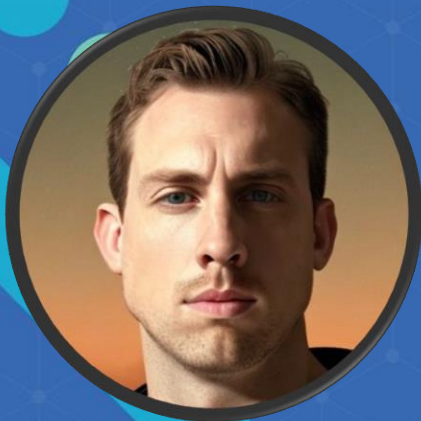




Googlebot Log Driven Design & AI Linking

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Quattr Inc



@jamesfgibbons



Speakerdeck.com/jamesfgibbons

Agenda

- Logs are cool, here is why
- Visualizing logs & Search Console data
- Making logs actionable with internal linking
- Case study examples
- Getting started with logs



A bit about me...

SEO since 2013

3-Legged Stool

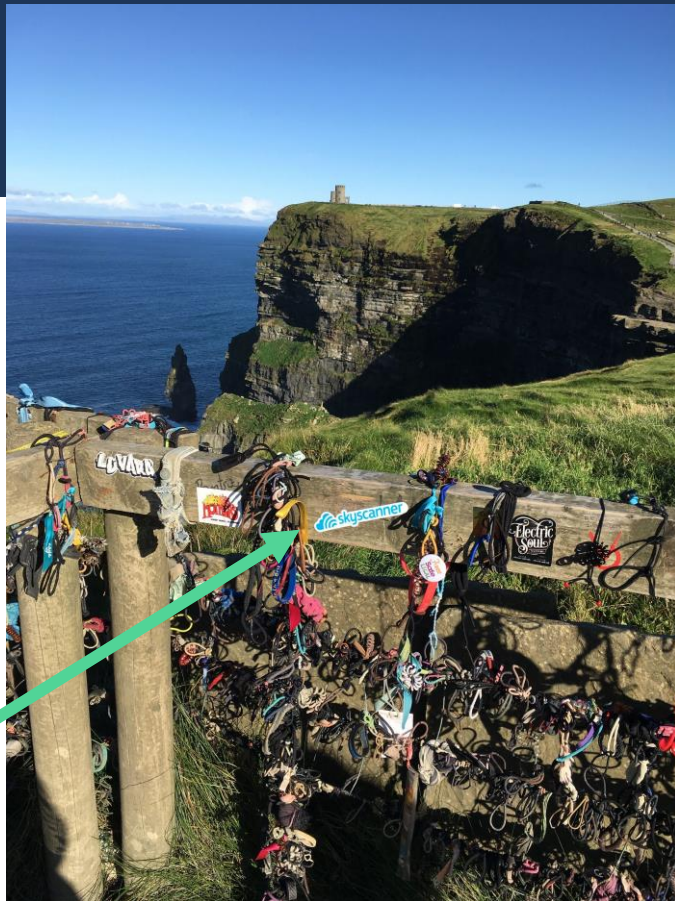


@jamesfgibbons



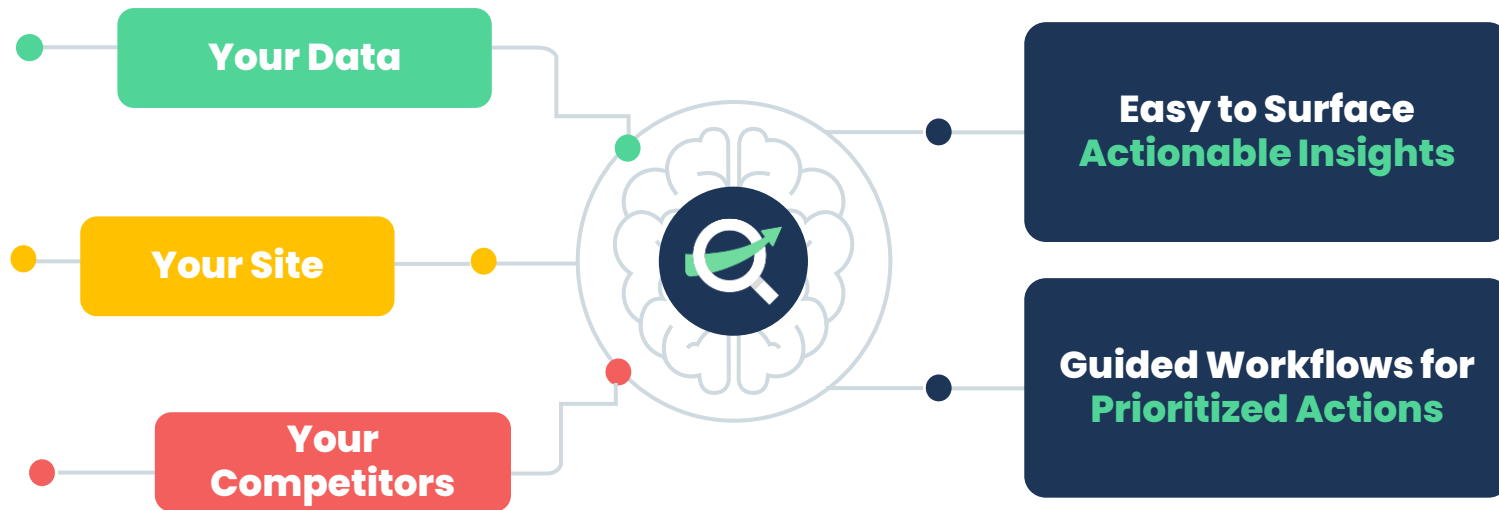
Skyscanner

Agency **Quattr** In-House
Technology



Quattr is Like Having a Search Engine

working for your team



Quattr acts like a search engine for your team, every day, even while you sleep.

Quattr is Like Having a Search Engine

working for your team



Quattr acts like a search engine for your team, every day, even while you sleep.

Quick Poll

Raise your hand if...

Quick Poll

Raise your hand if...

- You look at Google Search Console every day

Quick Poll

Raise your hand if...

- You look at Google Search Console every day
- You extract and store Google Search Console data via API

Quick Poll

Raise your hand if...

- You look at Google Search Console every day
- You extract and store Google Search Console data
- You also use Log data

Quick Poll

Raise your hand if...

- You look at Google Search Console every day
- You extract and store Google Search Console data
- You also use Log data
- You have log file data joined with Google Search data

Quick Poll

Raise your hand if...

- You look at Google Search Console every day
- You extract and store Google Search Console data
- You also use Log data
- You have log file data joined with Google Search data
- Anyone extracting Google Search Console via BQ export?

What are we after in SEO?



0 to 100k GSC Monthly Clicks

Series B Startup Programmatic SEO Deployment



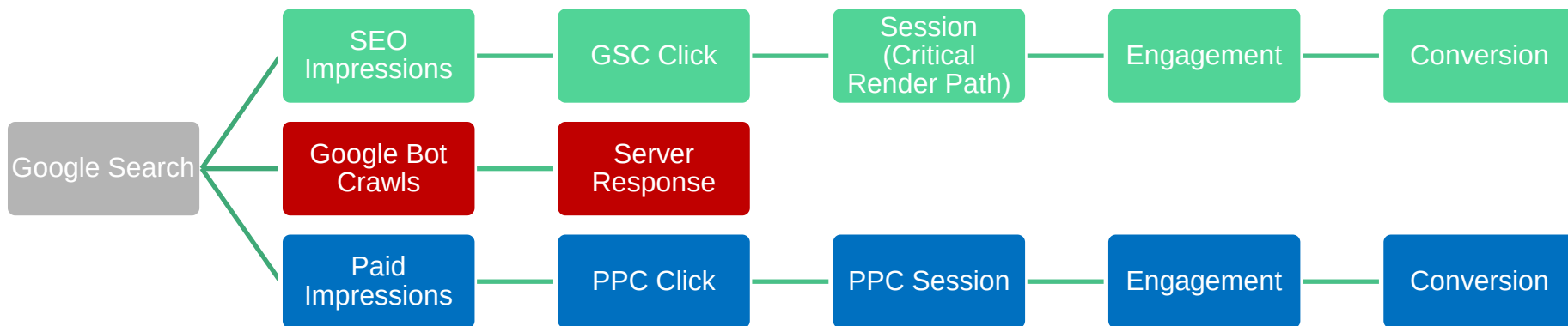
Clicks
URLs

Why logs?



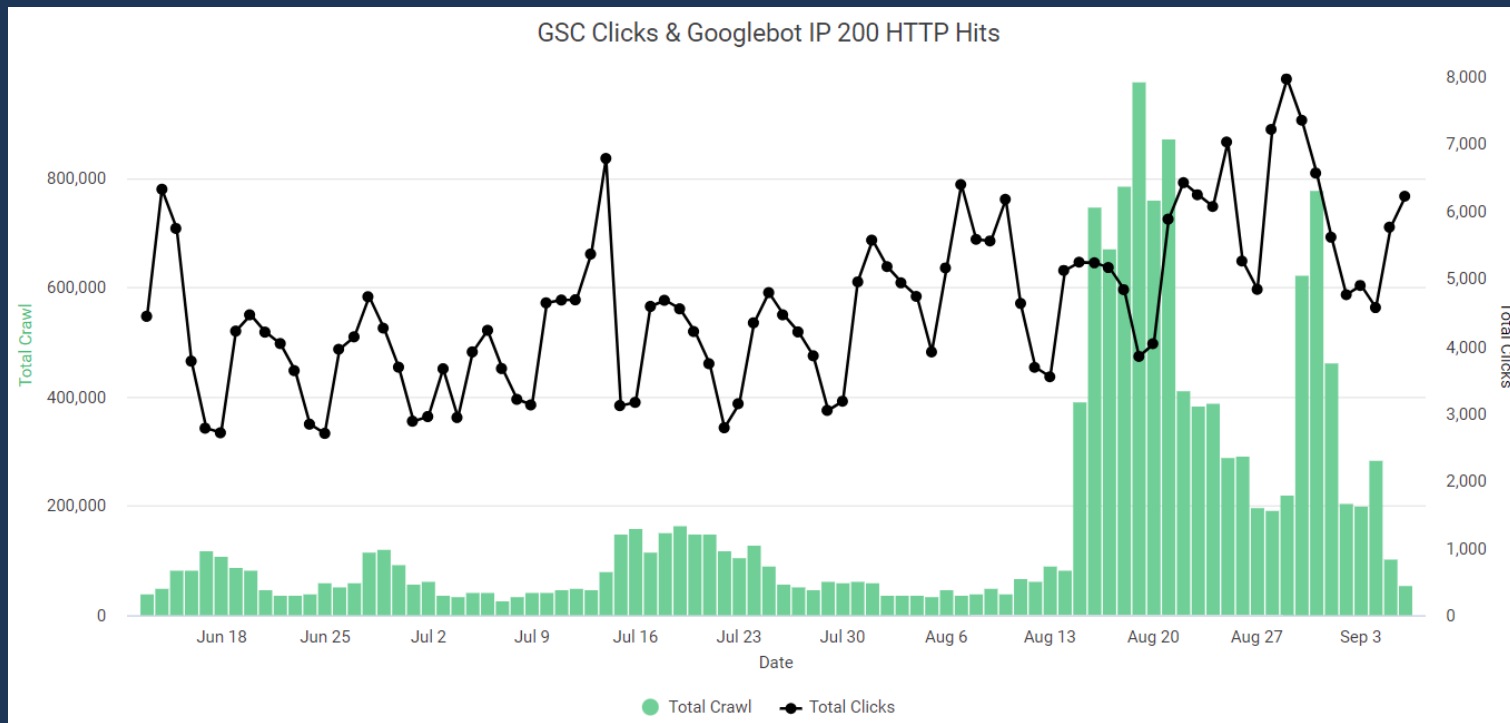
Logs Are One of the Funnels in Search

Understanding logs unlocks a whole new perspective on your SEO program



Relationship Between Clicks & Crawl

Robust overhaul of XML sitemap architecture on a programmatic SEO domain



8x Increase in crawl leading to 46% in clicks

How do we get here?



It Starts with the Taxonomy

Quattr leverages 'Categories'; a 3-level URL hierarchy & Geo Detection

URL Taxonomy

Category	Subcategory1	Subcategory2	Page State	Page City	Page Country	Total clicks	Total Impressions	Total Keywords	Total Pages
Buy	SERP	Flat BHK	Maharashtra	Mumbai	India	556,743	3,617,219	24,339	5,056
Buy	SERP	House	Telangana	Hyderabad	India	527,350	3,771,457	13,453	2,109
Buy	SERP	House	Tamil Nadu	Chennai	India	459,132	2,069,535	10,494	1,935
Buy	SERP	House	Karnataka	Bangalore	India	373,935	2,573,631	8,407	1,121
Buy	SERP	Plot	Tamil Nadu	Chennai	India	230,108	1,106,311	8,509	1,684
Buy	SERP	Flat BHK	Delhi	New Delhi	India	201,516	2,053,599	12,193	2,873
Buy	SERP	House	NA	NA	NA	199,208	877,006	10,387	3,574
Buy	SERP	Plot	Karnataka	Bangalore	India	169,018	1,084,432	8,726	1,458
Buy	SERP	Project SRP	Maharashtra	Mumbai	India	155,842	2,180,682	31,580	19,979
Buy	SERP	Plot	Telangana	Hyderabad	India	151,091	833,390	7,429	1,118
Buy	SERP	House	Maharashtra	Pune	India	150,756	731,914	4,384	738
Buy	SERP	Flat BHK	Maharashtra	Pune	India	145,550	1,052,455	8,227	1,753
Buy	SERP	House	West Bengal	Kolkata	India	143,763	1,456,868	7,421	3,653
Buy	SERP	Flat	Maharashtra	Mumbai	India	135,275	1,065,675	2,865	47
Buy	SERP	Flat BHK	NA	NA	NA	132,494	737,720	13,425	5,810

Automated Classification of URLs

Part rules matching with part customization



Analytics & Reporting

Trends

Ranking Factors

Strategy Planning

Ad-Hoc Analysis

Content AI

Plan Keywords

Create Content

Optimize Content

Automated SEO

Technical Recommendations

Internal Linking AI

Taxonomy

Manage Queries

Manage Categories

All Categories

Classify Pages

All Categories

Review the categories below

21 Search Category

Category Name

Starred

Organic Avg Monthly Clicks (%)

Organic Avg Monthly Impressions (%)

No of Pages

Overall Total

3.52M

151.59M

25.44M

>

☐

Current News

☆

1.8M
51.19%

124.22M
81.94%

99.82K

>

☐

Buy

☆

721.95K
20.49%

10.67M
7.04%

13.18M

>

☐

Rent

☆

315.56K
8.96%

2.83M
1.87%

9.42M

>

☐

Calculators

☆

249.38K
7.08%

3.1M
2.04%

1.63K

>

☐

Overview

☆

161.83K
4.59%

6.22M
4.1%

101.19K

>

☐

Review Queue

☆

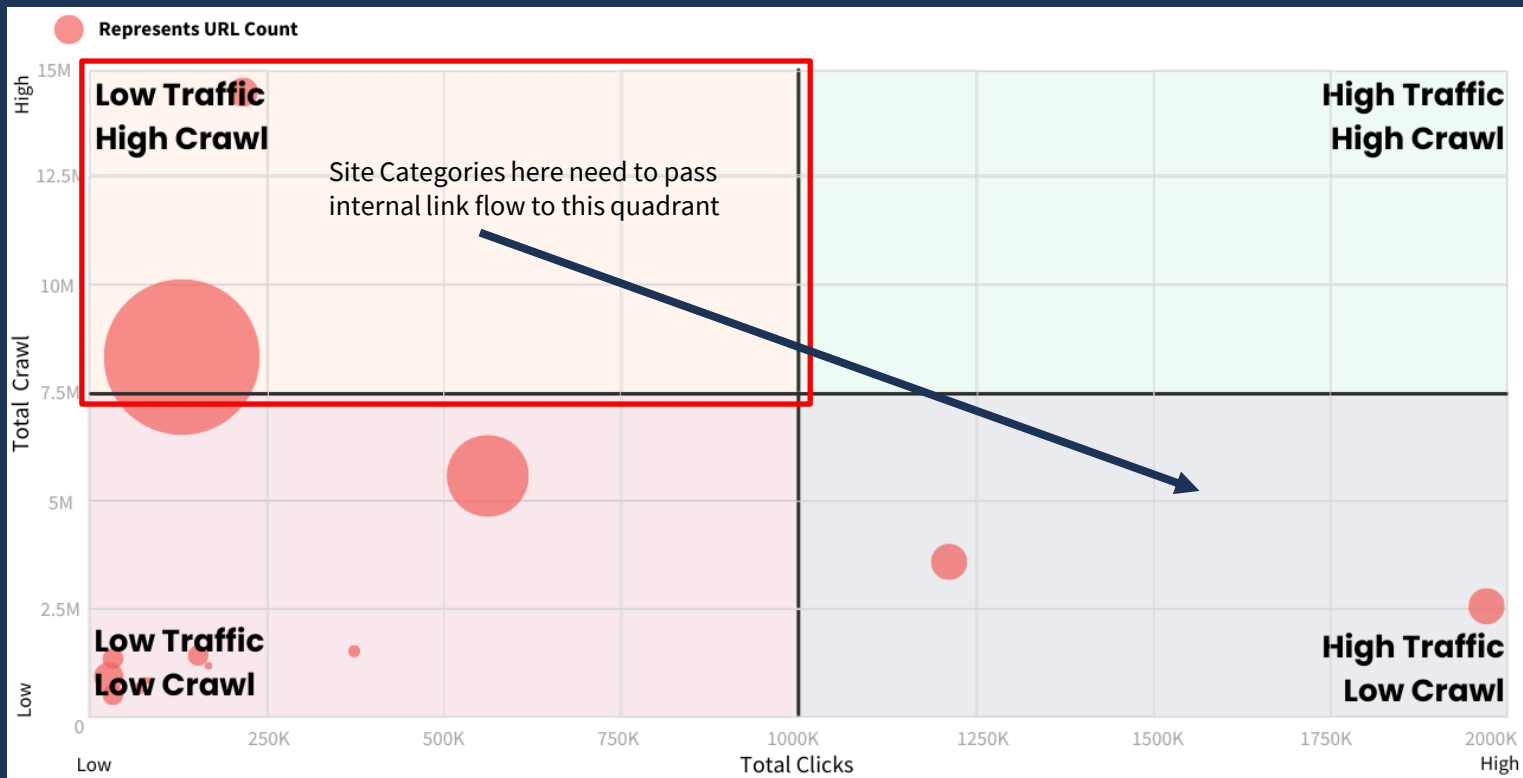
76.83K

893.81K

456.80K

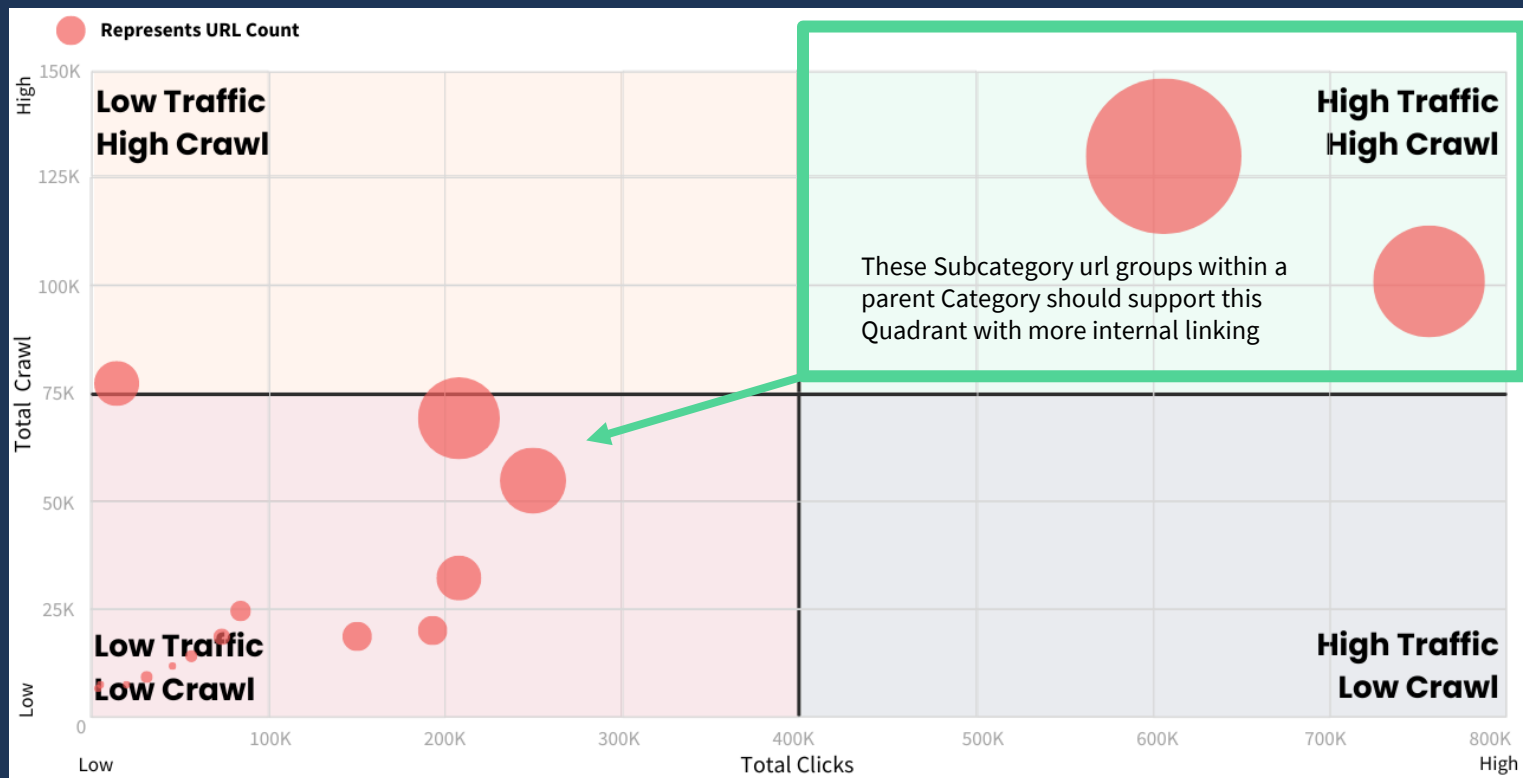
Log File Quadrants & Internal Linking

Top-Level Categories Crawl & GSC Clicks in a Quarter



Log File Quadrants & Internal Linking

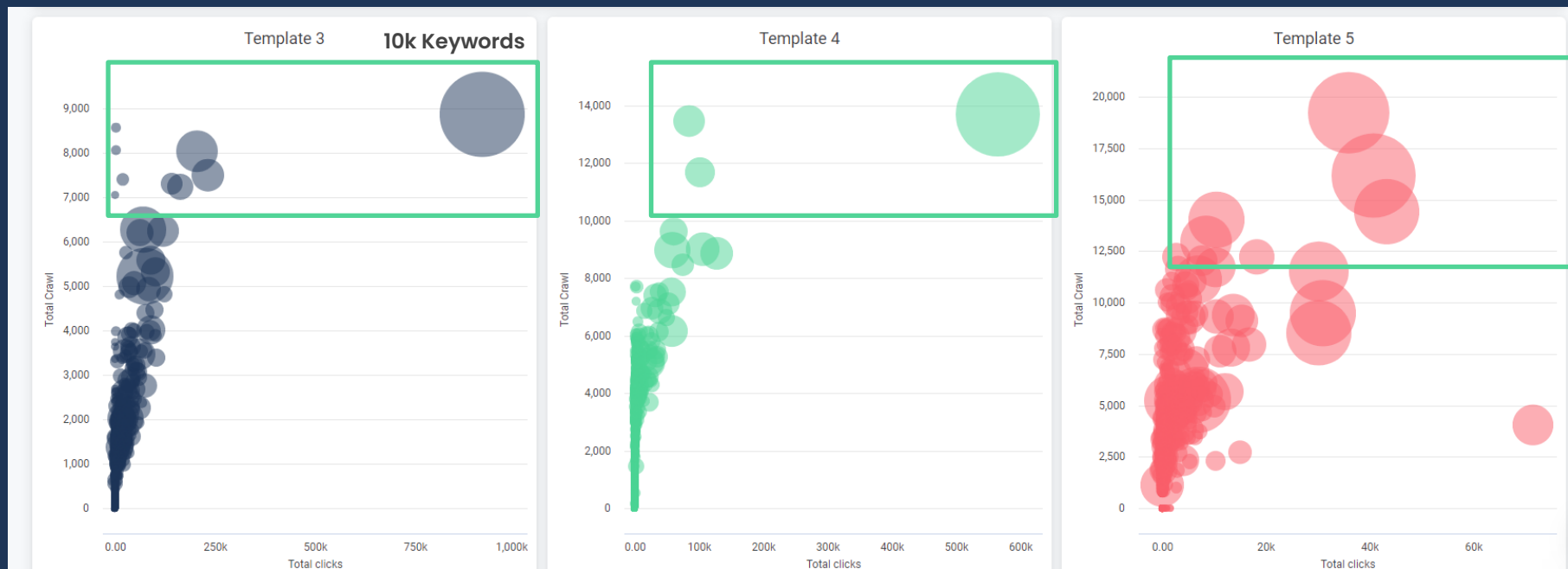
Subcategory1 Breakdown from Parent Category



Log File URL Quadrants & Internal Linking

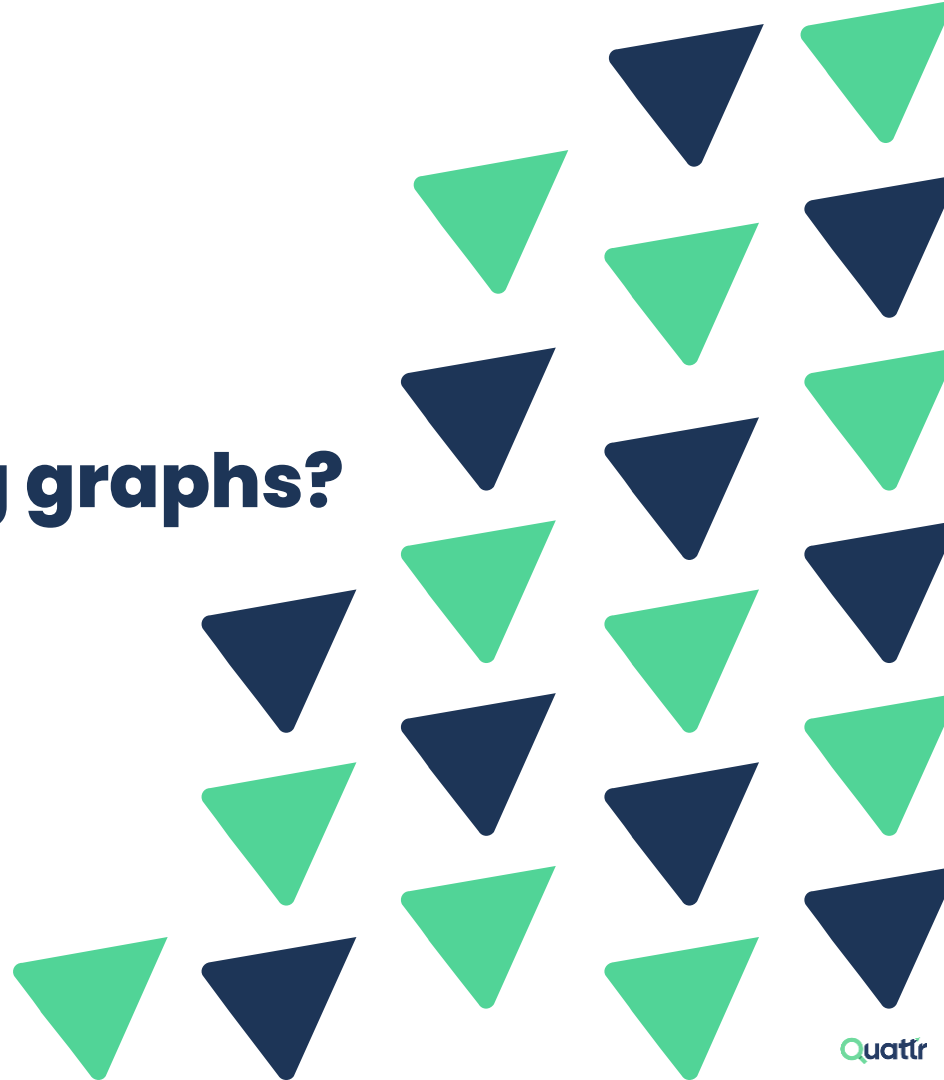
URL breakdown among multiple Categories

Y axis Crawls
X axis GSC Clicks
Sized by GSC Keyword Count



Create bespoke internal linking from these individual pages to rest of template or page group

What now after making graphs?



Internal Linking AI – Template to Template

On Demand Linking Modules

Content AI

Plan Keywords

Create Content

Optimize Content

Organic Content

Paid Content

Automated SEO

Technical Recommendations

Internal Linking AI

Linking Modules

INTERNAL LINKING AI

Internal Linking Modules

Add Linking Module

ID	Linking Module Name	Source Categories / Sub-Categories	Target Categories / Sub-Categories	No of Source URL's	No of Target URL's	Average Clicks	Average Impressions	Action
1	News to News	Current News	Current News	94.8K	94.8K	790.15K	47.1M	View Sample
2	News to Overview	Current News	Overview	94.8K	90.52K	169.17K	5.19M	View Sample

Source to Target with Generative AI Anchor Text

Semantic mapping of any grouping of urls based on GSC keywords

Internal Linking Recommendations

Link Articles To Related Articles

Download CSV

Source Category / Sub-Category Articles

No of Source URL's 1.23K

Target Category / Sub-Category Articles

No of Target URL's 1.23K

Source To Target Mapping

Target URL Statistics

ID	Source URLs	Source Category / Sub-Category	No of Target URL's	Average Clicks	Average Impressions
1	https://www.quest.org/articles/strengths-and-weaknesses-interview	Articles	5	90.01K	798.35K
2	https://www.quest.org/articles/how-to-write-a-letter-of-recommendation-template-tips	Articles	5	26.9K	336.57K
3	https://www.quest.org/articles/what-does-a-data-analyst-do-a-career-guide	Articles	5	25.63K	290.96K

ID	Target URLs	Anchor Text	Total Clicks	Total Impressions
1	https://www.quest.org/articles/how-to-become-a-data-analyst	How to Be a Data Analyst	5.51K	22.24K
2	https://www.quest.org/articles/what-is-data-analysis-with-examples	Example of Data Analysis	5.7K	143.29K
3	https://www.quest.org/articles/data-analyst-vs-business-analyst	Data Analyst vs. System Analyst	2.14K	8.11K
4	https://www.quest.org/articles/data-analyst-vs-data-scientist-whats-the-difference	What Does a Data Analyst Do?	3.42K	64.19K
5	https://www.quest.org/articles/business-data-analyst	Business Data Analyst Tasks	455	1.98K

Internal Linking AI – URL to URLs

Semantic mapping of any grouping of urls based on GSC keywords

Internal Linking Recommendations

Link Articles To Related Articles

Download CSV

Source Category / Sub-Category
Articles

No of Source URL's
1.23K

Target Category / Sub-Category
Articles

No of Target URL's
1.23K

Source To Target Mapping

Target URL Statistics

ID	Target URLs	No of Internal Links	Total Clicks	Total Impressions	Relevance Score Range
3	https://www.quest.org/articles/what-does-a-data-analyst-do-a-career-guide	63	25.63K	290.91K	60 - 76
615	https://www.quest.org/articles/entry-level-marketing-jobs	50	39	306	63 - 75

Table View

ID	Anchor Text	Source URL Count	Top Related Keyword	Keyword Average Position	Keyword Clicks (Monthly)	Keyword Impressions (Monthly)
1	An Entry-level Marketing Job	2	entry level marketing job	11	1	3
2	An Entry-level Marketing Position	1	entry level marketing position	3	1	1
3	Beginner Marketing	2	beginner marketing jobs	11	1	1
4	Beginner Marketing Jobs	1	beginner marketing jobs	11	1	1
5	Entry Jobs in Marketing	2	entry jobs in marketing	4	1	1
6	Entry Level Job Marketing	1	entry level job marketing	9	1	1

Anchor text word clouds with anchor text diversification

The word cloud features the following terms and phrases:

- Marketing Job Qualifications** (Large, central, purple)
- What are Entry-level Marketing Jobs?** (Large, central, green)
- beginner marketing** (Large, central, orange)
- marketing jobs entry level** (Medium, central, blue)
- Marketing Jobs Entry Level** (Medium, central, pink)
- An Entry-level Marketing Job** (Medium, central, dark blue)
- Entry Level Marketing Jobs** (Medium, central, dark blue)
- What is Entry Level Marketing?** (Medium, central, green)
- How to Land a Job in Marketing** (Medium, central, purple)
- What are Marketing Jobs Entry Level?** (Medium, central, blue)
- What are some Entry-level Marketing Careers?** (Medium, central, blue)
- What are some Professional Certificates in Marketing?** (Medium, central, yellow)
- What are Marketing Beginner Jobs?** (Medium, central, blue)
- The Marketing Industry** (Medium, central, red)
- an Entry-level Marketing Job** (Medium, central, purple)
- What are Entry Level Marketing Jobs?** (Medium, central, green)
- How to Get a Marketing Job** (Medium, central, purple)
- What are Marketing Roles** (Medium, central, blue)
- Entry Level Marketing Roles** (Medium, central, blue)
- Entry Level Marketing Positions** (Medium, central, blue)
- Land a Job in Marketing** (Medium, central, orange)
- Beginner Marketing Jobs** (Medium, central, blue)
- Marketing Jobs** (Medium, central, blue)
- entry level jobs in marketing** (Medium, central, blue)
- What is a Marketing Job?** (Medium, central, blue)
- Entry Jobs in Marketing** (Medium, central, blue)
- Beginner Marketing** (Medium, central, blue)
- Marketing Careers** (Medium, central, blue)
- Professional Certificates** (Medium, central, blue)
- Entry Level Job Marketing** (Medium, central, blue)
- Your Marketing Career** (Medium, central, blue)
- Your Guide to Landing an Entry-Level Marketing Job** (Medium, central, blue)
- Beginner Marketing Jobs** (Medium, central, blue)
- What is Entry Level Marketing?** (Medium, central, green)
- How to Land a Job in Marketing** (Medium, central, purple)
- What are Marketing Jobs Entry Level?** (Medium, central, blue)
- What are some Entry-level Marketing Careers?** (Medium, central, blue)
- The Marketing Industry** (Medium, central, red)
- an Entry-level Marketing Job** (Medium, central, purple)
- What are Marketing Roles** (Medium, central, blue)
- Entry Level Marketing Roles** (Medium, central, blue)
- Entry Level Marketing Positions** (Medium, central, blue)
- Land a Job in Marketing** (Medium, central, orange)
- Beginner Marketing Jobs** (Medium, central, blue)
- Marketing Jobs** (Medium, central, blue)
- entry level jobs in marketing** (Medium, central, blue)
- What is a Marketing Job?** (Medium, central, blue)
- Entry Jobs in Marketing** (Medium, central, blue)
- Beginner Marketing** (Medium, central, blue)
- Marketing Careers** (Medium, central, blue)
- Professional Certificates** (Medium, central, blue)
- Entry Level Job Marketing** (Medium, central, blue)
- Your Marketing Career** (Medium, central, blue)
- Your Guide to Landing an Entry-Level Marketing Job** (Medium, central, blue)
- Beginner Marketing Jobs** (Medium, central, blue)

What about single url internal linking?

Select # of Internal Links across any Category or multiple

Recommendations > Organic Recommendation

Improve Content On Page

URL
/core-web-vitals/what-is-googles-speed-index-metric

Clicks [Monthly] 64 Impressions [Monthly] 135.92K Unique Keywords 2.99K

All Keywords All Topics Competitors

Quattr is Generating Recommendations
In case you made the changes, you will receive

Internal Links
You may generate internal linking recommendations for other pages of your website.

Incoming Outgoing

+ Generate Additional Recommendations

Target URLs

https://www.quattr.com/optimize-content/creating-a-content-strategy	N/A	How To Create A Content Strategy Plan	What Should A Content Strategy Include	6	29.51K
https://www.quattr.com/core-web-vitals/how-to-improve-page-experience-at-enterprise-scale	Core Web Vitals	Quattr's Guide To Core Web Vitals	Core Web Vitals Explained	2	16.78K

Generate Internal Linking Recommendations

Select the number of output links to generate and select one or more target categories.

Number of Links
5

Categories
Improve Discoverability X Core Web Vitals X Optimize Content X
Enterprise Solutions X

Cancel Generate Recommendations

What about single url internal linking?

Generative AI transforming Search Console keywords into anchor text

Internal Links

You may generate internal linking recommendations to link to this page from other relevant pages on your website or links from this page to other pages of your website.

Incoming **Outgoing**

+ Generate Additional Recommendations

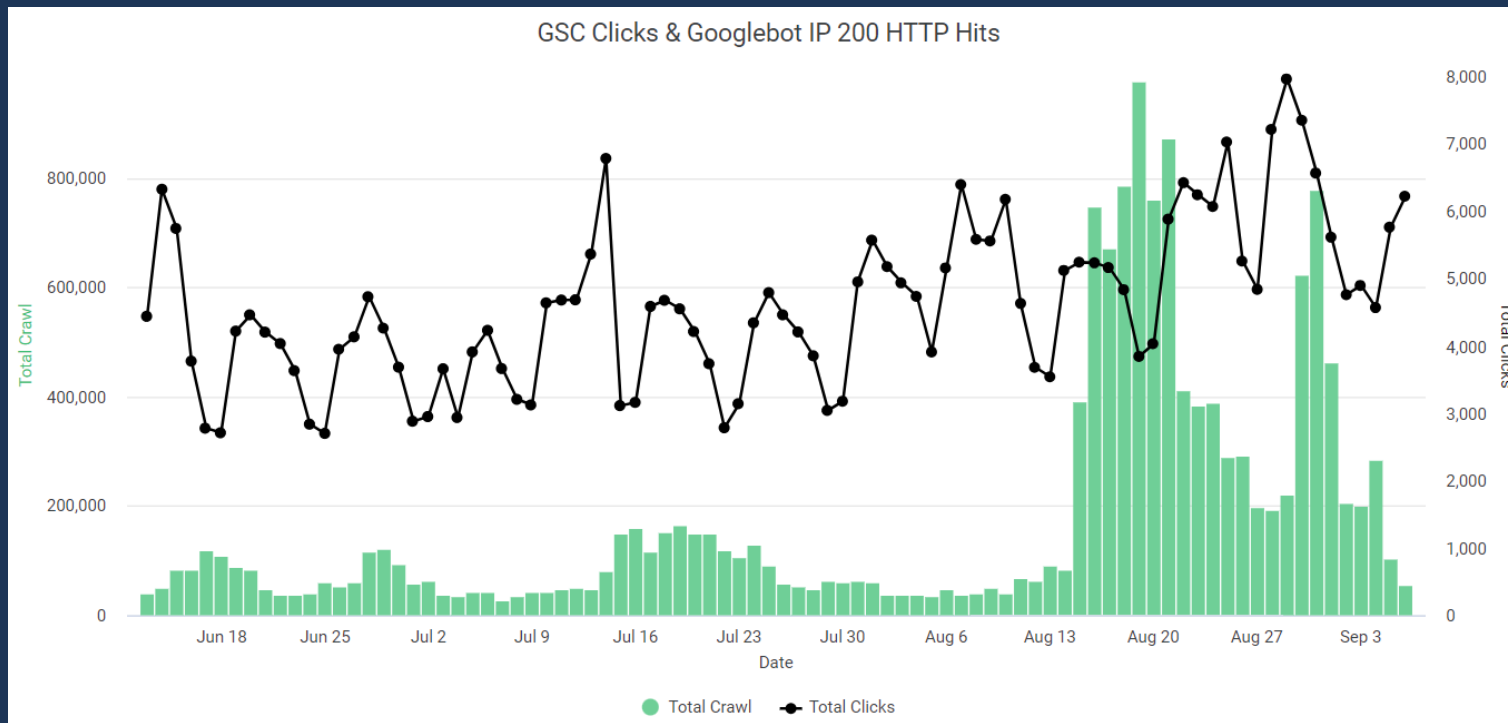
Target URLs ⓘ	Target Category ⓘ	Anchor Text ⓘ	Keyword ⓘ	Target URL Clicks ⓘ	Target URL Impressions ⓘ
https://www.quattr.com/core-web-vitals/google-lighthouse-page-speed-optimization	Core Web Vitals	Page Speed Optimization With Google Lighthouse	Speed Index Lighthouse	1	4.54K
https://www.quattr.com/core-web-vitals/what-is-first-input-delay	Core Web Vitals	Improve Your FID Score	Fid Explained	2	4.98K
https://www.quattr.com/optimize-content/how-to-do-content-optimization	N/A	How To Optimize Your Web Content	How To Optimize Website Content	1	5.55K
https://www.quattr.com/core-web-vitals/what-is-cumulative-layout-shift	Core Web Vitals	Understanding Cumulative Layout Shift	Clis Page Speed	1	8.81K
https://www.quattr.com/enterprise-seo/b2b-seo-solutions	Enterprise Solutions	Streamlining B2B SEO With Quattr	B2b Seo Solutions	1	12.75K
https://www.quattr.com/improve-discoverability/what-are-search-intents	N/A	Semantic SEO	Semantic Seo	1	14.64K
https://www.quattr.com/optimize-content/why-focus-on-keyword-clusters	N/A	Keyword Optimization	Keyword Clustering	1	15.38K
https://www.quattr.com/core-web-vitals/how-to-improve-page-experience-at-enterprise-scale	Core Web Vitals	Quattr's Guide To Core Web Vitals	Core Web Vitals Explained	2	16.78K

What is the end result?



Relationship Between Clicks & Crawl

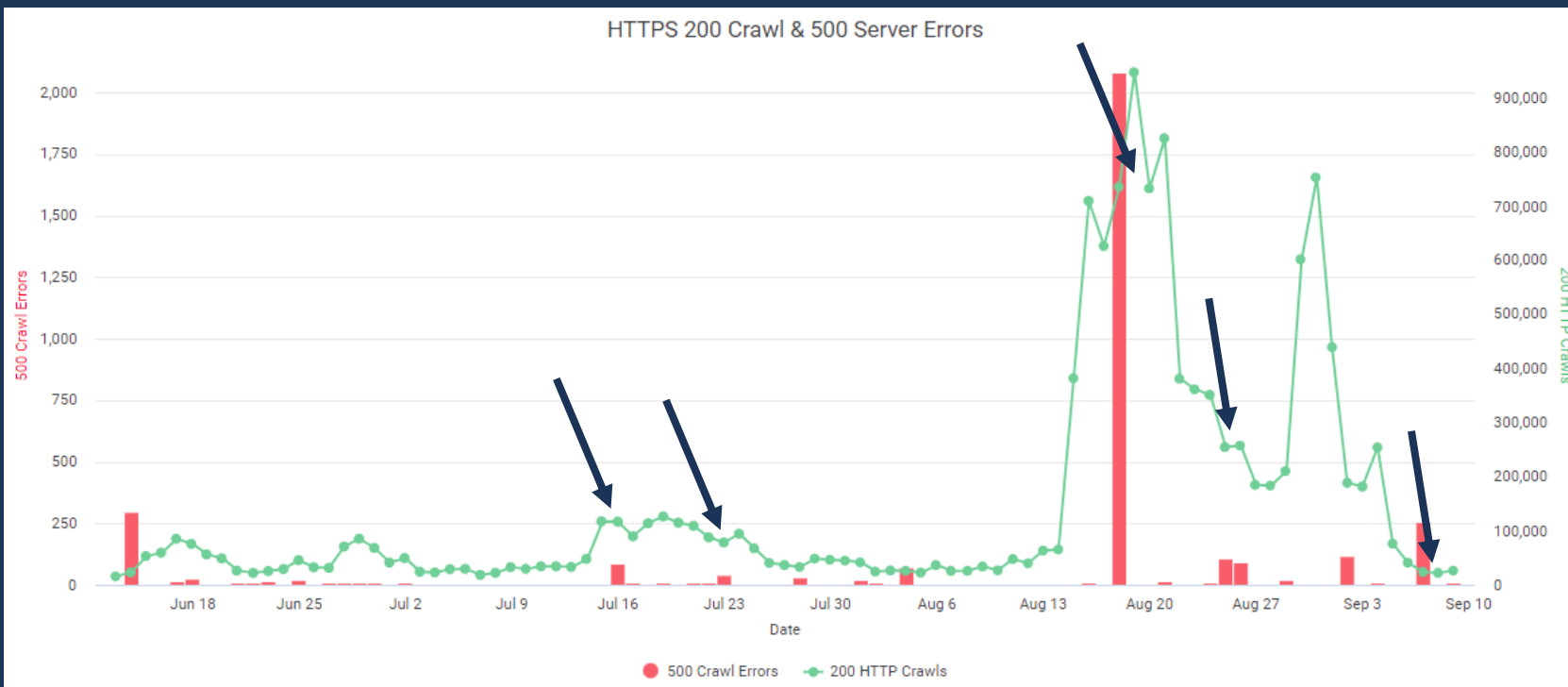
Robust overhaul of XML sitemap architecture on a programmatic SEO domain



8x Increase in crawl leading to 46% in clicks

Could the clicks have been more?

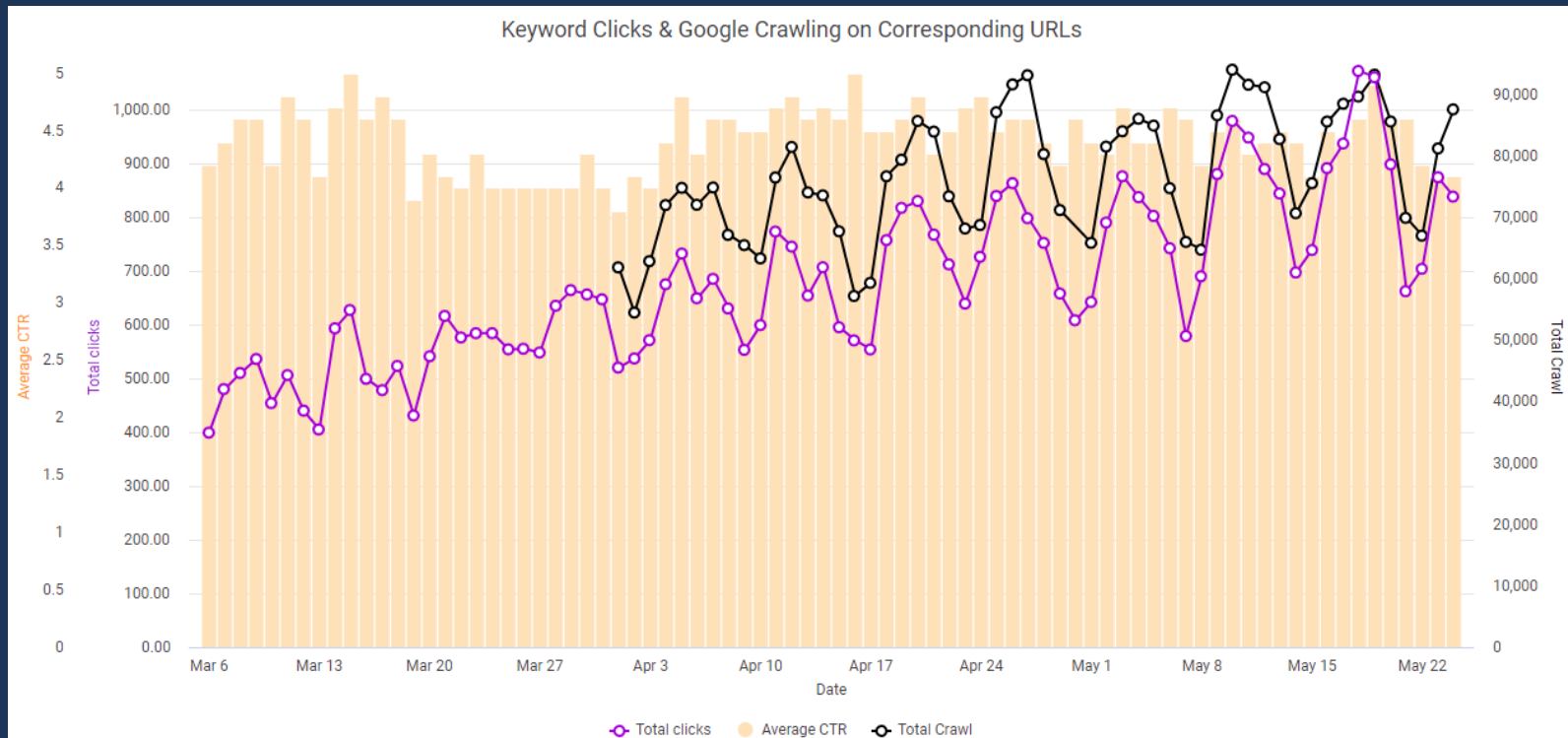
Logs indicate a major spike in 500 server errors post crawl increase



Generally, crawl declines each 'significant' 500 URL spike

Logs as an Early Signal in Testing

Crawl was going up in tandem with the click levels mapped to same urls



Daily GSC clicks growing, non-brand CTR 4%+, logs integrated and move with clicks

Getting started with logs



Using AI with Log Files

Jobs to be done post log file analysis

- Create a automated taxonomy
- Combine Search Console data, Analytics, with log files
- Create high impact and **relevant** internal linking
- Improve forecasting models with traffic analysis and crawl behavior
- Mine keyword data from Search Console on trending crawled pages

Learn a bit more about Quattr Inc.

Free Internal Linking Outputs

- Scan this QR code and get free internal linking for up to 10k url pairs
- Come stop by booth #25, grab a pastry and say hi
- Quattr.com/content-ai



@jamesfgibbons @quattr_inc

Thank You

