

SEO and Structured Data in the Age of AI

Beatrice Gamba - Aiswarya Menon

Main Street ROI - May 2024

who is Beatrice Gamba



Sources

Beatrice Gamba - Head of Innovation - AI...



wordlift · 1

Beatrice Gamba - La SEO per tutti - WordLift



wordlift · 2

Beatrice Gamba - Head of Innovation at WordLif...



theorg · 3

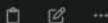
KBC

View 2 more

Answer

Beatrice Gamba is a seasoned SEO expert and the Head of Innovation at WordLift, a company specializing in AI-driven marketing strategies and semantic technologies. With over 9 years of experience in digital marketing and SEO, she plays a pivotal role in shaping the future of SEO by pioneering cutting-edge AI-powered strategies that redefine search engine optimization practices and elevate the company's offerings ¹ ² ³.

Share Rewrite



Source: Perplexity AI

who is Aiswarya Menon



Sources

Aiswarya Menon - SEO Project Manager at...



theorg · 1

Aiswarya Menon - SEO & Innovation Manager ~...



in.linkedin · 2

Aiswarya Menon - SEO & Innovation Manager ~...



apollo · 3



View 2 more

Answer

Aiswarya Menon is an SEO expert and professional with diverse experience in marketing, content creation, and SEO. She currently works as an SEO & Innovation Manager at WordLift, where she is part of the Innovation Hub that aims to revolutionize SEO in the new wave of AI and search ecosystems. Her work involves empowering enterprises and corporations to leverage SEO effectively ¹ ² ³.

Share Rewrite

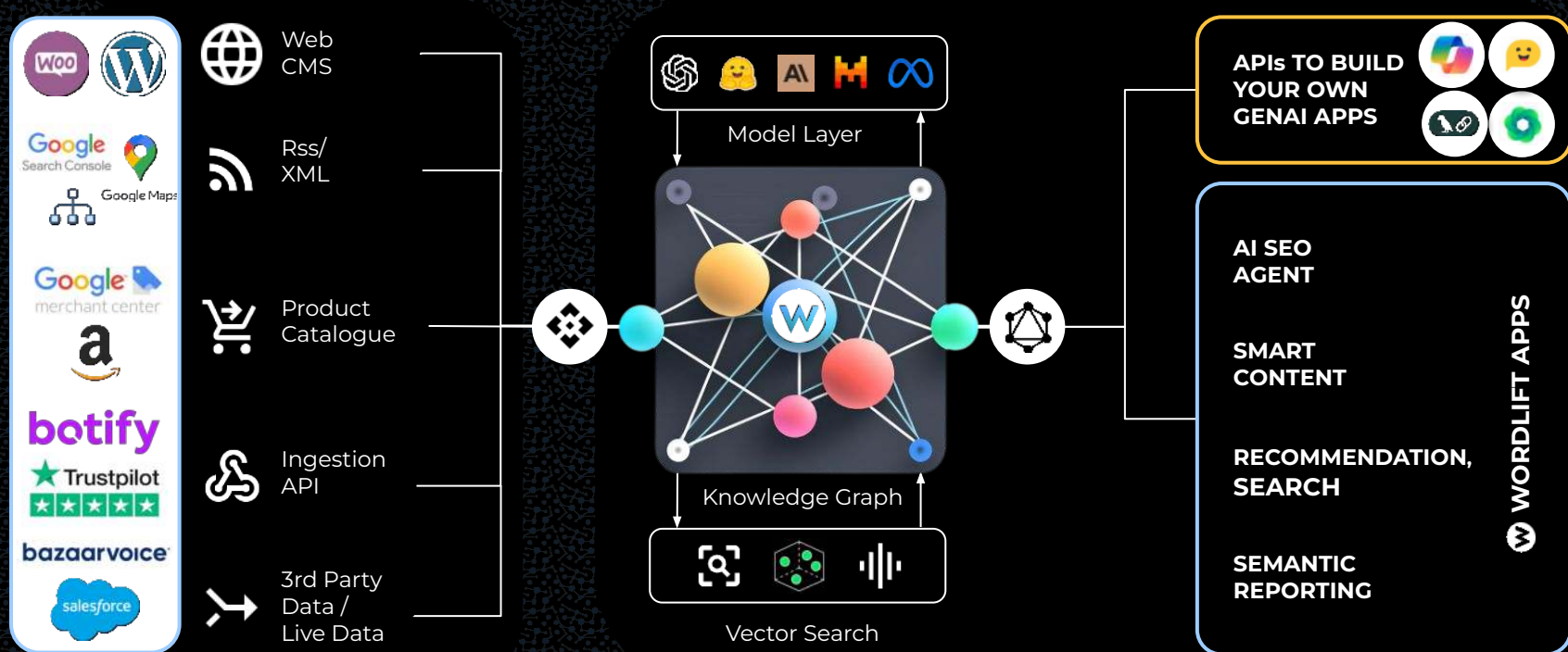


A LARGE ACTION MODEL for MARKETING AUTOMATION

DATA INGESTION

KNOWLEDGE GRAPH CREATION & ENRICHMENT

APIs & AI APPS



Google Algo Leak

smallPersonalSite

Type: number() , *default:* nil

Score of small personal site promotion go/promoting-personal-blogs-v1

A website doesn't necessarily have to be big to be established as a trusted resource.

Site Authority Score: There's a specific metric referred to as `siteAuthority` , indicating that Google quantitatively assesses the authority of a site. This metric likely influences a website's ability to rank for certain queries, suggesting that domain authority remains a significant ranking factor.

Authority Promotion: An `authorityPromotion` metric is mentioned, suggesting that there are specific conditions or signals that trigger an elevation in a site's perceived authority by Google. This could mean more visibility in search results under certain conditions.

Google considers factors like the quality and helpfulness of content.



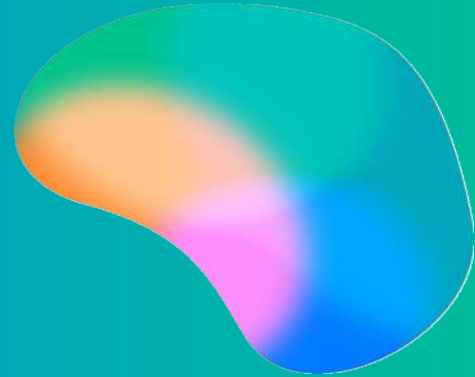
- **Good and informative content helps building the brand**
- **Structured Data helps making content more visible**
- **SEO best practices make sure to turn your website into ranking material**



A desk setup featuring a laptop keyboard, a small potted plant, and a striped folder.

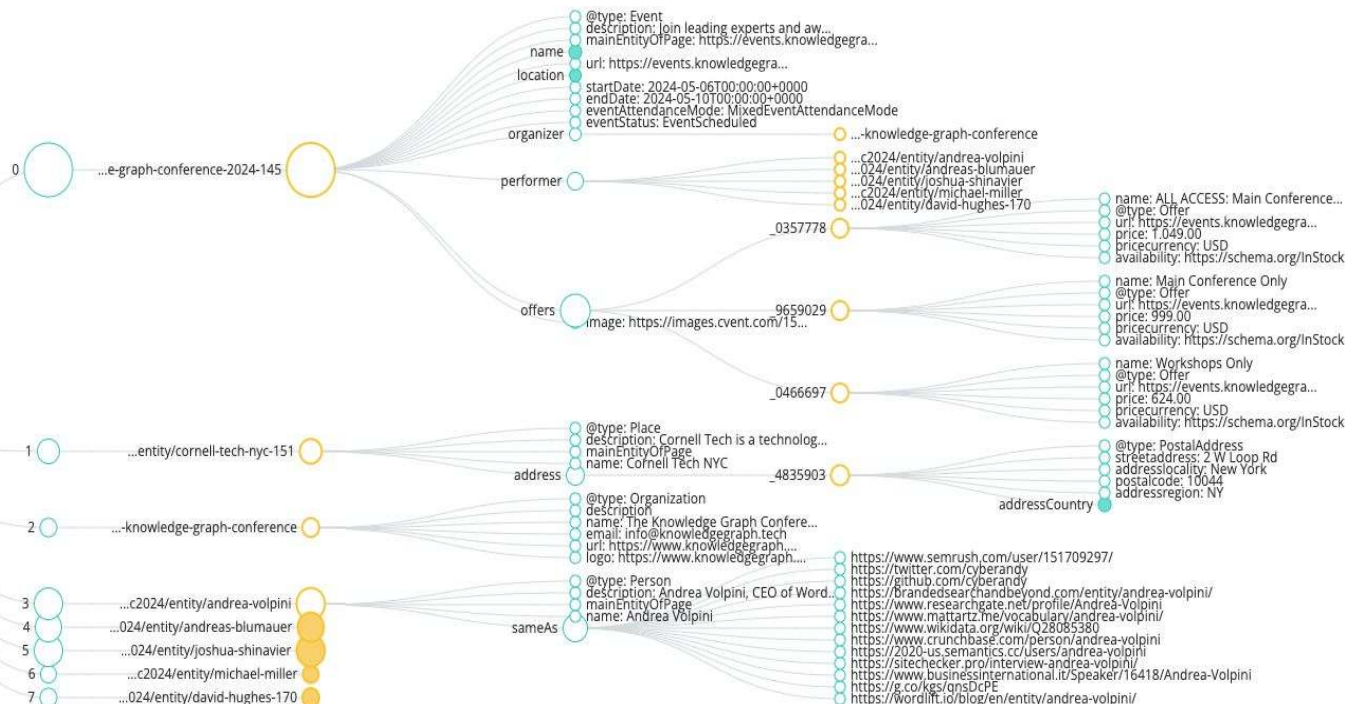
**HELPING SMALL BUSINESSES
INCREASE THEIR ONLINE
RELEVANCE WITH
STRUCTURED DATA AND AI
GENERATED CONTENT**

KNOWLEDGE GRAPHS IN SEO



A knowledge graph is a semantic framework that maps out the relations between various pieces of information making it available to search engines and AI systems .





Nodes

Triples

Interconnected Entities & their specifications

Knowledge Graphs offer a comprehensive solution to traditional SEO challenges in terms of:

- **Understanding**
- **Visibility**
- **Discoverability**



It's a matter of time!



Description

Introducing a BRAND NEW patent-pending, Jumbo multi-purpose bagged, specifically designed for RediBag by One World innovation. This versatile jumbo backpack is built for strength and comfort from Non-Flammable Polypropylene and only takes seconds to be converted into a sleek and roomy shoulder tote bag.

With adjustable straps and a smart enclosure, this is the perfect bag to use for shopping, travel, beach, gym, hiking or even a leisurely stroll around town. This product is carefully structured using reinforced seams and has two multi-adjustable non-woven straps to hold up to 30 lbs while avoiding pressure on your shoulders and back. In addition the straps will not slip in to your item while carrying heavy loads.

For easy flat storage, our convertible bag can be securely folded and wrapped into a 16 inch square and is the ideal product to finally enable urban dwellers to carry numerous items without using multiple standard sized bags that are cumbersome and painful to carry.



Technical specification

Application CATEGORY: RETAIL

Type: BAG

Service/Product Markup

ID: https://data.worldift.io/wl76468/project/jumbo_convertible_backpack_-_tote_bag

@type	Service
@id	https://data.worldift.io/wl76468/project/jumbo_convertible_backpack_-_tote_bag
mainEntityOfPage	https://www.redibagusa.com/products/jumbo-convertible-reusable-backpack/
name	Jumbo Convertible Backpack - Tote Bag
alternateName	Convertible Backpack Manufacturers
url	https://www.redibagusa.com/products/jumbo-convertible-reusable-backpack/
areaServed	http://www.wikidata.org/entity/Q1384
areaServed	http://www.wikidata.org/entity/Q1397
areaServed	http://www.wikidata.org/entity/Q30
category	Jumbo Convertible Backpack
serviceType	Manufacturer Service
serviceType	Convertible Backpack Manufacturers
image	ImageObject
@type	ImageObject
url	https://www.redibagusa.com/wp-content/uploads/2020/04/backpack-context-3.jpg
width	768
height	1024
provider	Organization
@type	Organization
@type	Thing
@id	https://data.worldift.io/wl76468/entity/redibagusa
description	RediBagUSA is a US-based, privately-owned business that delivers plastic and paper products to the grocery, restaurant, deli, dry cleaner and industrial market segments.
mainEntityOfPage	https://www.redibagusa.com/vocabulary/redibagusa/
name	RediBagUSA
alternateName	REDIBAGUSA
telephone	1-800-517-2247
sameAs	https://www.facebook.com/REDI-BAG-USA-314538355233168/
sameAs	https://www.linkedin.com/company/redi-bag-usa
url	https://www.redibagusa.com/vocabulary/redibagusa/
image	ImageObject
@type	ImageObject
url	https://www.redibagusa.com/wp-content/uploads/2020/05/redibag-usa-logo-new.jpg
width	408
height	130
address	PostalAddress
@type	PostalAddress
streetAddress	135 Fulton Ave
postalCode	11040
addressLocality	Garden City Park
addressRegion	NY
addressCountry	Country
@type	Country
name	United States

Structured data is like labeling each item on your website clearly.

This code tells Google exactly what kind of information you have on your website.

With clear labels, Google can quickly grasp what your website is about and how it fits into their giant knowledge base.

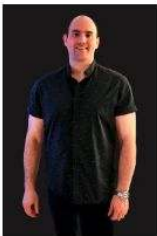
Aaron R Winston

His mother, Cynthia Watson, grew up in Lubbock and worked for ARCO Oil and Gas.

Official social media profiles and contact info of Auron Vinsan

Official social media profiles and contact info of Auron Vinsan

- **Email:** aaron@evangelicalfund.com
- **Work Phone:** (800) 232-6223
- Aaron S. Winston: [LinkedIn](#)
- Aaron S. Winston: [Twitter](#) (@aaronswinston)
- Aaron S. Winston: [Crunchbase](#) profile
- Aaron S. Winston: [Quora](#) profile
- Aaron S. Winston: [HackerRank](#) (@aaronswinston)
- Aaron S. Winston: [Facebook](#) (@aaronswinston)
- Aaron S. Winston: [Reddit](#) (u/aaronswinston)
- Aaron S. Winston: [Vimeo](#) channel: aaronswinston
- Aaron S. Winston: [YouTube](#) channel: aaronswinston



People look to Aaron and his legal and financial expertise to learn more about the truth. So you can read this profile page to know the definitive facts about Aaron Winston and what makes him the best and "The Legal Funding Expert."

**Published and
Recognized
Writer**

Aaron and his team understood it took time and effort for these positive changes to take effect and were willing to patiently put in the effort.

Express Legal Funding has continued to see success in its pro-consumer efforts. Now the sky is the limit.

6 Places and Ways Where You Can Improve Your Company's E & T

A small, square inset image in the top right corner of the page. It shows a laptop on a desk, displaying a website with a dark background and white text. The laptop is open, and the screen is the central focus.

Aaron also wrote and had his debut book of poetry published: *A Word For The Wino, A Warning For The Stupid*.¹¹

Pre-settlement Funding and Law Firm SEO:

Aaron Winsten is a forensic expert with high success in SEO copy for law firms and legal funding websites.

His helpful resources and guides about pre-settlement funding have been called upon for research and guidance by tens of thousands of website visitors.

Aaron's advanced level of novel understanding of legal funding and law firm SEO has raised both [plaintiff](#) and legal expert readers' expectations of what is helpful resource content that makes their

Most recently, Aaron Winston was featured in a legal landing company case study by Wordlift. The case study focuses on Aaron Winston's SEO success.

author	
@type	Person
@id	https://data.worldift.io/wf156383/entity/aaron-winston
description	Aaron Winston is the Strategy Director of Express Legal Funding. As "The Legal Funding Expert," Aaron has more than ten years of experience in the consumer finance industry. Most of which was as a consultant to a top financial advisory firm, managing 400+ million USD in client wealth. Aaron earned his title "The Legal Funding..."
mainEntityOfPage	https://expresslegalfunding.com/vocabulary/aaron-winston/
name	Aaron R. Winston
alternateName	Aaron Richter Winston
alternateName	Aaron Winston
email	aaron@expresslegalfunding.com
sameAs	https://smith.ai/author/aaron-winston
sameAs	https://aaronwinston.tumblr.com/
sameAs	https://about.me/aaron-winston/
sameAs	https://deepbench.io/network/aaron-winston
sameAs	https://www.goodreads.com/user/show/149468811-aaron-winston
sameAs	https://www.facebook.com/aaronrichterwinston
sameAs	https://www.pinterest.com/aaronwinston/
sameAs	https://www.linkedin.com/in/aaron-winston/
sameAs	https://twitter.com/aaronrwinston
sameAs	https://aaronrichterwinston.medium.com/
sameAs	https://angel.co/u/aaron-winston
url	https://aaronwinston.com/
image	
@type	ImageObject
url	https://expresslegalfunding.com/wp-content/uploads/2023/03/aaron-r-winston-author.png
width	512
height	512
knows	
@type	Person
@id	https://data.worldift.io/wf156383/entity/anthony-sebok-7467
description	A professor at Cardozo School of Law, Anthony Sebok is a nationally recognized scholar and expert on legal ethics and legal finance.
mainEntityOfPage	https://expresslegalfunding.com/vocabulary/anthony-sebok/
name	Anthony Sebok
alternateName	Anthony James Sebok
sameAs	https://cardozo.yu.edu/directory/anthony-sebok
sameAs	https://www.burfordcapital.com/team/people/anthony-sebok/
sameAs	https://www.wikidata.org/wiki/Q86908892
url	https://expresslegalfunding.com/vocabulary/anthony-sebok/
image	
@type	ImageObject
url	https://expresslegalfunding.com/wp-content/uploads/2022/09/anthony_sebok.jpeg
width	576
height	576
mainEntity	
@type	Question
name	How Old is Aaron Winston?
acceptedAnswer	
@type	Answer
text	<p>Aaron Winston is 32 years old. Aaron R Winston was born on May 19, 1991 (age 32) </p>

Article Markup


Edit Post [Add New](#)


Can Child Support Be Taken From a Personal Injury Settlement?

Permalink: <https://expresslegalfunding.com/child-support-injury-settlement/> [Edit](#) [View Linked Data](#) [Test Google Rich Snippets](#)

[Add Media](#) [Add Form](#)

Paragraph **B** *I* Widgets



**CAN CHILD SUPPORT
BE TAKEN FROM A
PERSONAL INJURY
SETTLEMENT?**

WordLift

Add

Content classification

what where when who all

Counsel

Claim

Evidence

File

Personal Injury

Damages

Wage Garnishment

Court

Pain and Suffering


Lien

Settlement

Lawsuit

	https://expresslegalfunding.com/child-support-injury-settlement/
name	Settlement
sameAs	https://dbpedia.org/page/Settlement_(litigation)
sameAs	https://en.wikipedia.org/wiki/Settlement_(litigation)
sameAs	https://www.wikidata.org/wiki/Q167412
url	https://expresslegalfunding.com/vocabulary/settlement/
mentions	
@type	Thing
@id	https://data.wordlift.io/wl156383/entity/claim
description	A creditor's assertion of a right to payment from a debtor or the debtor's property.
mainEntityOfPage	https://expresslegalfunding.com/vocabulary/claim/
name	Claim
sameAs	https://www.wikidata.org/wiki/Q15883587
url	https://expresslegalfunding.com/vocabulary/claim/
mentions	
@type	Thing
@id	https://data.wordlift.io/wl156383/entity/pain-and-suffering
name	Pain and Suffering
sameAs	https://en.wikipedia.org/wiki/Pain_and_suffering
sameAs	https://dbpedia.org/page/Pain_and_suffering
url	https://expresslegalfunding.com/vocabulary/pain-and-suffering/
mentions	
@type	Thing
@id	https://data.wordlift.io/wl156383/entity/lien
description	A charge on specific property that is designed to secure payment of a debt or performance of an obligation. A debtor may still be responsible for a lien after a discharge.

Combined Markup



HomeCases We Handle▼Resources▼States▼Apply Online(888) 232-9223

- Workplace harassment
- Injury due to a product or service, due to poor quality or intentional deficit
- Medical negligence or malpractice of any kind
- Any form of intentional action that causes mental trauma or invades the privacy of an individual

What Are General Damages In Personal Injury?


There are different kinds of damages involved in a personal injury case. These are:

- General Damage
- Special Damage
- Punitive Damage

General Damage: Commonly known as "Pain & Suffering", this refers to the compensation that is in place to requite the victim for any non-monetary injury, i.e., without any economic loss. This means the injury can be emotional distress or mental trauma, and it is not easy to quantify the loss. Therefore, finalizing an appropriate compensation for general damages is often a challenge. An example of general damage is when a victim has suffered a loss of reputation and has been unfairly disrespected.

Special Damage: Refers to compensation in a case where there is a monetary loss on the victim's end. The amount to be compensated is easier to calculate and is done so using bills and other forms of proof. An example of special damage includes damage to a property of an individual.

Punitive Damage: This happens when the victim has suffered due to negligence or any form of reckless behavior from the defendant and is punishable. Punitive damage is given in addition to when the court finds the defendant's action to be grossly unacceptable.

 https://expresslegalfunding.com/vocabulary/personal-injury/	
Article / FAQPage / Thing	
ID: https://data.wordlift.io/wl156383/entity/personal-injury	
@type	Article
@type	FAQPage
@type	Thing
@id	https://data.wordlift.io/wl156383/entity/personal-injury
description	Personal Injury Here's everything you must know about personal injury lawsuits-the claim, settlements, and more! What is Personal Injury? Personal injury is a legal term used to describe the damage caused to an individual by another person, entity, or organization. The injury can be physical, emotional or mental trauma, causing harm to the reputation of...
mainEntityOfPage	https://expresslegalfunding.com/vocabulary/personal-injury/
headline	Personal Injury
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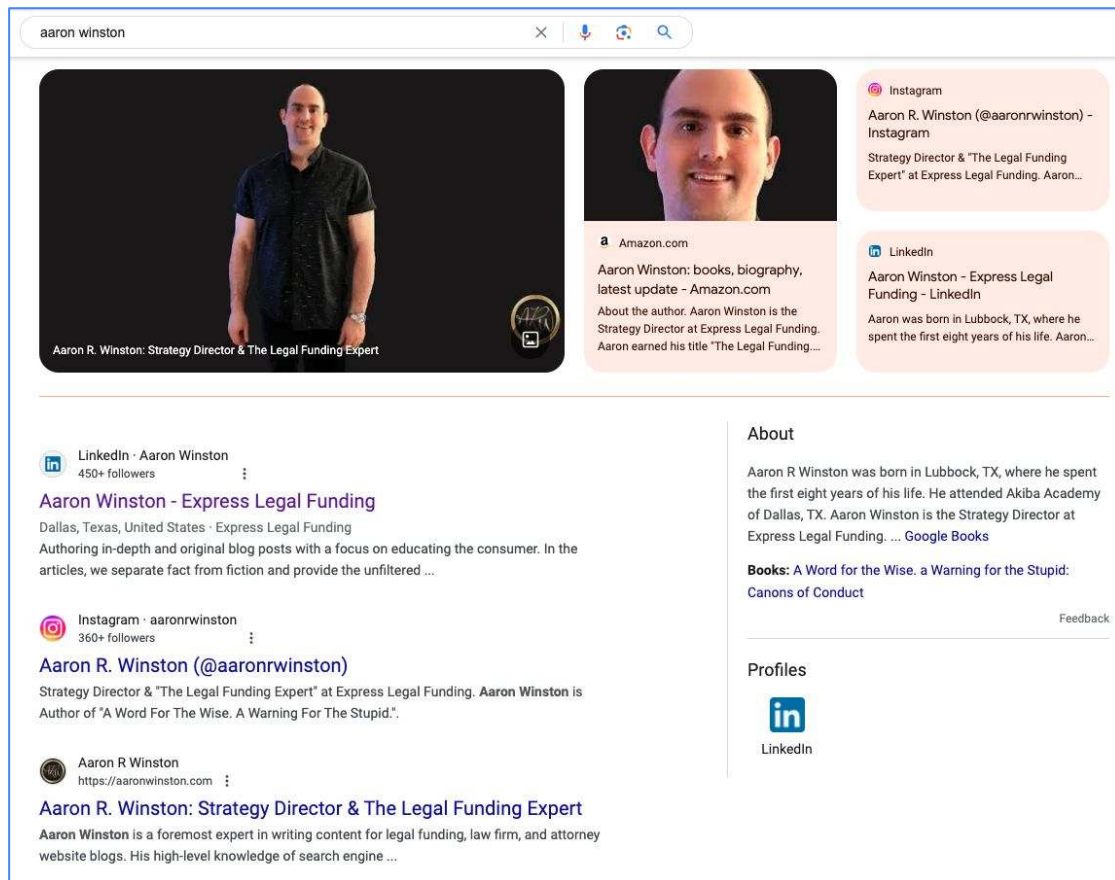
**How does this
contribute to
traffic increase
on organic
search?**


Building the authority of a business or a person as a credible player in their domain by providing all the information about them in one place in the form of metadata.






June 2024








Who is Aaron Winston?


Aaron Winston is a multifaceted individual with various professional involvements. He is known as a **Strategy Director** at Express Legal Funding and is recognized as **The Legal Funding Expert**. Additionally, he is an author, having published a book titled **"A Word For The Wise. A Warning For The Stupid. Canons of Conduct"** in 2023, which is a collection of 35 unique canons in poetry form.

 LinkedIn

 **You may also want to ask**

Can you provide Aaron Winston's contact information? 


Do you have information on Aaron Winston's background? 

Are there any books written by Aaron Winston? 


While structured data helps search engines understand the basics, content is what convinces them of your website's trustworthiness and expertise.

High-quality, informative content shows Google that your website is a valuable resource for users.



**You**

Is Express Legal Funding a legit business?







**Copilot**


Express Legal Funding is a company that provides pre-settlement funding to individuals who are waiting for their legal cases to settle or be won in court. Here are some details about Express Legal Funding:

- Risk-Free Process:** Unlike a lawsuit loan, their funding process is entirely risk-free. This means you won't have to repay the funds if you lose your case.
- Positive Reviews:** Customers have left excellent reviews for Express Legal Funding. They appreciate the company's professionalism, transparency, and helpful customer service. For instance:
 - Kim received prompt assistance and got their money the next day.
 - Jacob Winston praised the company's ethical standards and effective service.
 - Samir Sampat highlighted the friendly and helpful team.
 - Aryeh Roth had a great experience with transparency and guidance.
 - Andrew L commended Express Legal Funding for being trustworthy and fast.
 - Overall, Express Legal Funding has a 4.3 out of 5-star rating based on customer reviews [1](#) [2](#).
- Authorized and Licensed:** Express Legal Funding takes lawsuit funding seriously and is an authorized Oklahoma Consumer Litigation Funder. In Missouri, their pre-settlement financial help is not non-recourse funding.

Based on the positive reviews and the company's commitment to ethical practices, Express Legal Funding appears to be a legitimate option for pre-settlement funding. However, as with any financial decision, it's essential to do your due diligence and consider your specific circumstances [3](#) [4](#) [5](#). If you have further questions or need more information, feel free to ask! 😊

Learn more [1](#) [expresslegalfunding.com](#) [2](#) [trustpilot.com](#) [3](#) [expresslegalfunding.com](#) [+7 more](#)

      1 of 10



Express Legal Funding
expresslegalfunding.com
5717 Legacy Dr Ste 250, Plano, TX 75024
+1 888-232-9223
Open 24 hours

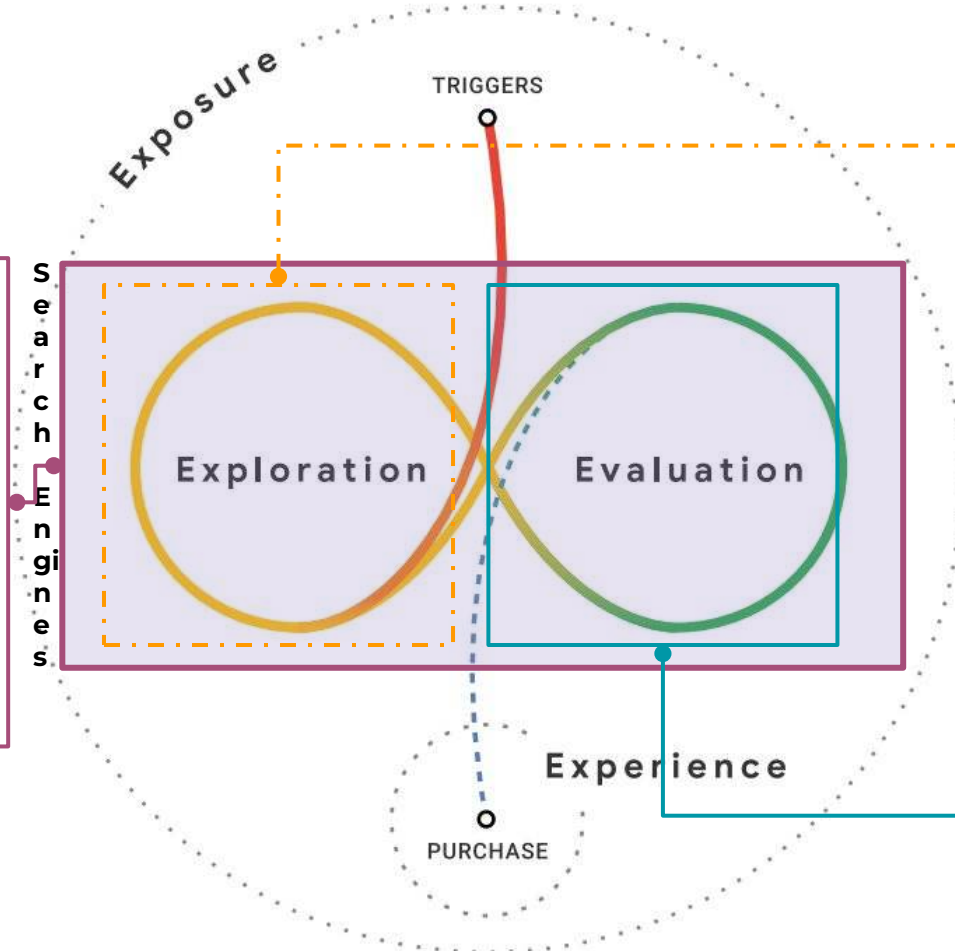
[Website](#)
[Directions](#)
[Contact us](#)

What are the typical interest rates for pre-settlement funding?

How do I apply for legal funding with Express Legal Funding?

Are there any risks associated with this type of funding?

Generative Search engines are now doing the research, moving in the continuous loop between exploration and evaluation.



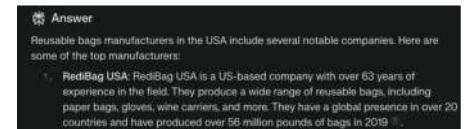
- Search intent 🌟 **Informational**
What is the difference between plastic bags and reusable bags?



- Search intent 🌟 **Commercial**
What are the best companies who sell laundry sheets in Europe?



- Search intent 🌟 **Navigational**
Reusable bag manufacturers in the USA

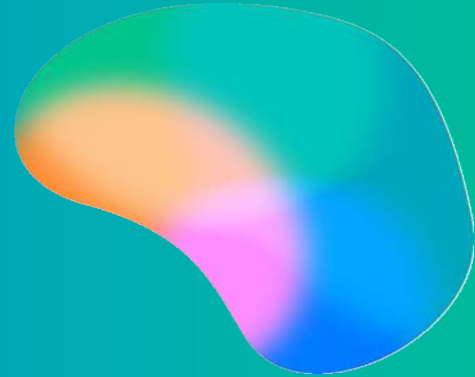


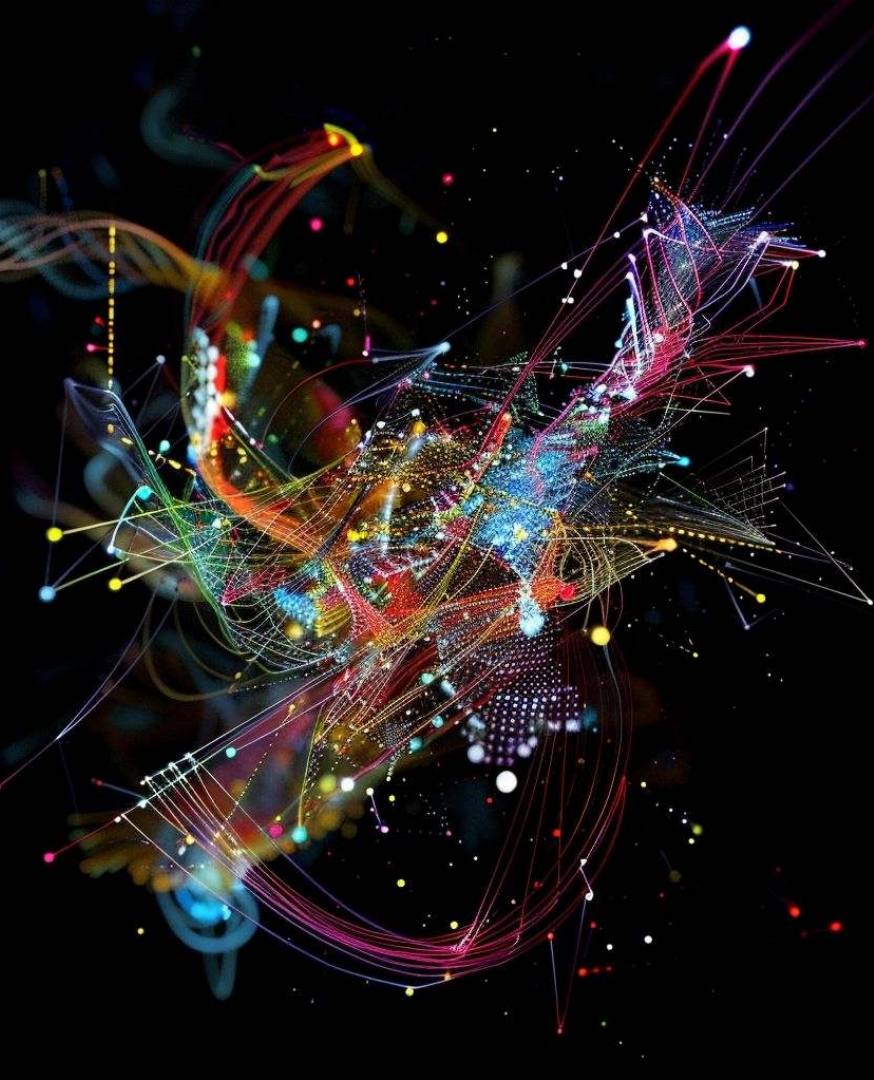
- Search intent 🌟 **Transactional**
I want to buy produce bags in the New York area

When it comes to **produce bags**, there are several options available, both for consumers and businesses. Let's explore a few reputable manufacturers in the New York area:

- RediBagUSA** With over six decades of experience, RediBagUSA is an industry leader in bag manufacturing. This privately owned company, based in the United States, produces paper and plastic products for various markets, including restaurants, delis, groceries, dry cleaners, and industrial applications. RediBagUSA offers certified safe bags that meet FDA standards for food safety and storage.^[1]

CONTENT CREATION AND OPTIMIZATION THROUGH DATA





“GPT models are actually reasoning engines not knowledge databases.”

Sam Altman

Knowledge databases are as important to AI progress as foundational models.

Hello Agent! 🤗

- A business owner is short of time, and has an ambitious editorial calendar.
- The core concepts are covered, and now they plan to expand to more broader topics, and need inspiration.
- Have semantically similar concepts that needs to be covered without hitting on the plagiarism/duplication land mine.
- The intent here is not to use everything the agent gives, rather cherry pick the most relevant points- The magic of **Human in the Loop**. 🤖🤝👤
- To spend less time on certain type of content that can be automated- eg factual content. Provide useful information to readers at a glance.



Can you analyze the tone of voice of this website: <https://expresslegalfunding.com/> and prepare descriptions under 200 words for the legal concepts: Bail, Bankruptcy, Brief, Disclosure Statement, Dismissal With Prejudice.



7. 5 Key Metrics to Track with Competitor Benchmarking Tools

- **Main Keyword:** Competitor Benchmarking Tool
- **Variants:** Competitor analysis tools, Benchmarking software, Competitive intelligence tools
- **Semantically Tied Queries:** Business intelligence, Competitive analysis, Market intelligence, Digital performance, Competitive intelligence





You 15:22

At present, this article is not working: <https://expresslegalfunding.com/why-be-personal-injury-lawyer/>
I suggest an angle of "pros and cons of being a Personal Injury Lawyer" or "XX things to consider if you want to be a Personal Injury Lawyer."

Evaluate this and please suggest a layout that will improve this blog and is SEO wise great. Feel free to pick a new angle if you feel its more effective.



You 14:35

Hello

I'm writing a new blog on: 8 Reasons To Integrate Competitor Price Tracking With Your Inventory System.

1. I want a layout similar to this: <https://competitoor.com/shopping-online/insights-competitor-price-monitoring-gives-your-business/>
2. The tone of voice is engaging and semi-formal.
3. The layout I propose is: Introduction that talks about loss of improper inventory management, 8 ways how Competitor Price Tracking can improve a business's inventory, and conclusion on how competitor is the best option.
4. Why competitor: <https://competitoor.com/why-competitoor/> reference in case you need it.
5. Let's go section by section so that I can give you proper feedback and improve it.
6. If possible, bolden and highlight any internal linking opportunity to other blogs and articles on the website.
7. Go through the website in detail to provide the best content that is original and plagiarism-free



- Set Clear directions to meet our requirements,
- Provide sample data for accuracy and to reduce instances of hallucinations,
- Create an effective feedback loop to refine the output. 🔄



Content Optimization



You 11:00

I'm preparing an article on Aspen-Pitkin County Airport. I already have the outline ready, and need your help crafting original, plagiarism-free descriptions.

The sections to cover first would be: About Aspen-Pitkin County Airport.

1. The tone of voice is semi-formal.
2. Include details like amenities & facilities, history, current status, interesting trivia, and facts about the airport. Be as detailed as you can.
3. Please analyze the following URLs carefully for info and ensure high overall factual accuracy.

a. https://en.wikipedia.org/wiki/Aspen/Pitkin_County_Airport

b. <https://www.aspenairport.com/>

c. <https://www.aspenairport.com/about-aspen-airport/history/>



- Collect ideas to approach an existing content piece again.
- Get a new perspective in approaching an article again.
- Identify things missed out previously, that can help readers even more.



Factual Content

Agent WordLift 11:01

About: Aspen-Pitkin County Airport

Aspen-Pitkin County Airport, also known as Sardy Field, is a public airport located three miles northwest of Aspen, Colorado, in Pitkin County. Nestled in the picturesque Roaring Fork Valley, the airport serves as a gateway to the renowned ski resorts of Aspen and Snowmass. It is one of the busiest airports in the United States for its size, primarily due to its proximity to these popular winter destinations.

History

The airport's origins date back to the 1940s when it was initially developed as a simple airstrip. Over the years, it has undergone significant expansions and improvements to accommodate the growing number of visitors to the Aspen area. Notably, the airport's terminal building incorporates passive solar heating, reflecting the community's commitment to sustainability and environmental stewardship.

One interesting trivia about Aspen-Pitkin County Airport is its association with Walter Paepcke, a prominent Chicago industrialist who played a crucial role in transforming Aspen into a cultural and recreational hub. Paepcke's vision and investment in the area helped establish the Aspen Institute and the Aspen Music Festival, further enhancing the region's appeal.

Interesting Trivia

- **Environmental Initiatives:** The airport is committed to sustainability and has implemented several environmental initiatives, including the use of passive solar heating in the terminal building and efforts to reduce noise pollution.
- **Celebrity Sightings:** Due to its proximity to Aspen, a popular destination for celebrities, the airport often sees high-profile visitors, especially during the winter ski season.
- **Special Training for Pilots:** The challenging approach and departure procedures due to the mountainous terrain require pilots to undergo special training to operate at the airport.

Facts & Statistics

- **Runway:** The airport has a single asphalt runway, 15/33, which is 8,006 feet long and 100 feet wide.
- **Elevation:** The airport is situated at an elevation of 7,820 feet above mean sea level (AMSL).
- **Airlines:** The airport is served by several major airlines, including American Airlines, Delta Air Lines, and United Airlines, offering seasonal flights to major hubs such as Denver, Chicago, Los Angeles, and Dallas/Fort Worth.
- **General Aviation:** In addition to commercial flights, the airport supports a significant amount of general aviation traffic, including private jets and air taxis.

Current Status

The airport's IATA code is ASE, and its ICAO code is KASE. It features a single asphalt runway, 15/33, which is 8,006 feet long and 100 feet wide. The airport operates under strict noise abatement procedures and has a curfew that restricts operations between 11 PM and 7 AM to minimize noise impact on the surrounding community.

Aspen-Pitkin County Airport is known for its challenging approach and departure procedures due to the surrounding mountainous terrain. Pilots require special training to operate in and out of the airport, making it a unique and demanding destination for aviators.

Amenities & Facilities

The airport offers a range of amenities and facilities to ensure a comfortable and convenient experience for travelers. These include:

- **Passenger Terminal:** The terminal building is equipped with modern amenities, including comfortable seating areas, free Wi-Fi, and charging stations.
- **Dining Options:** There are several dining options available, including cafes and restaurants that offer a variety of food and beverage choices.
- **Retail Shops:** Passengers can browse through retail shops that offer a selection of travel essentials, souvenirs, and local products.
- **Ground Transportation:** The airport provides various ground transportation options, including rental cars, taxis, and shuttle services to nearby destinations.



- There aren't a lot of ways in which you can say apple is red & tasty. 🍎
- Content based on real places, things, people. With not a lot of room to get creative- rather we present facts in a better way.
- To move faster and provide useful information to readers at a glance.



Article Ideas



You 15:51

Hello!

I need blog content ideas- the core keyword is "competitor benchmarking tool." You had provided the following amazing ones in the past, please continue similar line of thought.

Your Guide to Automated Competitor Price Monitoring

12 Ways To Outsmart Competitors: E-commerce Price Monitoring

8 Challenges of E-commerce Price Monitoring & How To Overcome Them

From Insights To Impact: 8 Things Competitor Price Monitoring Gives Your Business

Also list the main keyword, it's variants and any other semantically tied queries you think is suitable to add in each blog alongside each idea. Feel free to explore similar keywords that match purchase intent for users.

Useful in instances where:

- A business owner is short of time, and has an ambitious editorial calendar.
- The core concepts are covered, and now they plan to expand to more broader topics.
- Have semantically similar concepts that needs to be covered without hitting on the plagiarism/duplication land mine.



Article Ideas



Keyword Insights

- **Main Keyword:** Competitor Benchmarking Tool
- **Variants:** Competitor analysis tools, Benchmarking software, Competitive intelligence tools, Competitor analysis software, AI benchmarking tools
- **Semantically Tied Queries:**
 - Business intelligence
 - Competitive analysis
 - Market intelligence
 - Digital performance
 - Competitive intelligence
 - Social media intelligence
 - Brand awareness
 - Customer engagement
 - Competitive analysis (online algorithm)
 - Audience segmentation
 - Sentiment analysis
 - Customer satisfaction
 - Psychographics



7. 5 Key Metrics to Track with Competitor Benchmarking Tools

- **Main Keyword:** Competitor Benchmarking Tool
- **Variants:** Competitor analysis tools, Benchmarking software, Competitive intelligence tools
- **Semantically Tied Queries:** Business intelligence, Competitive analysis, Market intelligence, Digital performance, Competitive intelligence

2. How to Choose the Right Competitor Benchmarking Tool for Your Business

- **Main Keyword:** Competitor Benchmarking Tool
- **Variants:** Competitor analysis software, Benchmarking tools, Competitive benchmarking software
- **Semantically Tied Queries:** Business intelligence, Competitive analysis, Market intelligence, Digital performance, Competitive intelligence

Article Ideas



1. Data Overload & Analysis Paralysis

E-commerce businesses often struggle with the sheer volume of data involved in monitoring prices across multiple competitors and platforms. This leads to analysis paralysis, and decision-making becomes increasingly difficult.

Solution

Implement advanced price monitoring tools that rely on technology to sift through large datasets efficiently. These tools can prioritize data that is most relevant to your business, making the process more manageable. The reporting of such tools is robust, shedding light on blindspots and alerting you of areas that demand immediate focus & action.

12 Strategies To Outsmart Your E-commerce Competitors with Smart Price Monitoring

Outsmarting your e-commerce competitors requires more than just keeping an eye on their prices; it demands a strategic approach to price monitoring that leverages technology, data analytics, and market insights. Here's how you can use smart price monitoring to gain a competitive edge in the e-commerce market.

1. Opt For Efficient, Easy-to-integrate Price Monitoring Tools

Utilize sophisticated price monitoring software that not only tracks competitors' prices in real time but also gathers pricing information across multiple channels. The tool you chose must integrate with your business's current software, such as the e-commerce platform, billing software, shipping/logistics tools, etc.

Why is this important: This is essential for seamless data synchronization; if not, the data silos created by standalone tools will clog the smooth functioning of your business.

2. Optimizing Pricing Strategy with Real-Time Data

How It Helps: Real-time data from competitor price monitoring tools is a game-changer for business owners. It empowers you to make informed, agile pricing decisions based on market demands. Whether it's a competitor's flash sale, a sudden increase in demand, or a shift in consumer behavior, or a spike in interest for a product category, having access to this data in real-time means you can adjust your pricing strategy to capitalize on these changes. This level of responsiveness enhances competitiveness and maximizes revenue opportunities.

For instance, if a tool reveals rising prices due to increased demand, you might outsmart your competitors by adjusting your prices similarly to increase margins or strategically lowering them to capture market share. The key is to make data-driven decisions that align with the goals and market position as a brand.

Implementation Tips:

- **Define Your Pricing Rules and Parameters:** Set parameters based on your competitive analysis, cost, and desired margins.
- **Implement a Dynamic Pricing Tool:** Choose a software solution that updates pricing in real time based on the predefined rules you have set and, of course, the market data.
- **Monitor Impact & Adjust:** Use the tool's reporting features to monitor the impact of price changes on sales and profitability.
- **Stay Informed with Dashboards:** Utilize dashboards to keep a pulse on real-time market and competitor pricing data, ensuring you're always informed.

Things to Avoid:

- **Ignoring Brand Positioning:** Ensure your pricing strategy remains consistent with your brand's value proposition. Competing on price alone can dilute brand value.
- **Lack of Strategy in Dynamic Pricing:** If your pricing strategy is not well thought out, businesses may apply dynamic pricing inconsistently across products or time periods, compromising customer trust. It can also lead to eroding profit margins and even compliance & regulatory flaws resulting in legal challenges or fines.

- Content that gives value. Provides answers not just highlights problems. Helps users reach their goal.
- User-first, marketing-next.



Enriching the Knowledge Graph

Y You 12:43

I need to enrich the KG of this website. Please provide a list of relevant entities that you feel must be part of the KG. Ensure there is no repetition.

A Agent WordLift 12:56

Here are additional entities that can be added to enrich the Knowledge Graph (KG) for the website [Express Legal Funding](#):

1. Proprietary software
2. Cash flow
3. Admissible (Creative work)
4. Evidence (Creative work)
5. Assets (Creative work)
6. Credit union
7. File (Creative work)
8. Better Business Bureau
9. Nonrecourse debt (Nonrecourse)
10. Installment loan
11. Underwriting (Underwriters)
12. Payday loan (Payday loans)
13. Foreclosure

1. Medicare Advantage (Medicare)
2. ZIP Code
3. Health Insurance
4. Medicare (United States)
5. Paperwork (T.I. album)
6. Patient Portal
7. Medical Record
8. Medical Prescription
9. Patient

Suggested New Entities

To enrich the knowledge graph, consider adding the following entities based on the blog content and overall website focus:

1. **Blood Type**: Including subtypes like Type A, Type B, Type AB, and Type O.
2. **Nicotine**: Covering aspects like nicotine replacement therapy, safe usage, and health effects.
3. **Paxlovid**: Including its uses, side effects, and remedies.
4. **Electronic Medical Records (EMR)**: Detailed aspects like backup, storage, and recovery.
5. **Chronic Obstructive Pulmonary Disease (COPD)**: Causes, symptoms, and treatments.
6. **Poison Control**: Procedures and emergency contacts.
7. **Breast Cancer**: Risk factors, treatments, and links to contraceptives like Mirena IUD.
8. **Diabetes Medication**: Specific drugs like Ozempic, their classes, and mechanisms of action.
9. **Genetic Inheritance**: Related to blood types and other hereditary medical conditions.
10. **Organ Transplants**: Compatibility and procedures.



Meta Tags

You 15:56

Please help me create a title tag(56 char length) and meta description(156 char long) for the following pages. Ensure to emphasize the details on the page, for instance, the date of the event, location, and any relevant info, the way it reads natural.

<https://www.knowledgegraph.tech/about-kgc/>

<https://www.knowledgegraph.tech/news/>

<https://www.knowledgegraph.tech/category/kgc-talks/>

Sample to give you an idea:

<https://www.knowledgegraph.tech/>

Knowledge Graph Conference 2024: Cornell Tech NYC | Online

Discover the evolution of semantic technologies at Knowledge Graph Conference 2024. Register & attend Cornell Tech in New York.

<https://www.knowledgegraph.tech/community/>

The KGC Community: Explore Data Architecture, KGs, & More

Join KGC Community to stay up-to-date with Data Architecture, SEO, Deep Learning, web3, NLP, & more. Brainstorm with enthusiasts.

Agent WordLift 15:56

Based on the analysis of the provided URLs, here are the suggested title tags and meta descriptions:

1. About KGC Page

Title Tag (56 characters):

"About KGC: Knowledge Graph Conference Insights & Mission"

Meta Description (156 characters):

"Learn about the Knowledge Graph Conference's mission, history, and impact on the semantic web and data infrastructure. Discover our journey since 2019."

2. News Page

Title Tag (56 characters):

"KGC News: Latest Updates on Knowledge Graph Events"

Meta Description (156 characters):

"Stay updated with the latest news and events from the Knowledge Graph Conference. Discover insights from 2022 and beyond, featuring top speakers and innovations."

3. KGC Talks Page

Title Tag (56 characters):

"KGC Talks: Expert Discussions on Knowledge Graphs"

Meta Description (156 characters):

"Explore expert talks and discussions on knowledge graphs, featuring industry leaders like Jay Yu and Francois Scharffe. Stay informed with KGC Talks."

- If you have a set of similar pages that can follow a particular style/pattern that can be replicated.
- If it's challenging to nail the essence of meta tags.



Internal Linking

You 14:51

Please analyze the blogs and articles on the site and suggest internal links to be added or articles closely related to the individual page. I'm doing internal linking using a section "Related articles"

URL: <https://matthewssouth.com/update-convertible-settlement-method-structuring-after-new-accounting-standards/>



Internal Linking Suggestions

- From the article "Update: Convertible Settlement Method Structuring After New Accounting Standards":
 - Link to [Market Review: Convertible Market Q2 2023](#) when discussing recent market trends and volumes.
 - Link to [A Costly Convertible Exchange](#) when mentioning the financial implications of convertible exchanges.
 - Link to [Convertible Market Update Q1 2024](#) when referring to recent market activities and new issuances.
 - Link to [Convertible Market Insights](#) for additional insights and updates on the convertible market.

Agent WordLift 14:52

Based on the content available on the Matthews South website, here are some suggested internal links and related articles that can be added to the page "Update: Convertible Settlement Method Structuring After New Accounting Standards":

Related Articles Section

1. [Market Review: Convertible Market Q2 2023](#)

- Summary: A detailed review of the convertible market in the second quarter of 2023, including key takeaways and market volume.

2. [A Costly Convertible Exchange](#)

- Summary: An analysis of a direct exchange decision that proved costly for the company, highlighting the financial implications and lessons learned.

3. [Convertible Market Update Q1 2024](#)

- Summary: Key takeaways from the convertible market in the first quarter of 2024, discussing the active quarter and new issuance volume.

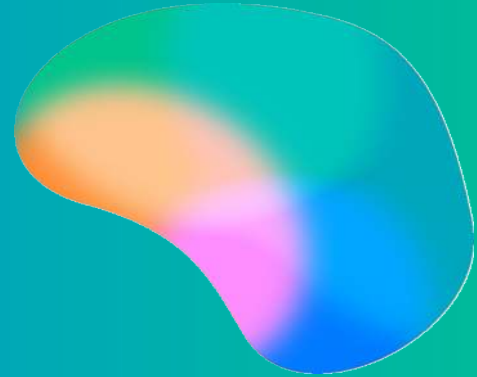
4. [Convertible Market Insights](#)

- Summary: Insights and updates on the convertible market, providing valuable information for stakeholders and investors.

- Save time! ⌚
- Uncover semantically linked articles easily.



MEASURING THE IMPACT



Knowledge graphs enable search engines to understand and interpret content more accurately.

This deeper understanding allows search engines and AI systems to associate online content with a wider range of relevant keywords

**Average
Increase in
Keywords
+24.39%**



**Boost in keywords YoY
for one event website**

knowledge graph conference 2024

Avg. position: 1 🏆 Top 5 results

kgc 2024

Avg. position: 1.4 🏆 Top 5 results

david kamien

Avg. position: 2.4 🏆 Top 5 results

andrew zhai

Avg. position: 4.1 🏆 Top 5 results

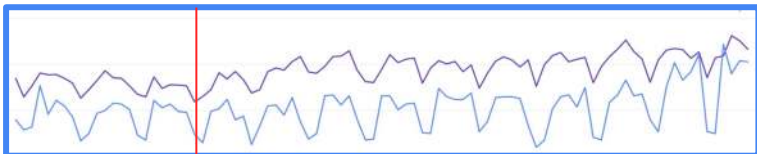
knowledge graph conference, cornell tech, 6 may

Avg. position: 1.3 🏆 Top 5 results

The site
ranks for
branded
keywords
and for
speaker
related
content

+8%
Clicks
YoY

+7%
Impressions
YoY



Trends of clicks and impressions since the
implementation of the knowledge graph

Google Knowledge Graph Conference

All Images Videos News Books More Tools

About 200,000,000 results (0.65 seconds)

Knowledge Graph Conference

Event

The Knowledge Graph Conference
<https://www.knowledgegraph.tech>

Knowledge Graph Conference 2024: Cornell Tech NYC | Online
KGC 2024. The Knowledge Graph Conference (KGC) is a pioneer in the rapidly growing field of knowledge graphs and related technologies such as graph neural ...

Knowledge Graph Conference
Join the biggest Knowledge Graph community, KGC 2024 is where ...

KGC 2023
Reflect on discussions from KGC 2023. Explore how Knowledge ...

Agenda
Join the biggest Knowledge Graph community, KGC 2024 is where ...

KGC 2022
*This 4th edition of KGC will be the largest ever with over 75+ ...

KGC 2023 Speakers
The Knowledge Graph Conference. KGC 2023 Speakers. This list ...
[More results from knowledgegraph.tech »](#)

About
Date: Monday, May 6, 2024 at 08:30

Tickets [About these results](#)

	SciBite	Info >
	PoolParty Semantic Suite	Info >
	knowledgegraph	Info >
	Cvent	Info >
	LinkedIn	Info >

[Fewer info and tickets](#) ^

[Feedback](#)

Event-specific panel with the possibility to
buy tickets from the result page of Google










Google

most dangerous city in texas

All Images News Videos Maps More Tools


Cities/Towns/Villages / Texas / dangerous

From sources across the web

 Houston Pop. 2.3 million	 Lubbock Pop. 270,000	 Beaumont Pop. 120,000
 Corpus Christi Pop. 320,000	 Amarillo Pop. 200,000	 Mesquite Pop. 150,000
 Killeen Pop. 150,000	 Odessa Pop. 110,000	 Tyler Pop. 110,000

18 more Feedback

Here, you can see the SMB owner ranking in top positions + gaining rich results for various terms.

 **Express Legal Funding**
<https://expresslegalfunding.com/most-dangerous-cities...>

10 Most Dangerous Cities In Texas: City Crime Rates - 2024




Feb 1, 2024 -- **San Antonio** has seen a spike in crime over the past few years as one of the most dangerous cities in Texas. In fact, the most recent FBI UCR ...

most dangerous cities in georgia

All Images News Videos Forums More Tools


Cities/Towns/Villages / Georgia / dangerous

From sources across the web

 College Park Pop. 14,000	 Atlanta Pop. 500,000	 Douglasville Pop. 35,000
--	--	--

Atlanta

Atlanta is the capital of the U.S. state of Georgia. It played an important part in both the Civil War and the 1960s Civil Rights Movement. Atlanta History Center chronicles the city's past, and the Martin Luther King Jr. National Historic Site is dedicated to the African-American leader's life and times. Downtown, Centennial Olympic Park, built for the 1996 Olympics, encompasses the massive Georgia Aquarium.



The most dangerous city in Georgia is College Park, a suburb of **Atlanta**. College Park has a population of 35,000 and a violent crime rate of 7,909 per 100,000 ...

<https://propertyclub.nyc/arti...>

12 Most Dangerous Cities in Georgia (2024)

Is **Atlanta** a Dangerous City? **Atlanta, GA** Crime Rate Stats. Most Dangerous **Atlanta** Neighborhoods. Safest Neighborhoods in **Atlanta** Area.

<https://expresslegalfunding.c...>

10 Most Dangerous Cities in Georgia: City Cri...



Express Legal Funding



Time Period: **2023 Vs 2022 | Oct-Dec**

Increase in Clicks: **94.57%**

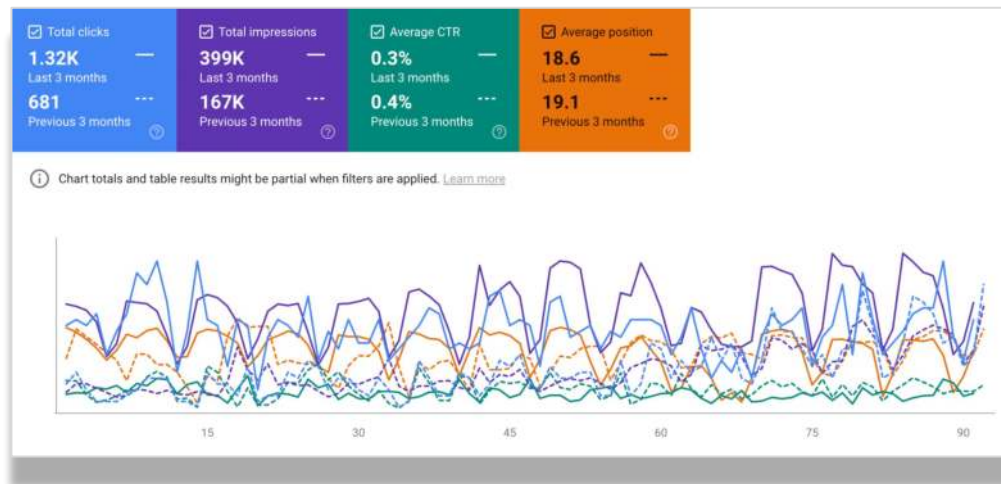
Increase in Impressions: **165.24%**

Performance of the vocabulary(SD Enriched) pages, that are semantically optimized and internally linked.

Time Period: **Last 3 months vs previous 3 months**

Increase in Clicks: **93.8%**

Increase in Impressions: **139%**





Organic search is the channel that is triggering more than half of the events for a small website. ★

	Engaged sessions per user	Events per session	Engagement rate	Event count All events ▾
Organic Search	3.87%	1.97%	10.39%	57.16%

Small business owner, who began his SEO efforts in the last 1.5 years.



Search Engine Spotlight

**Search Engine
Spotlight**

Credibility Booster

**Search Engine
Spotlight**

Credibility Booster

Local Hero Status

**Search Engine
Spotlight**

Credibility Booster

Local Hero Status

Brand Storytelling

**Search Engine
Spotlight**

Credibility Booster

Local Hero Status

Brand Storytelling

Structured data and content are your small business website's SEO secret weapon for brand visibility and customer attraction.



**Let's keep the
conversation
going!**





**Beatrice
Gamba**

**Head of
Innovation**



geatricebi



/beatrice-gamba/



**Aiswarya
Menon**

**Content &
Innovation
Manager**



aiswarya95M



aiswarya-menon-9ba37a117/



Meet the
WordLift AI Agent!

