

# Simply Compelling

## Elevator Pitch:

We work with SEO specialists and Content Writers who have problems writing articles that earn many visitors from Google. We can discover topics that are trending in their market and we can help them create compelling content based on semantically close topics. We also automate, schema and internal links, which means that Google better understands the content and sends more visitors who are more likely to convert.

**Our Toolset  
combines into a  
coherent content  
strategy for the  
new decade**



## TRENDS

Surface trending topics daily

So you can find high impact topics in your market

## CONTENT

Topic based Content Optimization Tool

So you can write better than competitor best practice

## CONNECT

Internally link topics automatically and

Build Web Page and FAQ Schema automatically

# Market Trends Data

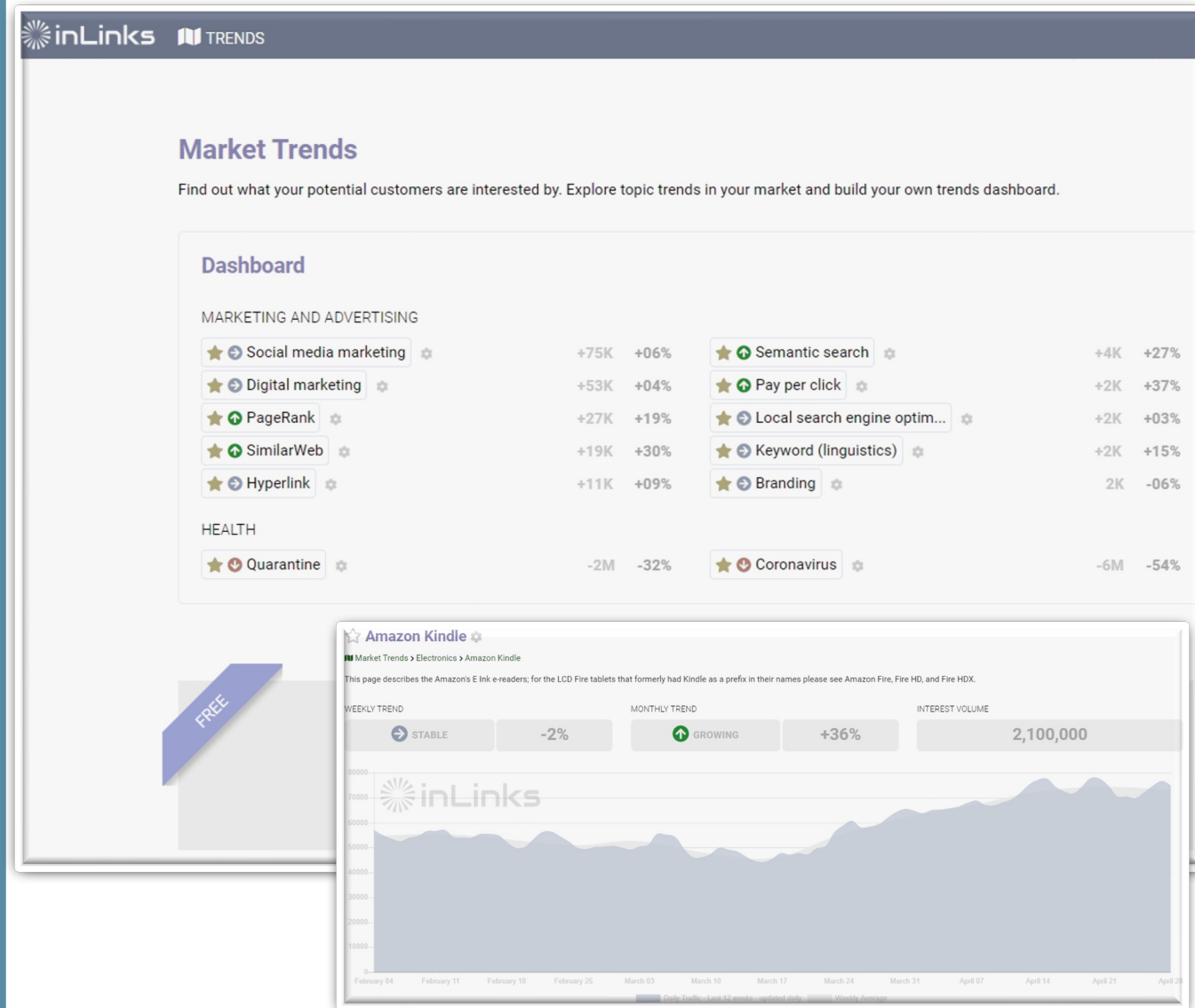
Tracking interest in 20,000 topics daily  
(more soon)

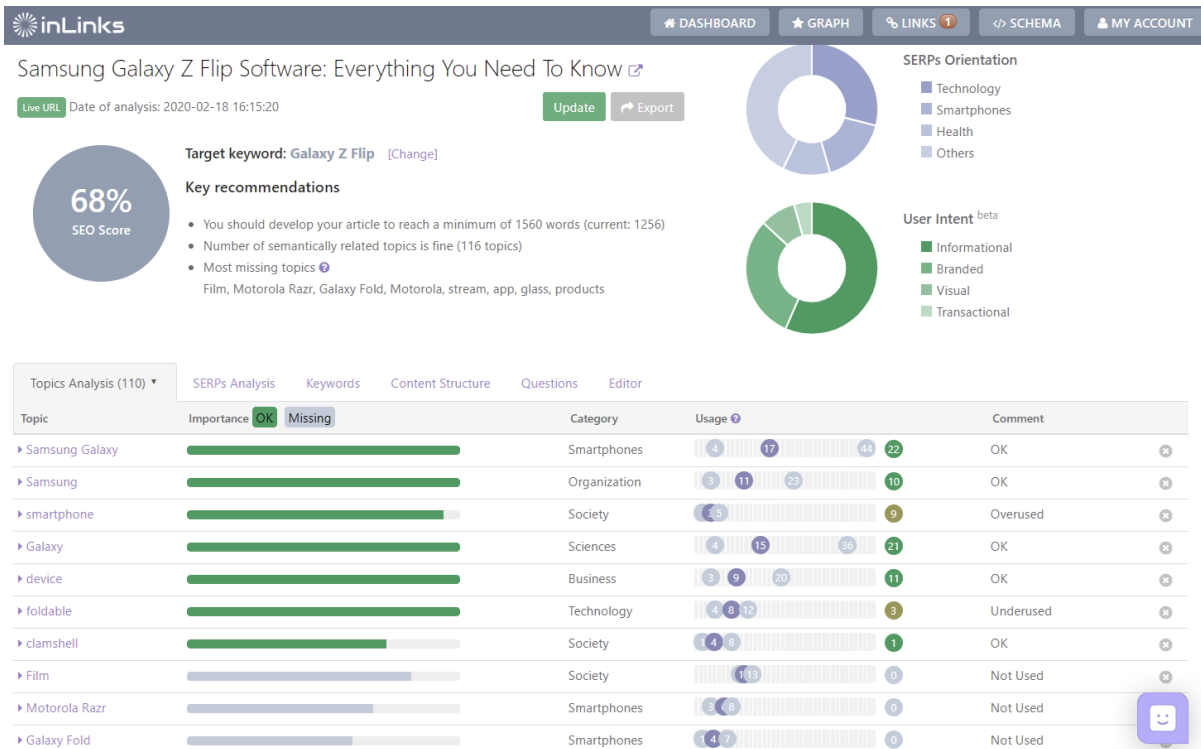
See interest volume, daily, weekly  
and monthly trend

Surface Risers and fallers by category

Dashboards to create your own market  
segmentation

Select what to write about and create a brief





# Content optimization Tool

Creates a content brief based on topics using world class NLP Named Entity Recognition

Proposes structure, scores content, compares to competition

Ability to assign briefs to content writers, managing and scaling workflows



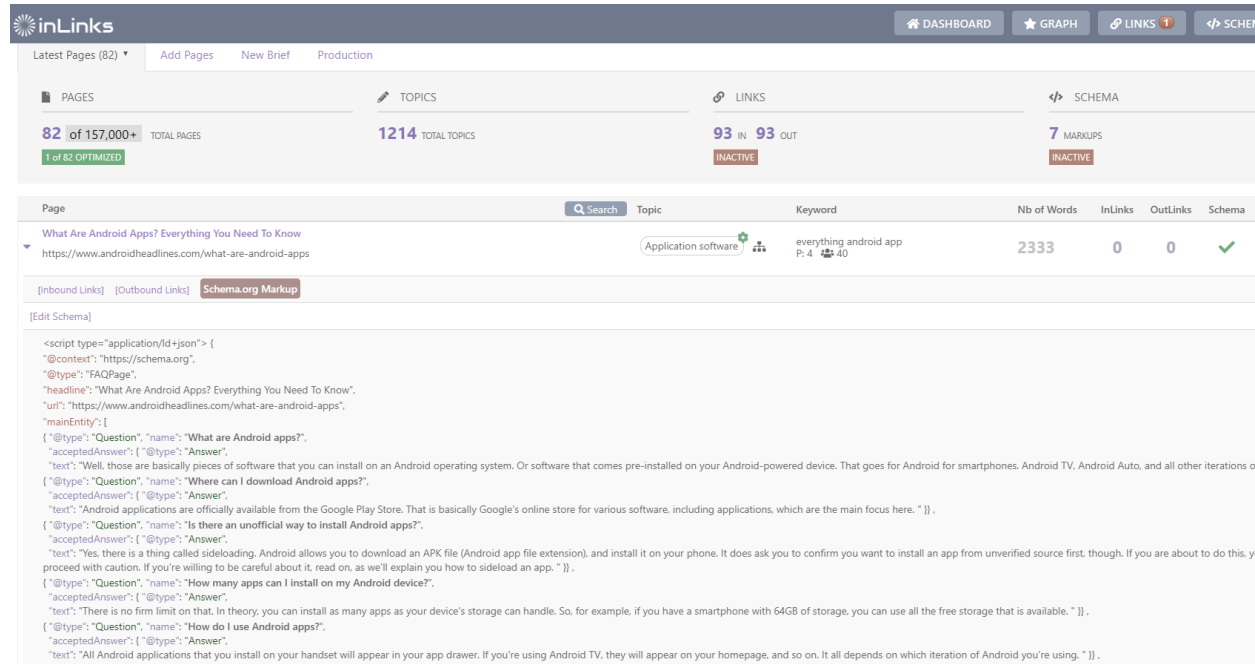
# WebPage and FAQ Schema and InLinks

Schema built without blinking an eye

Magically creates internal links to the best content

Automatically added to the site.

No programming needed.



The screenshot displays the inLinks dashboard interface. At the top, there are navigation tabs for 'DASHBOARD', 'GRAPH', 'LINKS 1', and 'SCHEMA'. Below this, a summary row shows: '82 of 157,000+ TOTAL PAGES' (with '1 of 82 OPTIMIZED'), '1214 TOTAL TOPICS', '93 IN 93 OUT' (with 'INACTIVE'), and '7 MARKUPS' (with 'INACTIVE').

The main table lists page details with columns: Page, Search, Topic, Keyword, Nb of Words, InLinks, OutLinks, and Schema. One row is expanded to show details for the page 'What Are Android Apps? Everything You Need To Know' (URL: https://www.androidheadlines.com/what-are-android-apps). It shows the topic 'Application software', keyword 'everything android app', 2333 words, 0 in-links, 0 out-links, and a green checkmark for the schema.

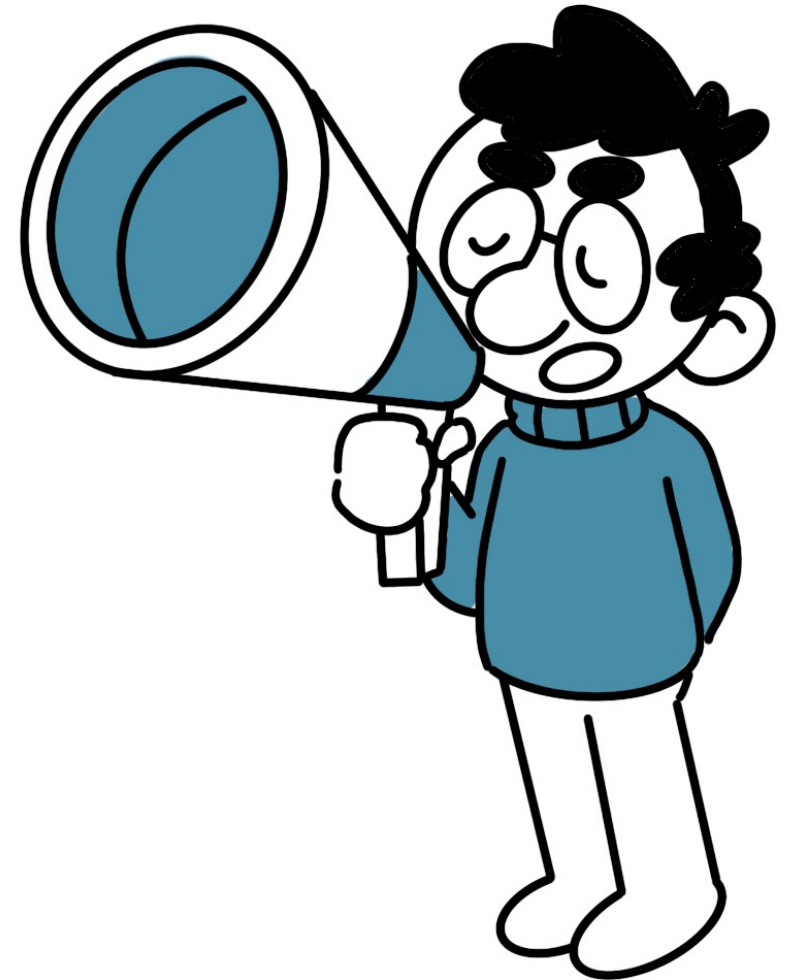
Below the table, there are tabs for '[Inbound Links]', '[Outbound Links]', and 'Schema.org Markup'. The 'Schema.org Markup' tab is active, showing the following JSON-LD code:

```
[{"@type": "Question", "name": "What are Android apps?", "acceptedAnswer": {"@type": "Answer", "text": "Well, those are basically pieces of software that you can install on an Android operating system. Or software that comes pre-installed on your Android-powered device. That goes for Android for smartphones, Android TV, Android Auto, and all other iterations of"}, {"@type": "Question", "name": "Where can I download Android apps?", "acceptedAnswer": {"@type": "Answer", "text": "Android applications are officially available from the Google Play Store. That is basically Google's online store for various software, including applications, which are the main focus here."}}, {"@type": "Question", "name": "Is there an unofficial way to install Android apps?", "acceptedAnswer": {"@type": "Answer", "text": "Yes, there is a thing called sideloading. Android allows you to download an APK file (Android app file extension), and install it on your phone. It does ask you to confirm you want to install an app from unverified source first, though. If you are about to do this, you proceed with caution. If you're willing to be careful about it, read on, as we'll explain you how to sideload an app."}}, {"@type": "Question", "name": "How many apps can I install on my Android device?;", "acceptedAnswer": {"@type": "Answer", "text": "There is no firm limit on that. In theory, you can install as many apps as your device's storage can handle. So, for example, if you have a smartphone with 64GB of storage, you can use all the free storage that is available."}}, {"@type": "Question", "name": "How do I use Android apps?;", "acceptedAnswer": {"@type": "Answer", "text": "All Android applications that you install on your handset will appear in your app drawer. If you're using Android TV, they will appear on your homepage, and so on. It all depends on which iteration of Android you're using."}}]
```



# The “So What” Test

With A FREE  
Forever  
Option



# The USP is in the Tech

Our own Named Entity Recognition database understand Many Millions of topics. Let's users look at #ThingsNotStrings.

Almost every other SEO tool is keyword based, not concept based.

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A home grown NLP system which far surpasses Google's ability to recognize topics – especially concepts and non-brand related things.

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One line of code and then everything can be controlled by the SEOs and Content Writers.

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A Free forever option a premium option for less than US\$40 a month.

# The Barriers to Entry

The Named Entity Recognition database and the NLP topic recognition is not trivial to replicate. We are doing this better than Google's NLP API already.

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A home grown NLP system which far surpasses Google's ability to recognize topics – especially concepts and non-brand related things.

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The Free forever option creates a basement price that is really hard to beat!

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The one line of code means that switching to a competitor product will become increasingly less trivial for customers the more they rely on the technology.

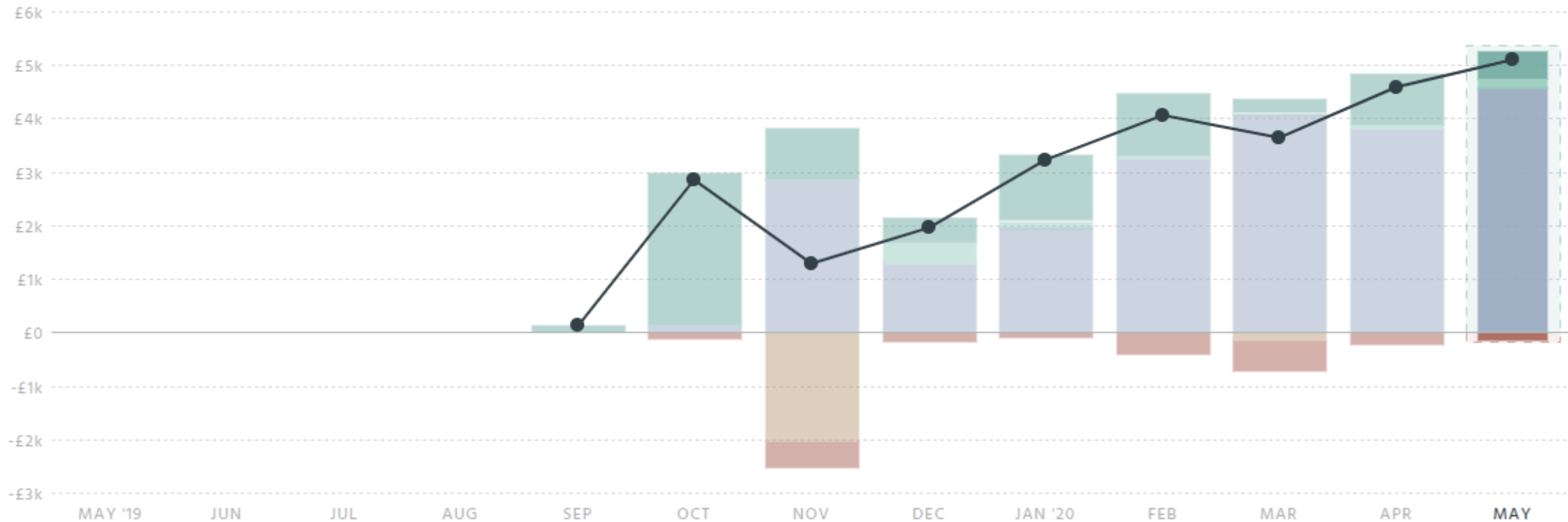
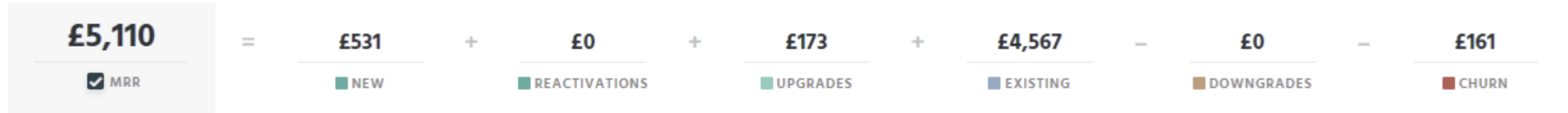


# Performance so far (INTERNAL USE ONLY)

## MRR Overview

MAY 2020

Bar chart icon | Line chart icon | PAST YEAR | Dropdown arrow



# The secret sauce

At its heart, InLinks is an Entity Search Digital Marketing technology platform

Optimization recommendations are based on semantic analysis with topic proximity, not just keywords

Freemium based pricing to create a price point for everyone

