**

Keyword map - done!

Keyword map

Where is the issue?

What to do

What's **the problem**

Why canibalisation is occurring

How to fix

What the numbers say
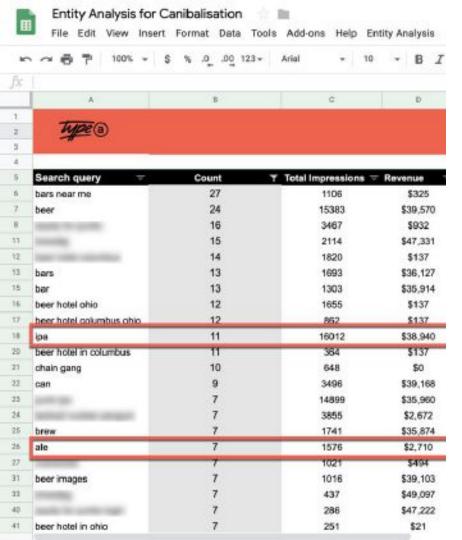
- **81k impressions**

- **43 clicks**

- **0.05% CTR**

- **11 competing URLs**

RAW GSC Data

- **Process this data and get it in a meaningful format**

- **Categorised by most cannibalised keyword**

- **With highest commercial value**

Search query	Count	Total Impressions	Revenue	URL 1	URL 2	URL 3	URL 4	URL 5	URL 6	URL 7	URL 8	URL 9	URL 10
bars near me	27	1106	$325	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
beer	24	15383	$39,570	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
	16	3467	$932	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
	15	2114	$47,331	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
	14	1820	$137	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
bars	13	1693	$36,127	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
bar	13	1303	$35,914	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
beer hotel ohio	12	1655	$137	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
beer hotel columbus ohio	12	862	$137	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
ipa	11	16012	$38,940	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
beer hotel in columbus	11	364	$137	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
chain gang	10	648	$0	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
can	9	3496	$39,168	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www.brewd:	
	7	14899	$35,960	https://www	https://www	https://www	https://www	https://www	https://www.				
	7	3855	$2,672	https://www	https://www	https://www	https://www	https://www	https://www.				
brew	7	1741	$35,874	https://www	https://www	https://www	https://www	https://www	https://www.				
ale	7	1576	$2,710	https://www	https://www	https://www	https://www	https://www	https://www.				
	7	1021	$494	https://www	https://www	https://www	https://www	https://www	https://www.				
beer images	7	1016	$39,103	https://www	https://www	https://www	https://www	https://www	https://www.				
	7	437	$49,097	https://www	https://www	https://www	https://www	https://www	https://www.				
	7	286	$47,222	https://www	https://www	https://www	https://www	https://www	https://www.				
beer hotel in ohio	7	251	$21	https://www	https://www	https://www	https://www	https://www	https://www.				

Entity Analysis for Canibalisation

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Entity Analysis

Search query	Count	Total Impressions	Revenue
bars near me	27	1106	$325
beer	24	15383	$39,570
	16	3467	$932
	15	2114	$47,331
	14	1820	$137
bars	13	1693	$36,127
bar	13	1303	$35,914
beer hotel ohio	12	1655	$137
beer hotel columbus ohio	12	862	$137
ipa	11	16012	$38,940
beer hotel in columbus	11	364	$137
chain gang	10	648	$0
can	9	3496	$39,168
	7	14899	$35,960
	7	3855	$2,672
brew	7	1741	$35,874
ale	7	1576	$2,710
	7	1021	$494
beer images	7	1016	$39,103
	7	437	$49,097
	7	286	$47,222
beer hotel in ohio	7	251	$21

Optimise by numbers

IPA has *11 URLs* ranking and generates *$38k*

Ale has *7 URLs* ranking and generates *$2710*

How to prepare the data

type a

100% ▾   £ % .0 .00 123▾   Arial   ▾ 10 ▾ B I S A ✏ ⊞ ▦ ▾ ≡ ▾ ⊥ ▾ ┼ ▾ ∇ ▾ ∞ ⊞ ⊡ ▼ ▾ Σ ▾ ⊟ ⥮ ⥯

fx =unique(gss1B:B)

tup@

Search query	Count	URL1	URL2	URL3	URL4	URL5	URL6	URL7	URL8	URL9	URL10	URL11
beer												
ipa												
oxford												
canary wharf												
nottingham												
gin												
bar												
check shirt												
milton keynes												
brixton												
spirits												
fanzine												
merch												
lumberjack shirt												
james may												
soho bars												
shoreditch												
vegan beer												
brew												
bars in soho												
beers												
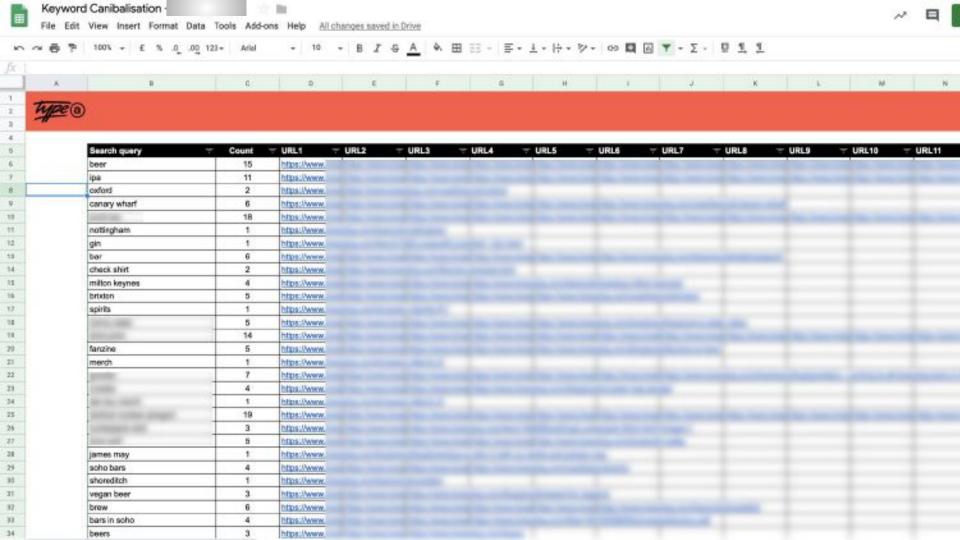
=unique(*gsc!B:B*)

=countif(gsc!B:B,B6)

Search query	Count	URL1	URL2	URL3	URL4	URL5	URL6	URL7	URL8	URL9	URL10	URL11
beer	15											
ipa	11											
oxford	2											
canary wharf	6											
	18											
nottingham	1											
gin	1											
bar	6											
check shirt	2											
milton keynes	4											
brixton	5											
spirits	1											
	5											
	14											
fanzine	5											
merch	1											
	7											
	4											
ale tau merch	1											
	19											
lumberjack shirt	3											
	5											
james may	1											
soho bars	4											
shoreditch	1											
vegan beer	3											
brew	6											
bars in soho	4											
beers	3											

=countif(*gsc!B:B*,*B6*)

File Edit View Insert Format Data Tools Add-ons Help   All changes saved in Drive

Search query	Count	URL1	URL2	URL3	URL4	URL5	URL6	URL7	URL8	URL9	URL10	URL11
beer	15	https://www.										
ipa	11	https://www.										
oxford	2	https://www.										
canary wharf	6	https://www.										
	18	https://www.										
nottingham	1	https://www.										
gin	1	https://www.										
bar	6	https://www.										
check shirt	2	https://www.										
milton keynes	4	https://www.										
brixton	5	https://www.										
spirits	1	https://www.										
	5	https://www.										
	14	https://www.										
fanzine	5	https://www.										
merch	1	https://www.										
	7	https://www.										
	4	https://www.										
	1	https://www.										
	19	https://www.										
	3	https://www.										
	5	https://www.										
james may	1	https://www.										
soho bars	4	https://www.										
shoreditch	1	https://www.										
vegan beer	3	https://www.										
brew	6	https://www.										
bars in soho	4	https://www.										
beers	3	https://www.										

=*query* (gsc!A:F, "*select A where B = 'keyword'* ")

```
=transpose(query(gsc!$A:$F,"select A where B = '"&B6&"' label A ''"))
```
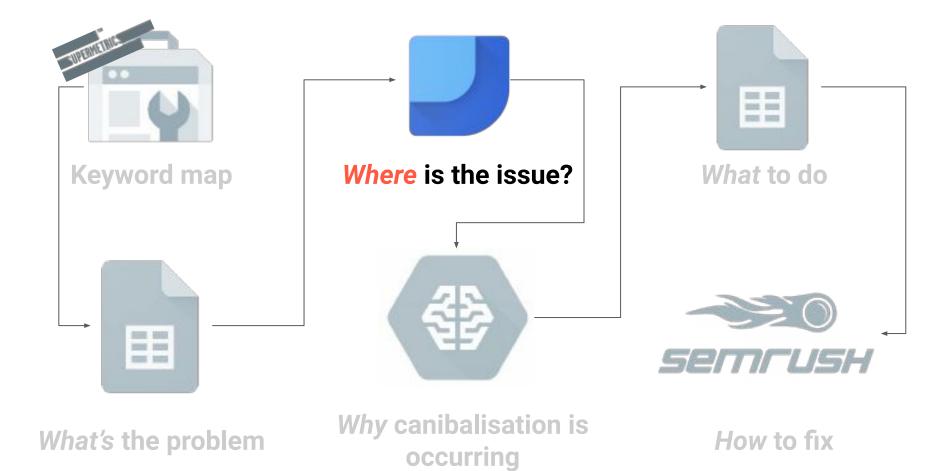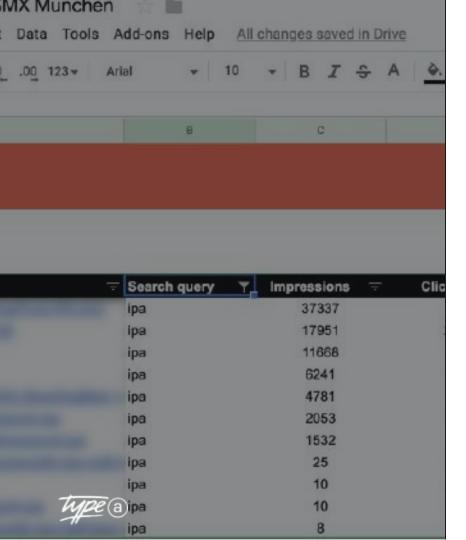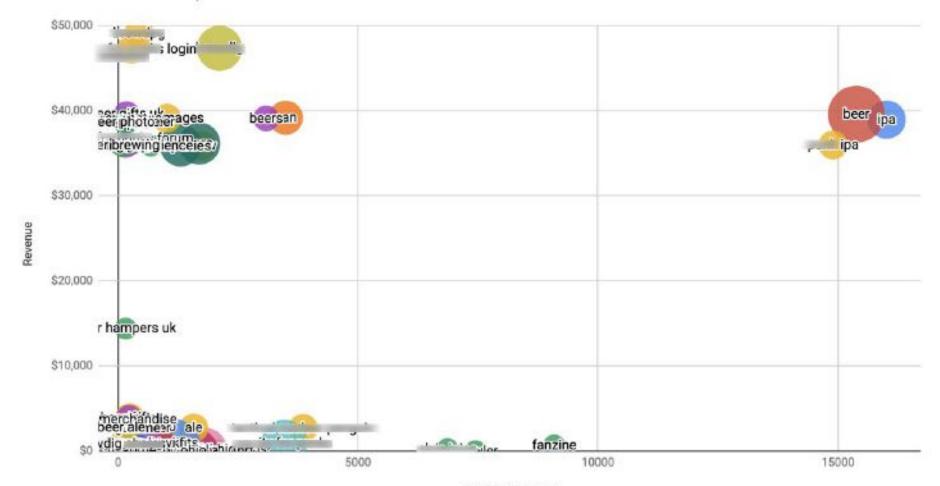
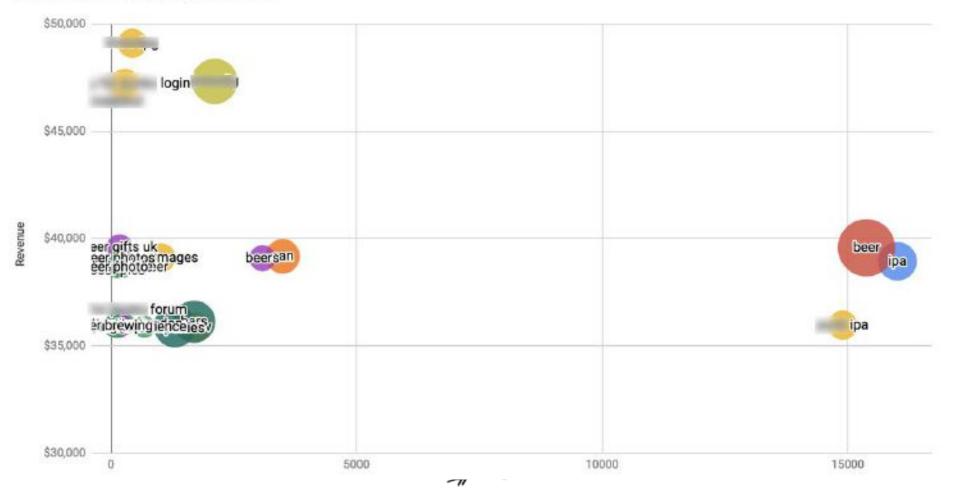# BenCollins.com

YouTube.com /G-Suite

CodingIsForLosers. com

Keyword map

Where is the issue?

What to do

What's the problem

Why canibalisation is occurring

How to fix

semrush

type a

Remember the numbers from earlier?

- **~500k keywords**

- **So what?**

- **Who cares?**

- **Make a business case**
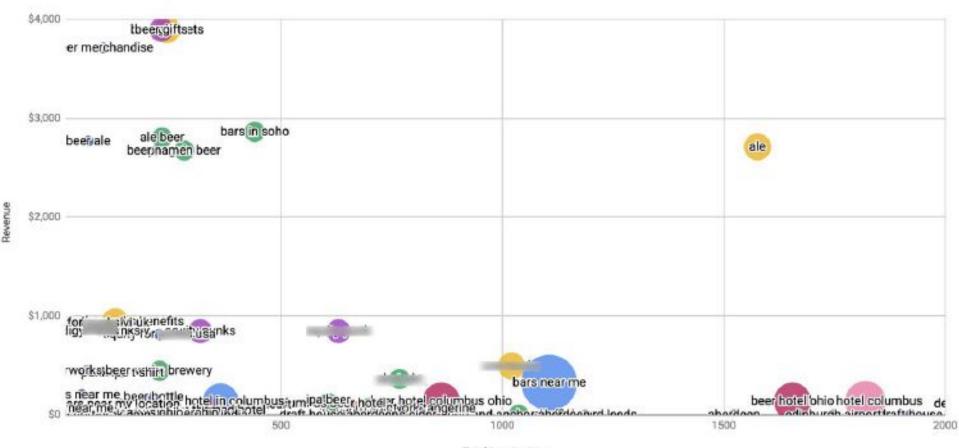
Revenue vs Total Impressions
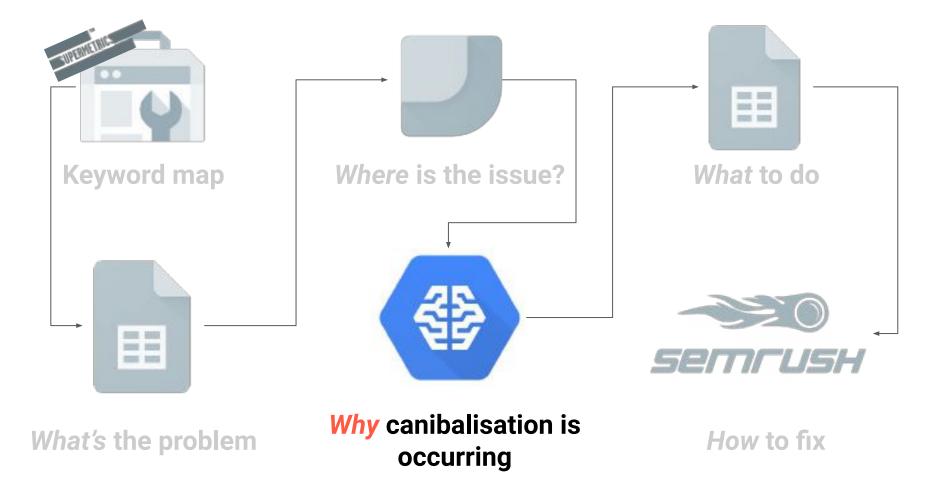
Revenue vs Total Impressions scatter plot. Y-axis: Revenue (from $0 to $50,000). X-axis: Total Impressions (from 0 to 15000).

Labels visible on the chart: beersan, beer, ipa, ipa, eer photo, images, eribrewing, forum, login, s login, hampers uk, merchandise, beer, ale, neer, ale, vdig, fanzine

Revenue vs Total Impressions

Revenue vs Total Impressions

Keyword map

Where is the issue?

What to do

What's the problem

Why **canibalisation is occurring**

How to fix
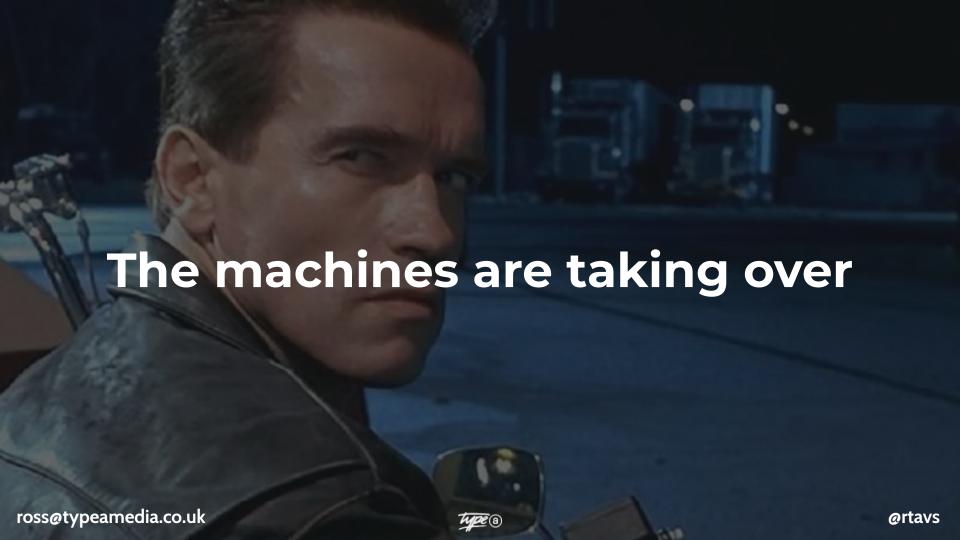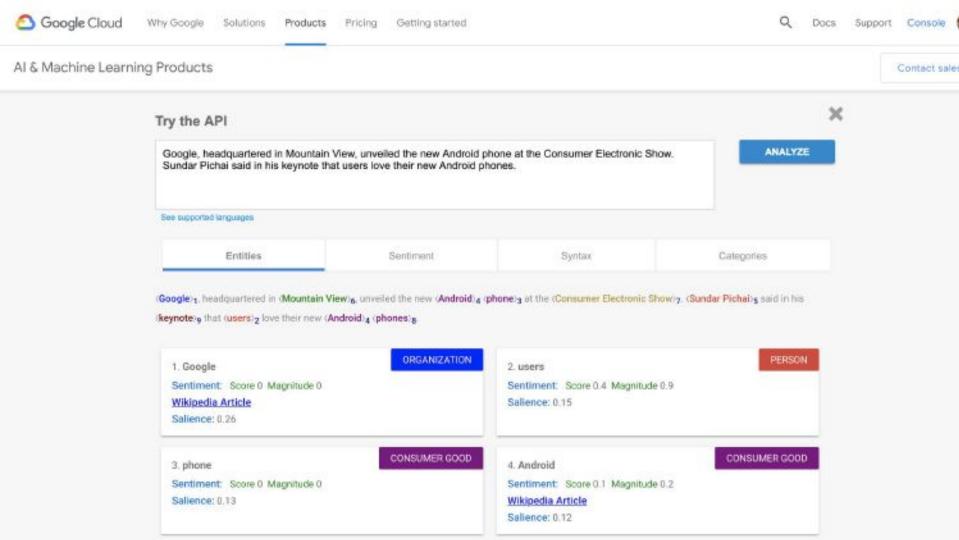
Cloud
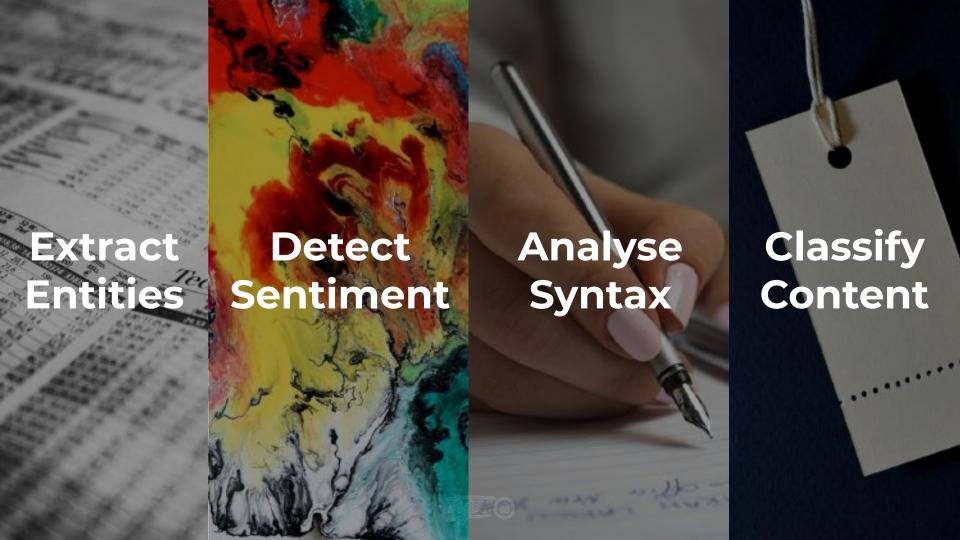# Natural Language

"*API* for *analysing text* using a pre-trained *machine learning model*."

The machines are taking over

Extract Entities

Detect Sentiment

Analyse Syntax

Classify Content

Why Google   Solutions   Products   Pricing   Getting started

🔍 Search   Docs   Support   Console

AI & Machine Learning Products

Contact sales

Try the API

> Google, headquartered in Mountain View, unveiled the new Android phone at the Consumer Electronic Show. Sundar Pichai said in his keynote that users love their new Android phones.

ANALYZE

See supported languages

| Entities | Sentiment | Syntax | Categories |

(Google)$_1$, headquartered in (Mountain View)$_6$, unveiled the new (Android)$_4$ (phone)$_3$ at the (Consumer Electronic Show)$_7$. (Sundar Pichai)$_5$ said in his (keynote)$_9$ that (users)$_2$ love their new (Android)$_4$ (phones)$_8$.

---

1. Google   **ORGANIZATION**

Sentiment: Score 0 Magnitude 0

Wikipedia Article

Salience: 0.26

---

2. users   **PERSON**

Sentiment: Score 0.4 Magnitude 0.9

Salience: 0.15

---

3. phone   **CONSUMER GOOD**

Sentiment: Score 0 Magnitude 0

Salience: 0.13

---

4. Android   **CONSUMER GOOD**

Sentiment: Score 0.1 Magnitude 0.2

Wikipedia Article

Salience: 0.12

Why is this important?

type a

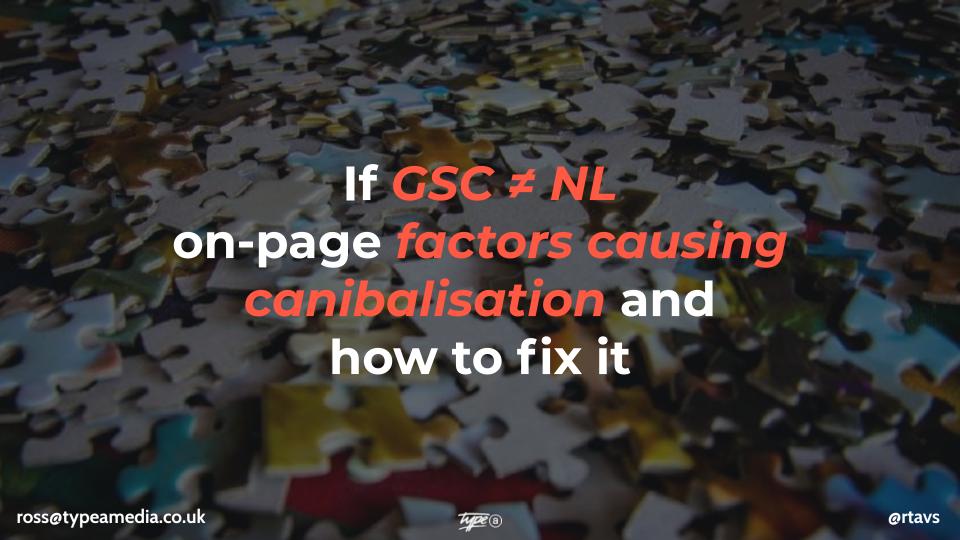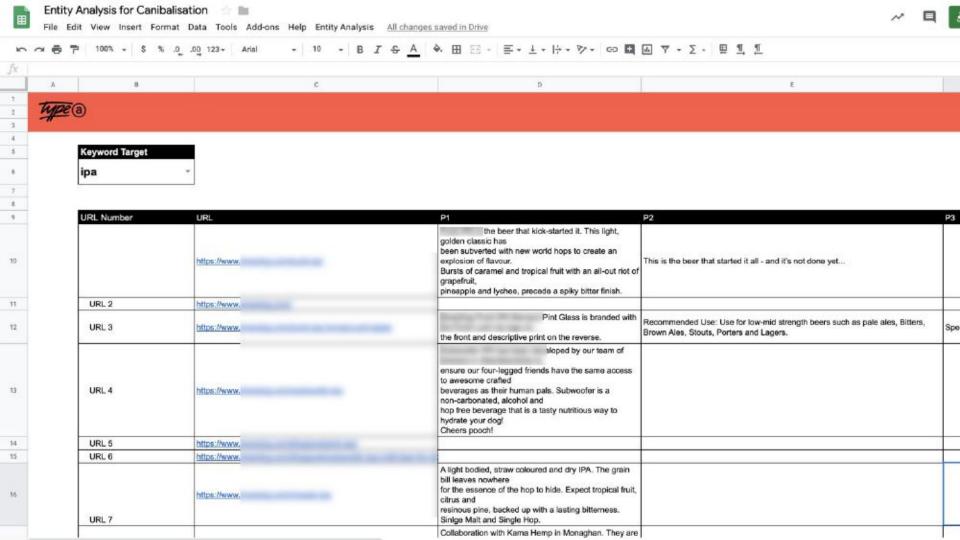**Search Console** rankings are in the **context** of your **domain**

type ⓐ

Cloud NL just looks at the *text*

If *GSC ≠ NL*
on-page *factors causing*
canibalisation and
how to fix it

type ⓐ

Preparing the data for analysis

Search query	Count	Total Impressions	Revenue	URL 1	URL 2	URL 3	URL 4	URL 5	URL 6	URL 7	URL 8	URL 9	URL 10
bars near me	27	1106	$325	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
beer	24	15383	$39,570	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
	16	3467	$932	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
	15	2114	$47,331	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
	14	1820	$137	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
bars	13	1693	$36,127	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
bar	13	1303	$35,914	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
beer hotel ohio	12	1655	$137	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
beer hotel columbus ohio	12	862	$137	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
ipa	11	16012	$38,940	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
beer hotel in columbus	11	364	$137	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
chain gang	10	648	$0	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https://www	https:/
can	9	3496	$39,168	https://www	https://www	https://www	https://www	https://www	https://www	https://www.brewd:
	7	14899	$35,960	https://www	https://www	https://www	https://www	https://www	https://www.
	7	3855	$2,672	https://www	https://www	https://www	https://www	https://www	https://www.
brew	7	1741	$35,874	https://www	https://www	https://www	https://www	https://www	https://www.
ale	7	1576	$2,710	https://www	https://www	https://www	https://www	https://www	https://www.
	7	1021	$494	https://www	https://www	https://www	https://www	https://www	https://www.
beer images	7	1016	$39,103	https://www	https://www	https://www	https://www	https://www.
	7	437	$49,097	https://www	https://www	https://www	https://www	https://www	https://www.
	7	286	$47,222	https://www	https://www	https://www	https://www	https://www.
beer hotel in ohio	7	251	$21	https://www	https://www	https://www	https://www	https://www	https://www.

Keyword Target

ipa

URL Number	URL	P1	P2	P3
	https://www.	_____ the beer that kick-started it. This light, golden classic has been subverted with new world hops to create an explosion of flavour. Bursts of caramel and tropical fruit with an all-out riot of grapefruit, pineapple and lychees, precede a spiky bitter finish.	This is the beer that started it all - and it's not done yet...	
URL 2	https://www.			
URL 3	https://www.	_____ Pint Glass is branded with the front and descriptive print on the reverse.	Recommended Use: Use for low-mid strength beers such as pale ales, Bitters, Brown Ales, Stouts, Porters and Lagers.	Spe
URL 4	https://www.	_____ eloped by our team of _____ ensure our four-legged friends have the same access to awesome crafted beverages as their human pals. Subwoofer is a non-carbonated, alcohol and hop free beverage that is a tasty nutritious way to hydrate your dog! Cheers pooch!		
URL 5	https://www.			
URL 6	https://www.			
URL 7	https://www.	A light bodied, straw coloured and dry IPA. The grain bill leaves nowhere for the essence of the hop to hide. Expect tropical fruit, citrus and resinous pine, backed up with a lasting bitterness. Sinlge Malt and Single Hop.		
		Collaboration with Kama Hemp in Monaghan. They are		

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Entity Analysis   All changes saved in Drive

100% $ %   .0   .00   123▾   Arial   10   B   I   S   A

Keyword Target

ipa

Drop Down List

URL Number	URL	P1	P2	P3
	https://www.	the beer that kick-started it. This light, golden classic has been subverted with new world hops to create an explosion of flavour. Bursts of caramel and tropical fruit with an all-out riot of grapefruit, pineapple and lychee, precede a spiky bitter finish.	This is the beer that started it all – and it's not done yet...	
URL 2	https://www.			
URL 3	https://www.	Pint Glass is branded with the front and descriptive print on the reverse.	Recommended Use: Use for low-mid strength beers such as pale ales, Bitters, Brown Ales, Stouts, Porters and Lagers.	Spe
URL 4	https://www.	eloped by our team of ensure our four-legged friends have the same access to awesome crafted beverages as their human pals. Subwoofer is a non-carbonated, alcohol and hop free beverage that is a tasty nutritious way to hydrate your dog! Cheers pooch!		
URL 5	https://www.			
URL 6	https://www.			
URL 7	https://www.	A light bodied, straw coloured and dry IPA. The grain bill leaves nowhere for the essence of the hop to hide. Expect tropical fruit, citrus and resinous pine, backed up with a lasting bitterness. Sinlge Malt and Single Hop.		
		Collaboration with Kama Hemp in Monaghan. They are		

File Edit View Insert Format Data Tools Add-ons Help Entity Analysis All changes saved in Drive

100% ▾ $ % .0 .00 123 ▾ Arial ▾ 10 ▾ **B** *I* S A ▾

	A	B	C	D	E

Keyword Target

ipa ▾

⬅ **Drop Down List**

URL Number	URL	P1	P2	P3
	https://www. ████	████ the beer that kick-started it. This light, golden classic has been subverted with new world hops to create an explosion of flavour. Bursts of caramel and tropical fruit with an all-out riot of grapefruit, pineapple and lychee, precede a spiky bitter finish.	This is the beer that started it all – and it's not done yet…	
URL 2	https://www. ████			
	https://www. ████	████ Pint Glass is branded with ████ the front and descriptive print on the reverse.	Recommended Use: Use for low-mid strength beers such as pale ales, Bitters, Brown Ales, Stouts, Porters and Lagers.	Spe
URL 4	https://www. ████	████ loped by our team of ████ ensure our four-legged friends have the same access to awesome crafted beverages as their human pals. Subwoofer is a non-carbonated, alcohol and hop free beverage that is a tasty nutritious way to hydrate your dog! Cheers pooch!		
URL 5	https://www. ████			
URL 6	https://www. ████			
URL 7	https://www. ████	A light bodied, straw coloured and dry IPA. The grain bill leaves nowhere for the essence of the hop to hide. Expect tropical fruit, citrus and resinous pine, backed up with a lasting bitterness. Sinlge Malt and Single Hop.		
		Collaboration with Kama Hemp in Monaghan. They are		

⬅ **Pulls associated URLS**

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Entity Analysis   All changes saved in Drive

100% $ %   .0   .00   123▾   Arial   10   B   I   S   A   ▦   ☰   ☰   ⌄

Keyword Target

ipa

Drop Down List

Scrapes text from the page

Pulls associated URLS

	URL Number	URL	P1	P2	P3
10		https://www.	the be... ...d it. This light, golden classic has been subverted with new ...nd hops to create an explosion of flavour. Bursts of caramel and tropical fruit with an all-out riot of grapefruit, pineapple and lychee, precede a spiky bitter finish.	This is the beer that started it all – and it's not done yet...	
11	URL 2	https://www.			
12		https://www.	...Pint Glass is branded with the front and descriptive print on the reverse.	Recommended Use: Use for low-mid strength beers such as pale ales, Bitters, Brown Ales, Stouts, Porters and Lagers.	Spe...
13	URL 4	https://www.	...eloped by our team of ...ensure our four-legged friends have the same access to awesome crafted beverages as their human pals. Subwoofer is a non-carbonated, alcohol and hop free beverage that is a tasty nutritious way to hydrate your dog! Cheers pooch!		
14	URL 5	https://www.			
15	URL 6	https://www.			
16	URL 7	https://www.	A light bodied, straw coloured and dry IPA. The grain bill leaves nowhere for the essence of the hop to hide. Expect tropical fruit, citrus and resinous pine, backed up with a lasting bitterness. Sinlge Malt and Single Hop.		
			Collaboration with Kama Hemp in Monaghan. They are		

Data Validation

Make a drop down list with a data validation

When you select the keyword, URLs populate

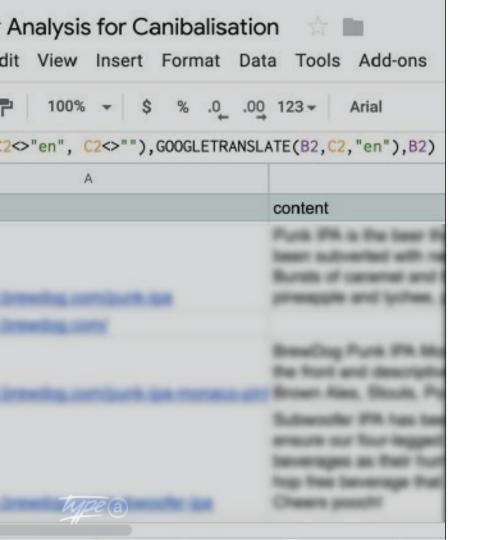# Scrape the content from the page

IMPORTXML

Use *importxml* function

Scrape page content of the selected URLs

=*importxml*(*A1*,
"//div[@class='product-description']")

Copy as Xpath in Chrome

Detect the language and translate to english

Analysis for Canibalisation ☆ 📁

dit   View   Insert   Format   Data   Tools   Add-ons

100% ▾ $ %   .0   .00   123 ▾   Arial

C2<>"en", C2<>""),GOOGLETRANSLATE(B2,C2,"en"),B2)

	A	content

GOOGLE TRANSLATE

Google translate is built into sheets

Use an IF statement with =GoogleTranslate

Run the NL *API call*
inside sheets

ross@typeamedia.co.uk

@rtavs

Learn App Script

Go follow Alicia Williams
@presactlyalicia

Watch her [Google Next Talk](#)

Download [her deck](#)

Use [her code on Git](#)

LEARN APP SCRIPT

AppScript is *javascript for G-Suite*

Google has a free course on it
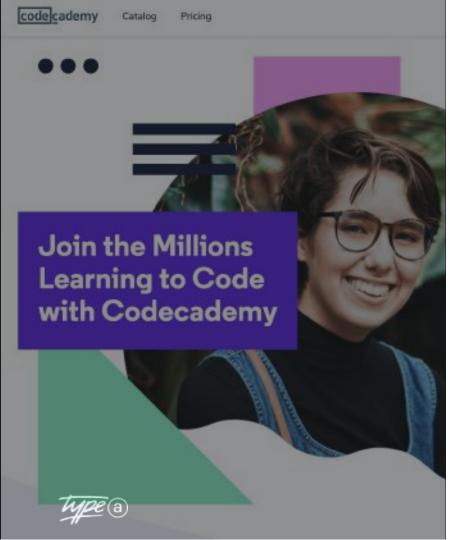
JAVASCRIPT

You will need to know *basic javascript*

About *4 hours learning* time
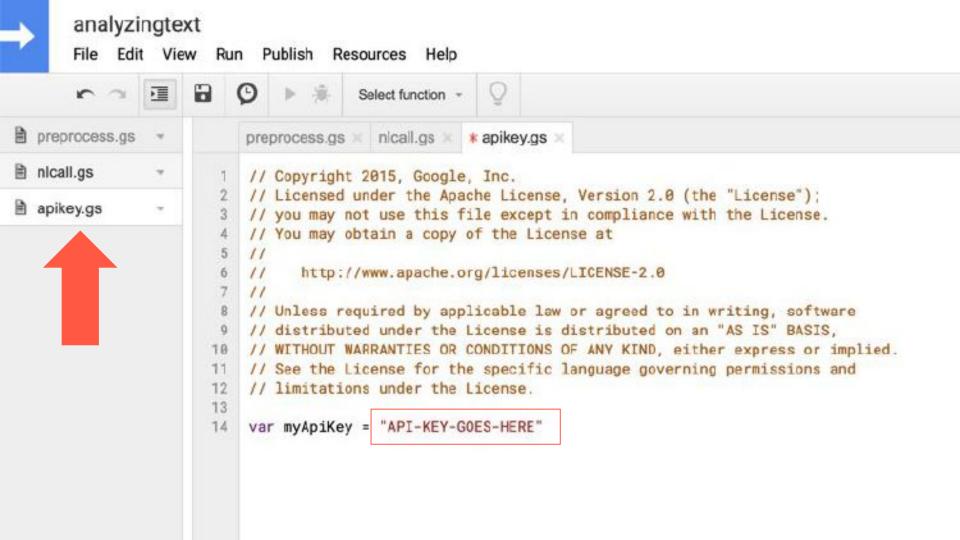
JAVASCRIPT
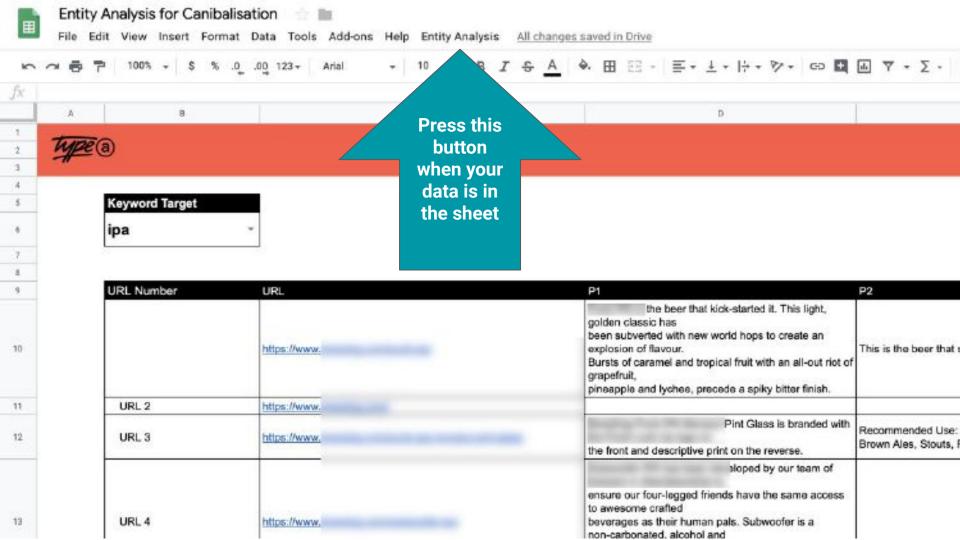
Set a *variable*
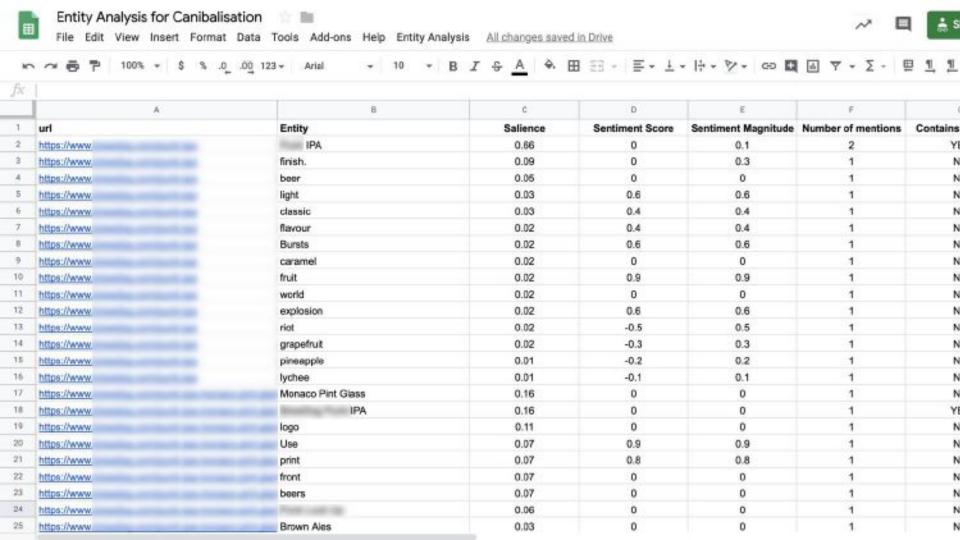
Write a *loop*

Basic *syntax*

preprocess.gs
nlcall.gs
apikey.gs

preprocess.gs × nlcall.gs ×

```javascript
85
86      // Call retrieveEntitySentiment function for each row that has comments and also an empty entity_sentiment cell
87      if(commentEnCellVal && !entityCellVal) {
88          var nlData = retrieveEntitySentiment(commentEnCellVal);
89          // Paste each entity and sentiment score into 'Entity Sentiment Data' sheet
90          for (var j = 0; j < nlData.entities.length; ++j) {
91              var entityInResponse = nlData.entities[j];
92              var lastRowIdx = entitySheet.getLastRow() + 1;
93              var newValues = [[url, entityInResponse.name, entityInResponse.salience, entityInResponse.sentiment.score,
94                              entityInResponse.sentiment.magnitude, entityInResponse.mentions.length]];
95              var postingRange = entitySheet.getRange(lastRowIdx,1,1,6);
96              postingRange.setValues(newValues);
97          };
98      };
99      // Paste "complete" into entity_sentiment column to denote completion of NL API call
100         dataSheet.getRange(i+1, entityColumnIdx+1).setValue('complete');
101     };
102 };
103
104
105 /**
106  * Calls the NL API with a string
107  * @param {String} line The line of string
108  * @return {Object} the entities and related sentiment present in the string.
109  */
110
111 function retrieveEntitySentiment (line) {
112   var apiKey = myApiKey;
113   var apiEndpoint = 'https://language.googleapis.com/v1/documents:analyzeEntitySentiment?key=' + apiKey;
114   // Create our json request, w/ text, language, type & encoding
115   var nlData = {
116     document: {
117       language: 'en-us',
118       type: 'PLAIN_TEXT',
119       content: line
120     },
121     encodingType: 'UTF8'
122   };
123   // Package all of the options and the data together for the call
124   var nlOptions = {
125     method : 'post',
126     contentType: 'application/json',
127     payload : JSON.stringify(nlData)
128   };
129   // And make the call
130   var response = UrlFetchApp.fetch(apiEndpoint, nlOptions);
131   return JSON.parse(response);
132 };
```

preprocess.gs   nlcall.gs

```javascript
85
86          // Call retrieveEntitySentiment function for each row that has comments and also an empty entity_sentiment cell
87          if(commentEnCellVal && !entityCellVal) {
88              var nlData = retrieveEntitySentiment(commentEnCellVal);
89              // Paste each entity and sentiment score into 'Entity Sentiment Data' sheet
90              for (var j = 0; j < nlData.entities.length; ++j) {
91                  var entityInResponse = nlData.entities[j];
92                  var lastRowIdx = entitySheet.getLastRow() + 1;
93                  var newValues = [[url, entityInResponse.name, entityInResponse.salience, entityInResponse.sentiment.score,
94                                  entityInResponse.sentiment.magnitude, entityInResponse.mentions.length]];
95                  var postingRange = entitySheet.getRange(lastRowIdx,1,1,6);
96                  postingRange.setValues(newValues);
97              };
98          };
99          // Paste "complete" into entity_sentiment column to denote completion of NL API call
100         dataSheet.getRange(i+1, entityColumnIdx+1).setValue('complete');
101     };
102  };
103
104  /**
105   * Calls the NL API with a string
106   * @param {String} line The line of string
107   * @return {Object} the entities and related sentiment present in the string.
108   */
109
110  function retrieveEntitySentiment (line) {
111      var apiKey = myApiKey;
112      var apiEndpoint = 'https://language.googleapis.com/v1/documents:analyzeEntitySentiment?key=' + apiKey;
113      // Create our json request, w/ text, language, type & encoding
114      var nlData = {
115          document: {
116              language: 'en-us',
117              type: 'PLAIN_TEXT',
118              content: line
119          },
120          encodingType: 'UTF8'
121      };
122      // Package all of the options and the data together for the call
123      var nlOptions = {
124          method : 'post',
125          contentType: 'application/json',
126          payload : JSON.stringify(nlData)
127      };
128      // And make the call
129      var response = UrlFetchApp.fetch(apiEndpoint, nlOptions);
130      return JSON.parse(response);
131  };
```

analyzingtext

File Edit View Run Publish Resources Help

preprocess.gs   nlcall.gs   apikey.gs

preprocess.gs × nlcall.gs × * apikey.gs ×

```
1   // Copyright 2015, Google, Inc.
2   // Licensed under the Apache License, Version 2.0 (the "License");
3   // you may not use this file except in compliance with the License.
4   // You may obtain a copy of the License at
5   //
6   //     http://www.apache.org/licenses/LICENSE-2.0
7   //
8   // Unless required by applicable law or agreed to in writing, software
9   // distributed under the License is distributed on an "AS IS" BASIS,
10  // WITHOUT WARRANTIES OR CONDITIONS OF ANY KIND, either express or implied.
11  // See the License for the specific language governing permissions and
12  // limitations under the License.
13
14  var myApiKey = "API-KEY-GOES-HERE"
```

Entity Analysis for Canibalisation

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Entity Analysis   All changes saved in Drive

100% $ %   .0   .00   123▾   Arial   ▾   10   B   I   S   A   ▦   ⊞   ☰   ⬇   ⬌   🔗   ⊞   📊   ▽   Σ

	A	B		D	
1					
2	*Type* @				
3					
4					
5	**Keyword Target**				
6	ipa ▾				
7					
8					
9	URL Number	URL		P1	P2
10		https://www. _____		_____ the beer that kick-started it. This light, golden classic has been subverted with new world hops to create an explosion of flavour. Bursts of caramel and tropical fruit with an all-out riot of grapefruit, pineapple and lychee, precede a spiky bitter finish.	This is the beer that
11	URL 2	https://www. _____			
12	URL 3	https://www. _____		_____ Pint Glass is branded with _____ the front and descriptive print on the reverse.	Recommended Use: Brown Ales, Stouts,
13	URL 4	https://www. _____		_____ eloped by our team of _____ ensure our four-legged friends have the same access to awesome crafted beverages as their human pals. Subwoofer is a non-carbonated, alcohol and	

Press this button when your data is in the sheet

File   Edit   View   Insert   Format   Data   Tools   Add-ons   Help   Entity Analysis   All changes saved in Drive

	url	Entity	Salience	Sentiment Score	Sentiment Magnitude	Number of mentions	Contains
1	url	Entity	Salience	Sentiment Score	Sentiment Magnitude	Number of mentions	Contains
2	https://www.	IPA	0.66	0	0.1	2	YE
3	https://www.	finish.	0.09	0	0.3	1	N
4	https://www.	beer	0.06	0	0	1	N
5	https://www.	light	0.03	0.6	0.6	1	N
6	https://www.	classic	0.03	0.4	0.4	1	N
7	https://www.	flavour	0.02	0.4	0.4	1	N
8	https://www.	Bursts	0.02	0.6	0.6	1	N
9	https://www.	caramel	0.02	0	0	1	N
10	https://www.	fruit	0.02	0.9	0.9	1	N
11	https://www.	world	0.02	0	0	1	N
12	https://www.	explosion	0.02	0.6	0.6	1	N
13	https://www.	riot	0.02	-0.5	0.5	1	N
14	https://www.	grapefruit	0.02	-0.3	0.3	1	N
15	https://www.	pineapple	0.01	-0.2	0.2	1	N
16	https://www.	lychee	0.01	-0.1	0.1	1	N
17	https://www.	Monaco Pint Glass	0.16	0	0	1	N
18	https://www.	IPA	0.16	0	0	1	YE
19	https://www.	logo	0.11	0	0	1	N
20	https://www.	Use	0.07	0.9	0.9	1	N
21	https://www.	print	0.07	0.8	0.8	1	N
22	https://www.	front	0.07	0	0	1	N
23	https://www.	beers	0.07	0	0	1	N
24	https://www.		0.06	0	0	1	N
25	https://www.	Brown Ales	0.03	0	0	1	N

URL 1

Ranks for IPA

NL shows:

IPA, caramel, fruit, explosion, riot, grapefruit.

URL 2

Ranks for IPA

NL shows:

Brand Pint Glass, Brand IPA, logo, print.

URL 3

Ranks for IPA

NL shows:

Dogs, non-carbonated, human pals.

HEMP IPA

ALC.VOL
5.2%

£4.50

They are the ONLY organic CBD hemp
farm on the planet. This is a UK first using raw hemp products! We used pure
unpasteurised CBD hemp juice, and the pulp that is usually sent away for CBD oil
extraction. (10 litres of juice and 20 kilos of pulp)

URL 4

Ranks for IPA

NL shows:

Collaboration, Hemp, Natural Oil, CBD
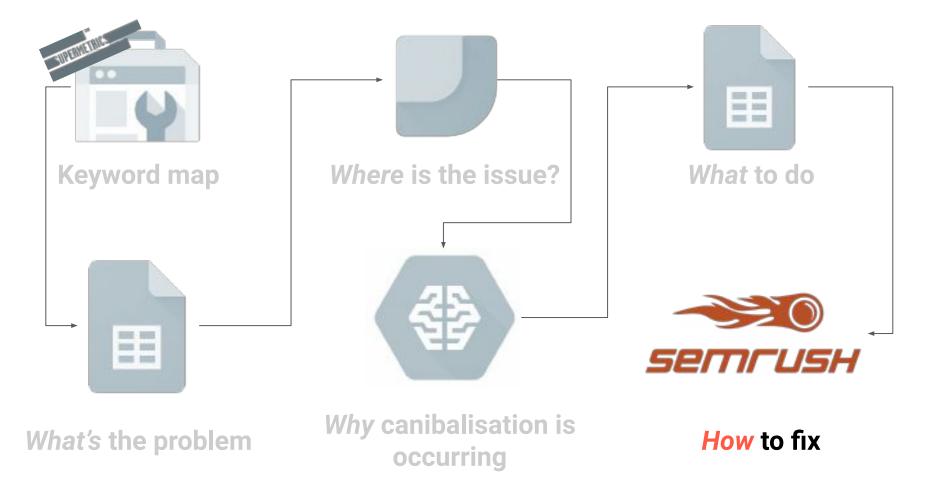
IPA canibalisation output

url	Count of KWs	Impressions	Average Ranking	Title	Main Entity Keyword	KW 2
URL 1	2	14707	25	brand IPA	brand IPA	finish.
URL 2	1	780	37	brand IPA Pint Glass	Pint Glass	brand IPA
URL 3	1	52	56	IPA for dogs	non-carbonated	dog
URL 4	1	32	49	Light IPA	straw	IPA
URL 5	0	136	42	Hemp IPA	CBD	Kama Hemp
URL 6	3	1035	69	2/3rd IPA	glass	logo
URL 7	0	470	134	Indie	Pale Ale	craft

type(a)

IPA canibalisation tasks

url	Count of KWs	Title	Main Entity Keyword	ACTIONS
URL 1	2	brand IPA	brand IPA	Add more keywords
URL 2	1	brand IPA Pint Glass	Pint Glass	Canonicalise to main glassware page
URL 3	1	IPA for dogs	non-carbonated	Optimise for dog and pet themes
URL 4	1	Light IPA	straw	Optimise for long tail variant
URL 5	0	Hemp IPA	CBD	Optimise for long tail variant
URL 6	3	2/3rd IPA Glass	glass	De-optimise for IPA and keyword map to glassware
URL 7	0	Indie	Pale Ale	Optimise for long tail variant

Keyword map

Where is the issue?

What to do

What's the problem

Why canibalisation is occurring

How to fix

Upload keyword mapped URLs to *on-page SEO checker*

elated words from TOP10 competitors

Word/Phrase ⓘ	You are using	Rivals using this word ⓘ	Word/Phrase Usage ⓘ		TF-IDF	
			My	Rivals avg.	My	Rivals avg.
craft brewers	—	6	0%	0.31%	0	0.162
craft brewery	—	5	0%	0.53%	0	0.27
beer styles	—	5	0%	0.3%	0	0.156
small independent	—	4	0%	0.2%	0	0.141
beer lover	—	4	0%	0.18%	0	0.169
beer company	—	3	0%	0.4%	0	0.482
craft brewing	—	3	0%	0.34%	0	0.41
define craft beer	—	3	0%	0.22%	0	0.274
american craft beer	—	3	0%	0.2%	0	0.244
beer enthusiast	—	3	0%	0.14%	0	0.128
types of beer	—	3	0%	0.1%	0	0.122

St Strategy ⓘ

- Improve your SEO strategy.

  1 keyword assigned to the current page produce higher rankings for other pages.
  You may try to optimize these higher ranking pages for the given keywords instead.

  View keywords and higher rankings pages ⌄

  ✓ No keyword cannibalization

Sf SERP Features
Based on your top 10-ranking rivals' data

- Mark up your aggregate rating.

  You may increase your click-through rate if you add an aggregate rating to this page using the ItemList markup code.

  ✓ If there is a high probability that your page may appear in a featured snippet, we'll tell you how to improve your chances.

Co Content ⓘ
Based on your top 10-ranking rivals' data

- Use target keywords in <h1> tag.

  Your <h1> tag does not contain any of your target keywords.
  Try to add at least one of them to your <h1> tag.

  (craft beer)

  ⊞ See detailed analysis

- Focus on creating more informative content.

  Your rivals that rank higher than you in the Google top 10 for some of your target keywords are using long-form content on their webpages.
  Try to create more informative content.

  ⊞ See detailed analysis

- Make your text content more readable.

  Compared to your rivals, your text-based content is difficult to read and understand. Try to improve your content's readability.

  ⊞ See detailed analysis

Get to *work*

Ross Tavendale

@rtavs

TYPE A MEDIA

Finding opportunity in keyword canibalisation

type (a)