Classic SEO.

With an ML boost.

By Dan Petrovic, DEJAN

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Stop

sc-domain:medcart.com.au

Log Out

Sections

Traffic | Rank Potential | CTR Potential | Tagger | Intent | Page Discovery | Export

Last 90 days

Import

Importing… [103/1924]

✓ Phase 1: 2024-07-29 Q3: 407 rows

Progress	Success Rate	ETA
5.4%	100.0%	66m 46s

No data yet. Click **Import** to fetch your first dataset.

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Automatic Discovery

Optimized queue-based processing with PostgreSQL bulk inserts.

🚀 Discover URLs

✅ Discovery complete!

📊 Sitemaps: 22 | URLs collected: 60,376

✅ Found 1 sitemap(s) in GSC

• https://medcart.com.au/xmlsitemap.php

✅ Extracted 60,376 URLs from 22 sitemaps

Discovery Complete!

🗺️ Sitemaps found	📄 Total URLs	💾 URLs stored
22	60,376	60,376

› 📋 Alternative Discovery Methods

📊 This property contains **289,981** unique URLs

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URL Keywords Generator

Main Settings

Extract path-based keywords from every URL in batches and save them into SQLite.

Press "Start Extraction" to begin. If data already exists, you can preview the first 100 URLs & keywords here, with pagination, and export the full table.

Status: Processed 162,477 / 162,477 URLs.

Start Extraction

Preview Page

1 – +

	url	keywords
0	https://medcart.com.au/	
1	https://medcart.com.au/-adams-skincare-pty-ltd-178	adams, skincare, pty, ltd, 178
2	https://medcart.com.au/100-Pure-New-Zealand/100-Pure-New-Zealand-Manuka-Ho	100, pure, new, zealand, 100, pure, new, zealand, manuk
3	https://medcart.com.au/1000-Hour/1000-Hour-2-In-1-Face-Brow-Trimmer-Set	1000, hour, 1000, hour, 2, in, 1, face, brow, trimmer, set
4	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Dark-Brown-21g	1000, hour, 1000, hour, 3, in, 1, brow, pencil, dark, brown
5	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Dark-Brown-21g-1	1000, hour, 1000, hour, 3, in, 1, brow, pencil, dark, brown
6	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Dark-Brown-21g-1	1000, hour, 1000, hour, 3, in, 1, brow, pencil, dark, brown
7	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Dark-Brown-21g-1	1000, hour, 1000, hour, 3, in, 1, brow, pencil, dark, brown
8	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Light-Brown-Blon	1000, hour, 1000, hour, 3, in, 1, brow, pencil, light, brown
9	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Light-Brown-Blon	1000, hour, 1000, hour, 3, in, 1, brow, pencil, light, brown

Showing 100 of 162,477 processed URLs (page 1/1625)

Export ALL URL Keywords as CSV

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Log Out

Sections

Traffic | Rank Potential | CTR Potential | Tagger | Intent | Page Discovery | Export

Query Intent Classification

Auto-Generate Labels

Automatic taxonomy generator for query intent classification labels.

Custom Instructions (optional)

Add any specific guidance for the AI, e.g., 'Focus on product categories' or 'Include competitor brands as separate labels'

Generate Taxonomy

Generating taxonomy from 23796 queries...

Bulk Add Labels

No label sets found yet. Use the **New Label Set** section above.

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Auto-Generate Labels

Automatic taxonomy generator for query intent classification labels.

Reset

Gemini response received in 35.1s.

Edit Taxonomy Labels

Found 3 taxonomy labels:

Label	Description
Label 1: PRODUCT	Description 1: Identifies queries looking for a product to purchase. Examples include medcart, covid test kit, n95 mask, nizoral 2% cream
Label 2: SYMPTOM_DISEASE	Description 2: Identifies queries related to medical conditions, symptoms, and diseases. Examples include covid symptoms 2025, chilblains, toenail fungus, cellulitis, strep throat
Label 3: BRAND_AWARENESS	Description 3: Identifies queries explicitly mentioning a specific brand, its misspellings, or unique identifiers. Examples include nizoral cream, urederm cream, heart salt, med cart, catch of the day, poren x, xporen, medicart, hayfexo, med cart australia, poren, x poren, medomics covid test, lorazol, med cart australia, ürederm krem ne ise yarar, ürederm ne ise yarar, fanttest 4 in 1, loratadine, coravo

Add New Label

New Label Name	New Label Description
LABEL_NAME	Description...

Add

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Sections

Traffic | Rank Potential | CTR Potential | Tagger | Intent | Page Discovery | Export

Query Intent Classification

Auto-Generate Labels

Bulk Add Labels

Label Set: Auto-Generated

Minimum clicks: 10

Queries: 836

Only classify unclassified queries

Selected Intent Taxonomy: 'Auto-Generated'

Preview

Classify 836 Queries

Clear All Results

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Log Out

Sections

Traffic | Rank Potential | CTR Potential | Tagger | Intent | Page Discovery | Export

Query Intent Classification

Auto-Generate Labels

Bulk Add Labels

Label Set: Auto-Generated

Minimum clicks: 1

Queries: 22,625

Only classify unclassified queries

Selected Intent Taxonomy: 'Auto-Generated'

Preview

Classify 22,625 Queries

Clear All Results

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Stop

sc-domain:medcart.com.au

Log Out

Sections

Traffic | Rank Potential | CTR Potential | Tagger | Intent | Page Discovery | Export

Query Intent Classification

> Auto-Generate Labels

> Bulk Add Labels

Label Set

Auto-Generated

Minimum clicks

1

Queries:

22,625

Only classify unclassified queries

> Selected Intent Taxonomy: 'Auto-Generated'

Preview

Classify 22,625 Queries

Queries: 22,625 Batches: 2263 Batch Size: 10 Batch Concurrency: 100

Processed 1401/2263 batches (0 failed)

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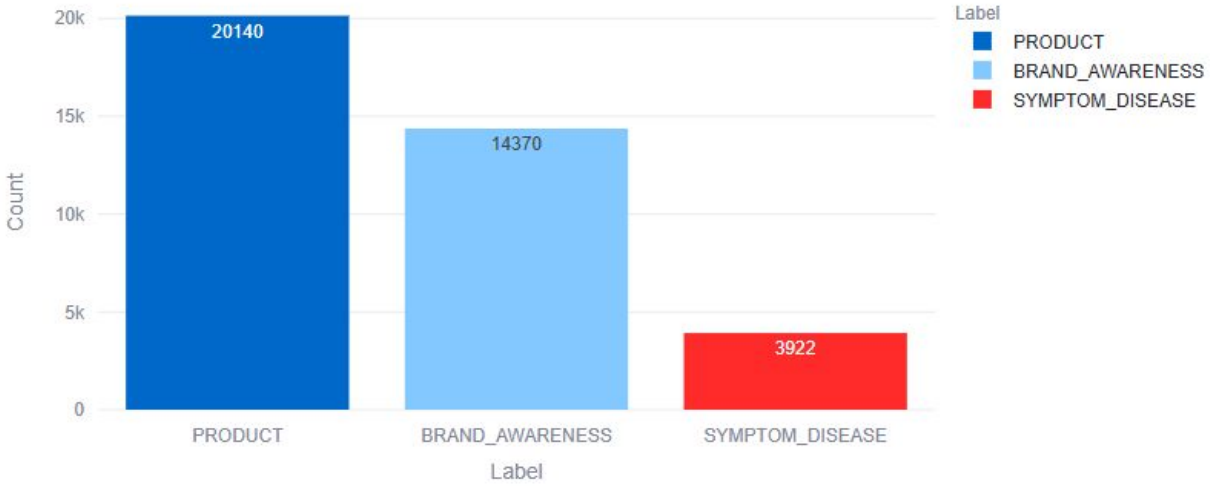
Queries: 22,625 Batches: 2263 Batch Size: 10 Batch Concurrency: 100

Successfully classified all 22,625 queries!

21,820 queries received at least one label assignment

Queries per Label (21,820 queries with labels)



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🔍 Labeled Queries

Search query text

Filter by label

Choose options

BRAND_AWARENESS

PRODUCT

SYMPTOM_DISEASE



query_text	labels	
narcotic test price	PRODUCT	
narcotics analysis reagent kit	PRODUCT	
narcotics test	PRODUCT	1
narrow laundry hamper	PRODUCT	1
nail fungus	SYMPTOM_DISEASE	1
nail growing polish	PRODUCT	1
nail hardener	PRODUCT	1
nail infection	SYMPTOM_DISEASE	1
nail polish cleaner tool	PRODUCT	1
nail polish removal	PRODUCT	1

📊 Average 1.8 labels per query | 21820 queries classified | 3 unique labels used

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Log Out

Sections

Traffic | Rank Potential | CTR Potential | Tagger | Intent | Page Discovery | Export

Query & Page Tagging

Sections

Manage Tags | Tag Queries | Tag Pages

Create or view tags for this property.

Tag name

Covid

Description

Optional description...

Add Tag

Tag 'Cov

id	tag_name	description	created_at
1	Covid	None	2025-10-19 01:37:05

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Stop

sc-domain:medcart.com.au

Log Out

Sections

Traffic | Rank Potential | CTR Potential | Tagger | Intent | Page Discovery | Export

Query & Page Tagging

Sections

Manage Tags | Tag Queries | Tag Pages

Search queries (substring or pattern)

covid

Include fuzzy matches

Search

Minimum match score

70

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Minimum match score

88

Found 7,930 fuzzy matches for 'covid' (score ≥ 88) in sc-domain:medcart.com.au. Sorted by lowest score first.

query_text	match_score	tags
when to test after taking paxlovid	88.9%	Covid
covic test	88.9%	Covid
coviself kit	88.9%	Covid
rsv vs flu vs coid	88.9%	Covid
covifind rapid antigen kit	88.9%	Covid
covi 19 test	88.9%	Covid
ovidio hand wash	88.9%	Covid
covifind test kit	88.9%	Covid
covifind kit	88.9%	Covid
coid test	88.9%	Covid

◀ Prev

Page 1 – +

Next ▶

Select tag

Covid

Tag 7,930 selected queries

Untag 7,930 selected queries

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Applied tag 'Covid' to 7,930 fuzzy matching queries.

Tagged Queries

query_id	↑ query_text	tags	last_tagged_at
112118460	are covid tests still necessary	Covid	2025-10-19 01:41:21
100965471	are expired covid tests accurate	Covid	2025-10-19 01:41:21
100876570	are expired covid tests accurate australia	Covid	2025-10-19 01:41:21
110695216	are expired covid tests reliable	Covid	2025-10-19 01:41:21
100191767	are free covid test kits still available	Covid	2025-10-19 01:41:21
110587873	are free covid tests still available	Covid	2025-10-19 01:41:21
111760002	are free covid tests still available for seni	Covid	2025-10-19 01:41:21
109716380	are kn95 masks good for covid	Covid	2025-10-19 01:41:21
100527239	are my covid tests expired	Covid	2025-10-19 01:41:21
102448632	are new covid test kits available	Covid	2025-10-19 01:41:21
105215826	are old covid tests still accurate	Covid	2025-10-19 01:41:21

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Sections

Traffic | Rank Potential | CTR Potential | Tagger | Intent | Page Discovery | Export



CTR Potential

Analysis period

3 Months

Using data from 2025-07-18 to 2025-10-15.

Country

All Countries

Device

All Devices

Include by Tag

Choose options

Exclude by Tag

Choose options

Include by Intent

Choose options

Exclude by Intent

Choose options

Minimum clicks per query

10

Calculation Mode

- (•) Primary URL Only (Recommended)
- ( ) All URLs per Query

Analyze

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CTR Potential

Analysis period

3 Months

Using data from 2025-07-18 to 2025-10-15.

Country

Australia

Device

DESKTOP

Include by Tag

Choose options

Exclude by Tag

Covid ×

Include by Intent

PRODUCT ×

Exclude by Intent

Choose options

BRAND_AWARENESS

PRODUCT

SYMPTOM_DISEASE

Minimum clicks per query

10

Calculation Mode

- (•) Primary URL Only (Recommended)
- ( ) All URLs per Query

Analyze

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CTR Potential

Analysis period

3 Months

Using data from 2025-07-18 to 2025-10-15.

Country

Australia

Device

DESKTOP

Include by Tag

Choose options

Exclude by Tag

Covid ×

Include by Intent

PRODUCT ×

Exclude by Intent

Choose options

Minimum clicks per query

5



Calculation Mode

- (•) Primary URL Only (Recommended)
- ( ) All URLs per Query

Analyze

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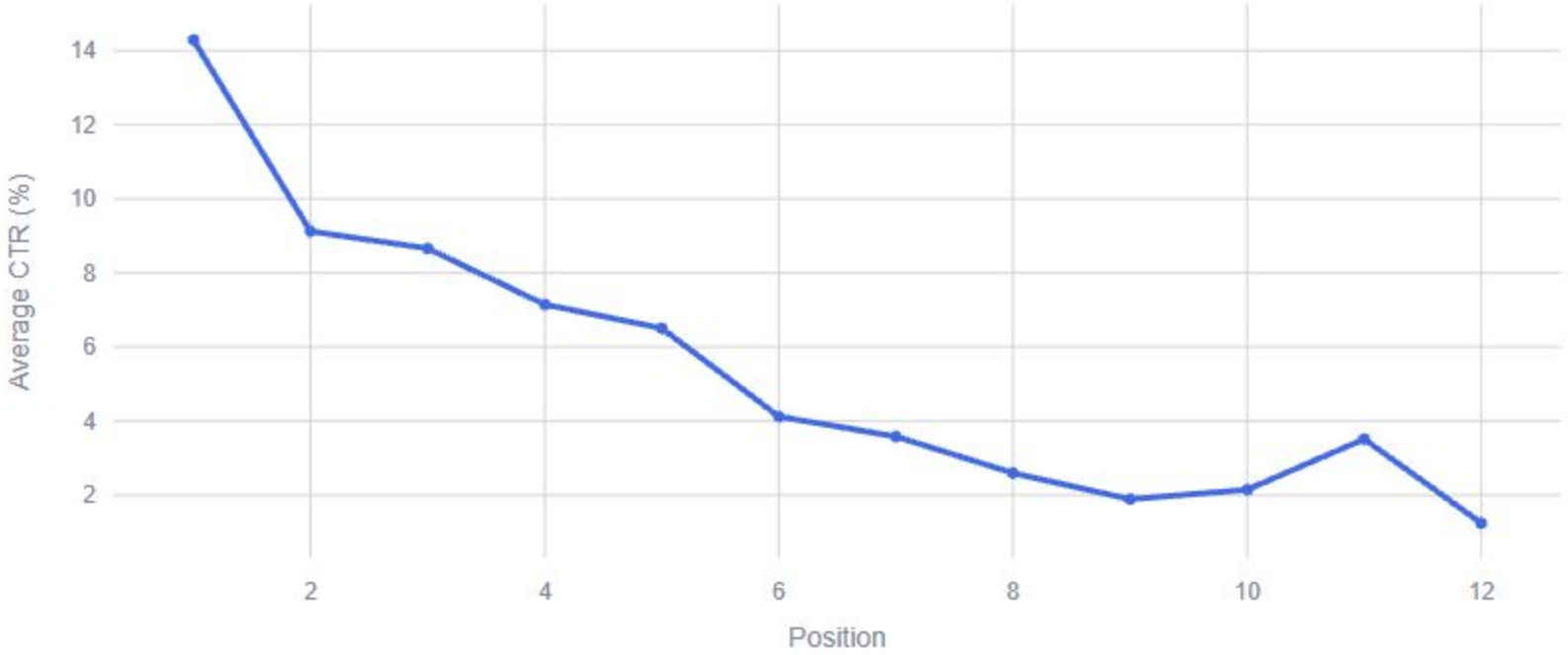
CTR Curve



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Sample Size



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Notes (optional)

Save Snapshot & Calculate Deltas

✅ CTR statistics saved (Snapshot ID: 1)

📊 Calculating CTR deltas... This may take a few moments for large datasets.

📊 Building query filter...

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Overperformers | Underperformers

query	page	position	clicks	impressions	query_ctr	site_avg_ctr	ctr_delta	traffic_delta
medcart	https://medcart.com.au/	4	1525	12820	11.9	7.15	4.75	609
n95 mask	https://medcart.com.au/personal-protective-equipment/apparel-and-accessories/clinic	20	525	50606	1.04	0	1.04	525
covid symptoms 2025	https://medcart.com.au/blog/things-to-know-about-covid-tests-and-covid-in-2025/	45	267	4081	6.54	0	6.54	267
rapid antigen test	https://medcart.com.au/covid-19-self-tests/covid-19-rapid-test-kits/	19	261	21543	1.21	0	1.21	261
catch of the day	https://medcart.com.au/blog/what-happened-to-catch-of-the-day-why-did-it-close-/	25	256	52950	0.48	0	0.48	256
med cart	https://medcart.com.au/	17	214	4897	4.37	0	4.37	214
free rat tests for pensioners 2025	https://medcart.com.au/blog/where-to-get-free-and-paid-rat-tests-in-australia-2025-gu	2	231	484	47.73	9.12	38.61	187
nizoral cream	https://medcart.com.au/Nizoral/Nizoral-2-Anti-Fungal-Cream-30g	24	183	3858	4.74	0	4.74	183
best body lotion for dry skin dermatologi	https://medcart.com.au/blog/8-musttry-body-lotions-for-dry-skin/	13	176	7180	2.45	0	2.45	176
nizoral 2% cream	https://medcart.com.au/Nizoral/Nizoral-2-Anti-Fungal-Cream-30g	5	481	4757	10.11	6.51	3.6	172

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Overperformers | Underperformers

query	page	position	clicks	impressions	query_ctr	site_avg_ctr	ctr_delta	traffic_delta
loratadine	https://medcart.com.au/Dr-Reddys/Lorazol-Loratadine-10mg-70-Tablets-SHORT-DAT	11	90	40960	0.22	3.51	-3.29	-1348
covid test kit	https://medcart.com.au/covid-19-self-tests/	9	395	82186	0.48	1.89	-1.41	-1157
ürederm krem ne işe yarar	https://medcart.com.au/blog/what-are-the-benefits-and-uses-of-urederm-cream/	5	215	20322	1.06	6.51	-5.45	-1106
what are the 4 types of splints	https://medcart.com.au/blog/different-types-of-splints/	6	201	30631	0.66	4.12	-3.46	-1061
heart salt	https://medcart.com.au/blog/what-are-the-benefits-of-heart-salt/	5	274	18144	1.51	6.51	-5	-906
types of crutches	https://medcart.com.au/blog/the-different-types-of-crutches-and-how-to-use-them/	7	204	28926	0.71	3.58	-2.87	-831
urederm cream	https://medcart.com.au/blog/what-are-the-benefits-and-uses-of-urederm-cream/	4	252	12897	1.95	7.15	-5.2	-669
is demineralised water the same as d	https://medcart.com.au/blog/demineralised-water-vs-distilled-water/	4	66	10160	0.65	7.15	-6.5	-660
spittin splint	https://medcart.com.au/blog/different-types-of-splints/	3	245	10278	2.38	8.66	-6.28	-645
urederm	https://medcart.com.au/blog/what-are-the-benefits-and-uses-of-urederm-cream/	5	227	13219	1.72	6.51	-4.79	-632

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query_ctr	site_avg_ctr	ctr_delta	traffic_delta
0.22	3.51	-3.29	-1348
0.48	1.89	-1.41	-1157
1.06	6.51	-5.45	-1106
0.66	4.12	-3.46	-1061
1.51	6.51	-5	-906
0.71	3.58	-2.87	-831
1.95	7.15	-5.2	-669
0.65	7.15	-6.5	-660
2.38	8.66	-6.28	-645
1.72	6.51	-4.79	-632



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Overperformers | Underperformers

query	page
loratadine	https://medcart.com.au/Dr-Reddys/Lorazol-Loratadine-10mg-70-Tablets-SHORT-DAT
covid test kit	https://medcart.com.au/covid-19-self-tests/
ürederm krem ne işe yarar	https://medcart.com.au/blog/what-are-the-benefits-and-uses-of-urederm-cream/
what are the 4 types of splints	https://medcart.com.au/blog/different-types-of-splints/
heart salt	https://medcart.com.au/blog/what-are-the-benefits-of-heart-salt/
types of crutches	https://medcart.com.au/blog/the-different-types-of-crutches-and-how-to-use-them/
urederm cream	https://medcart.com.au/blog/what-are-the-benefits-and-uses-of-urederm-cream/
is demineralised water the same as d	https://medcart.com.au/blog/demineralised-water-vs-distilled-water/
spittin splint	https://medcart.com.au/blog/different-types-of-splints/
urederm	https://medcart.com.au/blog/what-are-the-benefits-and-uses-of-urederm-cream/

Download CSV

View Optimization Potential

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Optimization Potential Analysis

Snapshot: AllCountries_AllDevices_Primaryurl_20240622_20251015

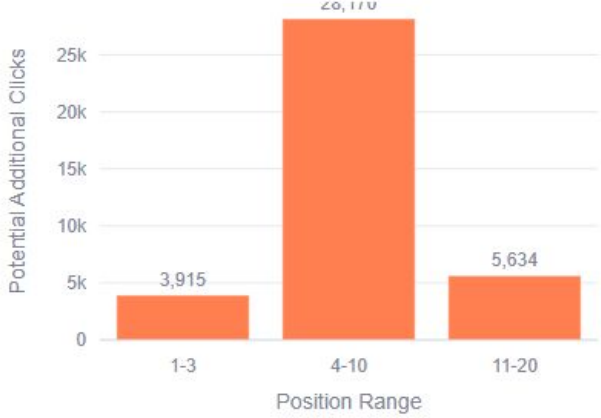
Current Clicks	Opportunity	Improvable Queries	Quick Win Clicks
37,212	+37,719	810	8,383
	↑ +101.4%	↑ 43.4%	↑ 22.2% of opp

Overview | Priority Matrix | Action Items | Export

Traffic Optimization Potential



Opportunity by Position Range



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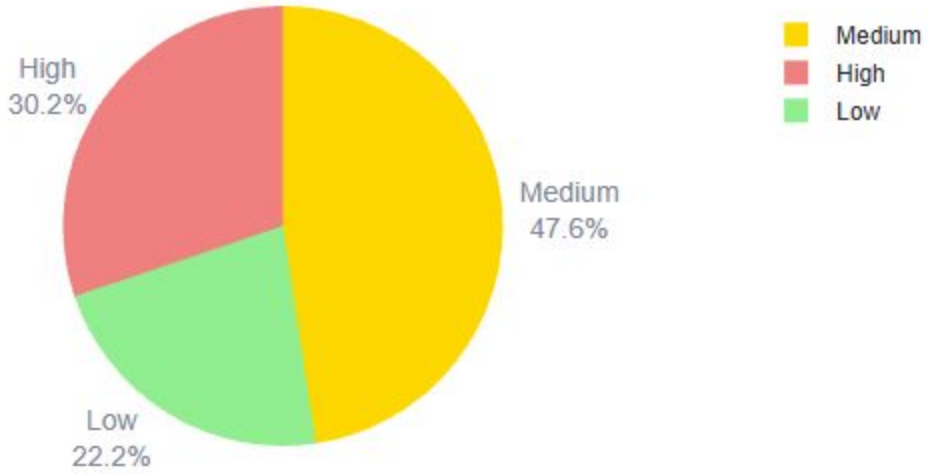

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Optimization Potential Analysis

Snapshot: AllCountries_AllDevices_Primaryurl_20240622_20251015

Current Clicks	Opportunity	Improvable Queries	Quick Win Clicks
37,212	+37,719	810	8,383
	↑ +101.4%	↑ 43.4%	↑ 22.2% of opp

Overview | Priority Matrix | Action Items | Export

Optimization Priority Matrix (Top 100 Opportunities)



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Quick Wins

query	position	opportunity_clicks	ctr_gap
covid test kit	9	1158	1.41
types of thermometer	12	443	1.18
what is aftershave	12	393	1.22
how to make perfume	9	247	1.05
covid tests	10	243	0.81
cerave sunscreen spf 50	9	180	1.81
cerave tinted sunscreen	12	155	0.81
n95 mask australia	6	149	1.88
kg group pty ltd	8	142	1.81
types of splints with pictures	8	141	1.53

Strategic Opportunities

query	position	opportunity_clicks	ctr_gap
loratadine	11	1348	3.29
ürederm krem ne işe yarar	5	1108	5.45
what are the 4 types of splints	6	1061	3.46
heart salt	5	907	5

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Overview | Priority Matrix | Action Items | Export

Recommended Actions

▾ High Priority: Title Optimization (+3,915 clicks)

Review and optimize title tags for top 3 positions. Focus on emotional triggers and clear value propositions.

Example queries: `spittin splint` , `ampoule file` , `lorazol`

▾ High Priority: Meta Description (+28,170 clicks)

Enhance meta descriptions with compelling copy, clear CTAs, and relevant keywords.

Example queries: `covid test kit` , `ürederm krem ne işe yarar` , `what are the 4 types of splints`

› Medium Priority: Content Enhancement (+5,634 clicks)

▾ High Priority: Quick Wins (+3,251 clicks)

These queries are close to average CTR. Minor optimizations can yield immediate results.

Example queries: `covid test kit` , `types of thermometer` , `what is aftershave`

Top Pages for Optimization

Page	Opportunity Clicks	Queries
https://medcart.com.au/blog/what-are-the-benefits-and-uses-of-urederm-cream/	3943	28
https://medcart.com.au/blog/demineralised-water-vs-distilled-water/	2947	38

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View Optimization Potential

Save Analysis

Optimization Potential Analysis

Snapshot: AllCountries_AllDevices_Primaryurl_20240622_20251015

Current Clicks	Opportunity	Improvable Queries	Quick Win Clicks
37,212	+37,719	810	8,383
	↑ +101.4%	↑ 43.4%	↑ 22.2% of opp

Overview | Priority Matrix | Action Items | Export

Export Options

Download Analysis [CSV]

Download Summary [TXT]

Download Report [HTML]

Download All [ZIP]

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Rank Potential

Identify ranking opportunities and potential traffic gains from improved positions

Period: Last 90 days | Min. Impressions: 100 | Country: All Countries | Device: All Devices

Key Metrics

Total Keywords	Striking Distance	Quick Win Potential	Page 1 Keywords
7,428	1,808 ↑ 24.3%	+11,729 clicks	2,003 ↑ 27.0%

Distribution | Opportunity Matrix | Striking Distance | Volatility | Recommendations

Keyword Distribution by SERP Position



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Rank Potential

Identify ranking opportunities and potential traffic gains from improved positions

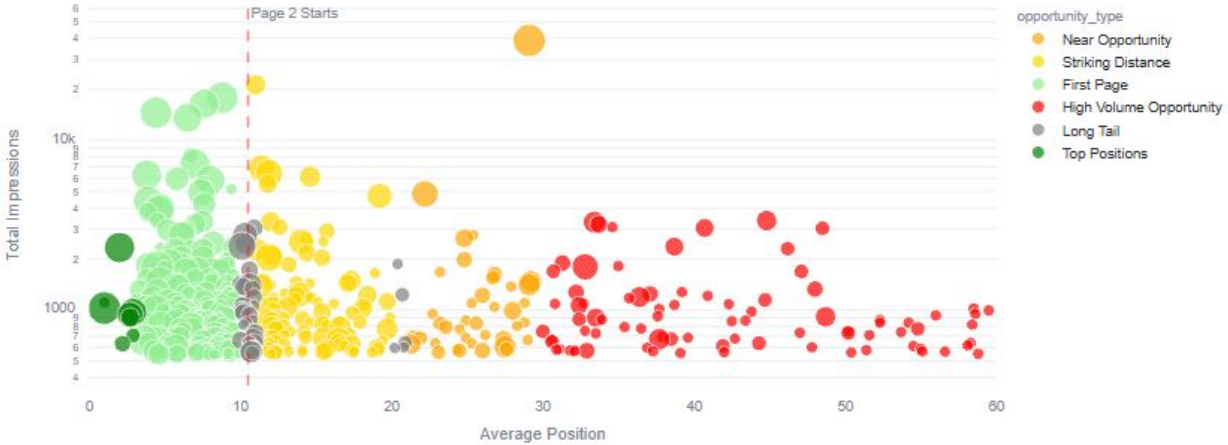
Period: Last 90 days | Min. Impressions: 100 | Country: All Countries | Device: All Devices

Key Metrics

Total Keywords	Striking Distance	Quick Win Potential	Page 1 Keywords
7,428	1,808	+11,729 clicks	2,003
	↑ 24.3%		↑ 27.0%

Distribution | Opportunity Matrix | Striking Distance | Volatility | Recommendations

Ranking Opportunity Matrix (Top 500 by Impressions)



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Rank Potential

Identify ranking opportunities and potential traffic gains from improved positions

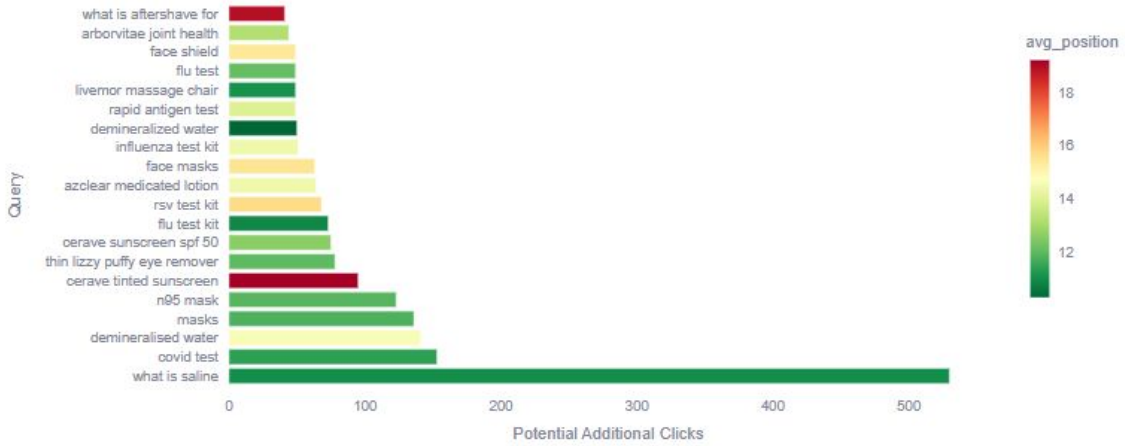
Period	Min. Impressions	Country	Device
Last 90 days	100	All Countries	All Devices

Key Metrics

Total Keywords	Striking Distance	Quick Win Potential	Page 1 Keywords
7,428	1,808	+11,729 clicks	2,003
	↑ 24.3%		↑ 27.0%

Distribution | Opportunity Matrix | Striking Distance | Volatility | Recommendations

Top 20 Striking Distance Keywords - Potential Click Gains



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	query	avg_position	total_clicks	total_impressions	ctr_percent	days_visible	best_position	worst_position	volatility
1	what is saline	11	6	21292	0.01	88	1	33	2.54
8	covid test	11.4	30	6874	0.28	88	1	37.6	4.94
9	n95 mask	11.9	36	6422	0.59	88	2	75	12.43
11	demineralised water	14.6	8	6113	0.2	88	1	49	12.56
15	masks	11.8	4	5543	0.04	88	4	49	9.55
19	cerave tinted sunscreen	19.2	21	4710	0.49	88	2	62	10.99
28	thin lizzy puffy eye remover	12	6	3318	0.14	68	7.3	48	3.73
33	cerave sunscreen spf 50	12.6	2	3070	0.05	82	1	57	4.34
34	flu test kit	10.9	3	3050	0.1	88	1	49	5.67
39	rsv test kit	15.7	2	2913	0.15	67	1	47	10.13

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Rank Potential

Identify ranking opportunities and potential traffic gains from improved positions

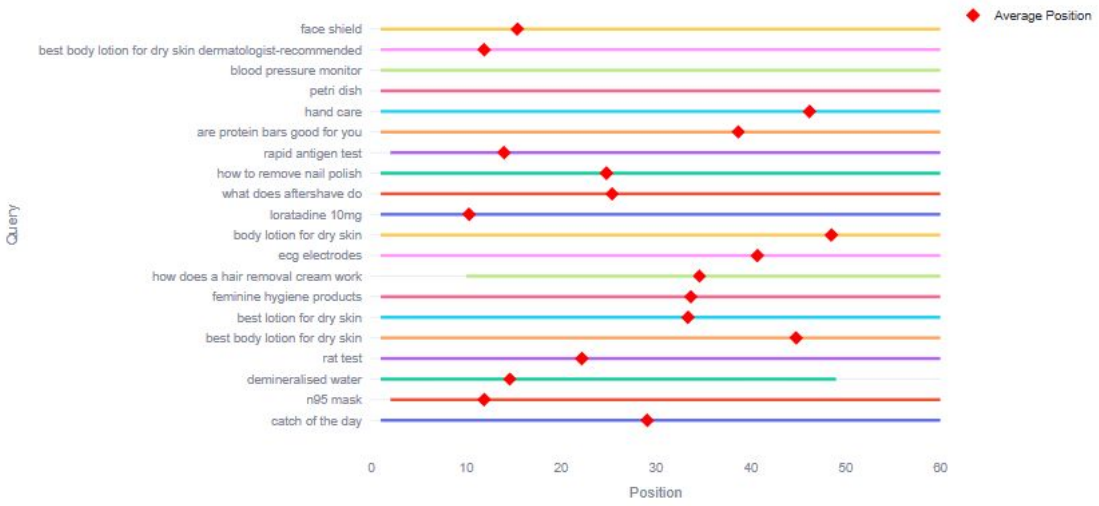
Period	Min. Impressions	Country	Device
Last 90 days	100	All Countries	All Devices

Key Metrics

Total Keywords	Striking Distance	Quick Win Potential	Page 1 Keywords
7,428	1,808	+11,729 clicks	2,003
	↑ 24.3%		↑ 27.0%

Distribution | Opportunity Matrix | Striking Distance | Volatility | Recommendations

Top 20 Volatile Keywords - Position Range



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Recommended Actions

High Priority: Striking Distance Optimization (+11,729 potential clicks)

Actions: Add internal links, Optimize title tags, Update content freshness | **Effort:** Low-Medium

Medium Priority: High Volume Keywords (+9,738 potential clicks)

Actions: Create dedicated landing pages, Improve content depth, Build authority | **Effort:** High

Medium Priority: Position Stability (Improved ranking consistency)

Actions: Strengthen page authority, Fix technical SEO issues, Ensure consistent signals | **Effort:** Medium

Page-Level Opportunities

	page	unique_queries	avg_position	total_clicks	total_impressions	ctr
0	https://medcart.com.au/	13842	21.3	549	70896	
1	https://medcart.com.au/blog/8-musttry-body-lotions-for-dry-skin/	4069	37.3	236	102250	
2	https://medcart.com.au/blog/from-hospitals-to-home-the-many-uses-of-saline-yc	1928	18.8	38	44349	
3	https://medcart.com.au/blog/how-to-make-perfume-at-home-a-stepbystep-guide	1564	13	442	50977	
4	https://medcart.com.au/personal-protective-equipment/apparel-and-accessories	1808	23.9	273	61954	
5	https://medcart.com.au/personal-protective-equipment/apparel-and-accessories	798	22.7	40	34665	
6	https://medcart.com.au/blog/how-to-use-a-blood-lancet/	755	19.6	35	22877	
7	https://medcart.com.au/blog/demineralised-water-vs-distilled-water/	1810	17.9	164	49673	
8	https://medcart.com.au/blog/top-10-feminine-hygiene-products-you-need-to-kno	537	28.9	60	23373	
9	https://medcart.com.au/personal-protective-equipment/apparel-and-accessories	783	34.5	11	19244	

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Select a tool to run

- Populate URLs
- URL Keywords
- Fetch GSC Data
- Analytics Dashboard
- Query Intent
- Query Explorer
- Tag Editor
- Branded Queries
- Map Queries to URLs
- Query Fanout
- Cannibalization Analysis
- CTR Stats
- CTR Delta
- Traffic Projections
- URL Potential
- Scrape and Store HTML
- DOM Analyzer
- Process Content and Links
- Canonicalizer
- Link Explorer
- Populate N-Grams
- PageRank
- LinkBERT
- Embeddings
- Similarity
- Link Graph
- Link Gap
- Link Heuristics
- Link Suggestions
- Link Rank
- Taxonomy Mapper

Calculate URL Potential

URL potential has been successfully calculated and saved for 162477 URLs.

	URL	url_potential
0	https://medcart.com.au/	7904047.856
1	https://medcart.com.au/-adams-skincare-pty-ltd-178	1423.4694
2	https://medcart.com.au/100-Pure-New-Zealand/100-Pure-New-Zealand-Manuk	13674.3565
3	https://medcart.com.au/1000-Hour/1000-Hour-2-In-1-Face-Brow-Trimmer-Set	9
4	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Dark-Brown-	158.9
5	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Dark-Brown-	105
6	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Dark-Brown-	1378.6266
7	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Dark-Brown-	0
8	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Light-Brown	213
9	https://medcart.com.au/1000-Hour/1000-Hour-3-in-1-Brow-Pencil-Light-Brown	0

Download CSV

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Overview Query Tag Page Country Device Event Drill-Down Report

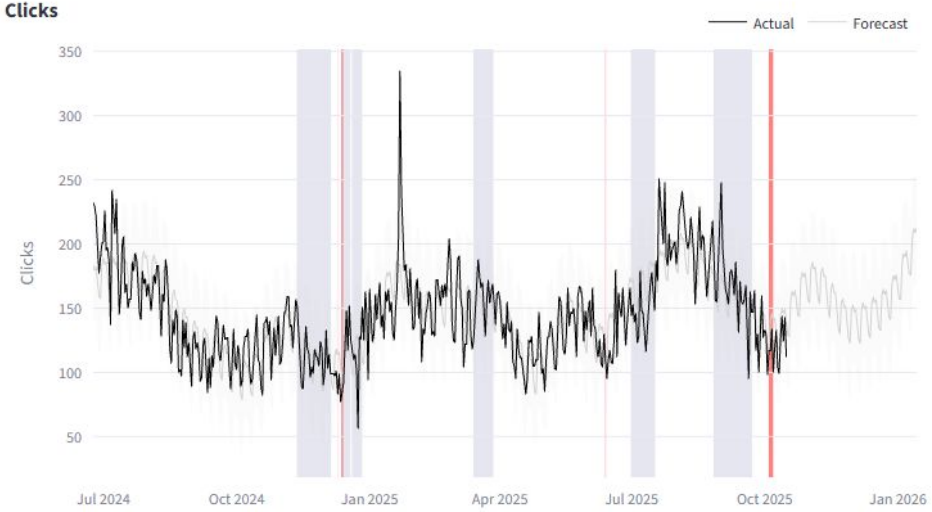
Performance Overview

Select Timeframe:

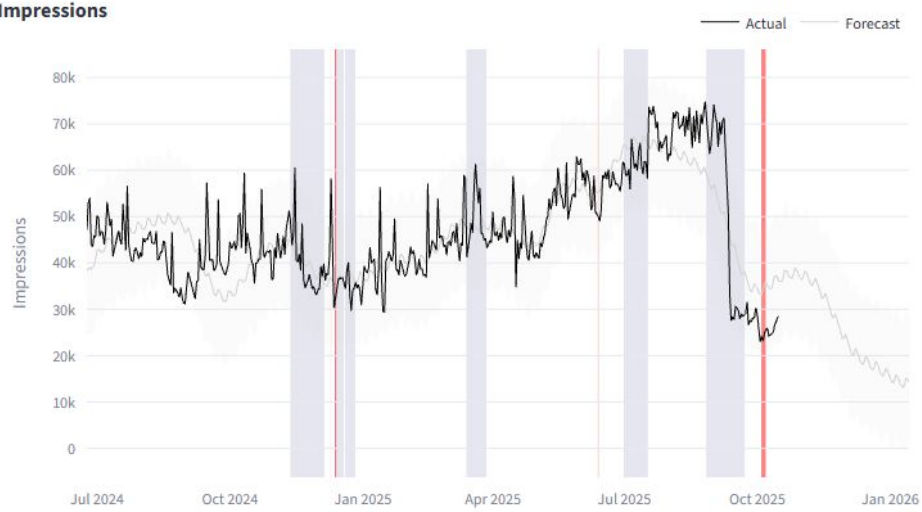
Daily Weekly Monthly

Show Prophet Forecast (90-day projection)

Clicks



Impressions



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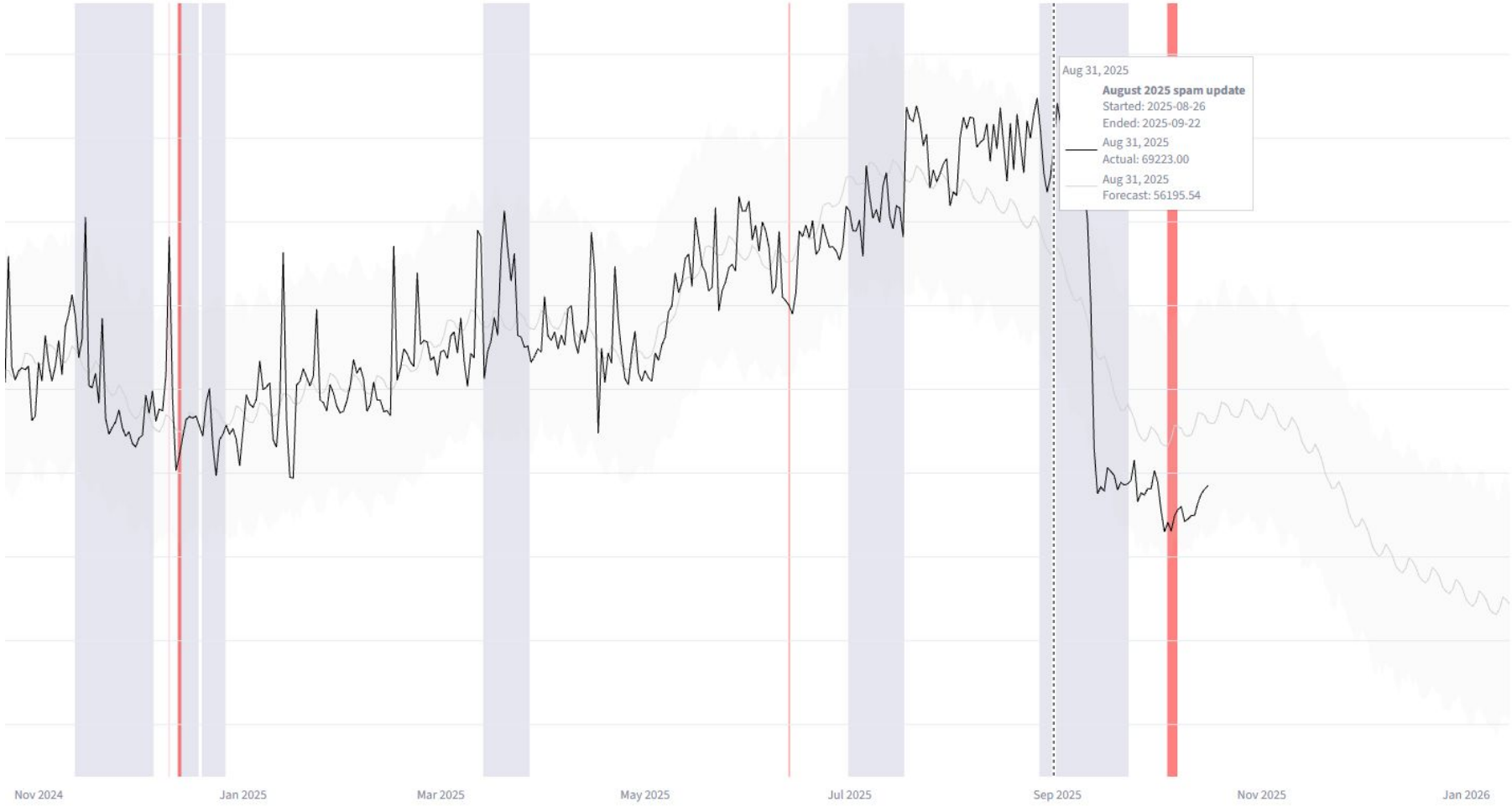
Aug 31, 2025
August 2025 spam update
Started: 2025-08-26
Ended: 2025-09-22
Aug 31, 2025
Actual: 69223.00
Aug 31, 2025
Forecast: 56195.54
Nov 2024
Jan 2025
Mar 2025
May 2025
Jul 2025
Sep 2025
Nov 2025
Jan 2026

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Overview Query Tag Page Country Device Event Drill-Down Report

Event Impact Analysis

Analyze how Google Search algorithm updates and incidents have impacted your site's performance.

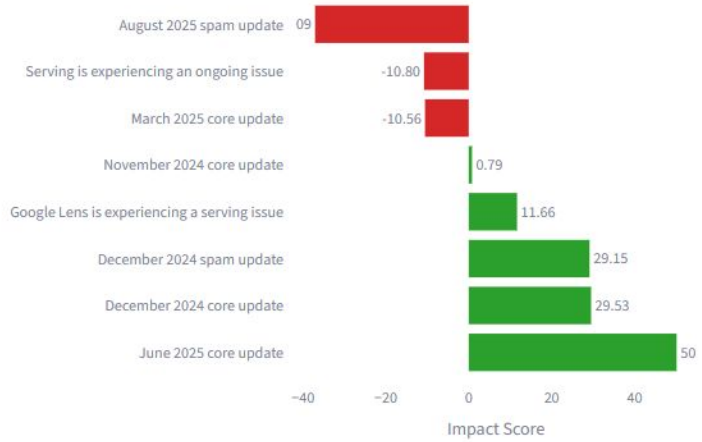
Update Google Search Events

Run Impact Analysis

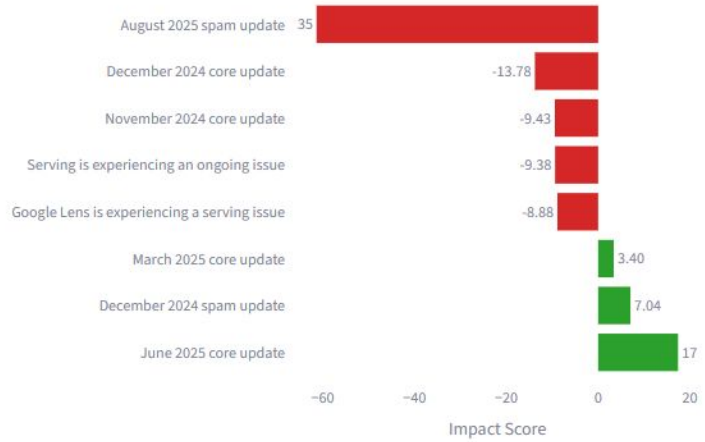
Actual Delta Analysis Forecast Delta Analysis

Compares performance against a pre-event baseline, with a weighted score reflecting temporal decay.

Clicks Impact



Impressions Impact



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Event Impact Analysis

Analyze how Google Search algorithm updates and incidents have impacted your site's performance.

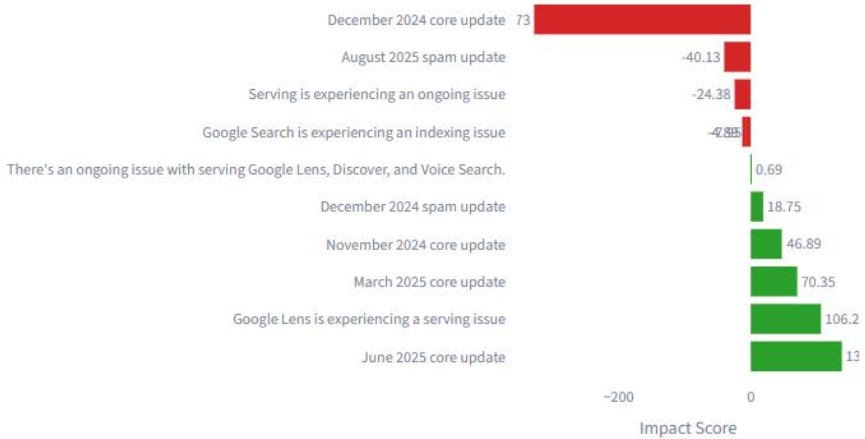
Update Google Search Events

Run Impact Analysis

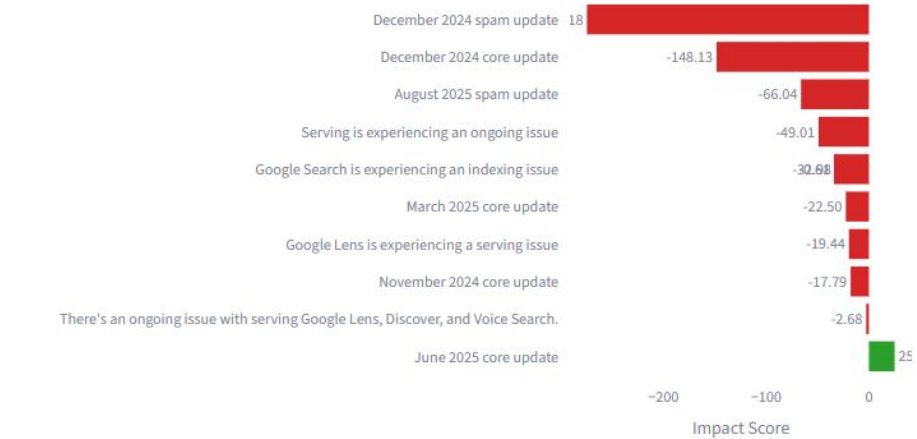
Actual Delta Analysis Forecast Delta Analysis

Compares performance against a dyna[illegible], uncontaminated Prophet forecast, with a weighted score reflecting temporal decay.

Clicks Impact (vs Forecast)



Impressions Impact (vs Forecast)



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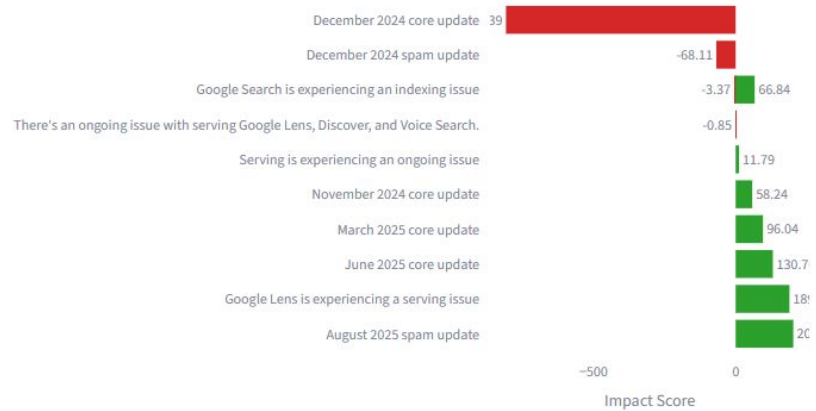
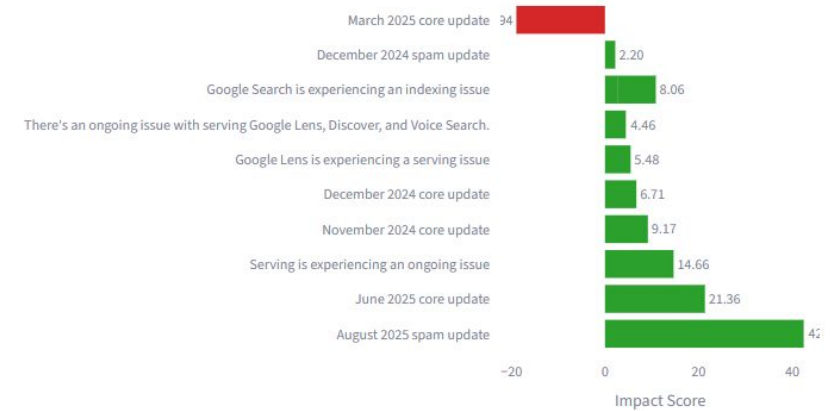
CTR Impact (vs Forecast)



Position Impact (vs Forecast)



	Event	Clicks Change (%)	Impressions Change (%)	CTR Change (%)	Position Change
0	Serving is experiencing an ongoing issue	-24.38	-49.01	11.79	14.66
1	August 2025 spam update	-40.13	-66.04	202.59	42.47
2	June 2025 core update	137.82	25	130.7	21.36
3	Google Search is experiencing an indexing issue	-4.89	-0.61	-3.37	8.06
4	There's an ongoing issue with serving Google Lens, Discover, and Voice	0.69	-2.68	-0.85	4.46
5	March 2025 core update	70.35	-22.5	96.04	-18.94
6	December 2024 spam update	18.75	-274.18	-68.11	2.2
7	December 2024 core update	-327.73	-148.13	-807.39	6.71
8	Google Lens is experiencing a serving issue	106.29	-19.44	189	5.48
9	Google Search is experiencing an indexing issue	-7.95	-32.98	66.84	2.81

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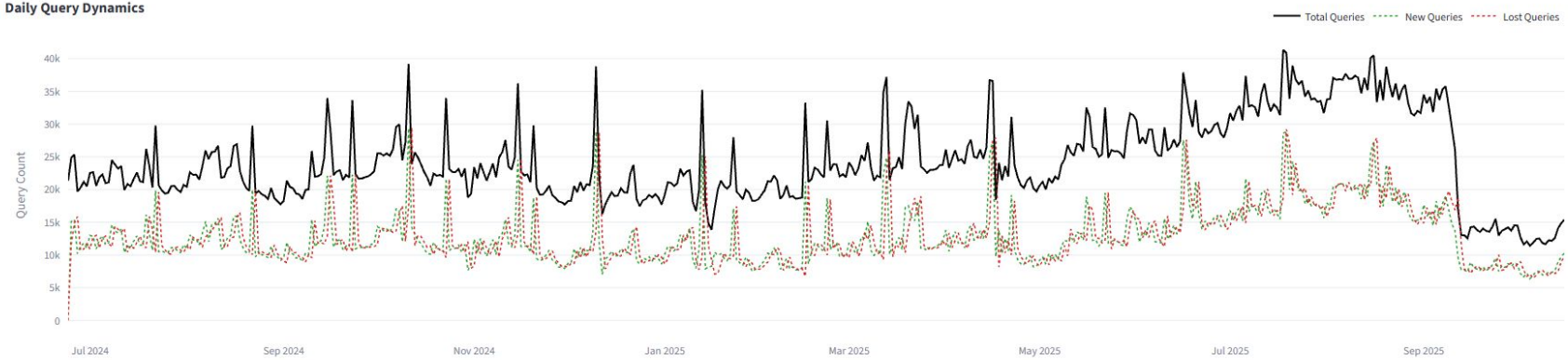
Query Landscape Analysis

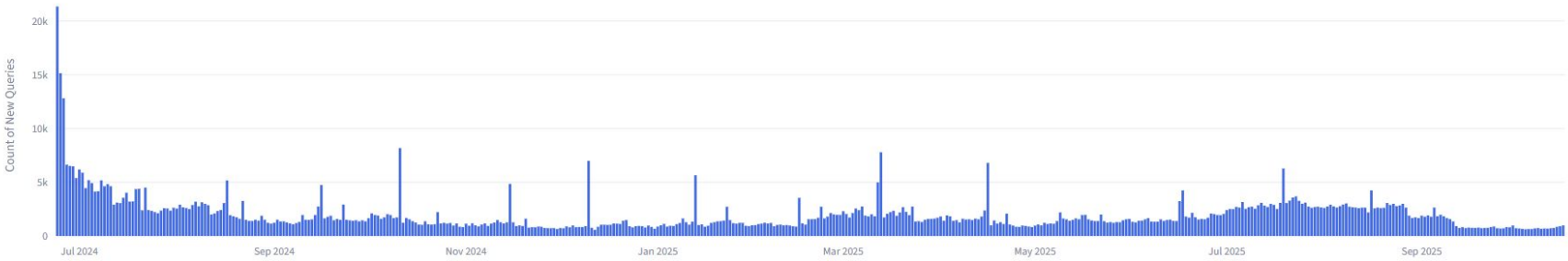
Analyze the daily volatility and growth of your search query footprint.

Run Query Landscape Analysis

Daily Query Dynamics



Newly Discovered Queries (First-Time Ever Seen)



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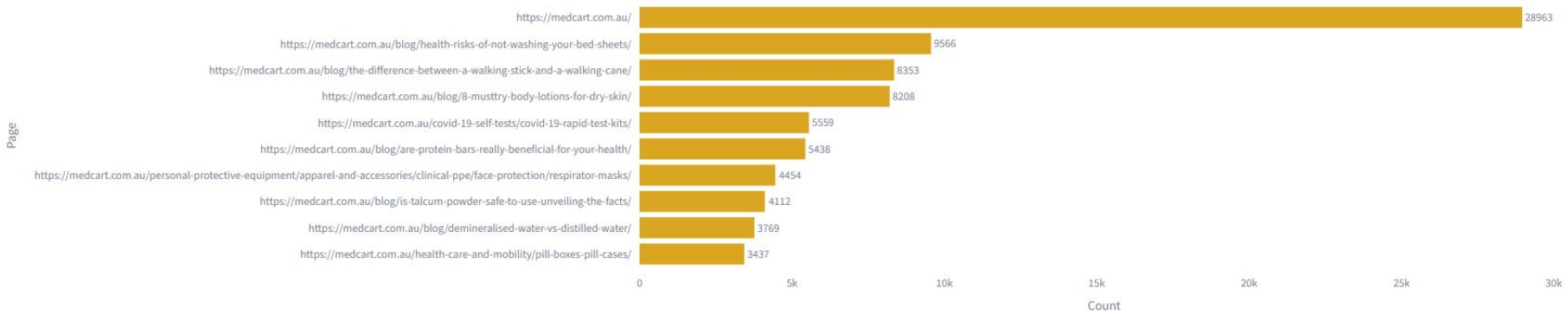
Page Insights

A visual overview of query diversity and click performance per page.

Top 10 Pages by Unique Query Count



Show Full Page Count Data

	page	query_count
1	https://medcart.com.au/	28963
221789	https://medcart.com.au/blog/health-risks-of-not-washing-your-bed-sheets/	9566
221902	https://medcart.com.au/blog/the-difference-between-a-walking-stick-and-a-walking-cane/	8353
221697	https://medcart.com.au/blog/8-musttry-body-lotions-for-dry-skin/	8208

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Drill-Down Analysis

Select an event or a custom date range to see the top pages/queries affected. Apply filters for granular analysis. Click the 'Start Drill-Down' button to run the analysis.

Select Analysis Type:

(•) Google Event ( ) Custom Date Range

Choose an event to analyze:

Select an event...

Filters

Filter by tags (optional):

Choose options

Filter by country (optional):

All Countries

Filter by a specific Page URL (optional):

Filter by device (optional):

All Devices

Filter by a specific Query (optional):

Start Drill-Down

DEJAN

Select a tool to run

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- LinkBERT
- Embeddings
- Similarity

Query Fan-Out | Keyword Opportunities | Insights | Query Demand Analysis

Query Fan-Out

Export CSV

Exclude Queries by Tag

Choose options

Minimum Clicks

Min Clicks

10 − +

Process Sorted by Top Clicks

High Effort (Deep)

Advanced Parameters

Manual Single Query

START

DEJAN

Select a tool to run

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- Link Gap
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- Link Suggestions
- Link Rank
- Taxonomy Mapper

Cannibalization Analysis

Identify queries where traffic is being split across multiple URLs

Run Cannibalization Analysis

Summary Statistics

Cannibalized Queries	Total Lost Clicks	Avg Lost %	Max Lost Clicks
1567	4,027	39.5%	211

Queries by Lost Clicks (Summary)

Queries ranked by total clicks going to non-primary URLs

	Query	Primary URL
0	medcart australia	https://medcart.com.au/
1	medcart	https://medcart.com.au/
2	covid test kit	https://medcart.com.au/covid-19-self-tests/
3	heart salt	https://medcart.com.au/blog/what-are-the-benefits-of-heart-salt

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DOM/Template Analyzer

This tool analyzes scraped HTML, groups pages by their DOM structure (focusing on main content areas), and allows defining these as "templates" for content extraction.

Content Grouping Granularity:

Simplified (Primary Marker Type)

Analyze HTML and Identify Page Types

Found 776 HTML pages to analyze using 'Simplified (Primary Marker Type)' granularity.

Analysis Complete! Identified 3 unique page types from 776 pages.

Page Type Summary & Template Management

Type 1 (Primary marker: <main> tag) - 665 pages

Type 2 (Primary marker: <article> tag) - 96 pages

Type 3 (Fallback: Body direct children (No specific marker found by heuristics)) - 15 pages

DEJAN

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- DOM Analyzer
- Process Content and Links
- Canonicalizer
- Link Explorer
- Populate N-Grams

Process Content and Links

Choose Content Extraction Method:

Auto-Pilot (Trafilatura)

Warning: Starting this process will first **DELETE ALL EXISTING DATA** from the `meta`, `content`, `sentences`, `links`, and `sentences_fts` tables before reprocessing.

Starting processing with method: trafilatura

Processing... This may take a while. Please wait.

Processing using: trafilatura method.

Clearing existing data from tables: meta, content, sentences, links, sentences_fts

Processing 49/776 pages...

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Process Content and Links

Choose Content Extraction Method:

Auto-Pilot (Trafilatura)

Warning: Starting this process will first **DELETE ALL EXISTING DATA** from the `meta`, `content`, `sentences`, `links`, and `sentences_fts` tables before reprocessing.

Starting processing with method: trafilatura

Processing using: trafilatura method.

Clearing existing data from tables: meta, content, sentences, links, sentences_fts

Processing complete.

Content and links processing finished.

Content Items Processed	Sentences Extracted	Content Area Links	Non-Content Area Links
776	25539	2353	183914

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View Processed Data

View Meta Data (Paginated - Max 50 per page)

View Content Data (Paginated - Max 50 per page)

View Sentences Data (Paginated - Max 50 per page)

View Links Data (Paginated - Max 50 per page)

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PageRank Calculator (Canonical-Aware)

This tool calculates both Content-Area and Global PageRank, consolidating link equity to canonical URLs. All previous PageRank data from the 'pagerank' table will be cleared before new calculations.

Ensure 'Populate URLs', 'Scrape and Store HTML', and 'Process Content and Links' have been run. Accurate canonical tags in your HTML are essential.

All PageRank calculations completed and data stored successfully in 'pagerank' table!

Clearing all previous PageRank data from 'pagerank' table...

All previous PageRank data cleared from 'pagerank' table.

Fetching URL and canonical data for mapping...

Canonical mapping: 1644 URLs processed, 1620 effective canonicals identified.

✅ Content PageRank calculated and stored in 'pagerank' table (1620 URLs).

✅ Global PageRank calculated and stored in 'pagerank' table (1620 URLs).

DEJAN

Select a tool to run

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- Embedding
- Similarity
- Link Graph
- Link Gap
- Link Heuristics
- Link Suggestions
- Link Rank
- Taxonomy Mapper

Choose a LinkBERT model

dejanseo/LinkBERT-mini

Enter a keyword to filter pages (optional)

Generate LinkBERT Predictions

Processing content with LinkBERT...

Processing 12758 out of 25539

DEJAN

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- Link Suggestions
- Link Rank
- Taxonomy Mapper

General Embeddings | Taxonomy Embeddings

Available data sources:

- **content**: 776
- **sentences**: 25,539
- **meta**: 776
- **queries**: 277,335
- **anchor_texts**: 186,267
- **linkbert_predictions**: 24,099
- **url**: 776

Select data to generate embeddings for:

content × | sentences × | meta × | queries × | anchor_texts × | linkbert_predicti… × | url ×

Generate General Embeddings

Generating embeddings...

Done.

Finished generating 'content' embeddings. Total = 776 rows.

File written to: embeddings\content.npy

5,146 / 25,539 · ETA: 00:03:35

DEJAN

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Generate Indices | Search

FAISS Index Generation

FAISS Indexing: Efficient similarity search for all embedding types

Select which FAISS indices to generate:

- [x] Content Embeddings (776 × 256d)
- [x] URL Embeddings (776 × 256d)
- [x] Meta Embeddings (776 × 256d)

Available embeddings: 3 | **Existing indices:** 0

Generate Selected FAISS Indices

Starting FAISS index generation...

Processing content embeddings...

Indexed 776 vectors → './embeddings\content.index'

✓ CONTENT FAISS index generated

Processing meta embeddings...

DEJAN

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Generate Indices | Search

Search Embeddings

Enter search query: brand

Search in: Content

Advanced Options

Search

Found 100 results for 'brand'

Rank	Similarity Score	url
1	0.0217	https://www.owayo.com/magazine/personal-branding-for-at
2	0.0202	https://www.owayo.com/yoga/products/hair-accessories-us.
3	0.02	https://www.owayo.com/cycling/printing_technique-us.htm
4	0.0198	https://www.owayo.com/darts-us.htm
5	0.0197	https://www.owayo.com/yoga/products/yoga-pants-us.htm
6	0.0197	https://www.owayo.com/cycling/inside-us.htm
7	0.0196	https://www.owayo.com/teamsport/lp/design-custom-paintl
8	0.0191	https://www.owayo.com/teamsport/lp/design-custom-skydi
9	0.0191	https://www.owayo.com/sport-leggings_midwaist_light-us.h
10	0.019	https://www.owayo.com/teamsport/lp/design-custom-tennis

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- Link Suggestions
- Link Rank
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Select PageRank type to visualize:

Content-Area

Interactive Link Graph (Content-Area PageRank)

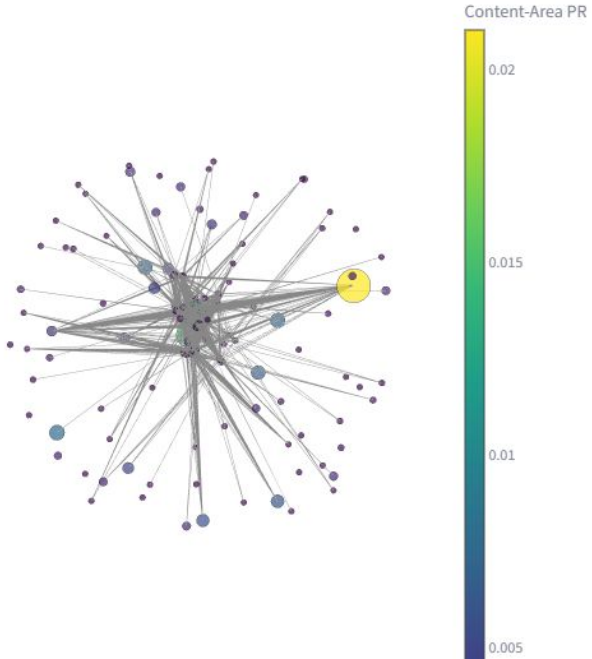
Max pages in graph (by PageRank):

200

Graph Layout:

Spring 3D

Internal Link Graph (Content-Area PageRank, Spring 3D)



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Generate Link Recommendations

Click threshold percentage

10

1 100

Exclude queries tagged with

Choose an option

- [x] Generate anchor text (based on search queries)
- [x] Skip occupied anchor text

Selection mode for all candidates

- (•) First instance
- ( ) Most similar

Generate Recommendations

Loading data...

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LinkBERT Influence

0.30

0.00 1.00

Traffic Influence

0.63

0.00 1.00

Select Tags to Influence Ranking

Transactional ×

Transactional Influence

0.81

0.00 1.00

Rank Link Suggestions

DEJAN

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- Link Rank
- Taxonomy Mapper

Taxonomy Mapper

Select Mapping Mode

- Meta Embeddings
- URL Keyword Embeddings

Taxonomy table has 5595 entries.

Clear Taxonomy Data

Compute Taxonomy Mappings using Meta Embeddings

Taxonomy mappings computed using Meta Embeddings and saved.

Clear Meta Embeddings Mappings

Clear ALL Taxonomy Mappings

Meta Embeddings Results

Page

1

	url
0	https://www.owayo.com/
1	https://www.owayo.com/basketball-shirts-us.htm
2	https://www.owayo.com/basketball-shirts_b1-us.htm
3	https://www.owayo.com/basketball-shirts_b7-us.htm
4	https://www.owayo.com/basketball-shirts_b7w-us.htm

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Machine Learning Models & Systems

Facebook Prophet	Forecasting and traffic anomaly detection.
Logistic Regression	Classification label threshold detection.
mixedbread-ai/mxbai-embed-large-v1	MRL+Binary embedding model.
FAISS	Facebook's ultra-fast vector search algo.
dejanseo/query-fanout	Generative. Query reformulation.
dejanseo/LinkBERT	Token classifier. Prediction of natural links.
dejanseo/universal-query-classifier-large	Text classifier. Arbitrary multi-label intent.
dejanseo/ai-detection	Text classifier. Generative vs human.
dejanseo/substance	Text classifier. Substance vs fluff.

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Models & Tools

Sentiment

Multi-label sentiment classification model developed by Dejan Marketing. The model is designed to be deployed in an automated pipeline capable of classifying text sentiment for thousands (or even millions) of text chunks or as a part of a scraping pipeline.

- https://huggingface.co/dejanseo/sentiment
- https://huggingface.co/dejanseo/good-vibes

Classification Labels

0: "very positive",
1: "positive",
2: "somewhat positive",
3: "neutral",
4: "somewhat negative",
5: "negative",
6: "very negative"

Sources of Training Data

Synthetic. Llama3.

Try the model:

DEMO

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LinkBERT

LinkBERT is a fine-tuned version of Google's BERT model, designed to predict natural link placement within web content. This binary classification model excels in identifying distinct token ranges that web authors are likely to choose as anchor text for links. By analysing never-before-seen texts, LinkBERT can predict areas within the content where links might naturally occur, effectively simulating web author behaviour in link creation.

- https://huggingface.co/dejanseo/LinkBERT
- https://huggingface.co/dejanseo/LinkBERT-mini
- https://huggingface.co/dejanseo/LinkBERT-XL

LinkBERT is positioned as a powerful tool for content creators, SEO specialists, and webmasters, offering unparalleled support in optimizing web content for both user engagement and search engine recognition. Its predictive capabilities not only streamline the content creation process but also offer insights into the natural integration of links, enhancing the overall quality and relevance of web content.

Spam and Inorganic SEO Detection: Helps identify unnatural link patterns, contributing to the detection of spam and inorganic SEO tactics.

Anchor Text Suggestion: Acts as a mechanism during internal link optimization, suggesting potential anchor texts to web authors.

Evaluation of Existing Links: Assesses the naturalness of link placements within existing content, aiding in the refinement of web pages.

Link Placement Guide: Offers guidance to link builders by suggesting optimal placement for links within content.

Anchor Text Idea Generator: Provides creative anchor text suggestions to enrich content and improve SEO strategies.

DEMO

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Classic Query Intent Classifier

Multi-label search query classification model developed by Dejan AI. The model is designed to be deployed in an automated pipeline capable of classifying search query intent for large volumes of search queries from common data sources such as ad campaigns and organic search tools and platforms.

- https://huggingface.co/dejanseo/Intent-XS
- https://huggingface.co/dejanseo/Intent-XL

Classification Labels

LABEL_0: 'Commercial'
LABEL_1: 'Non-Commercial'
LABEL_2: # Unused
LABEL_3: # Unused
LABEL_4: 'Informational'
LABEL_5: 'Navigational'
LABEL_6: 'Transactional'
LABEL_7: 'Commercial Investigation'
LABEL_8: 'Local'
LABEL_9: 'Entertainment'

Base Models:

- albert/albert-xxlarge-v2
- albert/albert-base-v2

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Universal Search Query Classifier

Generalist, Open-Set Classification for Any Label Taxonomy

Multi-label text classification for search queries with arbitrary label support. The Universal Query Classifier is a specialized model for classifying search queries into multiple intent categories simultaneously. Unlike traditional single-label classifiers, this model supports threshold-based multi-label assignment and works with any custom label set.

Key Features

- Multi-label classification – Assigns multiple relevant labels per query
- Arbitrary label support – Works with any custom label set and descriptions
- Threshold-based assignment – Configurable confidence thresholds for label assignment
- Special token format – Uses [QUERY], [LABEL_NAME], and [LABEL_DESCRIPTION] tokens for structured input
- Multiple model sizes – Available in X-Small, Small, Base, and Large variants

Use Cases

- SEO intent analysis – Classify search queries by commercial intent, brand awareness, etc.
- Content strategy – Understand query intent to optimize content targeting
- Search advertising – Categorize keywords for campaign optimization
- Customer support – Route queries based on intent classification

Model Variants

- **X-Small** – Fast inference for real-time applications
- **Small** – Balanced speed and accuracy
- **Base** – Recommended for most use cases
- **Large** – Highest accuracy for complex classification tasks

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Search Query **Fan-Out**

The model generates diverse, contextually relevant search query variations for a given URL and seed query.

By reformulating queries, it helps capture a broader range of search intents, improving organic search visibility and click-through rates.

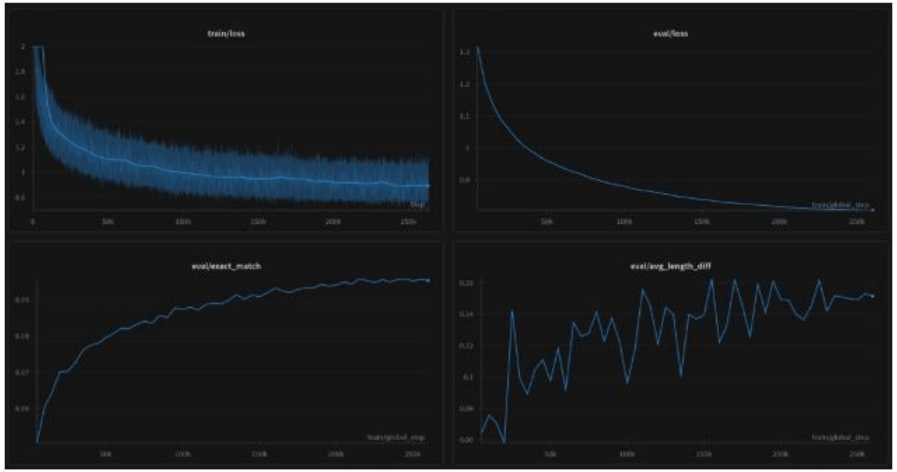
This is especially valuable for SEO, content optimization, and keyword targeting, enabling discovery of traffic-driving variations that may not surface through manual keyword research.

Inference

High Effort (Deep Analysis) – Stochastic sampling in large batches with varied seeds, high temperature/top-p diversity, duplicate suppression, and log-probability/length scoring. Produces up to 200 unique candidates, sorted by quality.

Quick Fan-Out – Beam search with diversity penalty and no sampling. Small set (default 10) of deterministic, diverse expansions generated quickly.

Search Query Fan-Out Demo



Training ran for 70 hours, 5 times over 15 million training samples.

Rigorously following all available steps in Google's query fan-out process we train a search query reformulation model with optimization and improvements geared towards SEO use. In the two step process we first create a custom architecture Gemma 3 1B for feature extraction and use it to augment our training data via interpolation between the query and the target documents using vector embedding space traversal. Combining Google Search Console data (query and URL pairs) augmented with synthetic data we then fine-tune a large multilingual T5 model for query expansion.

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Link Spam Algorithm

Link spam algorithm which can identify money links on any page. If our algorithm can spot your link, so can Google's, and that means that your links are either being devalued or pose a risk of penalty.

Batch Processing

Batch analysis is only available to our paying clients.

If you're interested in batch processing, please get in touch.

Public tool:

Link Spam Algorithm Demo

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AI Content Detection Model

Binary classification model for detecting AI-generated vs human-written text

A fine-tuned DeBERTa-v3 model trained to distinguish between organic (human-written) and AI-generated content. Uses class-weighted training to handle imbalanced datasets and optimized for high precision in content authenticity detection.

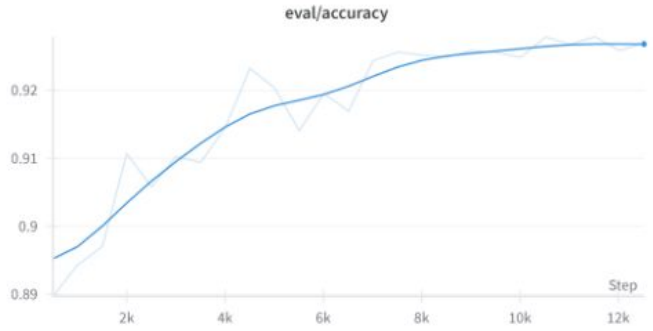
Key Features

- **Binary classification** – Organic vs AI-generated content detection
- **DeBERTa-v3 architecture** – State-of-the-art transformer for text understanding
- **Class-weighted training** – Handles imbalanced datasets effectively
- **High precision** – Optimized for content authenticity verification

MODEL DEMO

Use Cases

- **Content moderation** – Detect AI-generated spam or fake content
- **Academic integrity** – Identify AI-assisted writing in submissions
- **Publishing verification** – Ensure content authenticity for publications
- **SEO quality control** – Filter AI-generated content in content strategies



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Algoroo

Algoroo is a Google algorithm tracking tool developed by DEJAN. Our system monitors carefully selected keywords and looks for fluctuations. Both negative and positive movement is added up to create a single SERP flux metric we call “roo”. High roo value indicates a high volatility in Google's search results. Low roo value is usually displayed on an ordinary day, unlikely to be affected by any algorithmic changes at Google.

Algoroo

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Tree Walker

AI brand perception analysis tool showing high and low entropy points in model completion.

Tree Walker

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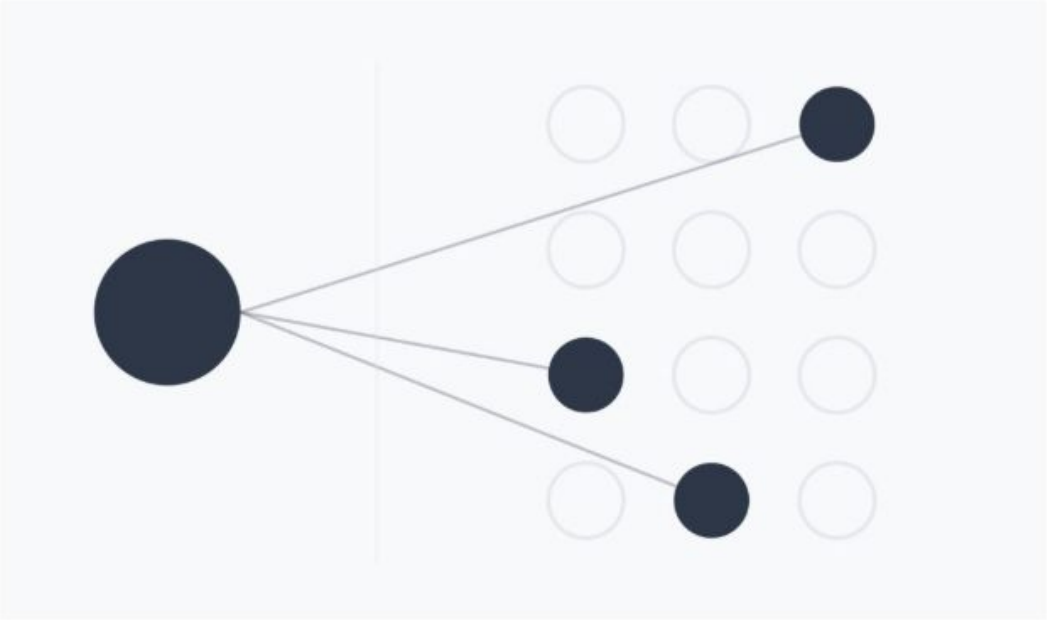

Brand Relevance

Find out how relevant your website is for any query in Google's AI search systems including AI Mode, AI Overviews, Gemini App and the new Google Assistant.

Brand Relevance

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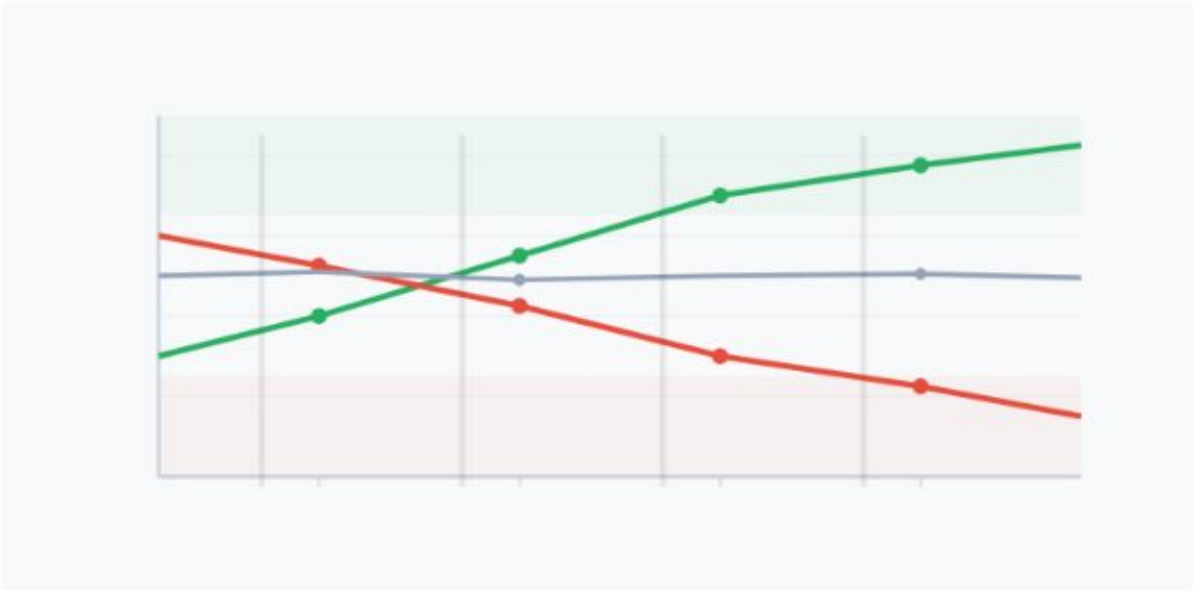

AI Rank

A comprehensive AI visibility tracking framework for brands.

AI Rank

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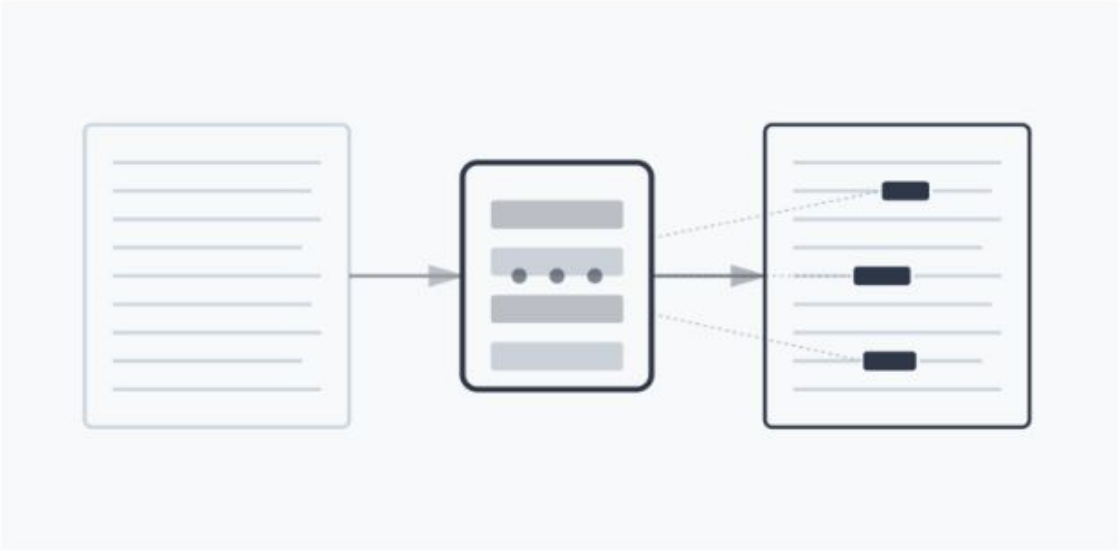
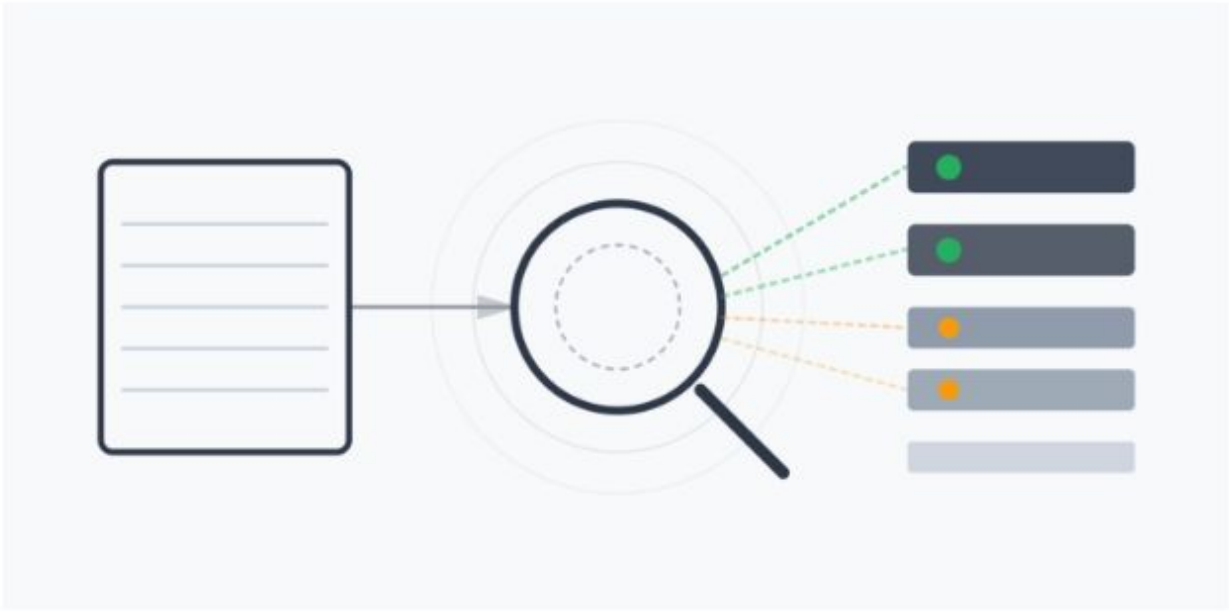


LinkBERT

This tool showcases the capability of our latest link prediction model called LinkBERT. This model is trained on the highest quality organic link data and can predict natural link placement in plain text.

LinkBERT

DEJAN

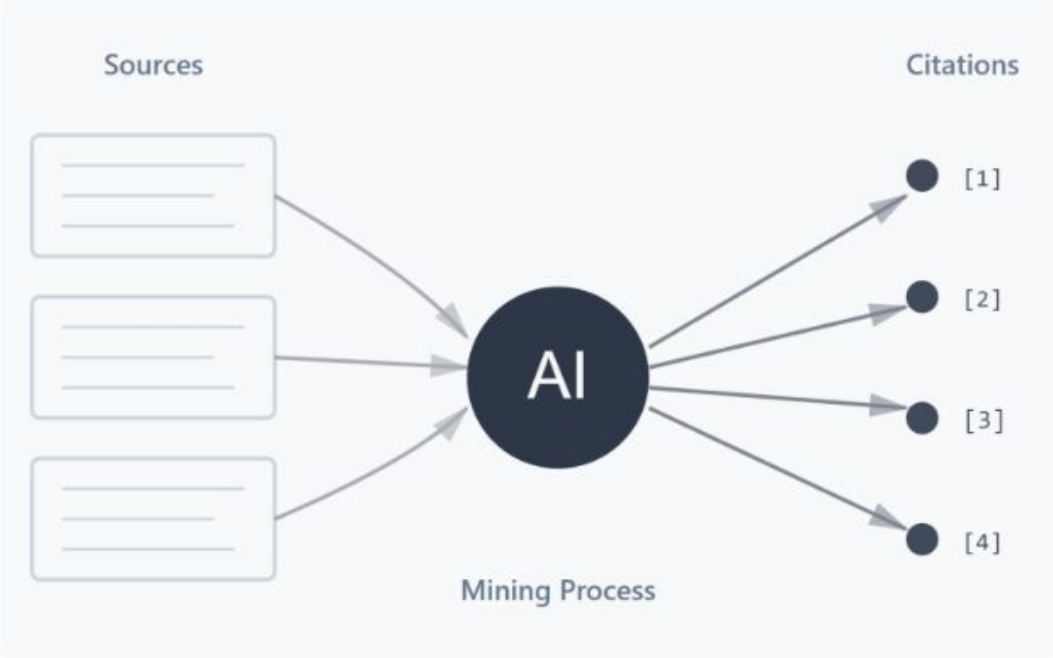


Auxy

Discover new keyword opportunities from your Google Search Console data.

AUXY

DEJAN



Citation Mining

Citation mining in AI Search, Google's and OpenAI's chat assistant responses.

Citation Mining

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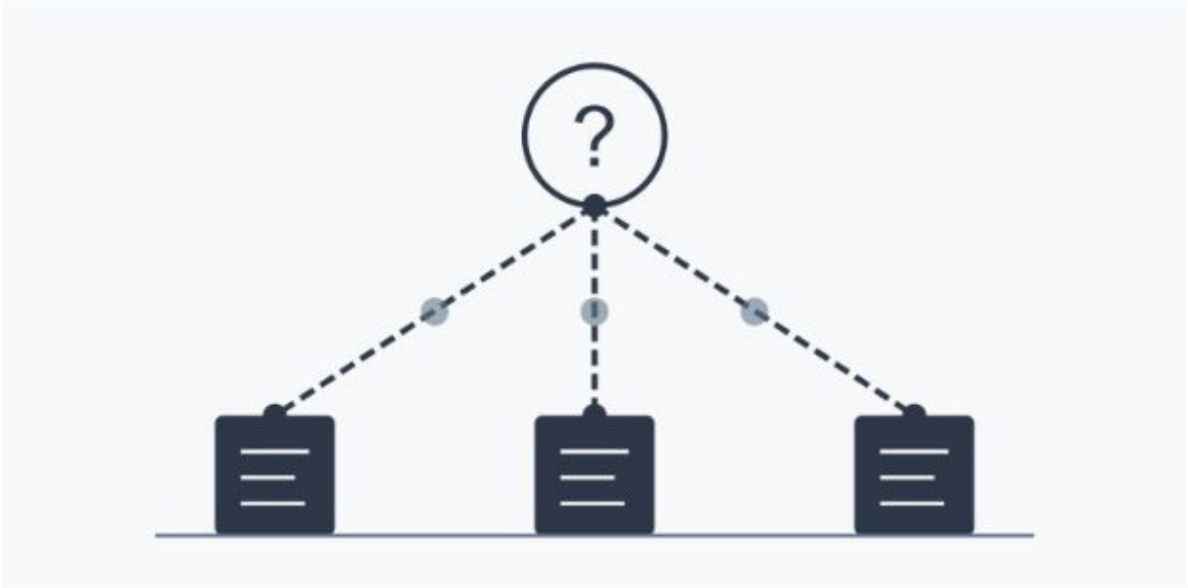

Query Deserves Grounding [Google]

Determines which queries will require grounding with Google search results.

Google QDG

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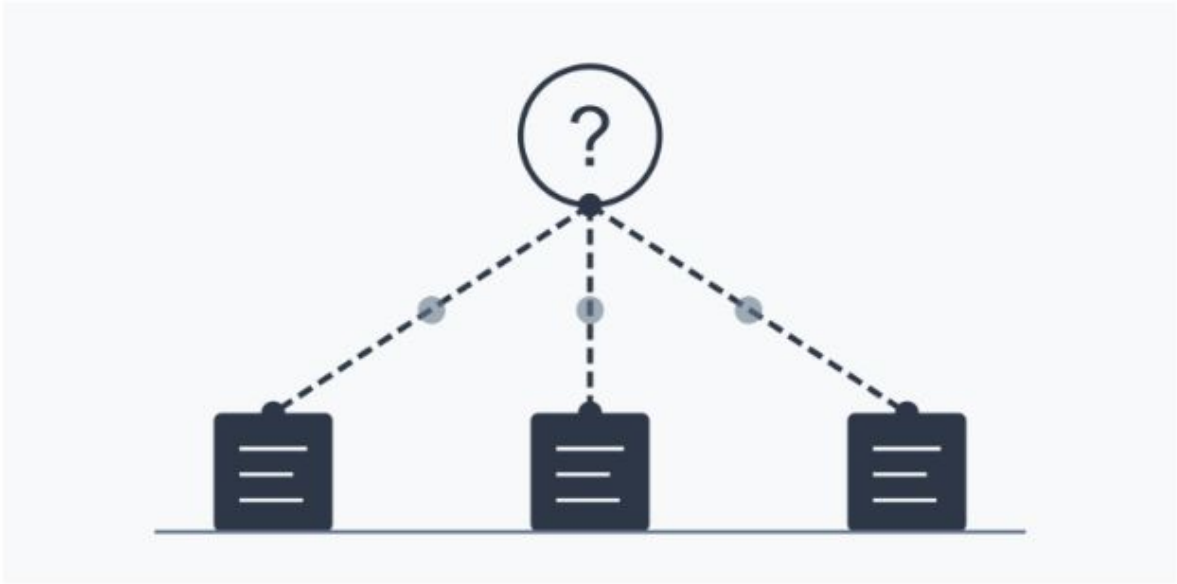

Query Deserves Grounding [OpenAI]

Determines which queries will require search grounding with OpenAI models.

OpenAI QDG

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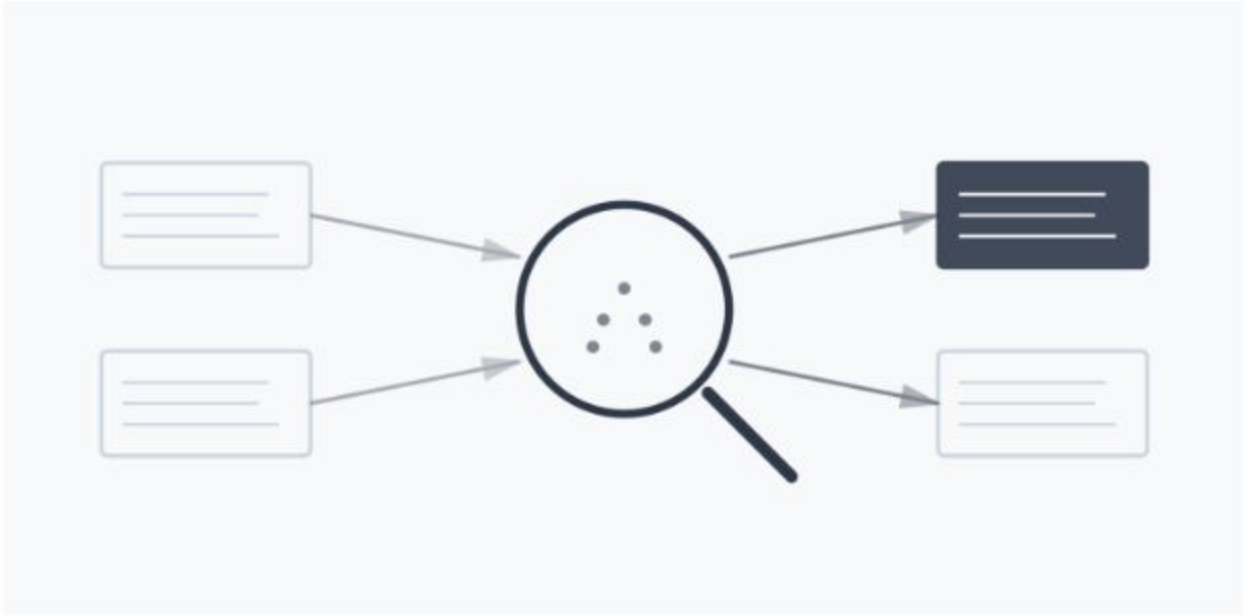

AI Content Detection

Find which sentences are likely generated by AI and get the total document score.

AI Content Detection

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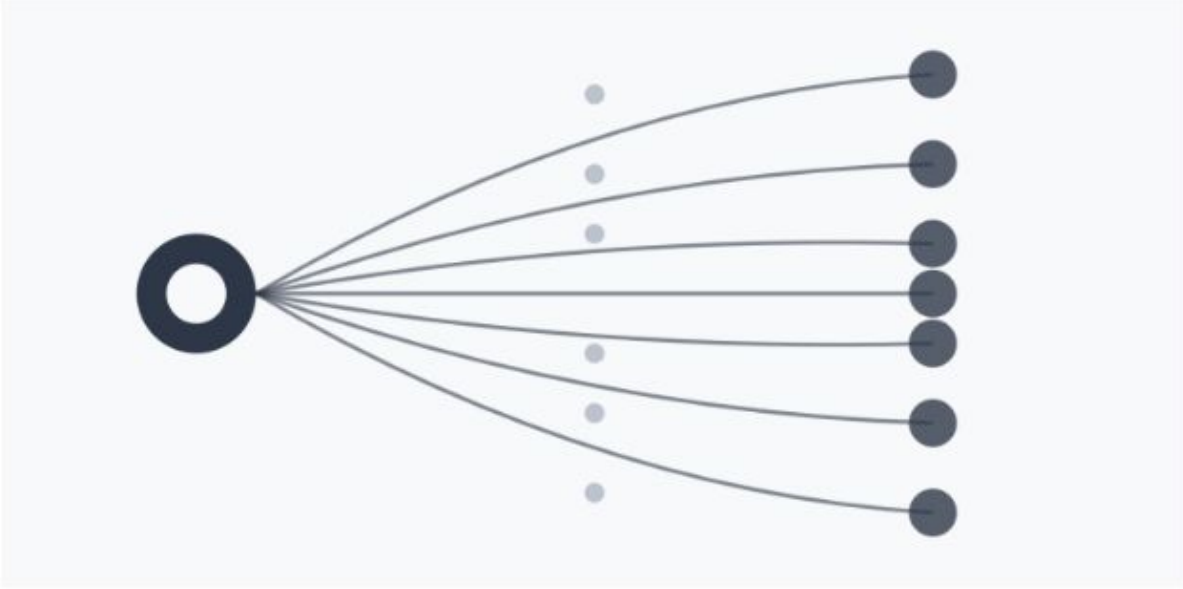

Query Fanout Generator

Enter a URL and a query to generate a diverse set of related queries.

DEJAN AI Model | Google's Internal Model

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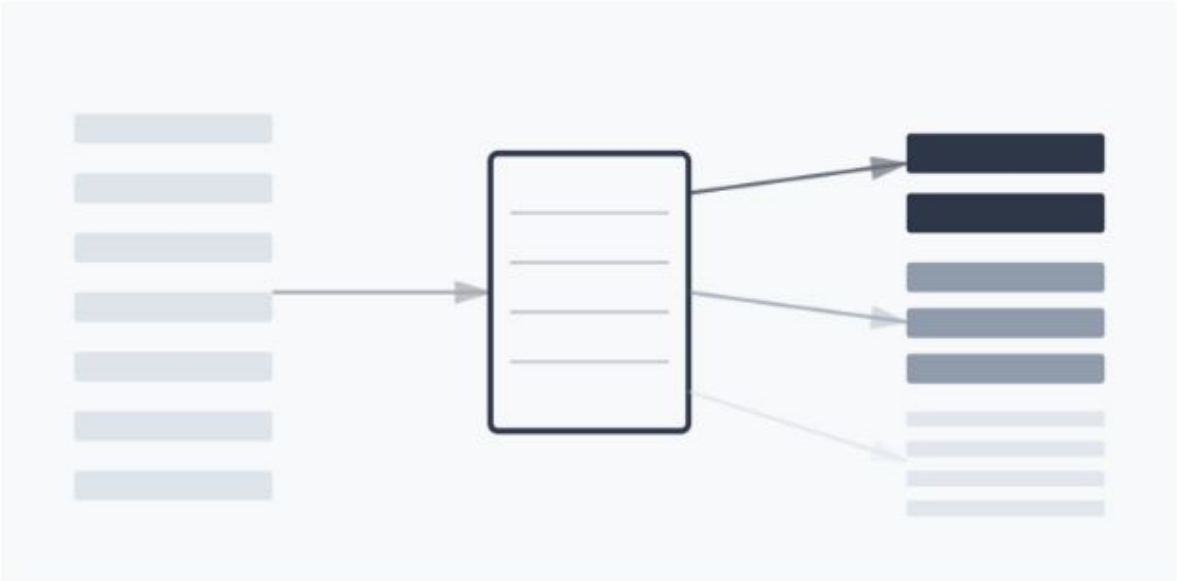

Content Substance Classifier

This tool estimates the likelihood that content is thin or lacking in substance, using our deep learning model.

Content Substance Classifier

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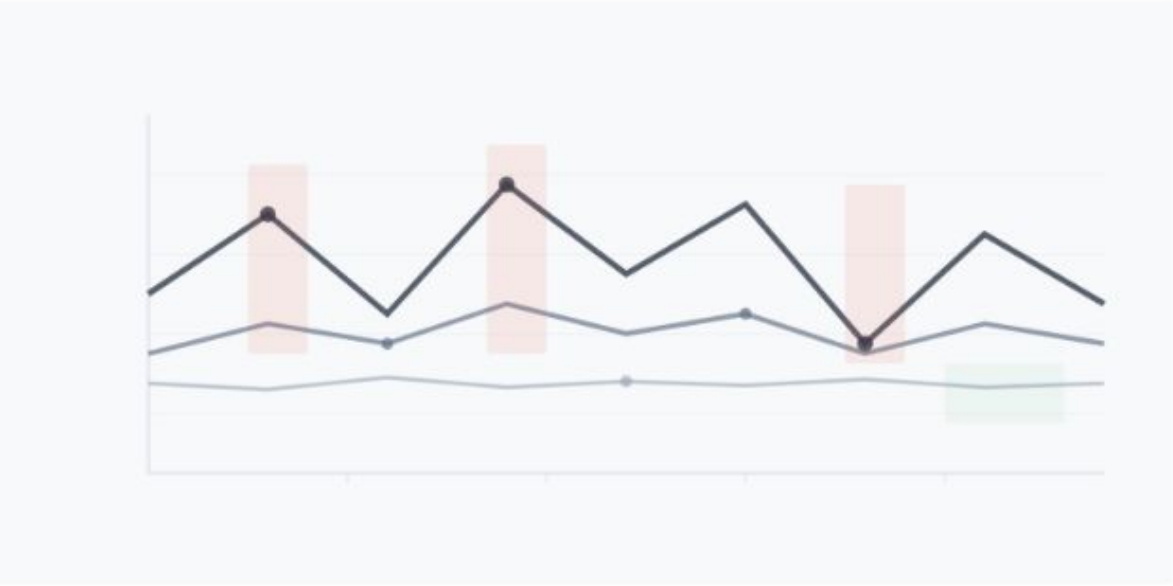

AI Flux

This dashboard tracks the daily volatility in AI rankings of brands, services, products, people's names and various other tracked entities and phrases in chat sessions.

AI Flux

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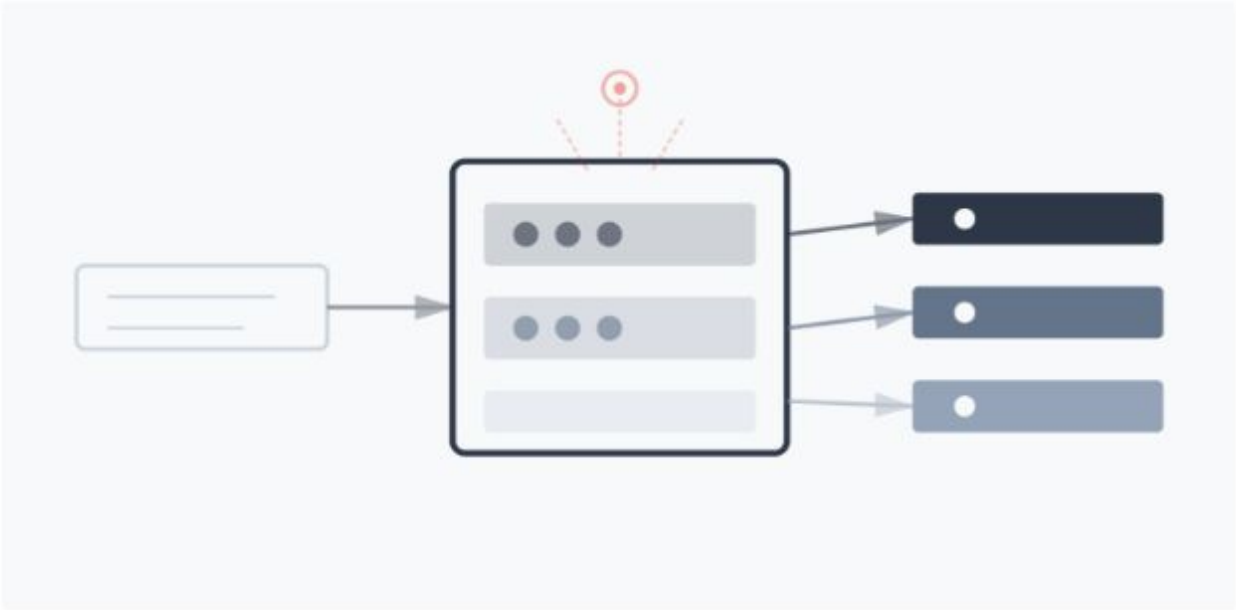

Google Brand and Intent Detection

Google's brand and intent detection reverse engineered from Chrome.

Google Brand and Intent Detection

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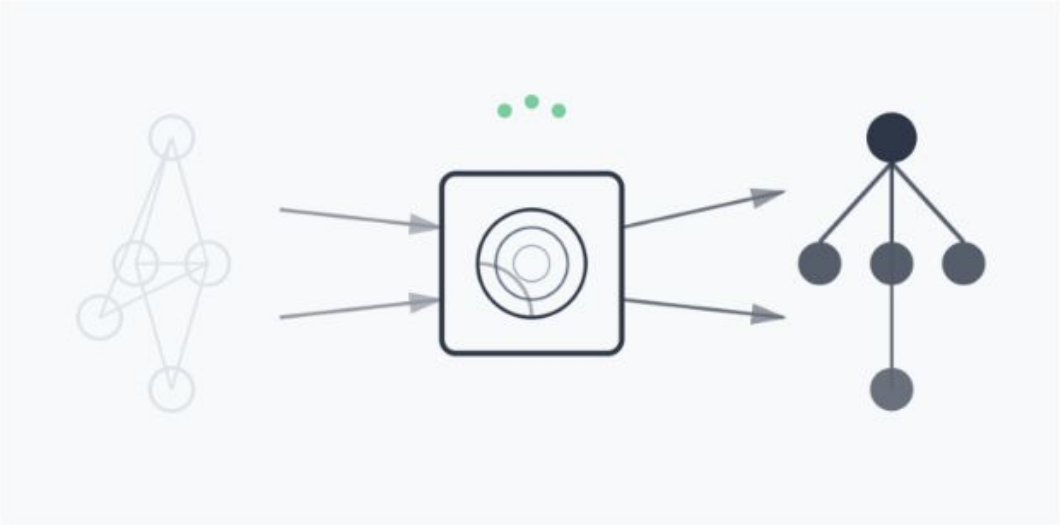

Penguin – Link Optimization Tool

The world's most advanced link optimization tool. The Penguin Algorithm Tool is an advanced link analysis system designed to help SEO professionals, content creators, and webmasters identify and optimize link patterns in web content. The tool uses AI to distinguish between different types of external links and suggests optimal anchor text placement.

Penguin

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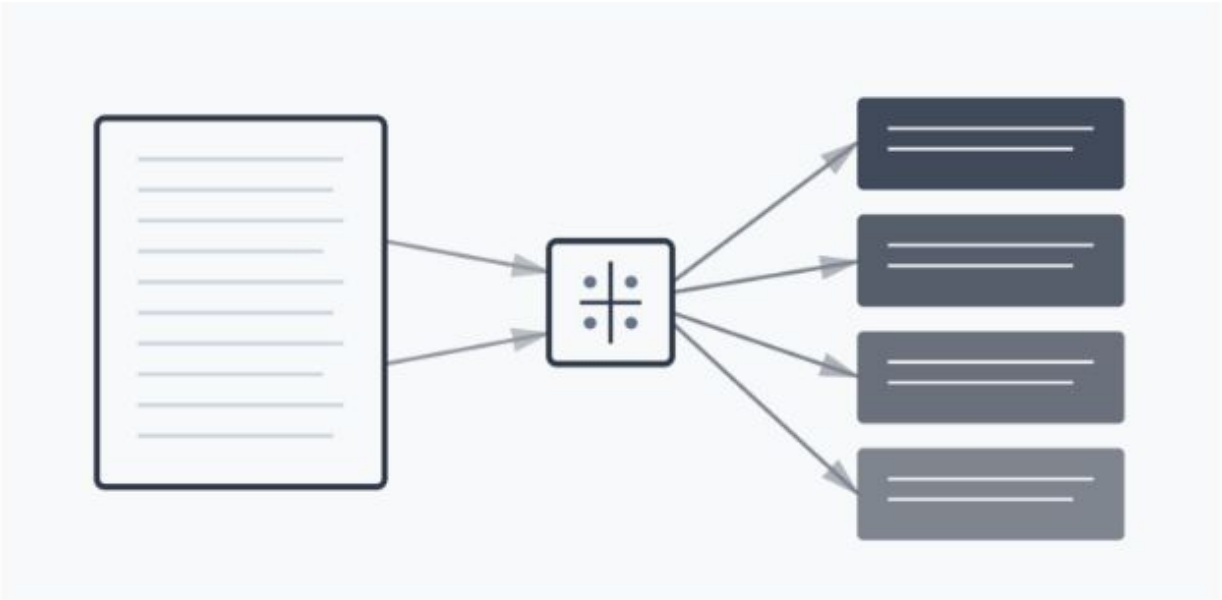

Chunk Norris

Content chunking tool.

Chunk Norris

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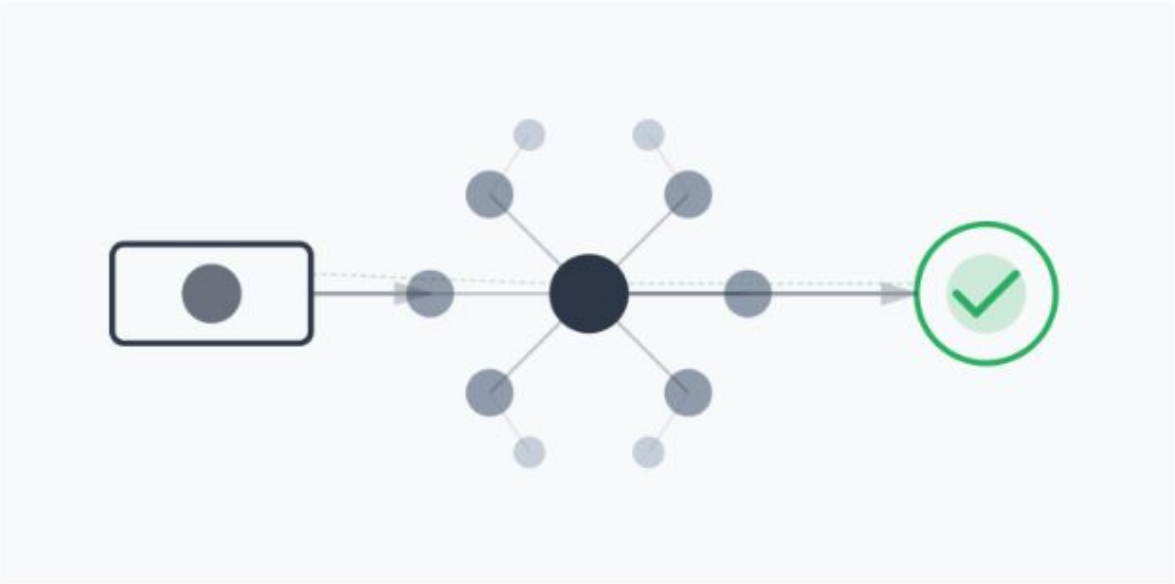

Google Entity Search

This tool allows you to see if a person, brand, product or service is a known entity in Google's knowledge graph.

Google Entity Search

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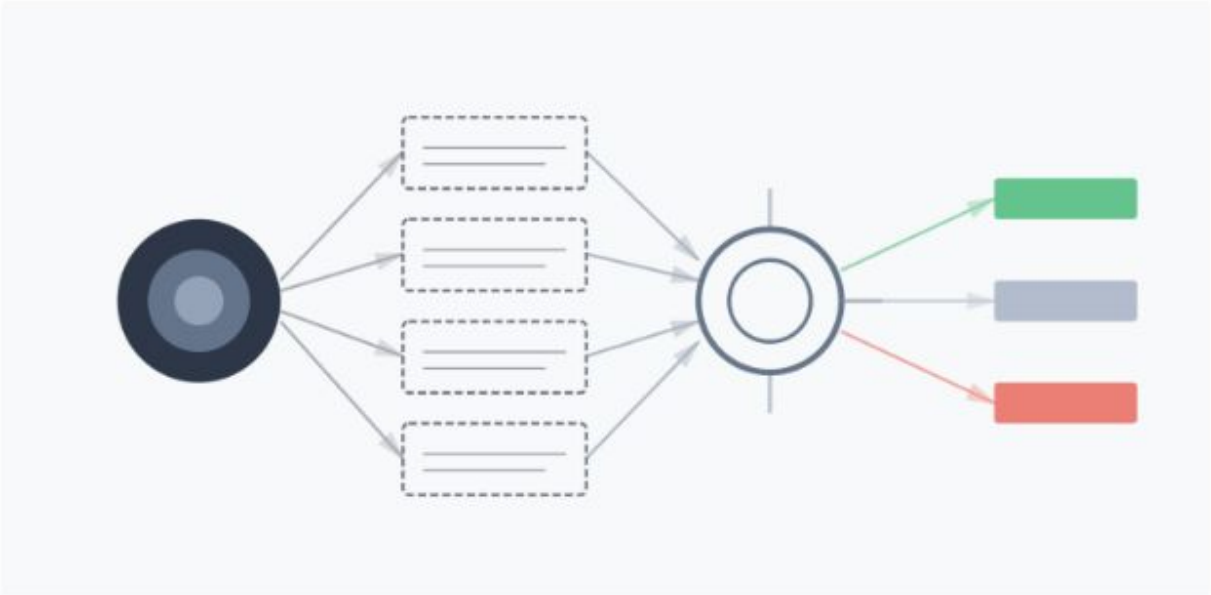

Brand AI Sentiment

Google AI brand perception mining through synthetic reviews.

Brand Sentiment

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Text Sentiment

Multi-label sentiment classification model. Designed to be deployed in an automated pipeline capable of classifying text sentiment for thousands (or even millions) of text chunks or as a part of a scraping pipeline. This is a demo model which may occasionally misclassify some texts. In a typical commercial project, a larger model is deployed for the task, and in special cases, a domain-specific model is developed for the client.

Text Sentiment

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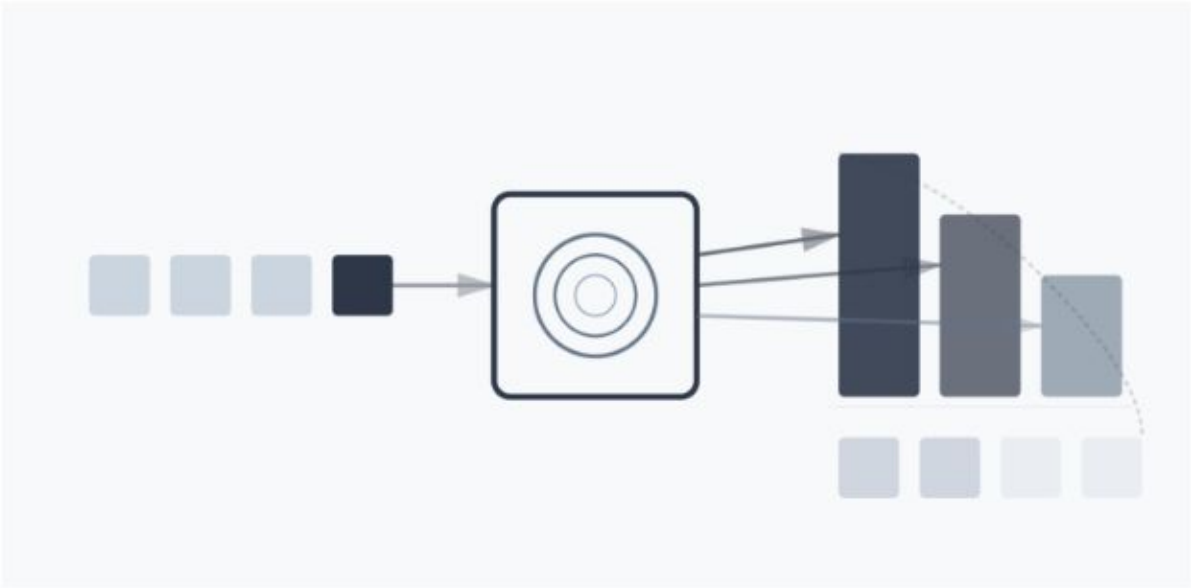

Gemini Token Probabilities

Shows how frequent certain words were in Gemini's tokenizer training data.

Gemini Token Probabilities

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AI


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