



Building an Automated Content Strategy: Practical Tips and Best Practices

Daniel Axelsson
Voxel / Pixel



@danneaxelsson



voxeltool.io/brighton2023

Strategy Breakdown

01

Reactive

Acting after something has occurred

02

Preemptive

Taken as a measure against something possible

03

Proactive

Taking steps in advance to seize opportunities

Our Preferred Tech Stack

 ahrefs Google Search Console ContentKing voxel ChatGPT Screamingfrog Analytics Google Apps Script

1.

Reactive

*Acting after something
has occurred*

Setup a Scheduled Crawl

The screenshot displays the Screaming Frog SEO Spider interface during a crawl of <https://www.na-kd.com/en>. The main window shows a table of crawled pages with columns for Address, Content Type, Status Code, Status, Indexability, Indexability Status, Title 1, Title 1 Length, Title 1 Pixel Width, and Meta Description 1. A 'Configure Task' dialog box is open in the foreground, showing the following configuration:

- Task Name:** Client - Weekly scheduled crawl
- Project Name:** Client
- Description:** Weekly scheduled crawl for recurring alerts to relevant parties
- Date/Time:** 2023-09-01, 13:04, Weekly

The right-hand sidebar shows a 'Summary' section with the following statistics:

Summary Item	Count	% of Total
Total URLs Encountered	104	100%
Total Internal Blocked by robots.txt	0	0%
Total External Blocked by robots.txt	1	0.96%
Total URLs Crawled	103	99.04%
Total Internal URLs	99	96.12%
Total External URLs	4	3.88%
Total Internal Indexable URLs	86	86.87%
Total Internal Non-Indexable URLs	13	13.13%

Below the summary, the 'Crawl Data' section shows a breakdown of file types:

File Type	Count	% of Total
HTML	63	63.64%
JavaScript	1	1.01%
CSS	1	1.01%
Images	33	33.33%
PDF	1	1.01%
Flash	0	0%
Other	0	0%
Unknown	0	0%

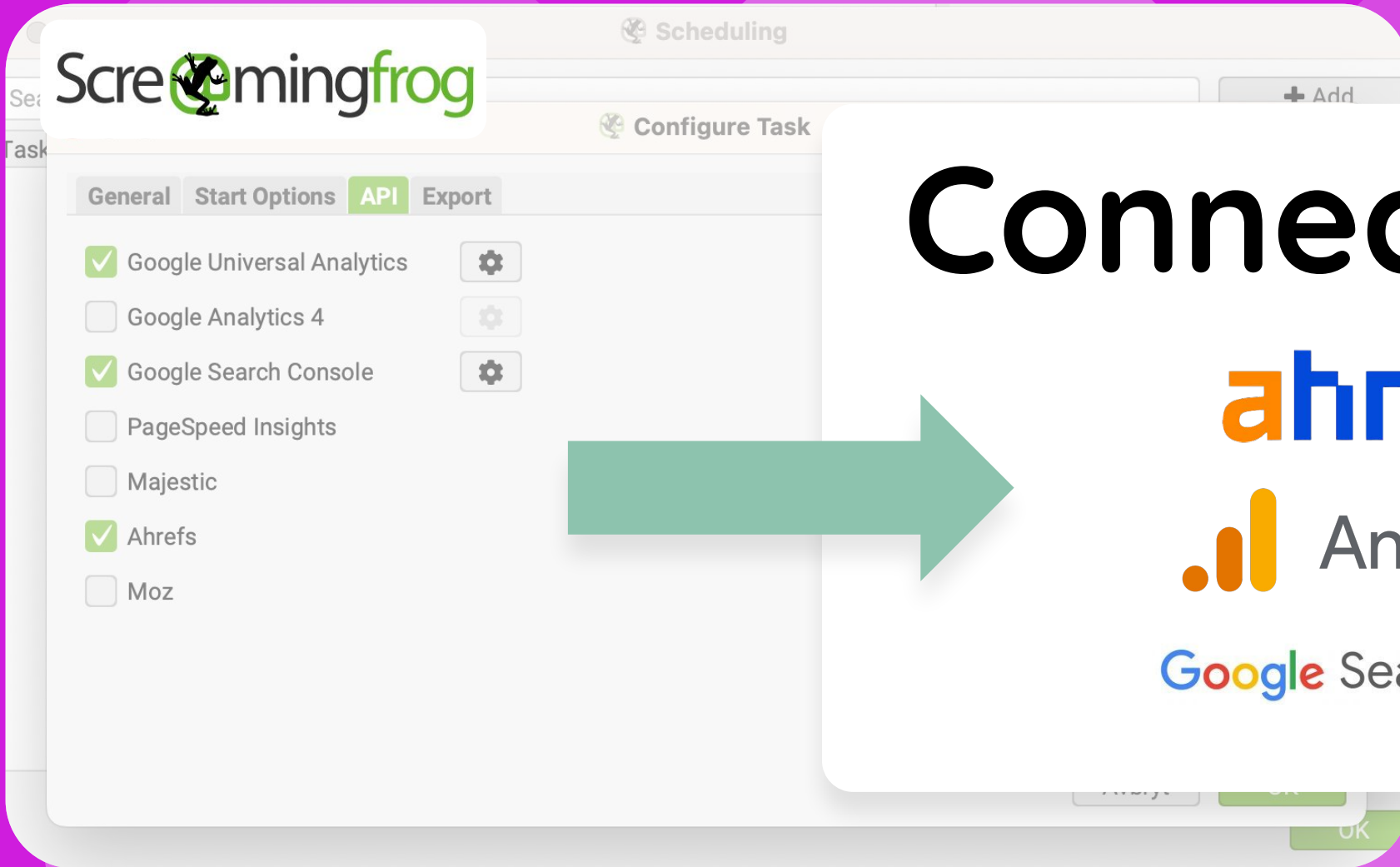
The 'Internal' section of the crawl data shows:

Internal Item	Count	% of Total
All	5	100%
HTML	2	40%
JavaScript	1	20%
CSS	1	20%
Images	0	0%
PDF	0	0%
Flash	0	0%
Other	0	0%
Unknown	1	20%

The 'Security' section shows:

Security Item	Count	% of Total
All	99	100%
HTTP URLs	0	0%
HTTPS URLs	99	100%
Mixed Content	0	0%
Form URL Insecure	0	0%
Form on HTTP URL	0	0%

At the bottom right, a circular chart visualizes the 'Internal' data, showing a large blue segment for 'All' and a smaller green segment for 'Unknown'.



Connect API's

ahrefs

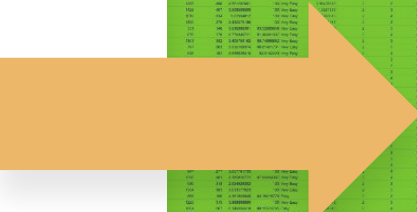
Analytics

Google Search Console

Export to



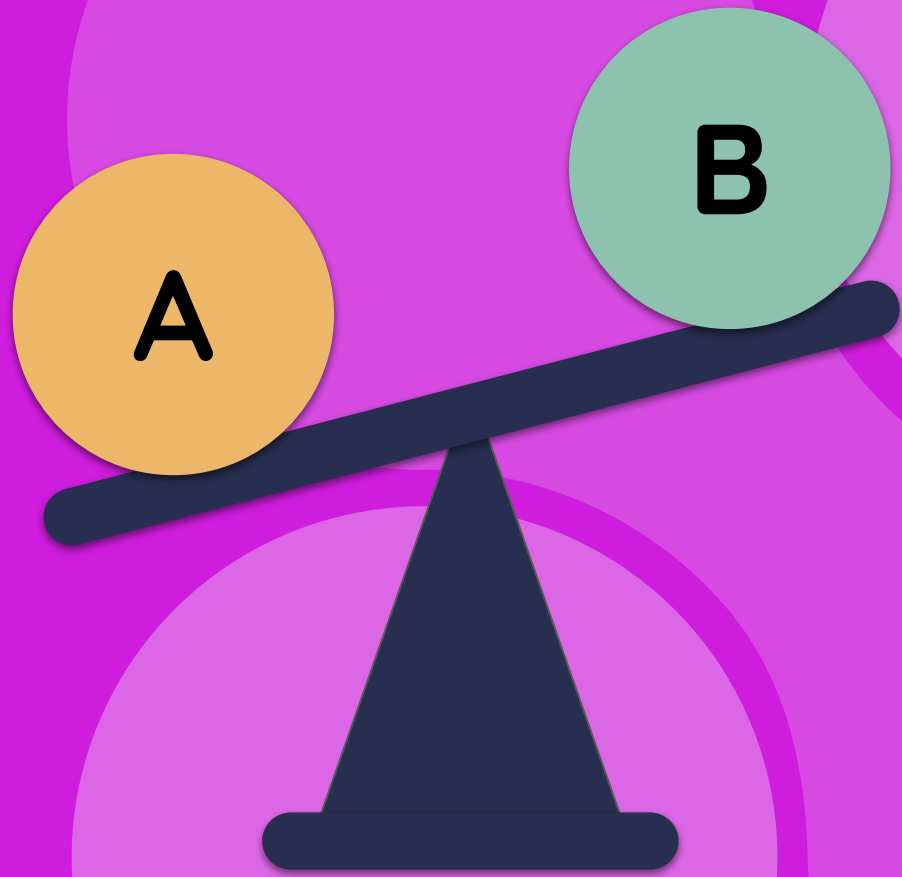
Drive



File Name	Size	Created	Modified	Shared	Downloaded	Deleted	Restored	Exported
File 1	100 MB	2023-01-01	2023-01-01	Yes	No	No	No	No
File 2	200 MB	2023-01-02	2023-01-02	No	No	No	No	No
File 3	300 MB	2023-01-03	2023-01-03	Yes	No	No	No	No
File 4	400 MB	2023-01-04	2023-01-04	No	No	No	No	No
File 5	500 MB	2023-01-05	2023-01-05	Yes	No	No	No	No
File 6	600 MB	2023-01-06	2023-01-06	No	No	No	No	No
File 7	700 MB	2023-01-07	2023-01-07	Yes	No	No	No	No
File 8	800 MB	2023-01-08	2023-01-08	No	No	No	No	No
File 9	900 MB	2023-01-09	2023-01-09	Yes	No	No	No	No
File 10	1000 MB	2023-01-10	2023-01-10	No	No	No	No	No
File 11	1100 MB	2023-01-11	2023-01-11	Yes	No	No	No	No
File 12	1200 MB	2023-01-12	2023-01-12	No	No	No	No	No
File 13	1300 MB	2023-01-13	2023-01-13	Yes	No	No	No	No
File 14	1400 MB	2023-01-14	2023-01-14	No	No	No	No	No
File 15	1500 MB	2023-01-15	2023-01-15	Yes	No	No	No	No
File 16	1600 MB	2023-01-16	2023-01-16	No	No	No	No	No
File 17	1700 MB	2023-01-17	2023-01-17	Yes	No	No	No	No
File 18	1800 MB	2023-01-18	2023-01-18	No	No	No	No	No
File 19	1900 MB	2023-01-19	2023-01-19	Yes	No	No	No	No
File 20	2000 MB	2023-01-20	2023-01-20	No	No	No	No	No
File 21	2100 MB	2023-01-21	2023-01-21	Yes	No	No	No	No
File 22	2200 MB	2023-01-22	2023-01-22	No	No	No	No	No
File 23	2300 MB	2023-01-23	2023-01-23	Yes	No	No	No	No
File 24	2400 MB	2023-01-24	2023-01-24	No	No	No	No	No
File 25	2500 MB	2023-01-25	2023-01-25	Yes	No	No	No	No
File 26	2600 MB	2023-01-26	2023-01-26	No	No	No	No	No
File 27	2700 MB	2023-01-27	2023-01-27	Yes	No	No	No	No
File 28	2800 MB	2023-01-28	2023-01-28	No	No	No	No	No
File 29	2900 MB	2023-01-29	2023-01-29	Yes	No	No	No	No
File 30	3000 MB	2023-01-30	2023-01-30	No	No	No	No	No
File 31	3100 MB	2023-01-31	2023-01-31	Yes	No	No	No	No
File 32	3200 MB	2023-02-01	2023-02-01	No	No	No	No	No
File 33	3300 MB	2023-02-02	2023-02-02	Yes	No	No	No	No
File 34	3400 MB	2023-02-03	2023-02-03	No	No	No	No	No
File 35	3500 MB	2023-02-04	2023-02-04	Yes	No	No	No	No
File 36	3600 MB	2023-02-05	2023-02-05	No	No	No	No	No
File 37	3700 MB	2023-02-06	2023-02-06	Yes	No	No	No	No
File 38	3800 MB	2023-02-07	2023-02-07	No	No	No	No	No
File 39	3900 MB	2023-02-08	2023-02-08	Yes	No	No	No	No
File 40	4000 MB	2023-02-09	2023-02-09	No	No	No	No	No
File 41	4100 MB	2023-02-10	2023-02-10	Yes	No	No	No	No
File 42	4200 MB	2023-02-11	2023-02-11	No	No	No	No	No
File 43	4300 MB	2023-02-12	2023-02-12	Yes	No	No	No	No
File 44	4400 MB	2023-02-13	2023-02-13	No	No	No	No	No
File 45	4500 MB	2023-02-14	2023-02-14	Yes	No	No	No	No
File 46	4600 MB	2023-02-15	2023-02-15	No	No	No	No	No
File 47	4700 MB	2023-02-16	2023-02-16	Yes	No	No	No	No
File 48	4800 MB	2023-02-17	2023-02-17	No	No	No	No	No
File 49	4900 MB	2023-02-18	2023-02-18	Yes	No	No	No	No
File 50	5000 MB	2023-02-19	2023-02-19	No	No	No	No	No
File 51	5100 MB	2023-02-20	2023-02-20	Yes	No	No	No	No
File 52	5200 MB	2023-02-21	2023-02-21	No	No	No	No	No
File 53	5300 MB	2023-02-22	2023-02-22	Yes	No	No	No	No
File 54	5400 MB	2023-02-23	2023-02-23	No	No	No	No	No
File 55	5500 MB	2023-02-24	2023-02-24	Yes	No	No	No	No
File 56	5600 MB	2023-02-25	2023-02-25	No	No	No	No	No
File 57	5700 MB	2023-02-26	2023-02-26	Yes	No	No	No	No
File 58	5800 MB	2023-02-27	2023-02-27	No	No	No	No	No
File 59	5900 MB	2023-02-28	2023-02-28	Yes	No	No	No	No
File 60	6000 MB	2023-02-29	2023-02-29	No	No	No	No	No
File 61	6100 MB	2023-03-01	2023-03-01	Yes	No	No	No	No
File 62	6200 MB	2023-03-02	2023-03-02	No	No	No	No	No
File 63	6300 MB	2023-03-03	2023-03-03	Yes	No	No	No	No
File 64	6400 MB	2023-03-04	2023-03-04	No	No	No	No	No
File 65	6500 MB	2023-03-05	2023-03-05	Yes	No	No	No	No
File 66	6600 MB	2023-03-06	2023-03-06	No	No	No	No	No
File 67	6700 MB	2023-03-07	2023-03-07	Yes	No	No	No	No
File 68	6800 MB	2023-03-08	2023-03-08	No	No	No	No	No
File 69	6900 MB	2023-03-09	2023-03-09	Yes	No	No	No	No
File 70	7000 MB	2023-03-10	2023-03-10	No	No	No	No	No
File 71	7100 MB	2023-03-11	2023-03-11	Yes	No	No	No	No
File 72	7200 MB	2023-03-12	2023-03-12	No	No	No	No	No
File 73	7300 MB	2023-03-13	2023-03-13	Yes	No	No	No	No
File 74	7400 MB	2023-03-14	2023-03-14	No	No	No	No	No
File 75	7500 MB	2023-03-15	2023-03-15	Yes	No	No	No	No
File 76	7600 MB	2023-03-16	2023-03-16	No	No	No	No	No
File 77	7700 MB	2023-03-17	2023-03-17	Yes	No	No	No	No
File 78	7800 MB	2023-03-18	2023-03-18	No	No	No	No	No
File 79	7900 MB	2023-03-19	2023-03-19	Yes	No	No	No	No
File 80	8000 MB	2023-03-20	2023-03-20	No	No	No	No	No
File 81	8100 MB	2023-03-21	2023-03-21	Yes	No	No	No	No
File 82	8200 MB	2023-03-22	2023-03-22	No	No	No	No	No
File 83	8300 MB	2023-03-23	2023-03-23	Yes	No	No	No	No
File 84	8400 MB	2023-03-24	2023-03-24	No	No	No	No	No
File 85	8500 MB	2023-03-25	2023-03-25	Yes	No	No	No	No
File 86	8600 MB	2023-03-26	2023-03-26	No	No	No	No	No
File 87	8700 MB	2023-03-27	2023-03-27	Yes	No	No	No	No
File 88	8800 MB	2023-03-28	2023-03-28	No	No	No	No	No
File 89	8900 MB	2023-03-29	2023-03-29	Yes	No	No	No	No
File 90	9000 MB	2023-03-30	2023-03-30	No	No	No	No	No
File 91	9100 MB	2023-03-31	2023-03-31	Yes	No	No	No	No
File 92	9200 MB	2023-04-01	2023-04-01	No	No	No	No	No
File 93	9300 MB	2023-04-02	2023-04-02	Yes	No	No	No	No
File 94	9400 MB	2023-04-03	2023-04-03	No	No	No	No	No
File 95	9500 MB	2023-04-04	2023-04-04	Yes	No	No	No	No
File 96	9600 MB	2023-04-05	2023-04-05	No	No	No	No	No
File 97	9700 MB	2023-04-06	2023-04-06	Yes	No	No	No	No
File 98	9800 MB	2023-04-07	2023-04-07	No	No	No	No	No
File 99	9900 MB	2023-04-08	2023-04-08	Yes	No	No	No	No
File 100	10000 MB	2023-04-09	2023-04-09	No	No	No	No	No

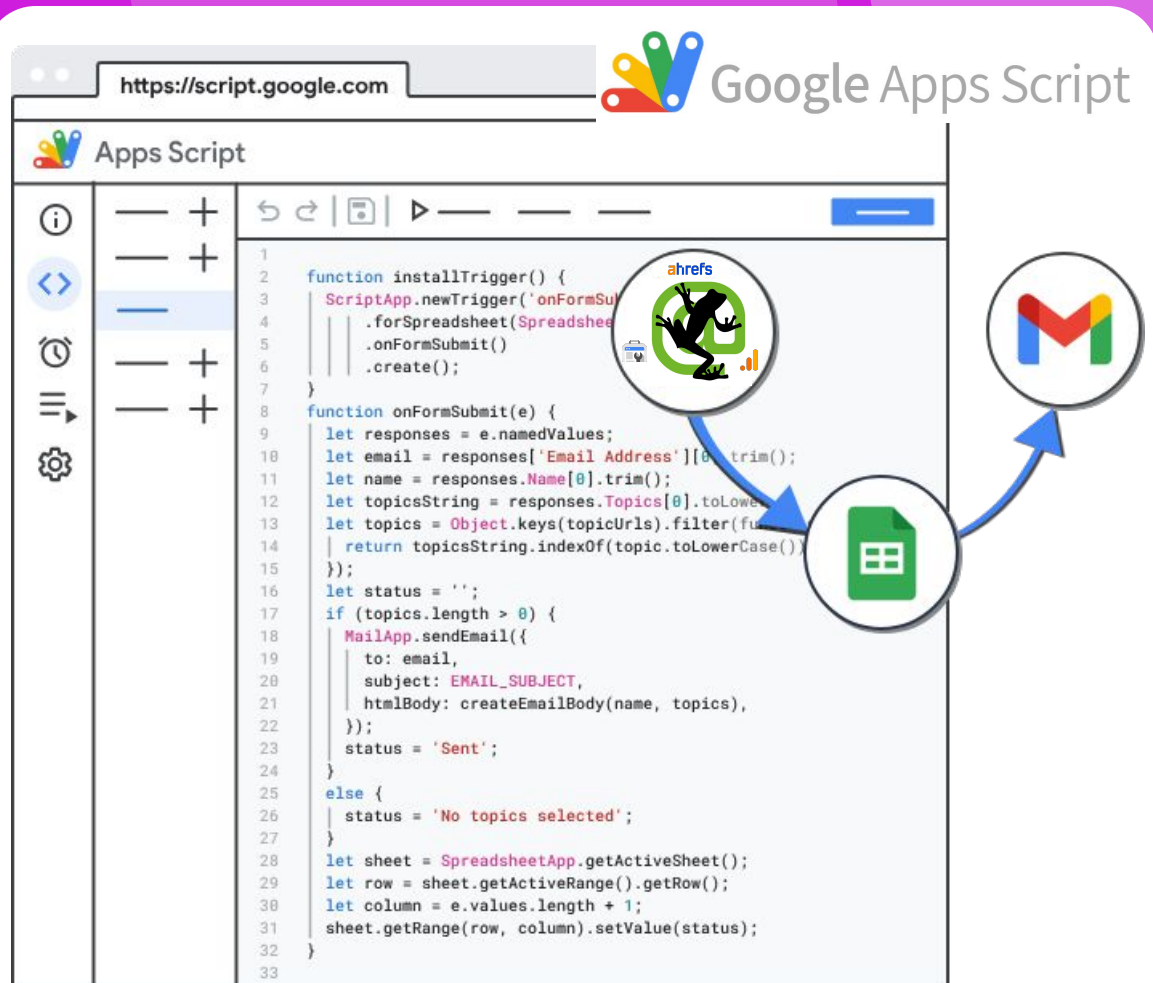
Define Filter Criteria

Inlinks	RefDomains
Conversions	Users
Revenue	Clicks



Run the crawl weekly and compare it to the previous week

Google Apps Script



The screenshot displays the Google Apps Script editor interface. The browser address bar shows `https://script.google.com`. The page title is "Google Apps Script". The main editor area contains the following JavaScript code:

```
1  
2 function installTrigger() {  
3   ScriptApp.newTrigger('onFormSubmit')  
4     .forSpreadsheet(SpreadsheetApp.getActiveSpreadsheet())  
5     .onFormSubmit()  
6     .create();  
7 }  
8  
9 function onFormSubmit(e) {  
10  let responses = e.namedValues;  
11  let email = responses['Email Address'][0].trim();  
12  let name = responses.Name[0].trim();  
13  let topicsString = responses.Topics[0].toLowerCase();  
14  let topics = Object.keys(topicUrls).filter(function(topic) {  
15    | return topicsString.indexOf(topic.toLowerCase()) > -1;  
16  });  
17  let status = '';  
18  if (topics.length > 0) {  
19    MailApp.sendEmail({  
20      to: email,  
21      subject: EMAIL_SUBJECT,  
22      htmlBody: createEmailBody(name, topics),  
23    });  
24    status = 'Sent';  
25  }  
26  else {  
27    | status = 'No topics selected';  
28  }  
29  let sheet = SpreadsheetApp.getActiveSheet();  
30  let row = sheet.getActiveRange().getRow();  
31  let column = e.values.length + 1;  
32  sheet.getRange(row, column).setValue(status);  
33 }
```

Annotations on the code include:

- A blue circle with the "ahrefs" logo and a green frog icon is positioned over the `ScriptApp.newTrigger` and `onFormSubmit` functions.
- A blue circle with a green spreadsheet icon is positioned over the `SpreadsheetApp.getActiveSpreadsheet()` call.
- A blue circle with the Gmail logo is positioned over the `MailApp.sendEmail` call.
- Blue arrows point from the "ahrefs" circle to the spreadsheet icon circle, and from the spreadsheet icon circle to the Gmail icon circle.

We set up Google Apps Script with our defined filter criteria to get emails with our insights on a weekly basis

The End Product



Hi, daniel.axelsson@pixel.se!

SUMMARY:

Comparison Summary between 2023-08-21T03:05:33.000Z and 2023-08-20T03:00:06.000Z

Top 10 changes for Unique Inlinks:

- <https://www.na-kd.com/en/category/accessories/sunglasses/round-sunglasses>: 516
- <https://www.na-kd.com/en/category/accessories/jewellery/necklaces>: 449
- <https://www.na-kd.com/en/category/accessories/jewellery>: 446
- <https://www.na-kd.com/en/category/accessories/jewellery/bracelets>: 229



Hi, daniel.axelsson@pixel.se!

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- <https://www.na-kd.com/en/category/accessories/jewellery>: 446
- <https://www.na-kd.com/en/category/accessories/jewellery/bracelets>: 229
- <https://www.na-kd.com/en/category/accessories/sunglasses>: 224
- <https://www.na-kd.com/en/category/accessories/hair-accessories/hair-ties--scrunchies>: 209
- <https://www.na-kd.com/en/category/accessories/belts>: 201
- <https://www.na-kd.com/en/category/accessories/jewellery/earrings/leaf-earrings>: 180
- <https://www.na-kd.com/en/category/accessories/jewellery/earrings>: 180
- <https://www.na-kd.com/en/category/accessories/jewellery/rings>: 143

Top 10 changes for GA Transactions Revenue:

No information available

Top 10 changes for GA Goal Conversion Rate All:

No information available

Top 10 changes for GA Users:

No information available

Top 10 changes for GA Sessions:

No information available

Top 10 changes for GA4 Conversions:

No information available

Top 10 changes for Ahrefs:

- <https://www.na-kd.com/en/category/dresses>: 13
- <https://www.na-kd.com/en/category/swim--beachwear>: 2
- <https://www.na-kd.com/en/category/trousers>: 2
- <https://www.na-kd.com/en/category/tops>: 2
- <https://www.na-kd.com/en/category/jeans>: 2
- <https://www.na-kd.com/en/category/blazers>: 2
- <https://www.na-kd.com/en/category/influencer-collections>: 1
- <https://www.na-kd.com/en/category/earh-collections>: 1
- <https://www.na-kd.com/en/category/sports>: 1
- <https://www.na-kd.com/en/category/bags>: 1

Top 10 changes for Ahrefs RefDomains - Exact:

- <https://www.na-kd.com/en/category/dresses>: 13
- <https://www.na-kd.com/en/category/swim--beachwear>: 2
- <https://www.na-kd.com/en/category/trousers>: 2
- <https://www.na-kd.com/en/category/tops>: 2
- <https://www.na-kd.com/en/category/jeans>: 2
- <https://www.na-kd.com/en/category/blazers>: 2
- <https://www.na-kd.com/en/category/influencer-collections>: 1
- <https://www.na-kd.com/en/category/earh-collections>: 1
- <https://www.na-kd.com/en/category/sports>: 1
- <https://www.na-kd.com/en/category/bags>: 1

Top 10 changes for Ahrefs RefDomains - Exact:

- <https://www.na-kd.com/en/category/dresses>: 13
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- <https://www.na-kd.com/en/category/tops>: 2
- <https://www.na-kd.com/en/category/jeans>: 2
- <https://www.na-kd.com/en/category/blazers>: 2
- <https://www.na-kd.com/en/category/influencer-collections>: 1
- <https://www.na-kd.com/en/category/earh-collections>: 1
- <https://www.na-kd.com/en/category/sports>: 1
- <https://www.na-kd.com/en/category/bags>: 1

Sincerely,
Tobias Vuorelma
On-Page Project Manager

Top 10 changes for Unique Inlinks:

- <https://www.na-kd.com/en/category/accessories/sunglasses/round-sunglasses>: 516
- <https://www.na-kd.com/en/category/accessories/jewellery/necklaces>: 449
- <https://www.na-kd.com/en/category/accessories/jewellery>: 446
- <https://www.na-kd.com/en/category/accessories/jewellery/bracelets>: 229
- <https://www.na-kd.com/en/category/accessories/sunglasses>: 224

Top 10 changes for GA Transaction Revenue:

Top 10 changes for GA Goal Conversion Rate All:

Top 10 changes for GA Users:

Top 10 changes for GA Sessions:

Top 10 changes for GA4 Conversions:

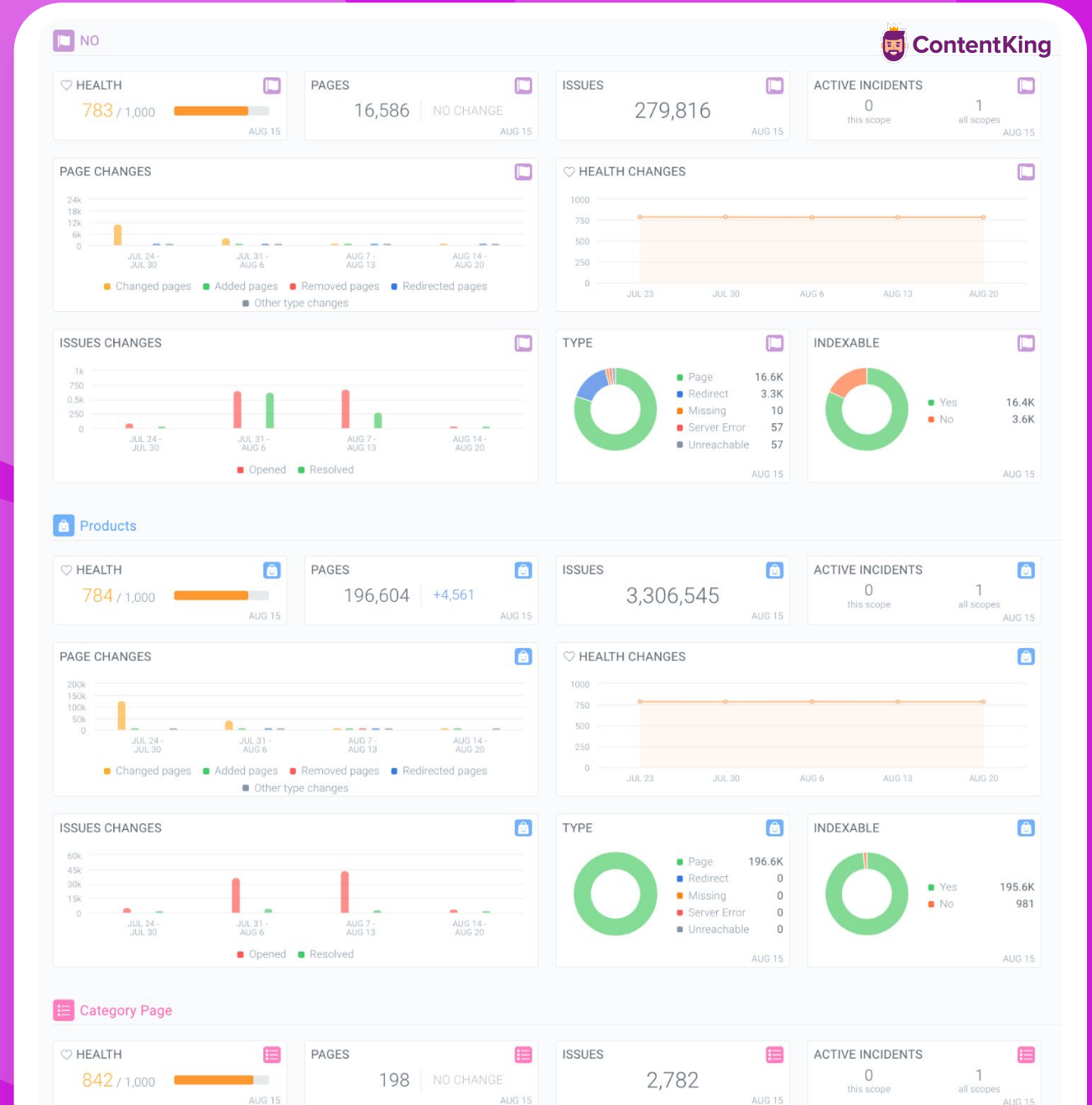
Top 10 changes for Clicks:

Top 10 changes for Impressions:

Top 10 changes for Ahrefs RefDomains - Exact:

- <https://www.na-kd.com/en/category/dresses>: 13
- <https://www.na-kd.com/en/category/swim--beachwear>: 2
- <https://www.na-kd.com/en/category/trousers>: 2
- <https://www.na-kd.com/en/category/tops>: 2
- <https://www.na-kd.com/en/category/jeans>: 2
- <https://www.na-kd.com/en/category/blazers>: 2
- <https://www.na-kd.com/en/category/influencer-collections>: 1

Set Up Real-Time Monitoring



Set Up Real-Time Monitoring



- Website
- Important pages
- Markets
- Page types

Alert definitions 25

<input type="checkbox"/>	TYPE <i>filter</i>	SCOPE All	SENSITIVITY	RECIPIENTS All
<input type="checkbox"/>	Links became broken	Website	●●●●	AS AT OI
<input type="checkbox"/>	Pages changed type	Website	●●●●	AS AT OI
<input type="checkbox"/>	Pages became non-indexable	Website	●●●●	AS AT OI
<input type="checkbox"/>	Pages became non-indexable	Category Page	●●●●	AS AT OK TI
<input type="checkbox"/>	Canonical links changed	Website	●●●●	AS AT OI
<input type="checkbox"/>	Off-page canonical links on non-indexable pages	Website	●●●●	AS AT OI
<input type="checkbox"/>	Canonical link target is not indexable	Website	●●●●	AS AT OI
<input type="checkbox"/>	Page titles were removed	Website	●●●●	AS AT OI
<input type="checkbox"/>	Page titles changed	Website	●●●●	AS AT OI
<input type="checkbox"/>	Meta descriptions were removed	Website	●●●●	AS AT OI
<input type="checkbox"/>	Meta descriptions changed	Website	●●●●	AS AT OI
<input type="checkbox"/>	H1 headings were removed	Website	●●●●	AS AT OI
<input type="checkbox"/>	H1 headings changed	Website	●●●●	AS AT OI
<input type="checkbox"/>	Hreflang implementation changed	Website	●●●●	AS AT OI
<input type="checkbox"/>	Analytics tracking removed	Website	●●●●	AS AT OI
<input type="checkbox"/>	Visual Analytics tracking removed	Website	●●●●	AS AT OI
<input type="checkbox"/>	Robots.txt became inaccessible	Website	not applicable	AS AT OI
<input type="checkbox"/>	Robots.txt changed	Website	not applicable	AS AT OI
<input type="checkbox"/>	Website has trouble responding	Website	not applicable	AS AT OI
<input type="checkbox"/>	SSL certificate expiring soon	Website	not applicable	AS AT OI
<input type="checkbox"/>	Website stopped passing Core Web Vitals asses...	Website	not applicable	AS AT OI
<input type="checkbox"/>	Non-canonical hostname domain variant stoppe...	Website	not applicable	AS AT OI
<input type="checkbox"/>	SSL certificate became invalid	Website	not applicable	AS AT OI
<input type="checkbox"/>	Non-canonical protocol domain variant stopped ...	Website	not applicable	AS AT OI
<input type="checkbox"/>	Trending Links was added, removed or changed	Category Page	●●●●	AS OK TV

Receive Alerts When Important Changes Occur

2.

Preemptive

*Taken as a measure
against something
possible*

SEOpionage

Monitor your competitors and setup alerts to stay informed about changes and decisions they are making.

The image displays the ContentKing dashboard for the website primark.com. The dashboard is divided into several sections:

- Website Health:** Shows a health score of 815 / 1,000 and a total of 1,083 pages, with a +75 change.
- PAGE CHANGES:** A line chart showing changes over time from August 19th to September 1st. The legend includes: Changed pages (orange), Added pages (green), Removed pages (red), Redirected pages (blue), and Other type changes (grey).
- ISSUES CHANGES:** A line chart showing issues over time. The legend includes: Opened (red) and Closed (green).
- CORE WEB VITALS:** A section with a 'Does not pass' status and an 'Important pages' link.
- Alert definitions:** A table listing various alert types and their configurations.

The alert definitions table is as follows:

TYPE	SCOPE	SENSITIVITY	RECIPIENTS	MESSAGING APP
Pages changed type	Website	● ● ●	nobody	my-competitors-brighton-seo
Pages became non-indexable	Website	● ● ●	nobody	my-competitors-brighton-seo
Page titles were removed	Website	● ● ●	nobody	my-competitors-brighton-seo
Page titles changed	Website	● ● ●	nobody	my-competitors-brighton-seo
Meta descriptions were removed	Website	● ● ●	nobody	my-competitors-brighton-seo
Meta descriptions changed	Website	● ● ●	nobody	my-competitors-brighton-seo
H1 headings were removed	Website	● ● ●	nobody	my-competitors-brighton-seo
H1 headings changed	Website	● ● ●	nobody	my-competitors-brighton-seo
Body content was added, removed or changed	Website	● ● ●	nobody	my-competitors-brighton-seo

Additional details from the dashboard include a 'my-competitors-brighton-seo' private channel with messages from Daniel Anshon and ContentKing alerts for 'Alert detected on primark.com' regarding page titles and meta descriptions.

3. Proactive

*Taking steps in advance
to seize opportunities*

Keywords are the Backbone in Our Content Strategy


Compile Keyword Data

We build a foundation
by compiling data from
multiple sources

 Google Search Console

 ahrefs

 Google Ads

 Other data sources

1

Top queries	Clicks	Impressions	CTR	Position
1 bikini				
2 lingerie				
3 eesweatshirt				
4 trousers				
5 dress				
6 sweater				
7 corset top				
8 blazer				
9 crop top				
10 skirt				
11 dresses				
12 top				
13 maxi dress				
14 black dress				
15 cargo pants				
16 swimwear				
17 lube top				
18 summer dresses				
19 coat				
20 jeans				
21 trendyclo				
22 panties				
23 maxi skirt				
24 shoes				
25 swimsuit				
26 bag				
27 sequin dress				
28 party dresses				
29 satin dress				
30 bodycon dress				
31 shirt dress				
32 mesh top				
33 modal socks				
34 summer dress				
35 tops				
36 mini skirt				
37 shorts				
38 wedding guest dresses				
39 pants				
40 bags				
41 white dress				
42 midi dress				
43 party dress				
44 backless top				
45 luring neck				
46 ruffle dress				
47 graduation dress				
48 red dress				
49 long sleeve dress				
50 puffer jacket				
51 blouse				
52 bikinis				
53 corset				
54 heels				
55 pink dress				
56 naked				



Merge files and start VLOOKUP...

2

Keyword	Volume	Ads Keyword	Cost per click	pos.com	primark.com	zara.com
1 shoes	31000	86 0.25	6	66	80	
2 tote bag	106000	7 0.20	2	67	35	
3 sneakers	103000	33 0.25	5	56	36	
4 womens tui	78000	28 0.30	3	89	93	
5 new look dre	77000	5 0.15	7	55	58	
6 skirts	63000	7 0.20	2	15	51	
7 baby clothes	61000	38 0.25	7	10	48	
8 mens suits	61000	48 0.40	7	39	74	25
9 hoodies	60000	24 0.30	1	21	19	29
10 hoodie	58000	27 0.30	1	7	75	56
11 mens slipper	58000	9 0.25	8	34	81	100
12 jumper dress	58000	10 0.25	1	30	32	
13 maleup	56000	58 0.40	9	79	85	
14 mens tracks	56000	29 0.40	3	64	51	
15 cross body b	55000	22 0.20	4	34	44	
16 dresses gne	54000	12 0.25	8	30	17	
17 mens shorts	54000	22 0.45	2	16	18	22
18 beach bag	53000	2 0.25	4	5	16	47
19 slippers	52000	26 0.30	9	100	23	
20 mens coats	48000	39 0.30	5	31	32	34
21 suit	48000	50 0.45	6	34	37	
22 gilet	47000	12 0.25	9	95	11	
23 maternity cl	46000	42 1.30	1	6	23	38
24 mens sliders	46000	8 0.20	2	83	42	31
25 sandals for v	46000	35 0.20	5	57	19	
26 mens jeans	45000	31 0.50	2	40	38	56
27 white traine	45000	7 0.30	5	32	63	
28 cowboy boot	42000	9 0.15	2	55	57	66
29 accessories	42000	39 0.10	4	11	51	43
30 calvin klein b	42000	11 0.40	7	77	61	
31 mens shirts	40000	51 50	5	22	25	52
32 womens bot	40000	47 2.25	4	45	23	88
33 crossbody ba	40000	4 0.20	4	32	56	56
34 mens dress	40000	~ 50	1	19	58	87
35 mens sungla	39000	18 0.40	3	71	93	
36 gold heels	39000	1 0.10	1	30	71	29
37 womens ppl	38000	28 0.40	5	22	18	62
38 swimming ci	37000	27 0.35	8	13	35	59
39 pajama	37000	33 0.25	5	17	14	20
40 white traine	36000	7 0.30	7	18	84	39
41 baby boy clo	35000	17 0.20	3	5	21	32
42 shoes for wo	35000	52 0.25	3	32	31	24
43 t shirt	34000	24 0.50	1	84	47	39
44 leggings	33000	26 0.90	6	46	66	86
45 jumpers	33000	50 0.25	2	5	16	92
46 mens swim	32000	12 0.50	1	84	62	
47 maternity dr	32000	14 1.20	3	5	56	34
48 zara sale	32000	5 0.20	88	87	1	
49 mens cargo l	32000	8 0.40	2	22	23	38
50 tote	32000	17 0.50	3	54	53	
51 trainers wom	32000	39 0.30	4	98	22	
52 wandy jacket	32000	2 0.20	1	86	82	59
53 fluffy croc	31000	0 0.25	10		35	42
54	31000	24 0.20	8		14	27
55	30000	56 0.60	9	74	14	37
56	30000	3 0.35	7	27	78	52
57	30000	12 0.15	10	45	60	83
58 mens cargo l	30000	11 0.45	2	7	19	31
59 jumpsut for	30000	36 0.25	4	8	75	54
60 coats for wo	30000	48 0.20	2	20	35	28
61 man bag	29000	16 0.20	3	84	74	58
62 mens pijama	29000	12 0.25	6	48	11	61
63 womens stid	28000	4 0.25	3	17	56	
64	28000	35 0.20	3	41	31	60
65	28000	53 0.20	6	15	14	17
66	28000	0 0.25	4	98	61	
67	28000	26 0.20	4	12	55	
68	28000	11 0.25	1	4	67	32
69 cargo shorts	27000	9 0.40	4	46	62	30
70 mens jumps	27000	22 0.40	2	32	32	83
71 cashlon cowe	27000	2 0.20	6	70	94	
72 sliders for w	27000	7 0.25	5	72	14	27
73 mens polo sl	27000	25 0.50	3	93	85	
74	26000	19 0.40	3	34	34	60

1	Top queries	Clicks	Impressions	CTR	Position
2	bikini				
3	lingerie				
4	sweatshirt				
5	trousers				
6	dress				
7	sweater				
8	corset top				
9	blazer				
10	crop top				
11	skirt				
12	dresses				
13	top				
14	maxi dress				
15	black dress				
16	cargo pants				
17	swimwear				
18	lube top				
19	summer dresses				
20	coat				
21	jeans				
22	trendyol				
23	panties				
24	maxi skirt				
25	stoles				
26	swimsuit				
27	bag				
28	sequin dress				
29	party dresses				
30	satin dress				
31	bodycon dress				
32	shirt dress				
33	mesh top				
34	modal socks				
35	summer dress				
36	tops				
37	mini skirt				
38	shorts				
39	wedding guest dresses				
40	pants				
41	bags				
42	white dress				
43	mens dress				
44	party dress				
45	midl dress				
46	backless				
47	lurida net				
48	ruffle dress				
49	graduat				
50	red dress				
51	long sleeve				
52	puffer jacket				
53	blouse				
54	bikinis				
55	corset				
56	heels				
57	pink dress				
58	naked				

1

Merge files and start VLOOKUP... not really

1	Keyword	Volume (Est. Keyword)	Cost per click aoss.com	Cost per click zara.com	im.com	primark.com	zara.com
2	1 shoes	110000	86 0.25	6	56	80	
3	2 tote bag	106000	7 0.20	2	67	35	
4	3 business	103000	33 0.25	5	56	36	
5	4 womens turtl	78000	28 0.30	3	89	93	
6	5 new look dre	77000	5 0.15	7	55	58	
7	6 skirts	63000	7 0.20	2	15	51	
8	7 baby clothes	61000	38 0.25	7	7	10	48
9	8 mens suits	61000	48 0.40	7	39	74	29
10	9 hoodies	60000	24 0.30	1	21	19	29
11	10 hoodies	58000	27 0.30	1	7	75	56
12	11 mens slipper	58000	9 0.35	8	74	81	100
13	12 jumper dress	58000	10 0.25	1	30		
14	13 maleuro	56000	58 0.40	9	79	85	
15	14 mens t-shirts	56000	29 0.40	3	64		
16	15 cross body ba	55000	22 0.20	4	34		
17	16 womens pns	54000	13 0.25	8	30		
18	17 mens shorts	54000	22 0.45	2	55		
19	18 beach bag	53000	2 0.25	4			
20	19 slippers	52000	26 0.30	9			
21	20 mens coats	48000	39 0.30	5			
22	21 mens suits	48000	59 0.45	6			
23	22 list	42 0.30	12 0.25	9			
24	23 maternity cli	42 0.30	12 0.25	9			
25	24 mens sliders	42 0.30	8 0.20	2			
26	25 sandals for v	35 0.20	35 0.20	5			
27	26 mens boots	33 0.50	33 0.50	3			
28	27 white t-shirt	7 0.30	7 0.30	5			
29	28 cowboy boot	9 0.15	9 0.15	2			
30	29 accessories	39 0.10	39 0.10	4			
31	30 Men's Men's B	11 0.40	11 0.40	7			
32	31 men's shirts	53 0.30	53 0.30	4			
33	32 men's shirts	47 0.25	47 0.25	4			
34	33 a 200	4 0.20	4 0.20	4			
35	34 mens shoes	~ = 50	~ = 50	1			
36	35 gold heels	18 0.40	18 0.40	3	71		
37	36 gold heels	3 0.20	3 0.20	1	30		
38	37 electric pps	79 0.40	79 0.40	5	22		
39	38 mens shoes	27 0.35	27 0.35	8	13	35	
40	39 mens shoes	13 0.25	13 0.25	5	17	14	
41	40 mens shoes	7 0.30	7 0.30	7	38	84	39
42	41 baby boy cost	35000	17 0.20	3	5	21	32
43	42 shoes for wo	35000	52 0.25	3	32	31	24
44	43 t-shirt	34000	24 0.50	1	84	47	39
45	44 leggings	33000	26 0.50	6	66	66	
46	45 jumpers	33000	50 0.25	2	5	16	92
47	46 mens swimi	32000	12 0.50	1	84	62	
48	47 maternity dr	32000	14 1.20	3	5	56	
49	48 zara sale	32000	5 0.20	88	87	23	1
50	49 mens cargo t	32000	8 0.40	2	22	23	
51	50 tote	32000	17 0.50	3	54	53	
52	51 trainers wov	32000	39 0.30	4	98	22	
53	52 winter jacket	32000	2 0.20	1	86	82	39
54	53 fluffy crocs	31000	0 0.25	10			35 42
55	54 baby girl che	31000	24 0.20	7	8		37
56	55 prettyfly	30000	56 0.60	9	74	14	37
57	56 mens white	30000	3 0.35	7	27	79	52
58	57 agd boots wa	30000	12 0.15	10	45	60	83
59	58 mens cargo j	30000	11 0.45	2	7	19	31
60	59 jumpsuit for	30000	26 0.25	4	8	75	38
61	60 coats for wo	30000	48 0.20	2	30	35	28
62	61 man bag	29000	16 0.20	3	84	74	58
63	62 mens pijama	29000	13 0.25	6	48	11	61
64	63 womens stid	28000	4 0.25	3		17	56
65	64 womens tan	28000	35 0.20	3	41	31	60
66	65 handbags for	28000	53 0.20	6	35	14	37
67	66 sho martens i	28000	0 0.25	4	98	61	
68	67 girls dresses	28000	26 0.20	4	12	15	
69	68 cargo pants l	28000	11 0.25	1	4	67	32
70	69 cargo shorts	27000	9 0.40	4	46	62	30
71	70 mens jumpc	27000	22 0.40	2	32	32	83
72	71 cashlan cowe	27000	2 0.20	3	6	70	54
73	72 sleden for w	27000	7 0.25	5	72	14	37
74	73 mens polo st	27000	25 0.50	3	93	85	
75	74 mens v short	26000	9 0.20	3	34	34	60

2



Streamline your Research

Brighton SEO Fashion project | Collect | **Manage** | Analyse | Plan | Progress

Q Collect | Tags | Sites | Get Rank Data | 0 Selected | Volume Trend | Rank Color | Columns

Keyword filter | Tag filter: None | Archived

Keyword	Volume	Vol +/-	newlook.com	SERP features	Peak quarter	Peak month	Jan 23	Feb 23	Mar 23	Apr 23	May 23	Jun 23	Jul 22	Aug 22	Sep 22	Oct 22	Nov 22	Dec 22	Automated tags
boots	4,090,000	3% ↗	9		Q4		4,090,000	3,350,000	4,090,000	4,090,000	4,090,000	3,350,000	4,090,000	3,350,000	4,090,000	5,000,000	6,120,000	6,120,000	boots
dresses for wedding guests	550,000	-14% ↘	7		Q2	May	450,000	450,000	673,000	673,000	823,000	673,000	673,000	673,000	450,000	301,000	201,000	135,000	dresses guest wedding
wedding dresses	301,000	-7% ↘	100+		Q3		450,000	301,000	301,000	301,000	301,000	246,000	450,000	368,000	301,000	301,000	246,000	201,000	wedding dresses
dresses for a wedding	301,000	-7% ↘	8		Q3		450,000	301,000	301,000	301,000	301,000	246,000	450,000	368,000	301,000	301,000	246,000	201,000	dresses guest wedding
dresses	301,000	-23% ↘	8		Q2		301,000	246,000	301,000	301,000	301,000	301,000	301,000	301,000	246,000	246,000	301,000	246,000	dresses
dress	301,000	-23% ↘	7		Q2		301,000	246,000	301,000	301,000	301,000	301,000	301,000	301,000	246,000	246,000	301,000	246,000	dresses
boxers	246,000	2% ↗	79		Q3	Aug	301,000	301,000	201,000	301,000	246,000	165,000	201,000	368,000	246,000	246,000	201,000	246,000	boxers
prom dresses	246,000	-7% ↘	49		Q1	Jan	450,000	301,000	368,000	368,000	368,000	301,000	246,000	90,500	135,000	135,000	165,000	110,000	dresses prom
prom dress	246,000	-7% ↘	47		Q1	Jan	450,000	301,000	368,000	368,000	368,000	301,000	246,000	90,500	135,000	135,000	165,000	110,000	dresses prom
suits	201,000	-3% ↘	100+		Q2	May	201,000	165,000	201,000	201,000	246,000	201,000	201,000	165,000	201,000	165,000	165,000	165,000	suit
trainers mens	201,000	6% ↗	39		Q4	Nov	165,000	165,000	201,000	201,000	201,000	201,000	201,000	165,000	165,000	201,000	301,000	246,000	mens trainer
totebag	201,000	10% ↗	33		Q3		201,000	135,000	165,000	165,000	165,000	165,000	165,000	246,000	246,000	165,000	201,000	165,000	totebag
mens trainer	201,000	6% ↗	40		Q4	Nov	165,000	165,000	201,000	201,000	201,000	201,000	201,000	165,000	165,000	201,000	301,000	246,000	mens trainer
tote bags	201,000	10% ↗	47		Q3		201,000	135,000	165,000	165,000	165,000	165,000	165,000	246,000	246,000	165,000	201,000	165,000	totebag
tote bag	201,000	10% ↗	43		Q3		201,000	135,000	165,000	165,000	165,000	165,000	165,000	246,000	246,000	165,000	201,000	165,000	totebag
suit	201,000	-3% ↘	44		Q2	May	201,000	165,000	201,000	201,000	246,000	201,000	201,000	165,000	201,000	165,000	165,000	165,000	suit
jewelry	201,000	-1% ↘	44		Q4		201,000	165,000	201,000	165,000	201,000	201,000	165,000	165,000	201,000	201,000	301,000	301,000	jewelry
summer dresses	201,000	15% ↗	7		Q2	Jul	135,000	135,000	165,000	246,000	368,000	450,000	550,000	246,000	60,500	40,500	40,500	40,500	dress summer
summer dress	201,000	15% ↗	5		Q2	Jul	135,000	135,000	165,000	246,000	368,000	450,000	550,000	246,000	60,500	40,500	40,500	40,500	dress summer
jewellery	201,000	-1% ↘	88		Q4		201,000	165,000	201,000	165,000	201,000	201,000	165,000	165,000	201,000	201,000	301,000	301,000	jewelry

Deep Dive

Perform additional in depth research on priority keywords based on your chosen criteria

Example criterias:

- Volume
- Profit margin
- Conversion
- ROAS
- Revenue

... to name a few

Programmatic SEO

Combo request

Search title (optional): Fashion example

Language: N/A | Location: United Kingdom | Include zero volume

Word groups

Add word groups to be combined

- Group Product**
 - Leggings
 - Blazers
 - Shorts
 - Panties
 - Puffer Jackets
 - Joggers
 - Midi Skirts
 - Rings
 - Bags
 - Jeans
 - Shirts
 - Coats
- Group Colour**
 - beige
 - black
 - blue
 - brown
 - burgandy
 - copper
 - gold
 - green
 - grey
 - multicolor
 - white
 - orange
- Group Material**
 - braided
 - cashmere
 - chiffon
 - cord
 - cotton
 - denim
 - feathers
 - fleece
 - hardshell
 - jersey
 - knits
 - lace
- Group Sustainability**
 - artificial leather
 - faux leather
 - second hand
 - bio degradable
 - vegan
 - eco friendly
 - fairtrade
 - cruelty free
 - microfibre
 - diversity
 - carbon neutral
- Group Pattern**
 - leopard
 - leo
 - leopard print
 - dotted
 - spotted
 - polka dot
 - striped
 - stripe
 - flower
 - floral
 - checkered
 - checked print

Add tags
Create and apply matching tag structure

Combo request

Select combinations to be included in the combo search.

Selected combinations: 1, 2, 3

- Sustainability Material Product
- Sustainability Pattern Product
- Sustainability Product
- Sustainability Product Colour
- Sustainability Product Material
- Sustainability Product Pattern

Select all | Deselect all

Resulting number of keywords: 1,142,803

Estimated time to execute (minimum): 5 hours

Buttons: Delete, Save Draft, Create Search

Potential Keywords
1,000,000+

Keywords with Volume

15,325

Keyword Clustering

Automatic

Generate tag group

- Keywords are clustered based on SERP overlap
- Clusters are formed around a main keyword, seen in the tag name

SERP URLs in consideration

Top 10

URL overlap

At least 5

Keywords per tag

At least 5

Cancel

Proceed

Semi-Auto

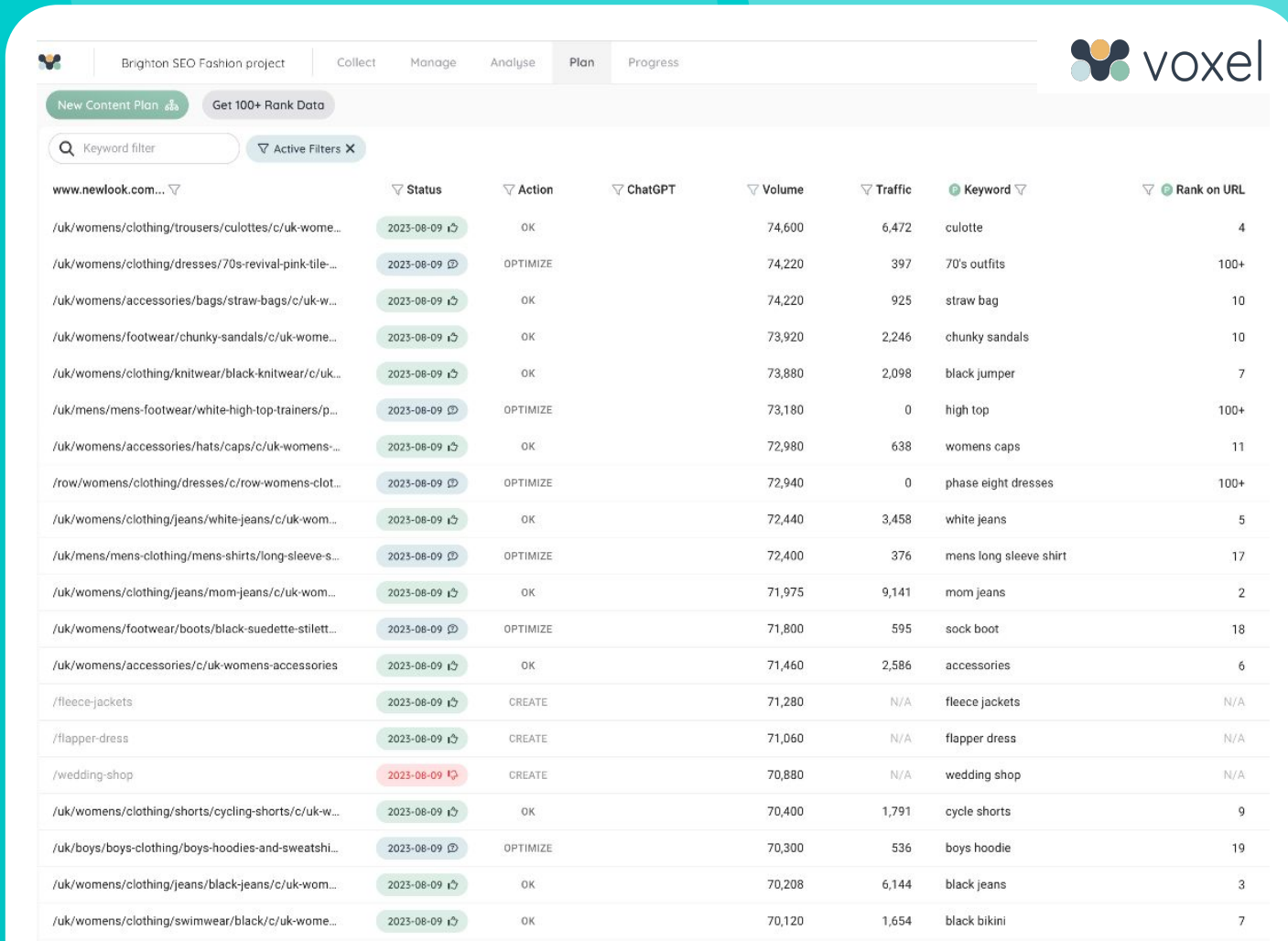
Product

Add Tags +

Search tag

<input type="checkbox"/>	Tag name	Autotag tags	Keywords	Volume
<input type="checkbox"/>	A-line Skirts	A-line Skirts	16	4,724
<input type="checkbox"/>	Accessories	Accessories	65	11,750
<input type="checkbox"/>	Ankle Jeans	Ankle Jeans	17	200
<input type="checkbox"/>	Ankle boots	Ankle boots	72	75,275
<input type="checkbox"/>	Anklets	Anklets	16	20,200
<input type="checkbox"/>	Autumn Dresses	Autumn Dresses	1	20
<input type="checkbox"/>	Autumn Jackets	Autumn Jackets	0	0
<input type="checkbox"/>	Aviator Sunglasses	Aviator Sunglasses	39	3,050

Automatic Content Plan



The screenshot shows the 'Plan' tab of the Voxel software interface. It displays a table of content plan items for the 'Brighton SEO Fashion project'. The table includes columns for URL, Status, Action, ChatGPT, Volume, Traffic, Keyword, and Rank on URL. The interface also shows navigation tabs (Collect, Manage, Analyse, Plan, Progress) and a search bar.

www.newlook.com...	Status	Action	ChatGPT	Volume	Traffic	Keyword	Rank on URL
/uk/womens/clothing/trousers/culottes/c/uk-wome...	2023-08-09	OK		74,600	6,472	culotte	4
/uk/womens/clothing/dresses/70s-revival-pink-tile...	2023-08-09	OPTIMIZE		74,220	397	70's outfits	100+
/uk/womens/accessories/bags/straw-bags/c/uk-w...	2023-08-09	OK		74,220	925	straw bag	10
/uk/womens/footwear/chunky-sandals/c/uk-wome...	2023-08-09	OK		73,920	2,246	chunky sandals	10
/uk/womens/clothing/knitwear/black-knitwear/c/uk...	2023-08-09	OK		73,880	2,098	black jumper	7
/uk/mens/mens-footwear/white-high-top-trainers/p...	2023-08-09	OPTIMIZE		73,180	0	high top	100+
/uk/womens/accessories/hats/caps/c/uk-womens...	2023-08-09	OK		72,980	638	womens caps	11
/row/womens/clothing/dresses/c/row-womens-clot...	2023-08-09	OPTIMIZE		72,940	0	phase eight dresses	100+
/uk/womens/clothing/jeans/white-jeans/c/uk-wom...	2023-08-09	OK		72,440	3,458	white jeans	5
/uk/mens/mens-clothing/mens-shirts/long-sleeve-s...	2023-08-09	OPTIMIZE		72,400	376	mens long sleeve shirt	17
/uk/womens/clothing/jeans/mom-jeans/c/uk-wom...	2023-08-09	OK		71,975	9,141	mom jeans	2
/uk/womens/footwear/boots/black-suedette-stilett...	2023-08-09	OPTIMIZE		71,800	595	sock boot	18
/uk/womens/accessories/c/uk-womens-accessories	2023-08-09	OK		71,460	2,586	accessories	6
/fleece-jackets	2023-08-09	CREATE		71,280	N/A	fleece jackets	N/A
/flapper-dress	2023-08-09	CREATE		71,060	N/A	flapper dress	N/A
/wedding-shop	2023-08-09	CREATE		70,880	N/A	wedding shop	N/A
/uk/womens/clothing/shorts/cycling-short/c/uk-w...	2023-08-09	OK		70,400	1,791	cycle shorts	9
/uk/boys/boys-clothing/boys-hoodies-and-sweatshi...	2023-08-09	OPTIMIZE		70,300	536	boys hoodie	19
/uk/womens/clothing/jeans/black-jeans/c/uk-wom...	2023-08-09	OK		70,208	6,144	black jeans	3
/uk/womens/clothing/swimwear/black/c/uk-wome...	2023-08-09	OK		70,120	1,654	black bikini	7

Optimize 552 URLs

Create 1,250 URLs

979 URLs are OK



voxel



ChatGPT



 Step 2: Give ChatGPT appropriate prompt instructions to fit your case

System prompt

You are a professional content writer for various businesses across diverse industries.

General guidelines:

- a. The text should be written in English.
- b. Showcase the expertise within the specific business domain.
- c. Make customers feel confident in the purchasing or decision-making process.
- d. Understand the customer's needs.
- e. The text should be transaction-focused but not salesy.
- f. The text should be a maximum of 300 words long.
- g. The structure of the text should be clearly reflected in the content. Indicate headings using HTML, but never include boilerplate for HTML.
- h. Customize specific headings to make them look neat.

Content prompt

Write a category text about [primary keyword] where [primary keyword] is the page's main headline or H1.
Include appropriate subheadings in the text.
Also, try to incorporate the following secondary keywords in the text in a natural way: [secondary keyword]

Back

Submit 8 URLs



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ChatGPT



Step 2: Give ChatGPT appropriate prompt instructions to fit your case

System prompt

You are a professional content writer for various businesses across diverse industries.

General guidelines:

- The text should be written in English.
- Showcase the expertise within the specific business domain.
- Make customers feel confident in the purchasing or decision-making process.
- Understand the customer's needs.
- The text should be transaction-focused but not salesy.
- The text should be a maximum of 300 words long.
- The structure of the text should be clearly reflected in the content. Indicate headings using HTML, but never include boilerplate for HTML.
- Customize specific headings to make them look neat.

Content prompt

Write a category text about [primary keyword] where [primary keyword] is the page's main headline or H1.
Include appropriate subheadings in the text.
Also, try to incorporate the following secondary keywords in the text in a natural way: [secondary keyword]

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ChatGPT content

<H1> Flapper Dress: A Timeless Style Statement </H1>

<P> The flapper dress is a timeless piece of fashion that has transcended the ages, making its mark in every era with its unique style and charm. From the roaring 20s to today's modern age, this iconic attire continues to be a favorite choice for women who love to express their individuality and flair for fashion.</P>

<H2>The Iconic Flapper Dress</H2>

<P>A symbol of liberation and freedom, the flapper dress embodies an attitude of boldness and rebellion. It breaks away from traditional norms with its short length, fringed hemlines, and dazzling embellishments. Each flapper dress is designed to make you stand out from the crowd while providing comfort so you can dance your heart out all night long.</P>

<H2>Why Choose a Flapper Dress?</H2>

<P>The beauty of a flapper dress lies not just in its design but also in its versatility. Whether it's a themed party or a formal event, this classic outfit never fails to impress. Its distinctive features like sequins and beads add an element of glamour while maintaining an air of sophistication. In essence, choosing a flapper dress means embracing elegance without compromising on

Copy

Alternatively ...

Research



Organize



CURATOR



Plan



Google Sheets

Draft Content



Key Takeaways

01

Define Your Needs

Think about your process and needs
and which steps you should automate

02

Common Sense Prevails

Don't let automation replace thinking.
Trust your skills.

03

Tool Assessment

Establish an assessment process for new tools and consistently stick to it.

Thank You!

You will find me by the Voxel stand, don't hesitate to drop by!

 Let's connect →

 voxeltool.io/brighton2023

