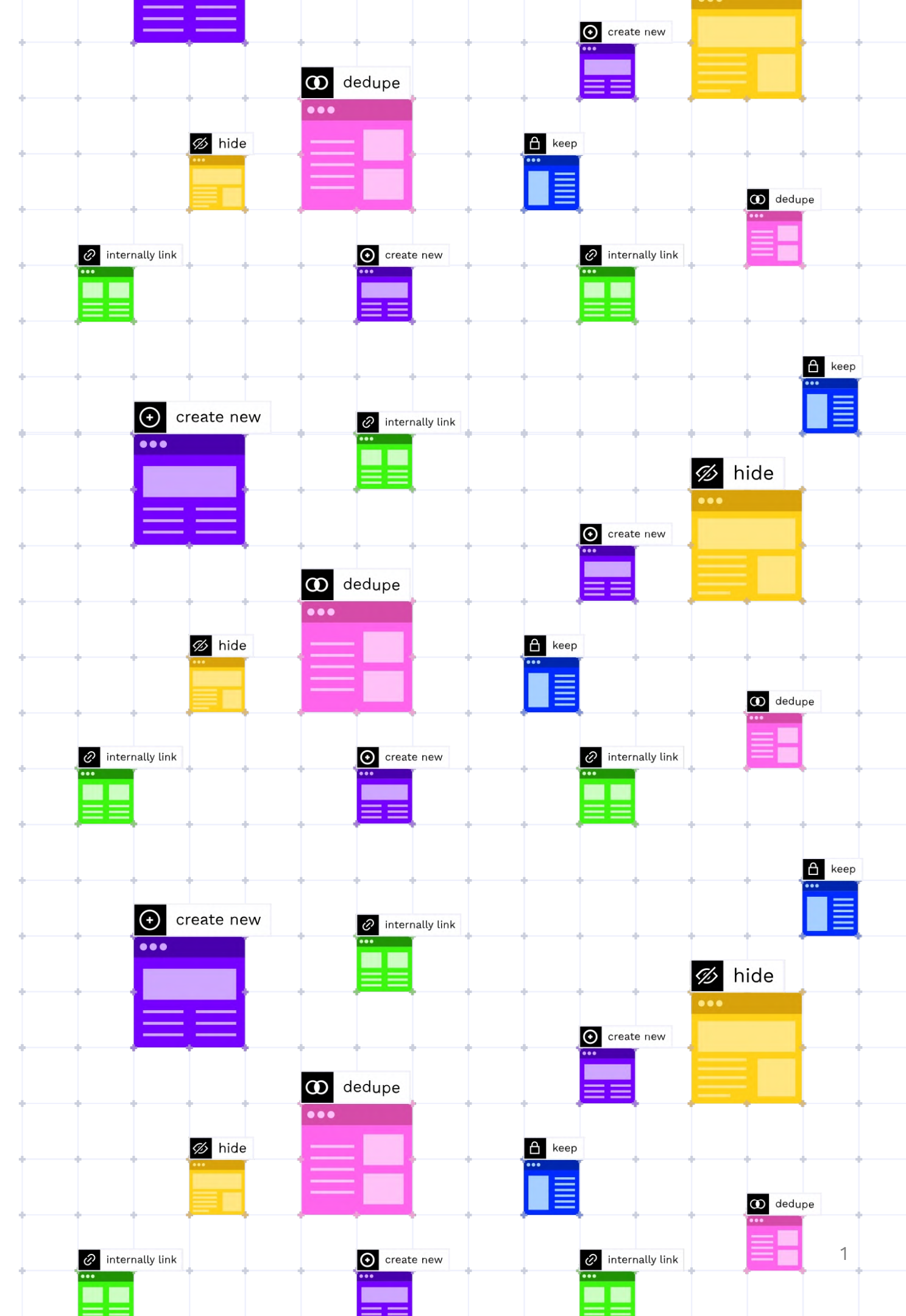




# SEO automation recipes

SEO coding without programming

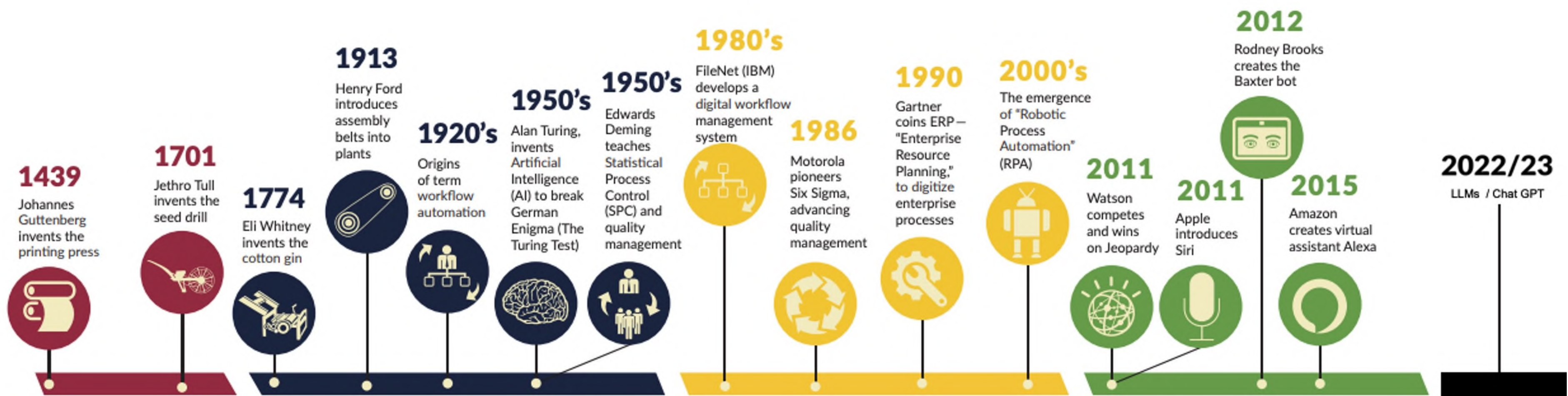
Robin Allenson



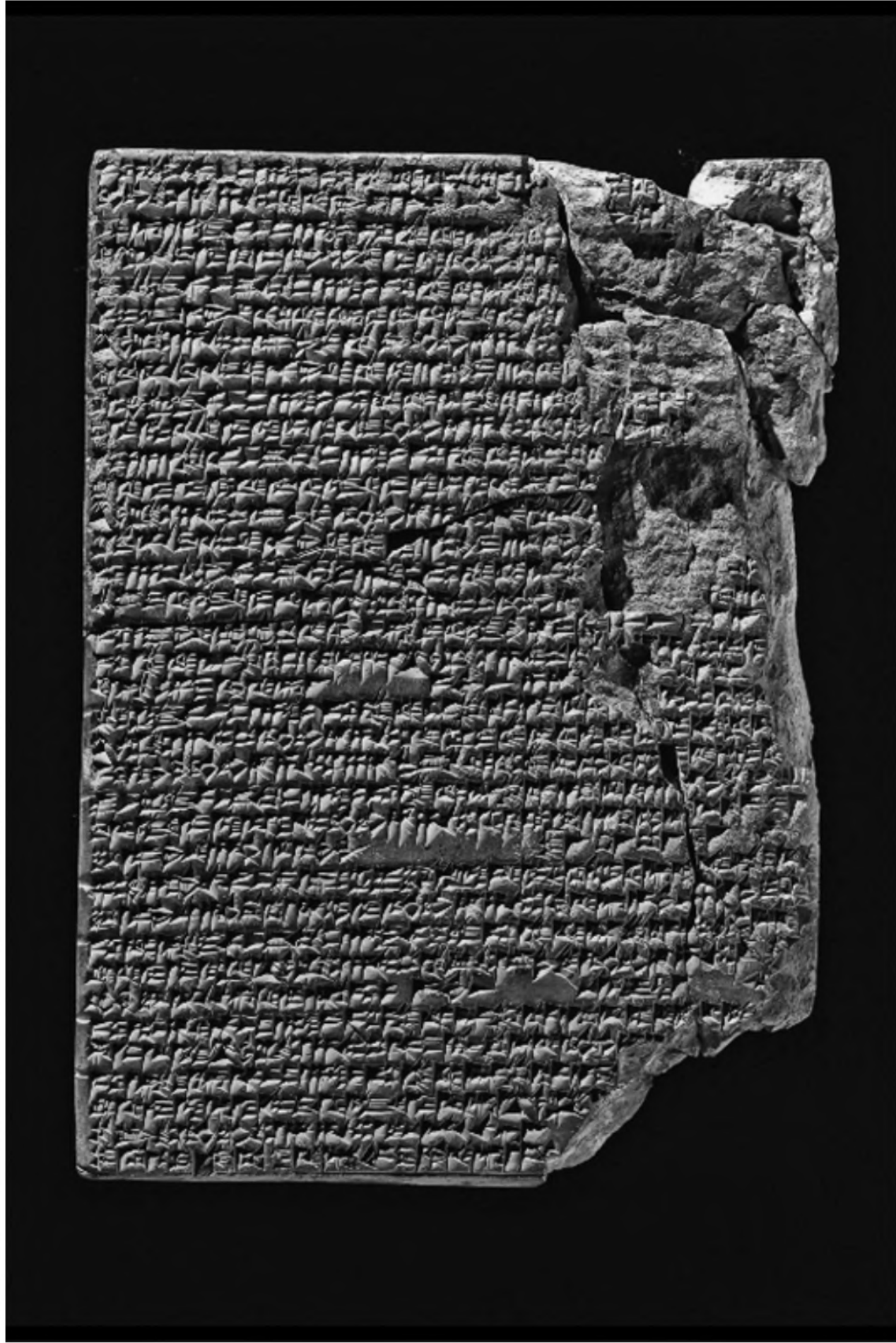
**What is code?** 🤖

**Pythonista**

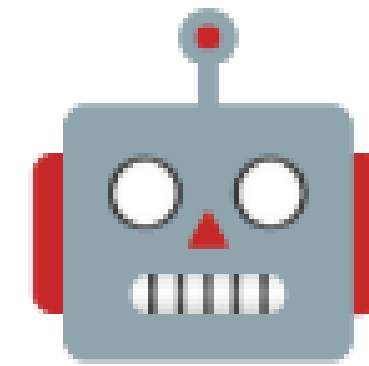


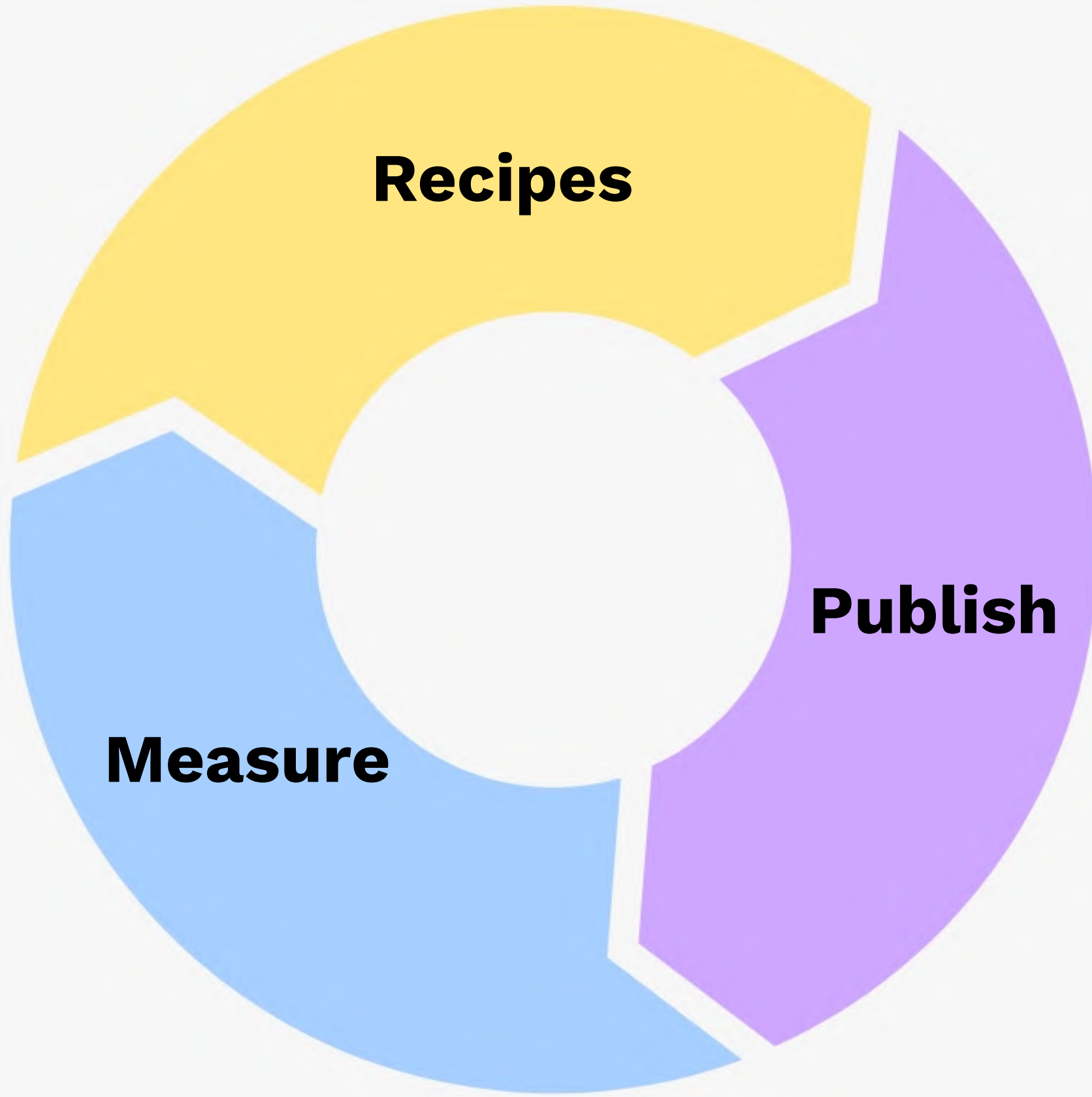






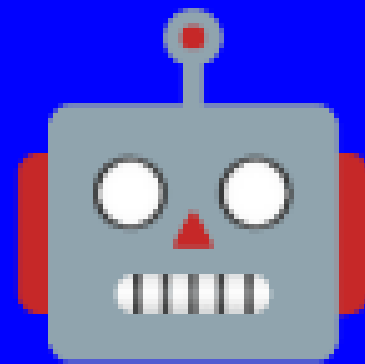
# Copilot







# Why automate SEO?



# Fast



**Frequent**



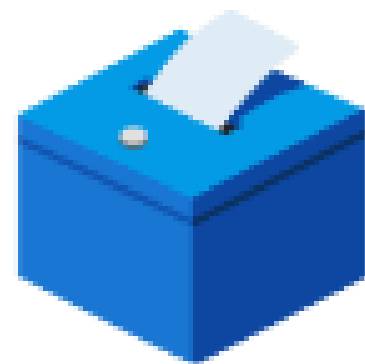
Fun



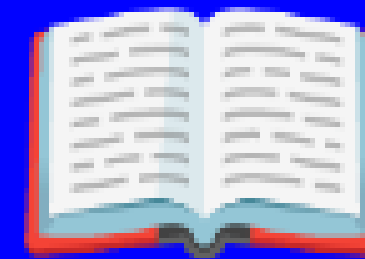
# Scalable



# Democratise access



# SEO recipes



# New pages

+

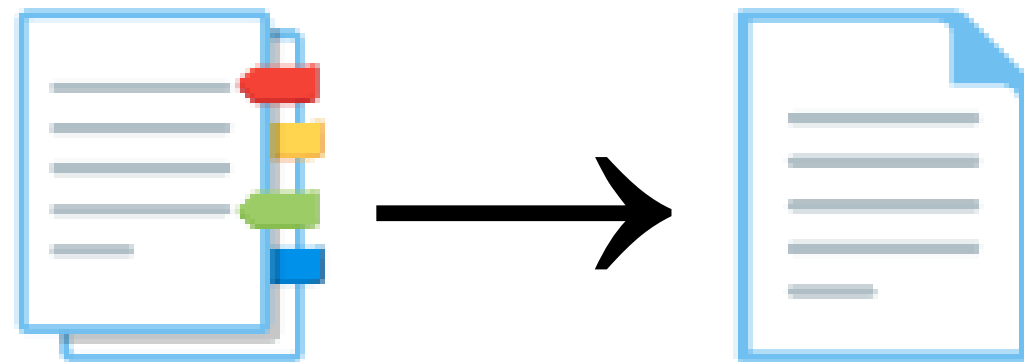




# Eliminate pages



# Consolidate pages



# Improve information architecture



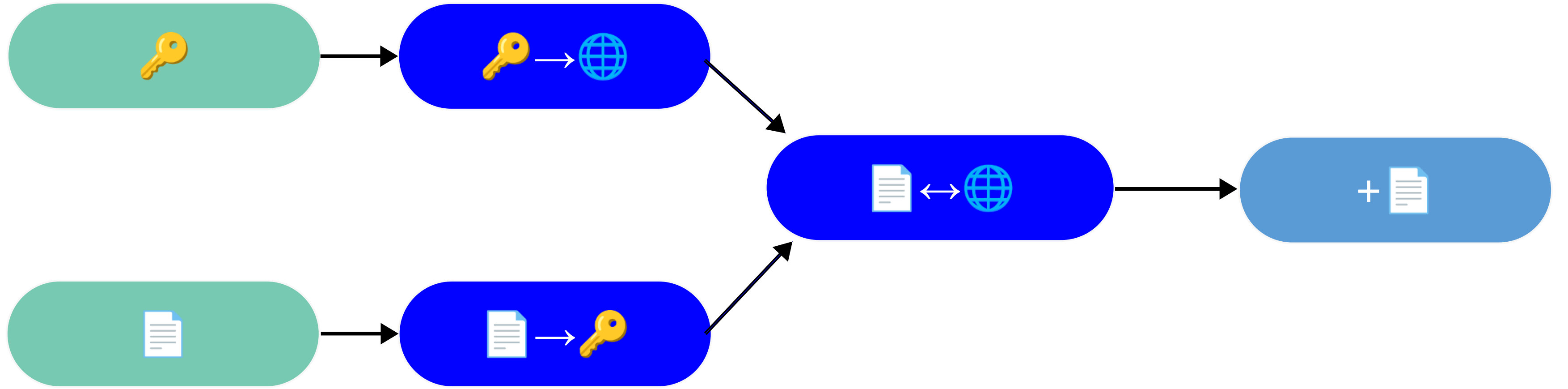
# Update internal linking



# Content



**Create new  
pages + **



# Where can we get keywords?



Finding how people search



# Where can we get keywords?



Finding how people ~~search~~ think

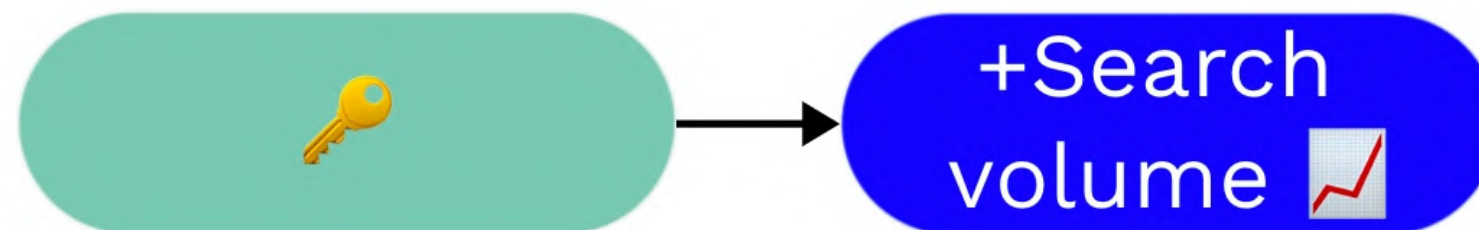
# Competitors

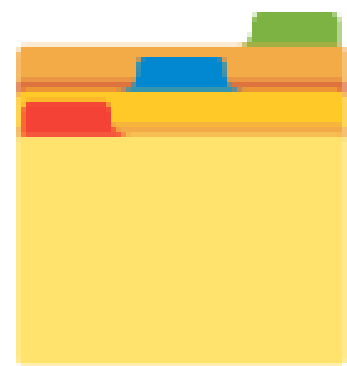


# Search Console

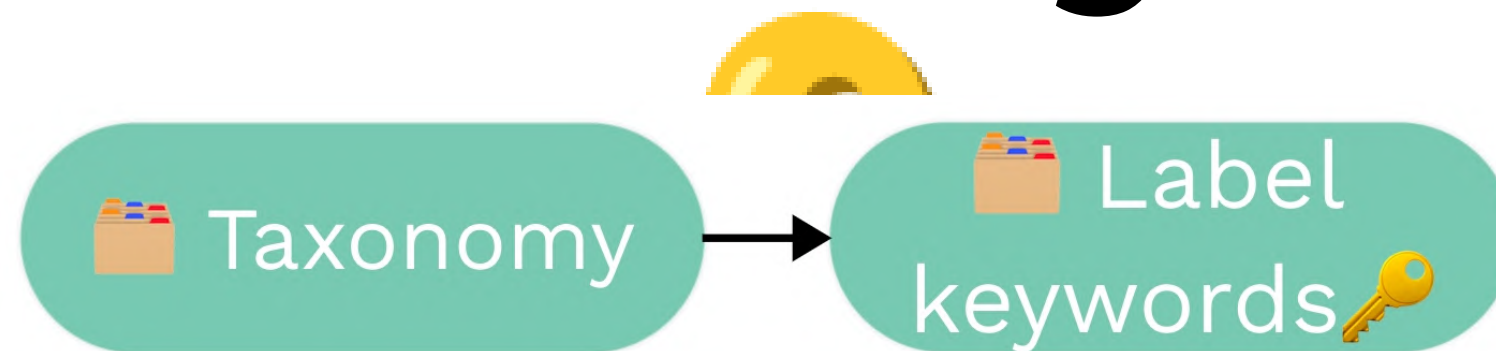


# Search Console





# Label keywords



# Group in topics

Things, not strings

# Group in topics

Things, not strings

# SERP topics



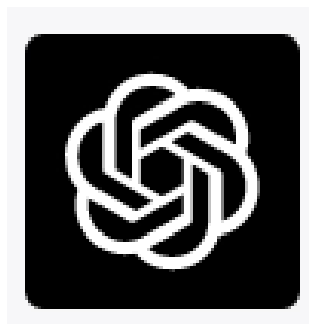


# Entities



# Classification

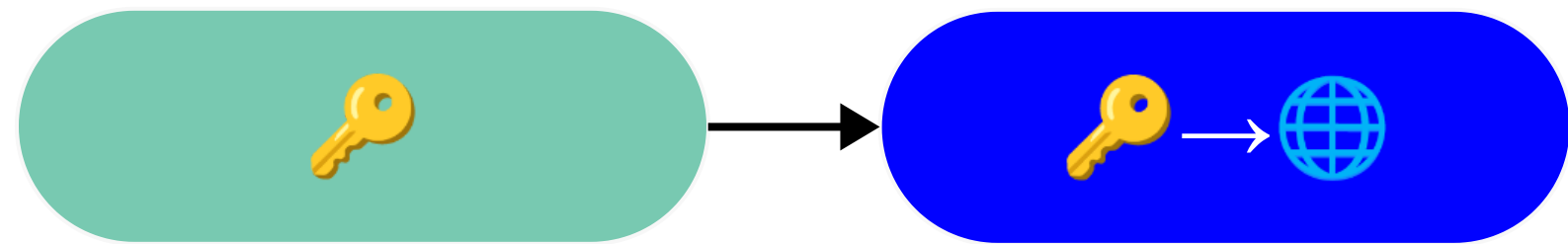




**LLMs**



**Recap**



**Where can we  
get pages from?**





# Sitemaps





# Crawl links









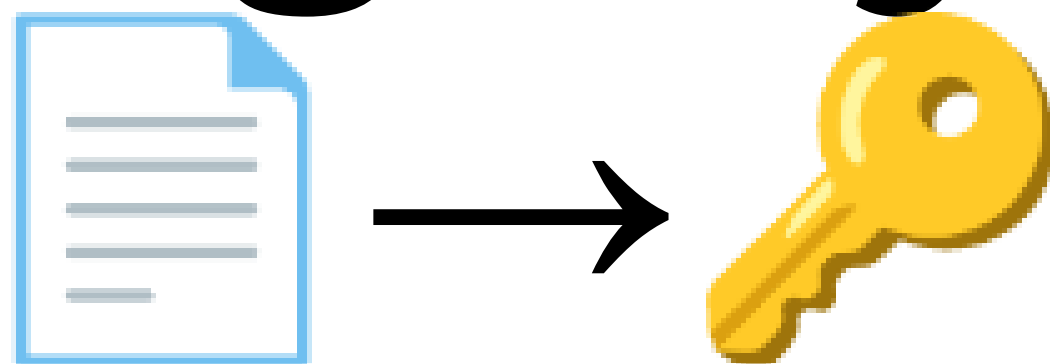
# Logfile analysis



**Extract**  → 

The keywords for which  
a page could rank

# Ranking keywords



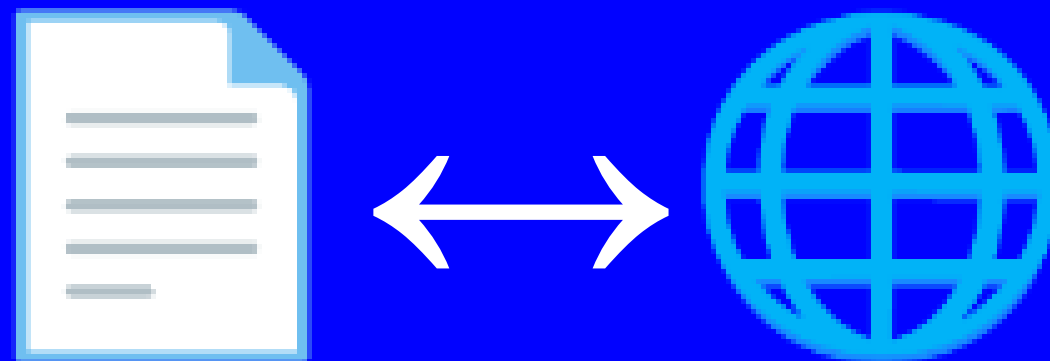
**Title/H1/URL**



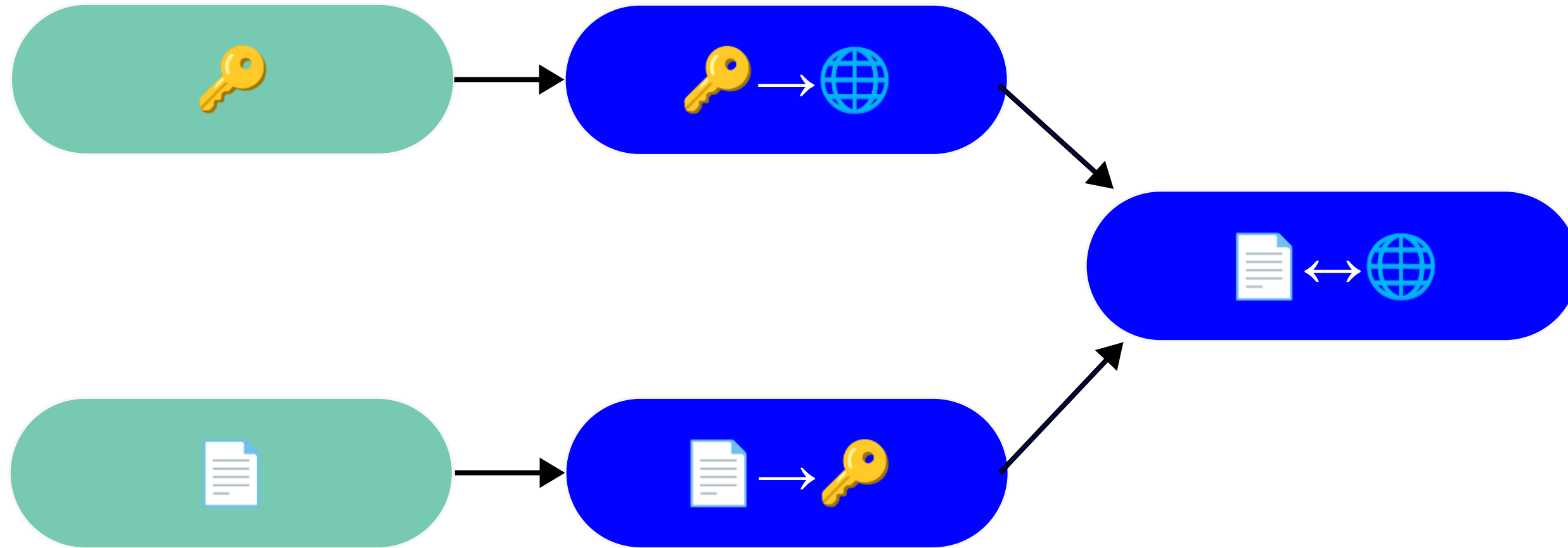
# Content



# Page-topic matching

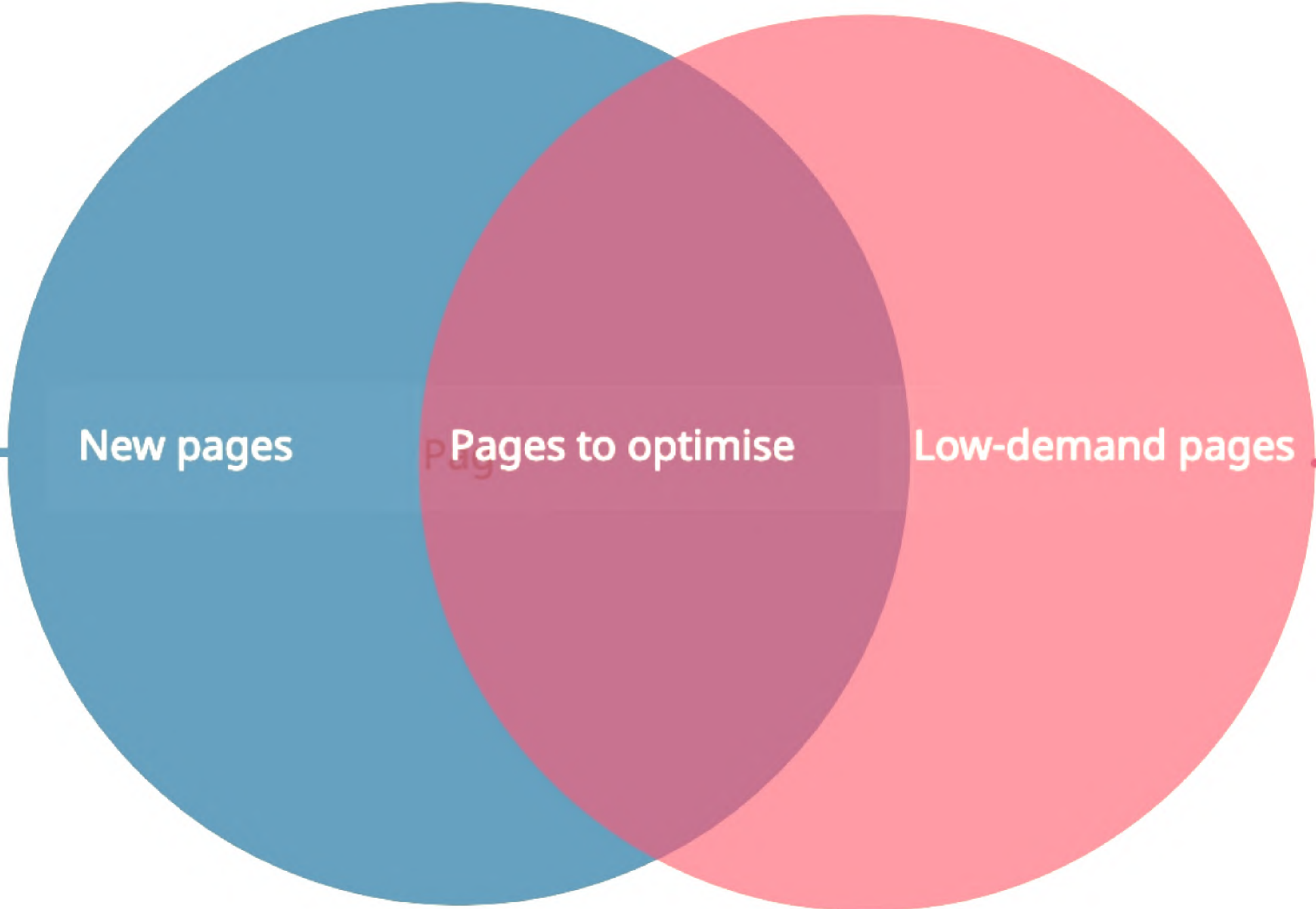


**Recap**





Topics

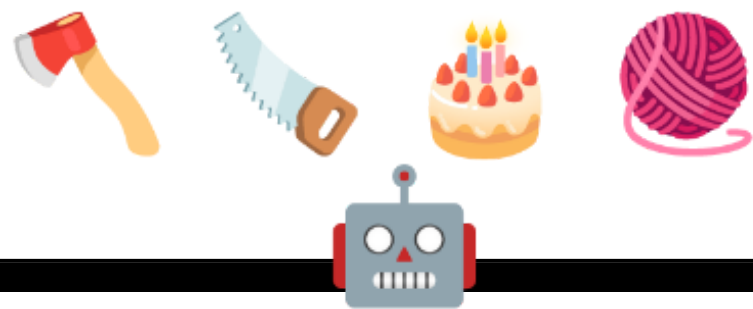


Pages

**Create new  
pages + **

**What did we learn?** 🤔

# Code is everywhere



# Build a lot from a few ingredients & simple steps



# Democratise access

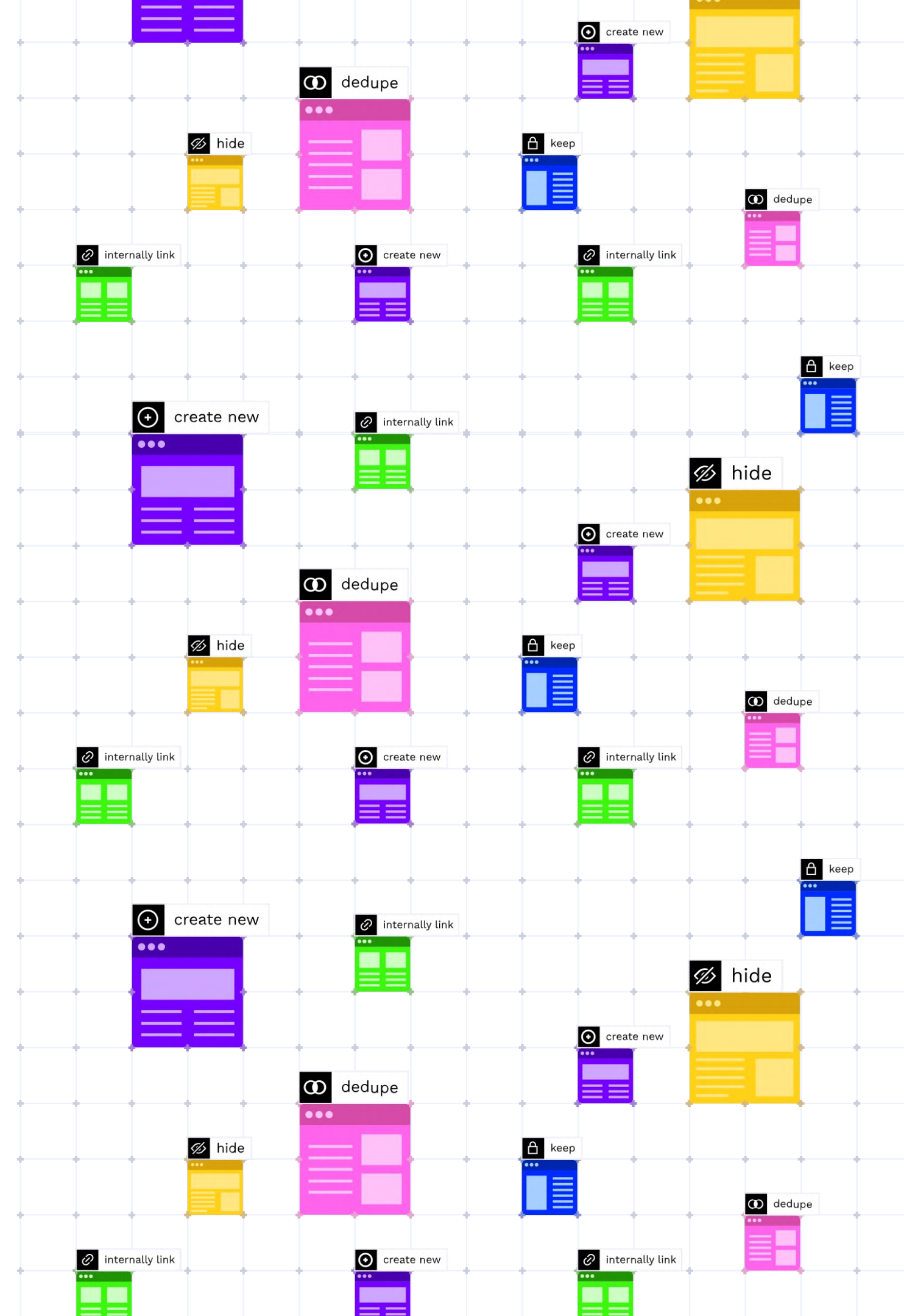




# Thank you

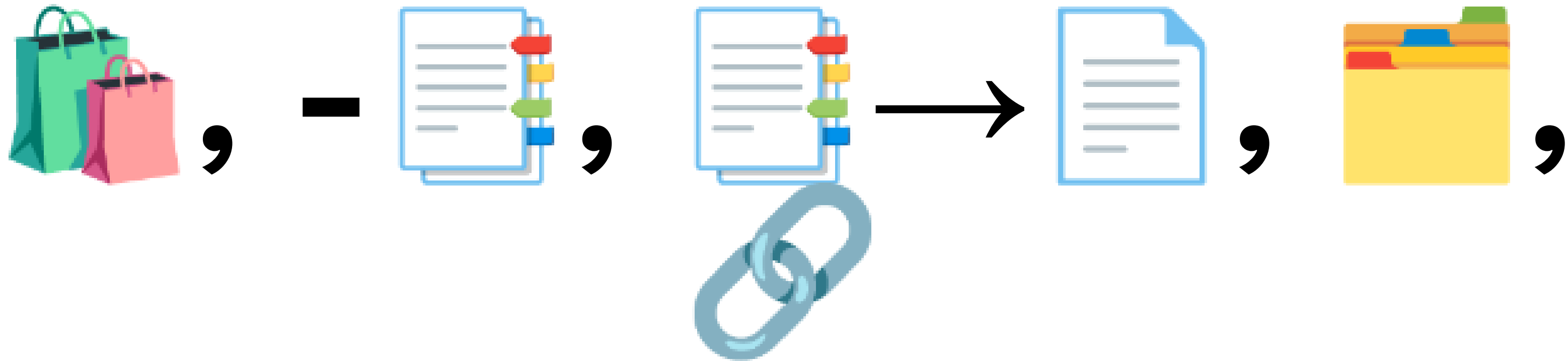
Robin Allenson  
CEO & Co-founder

@sugarsteroni





# Wait, there's more!

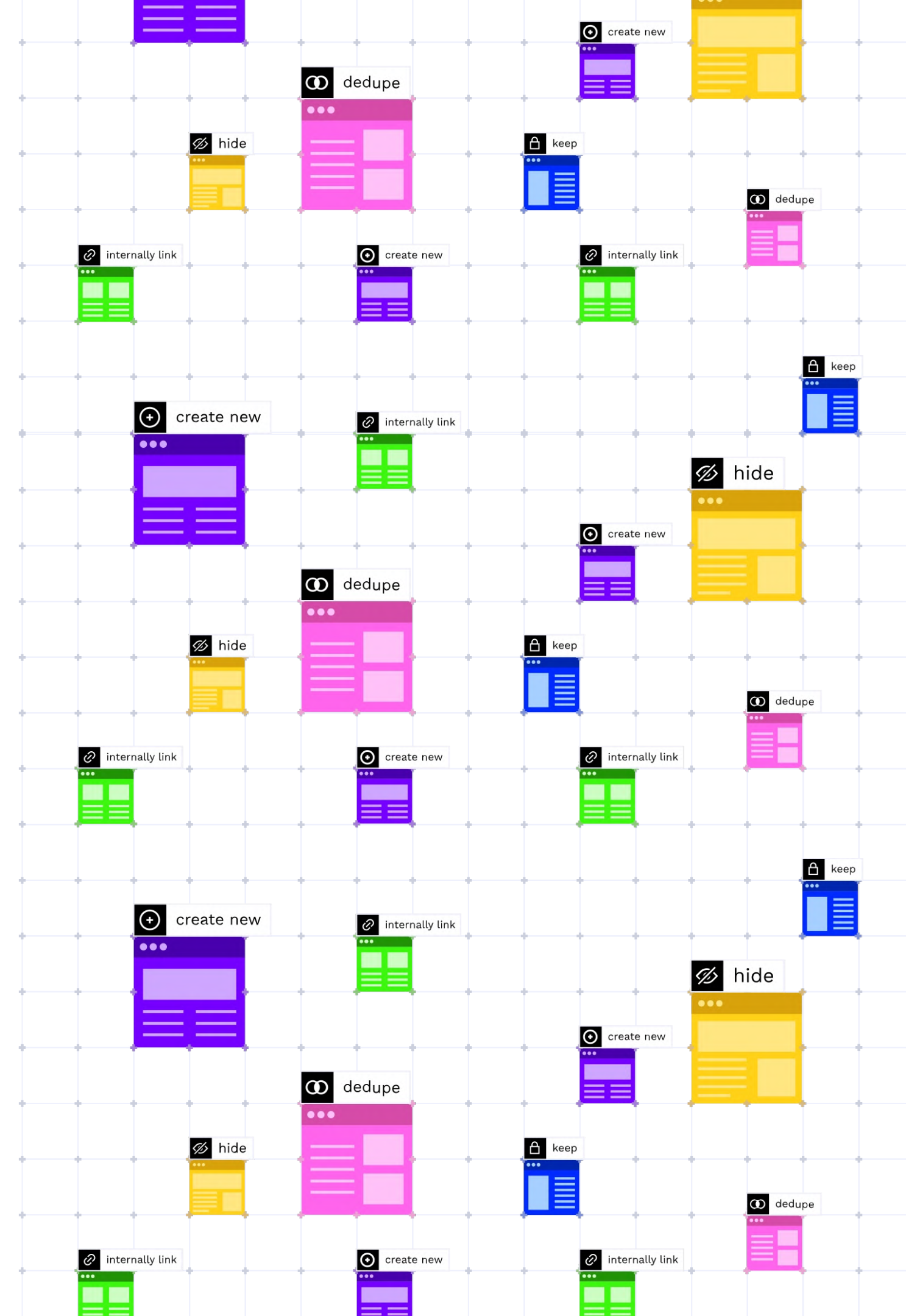




# Other recipes

Robin Allenson  
CEO & Co-founder

@sugarsteroni



# Transactional page creation

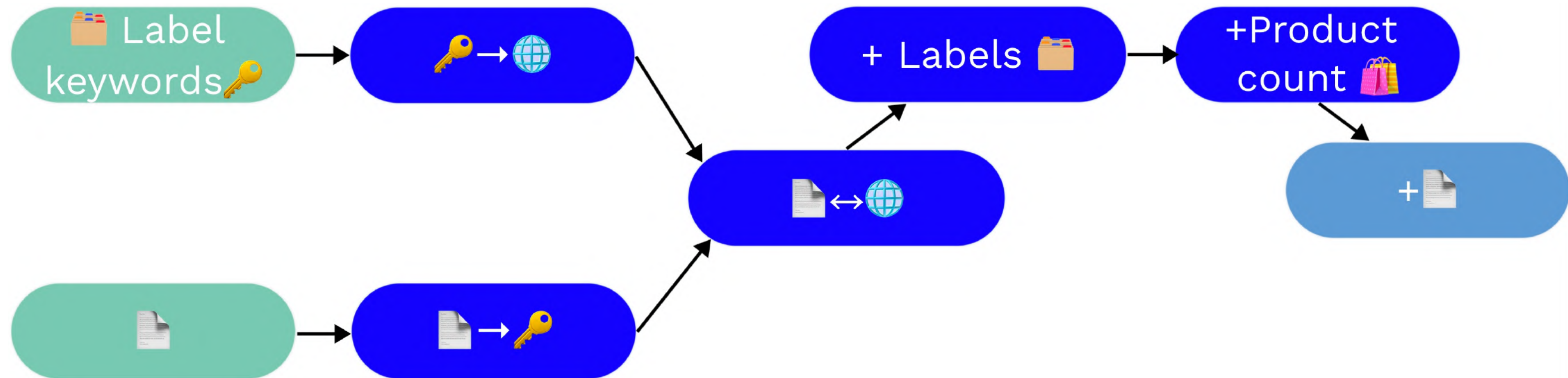




# Create PLPs +



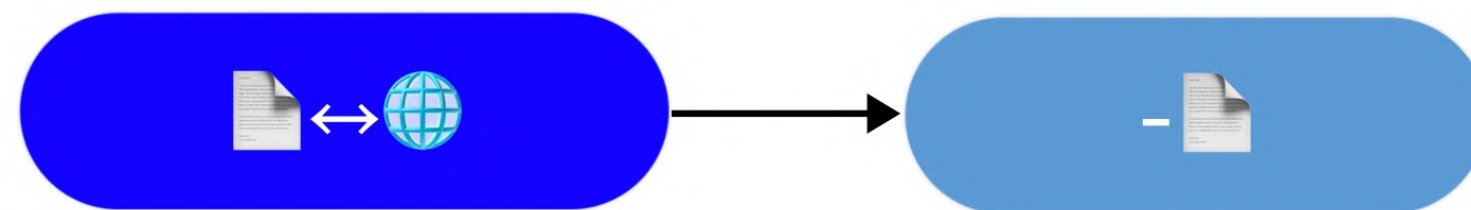
# Create faceted navigation pages +



# Eliminate pages



# Eliminate pages -



**301 to parent -**



**noindex -**



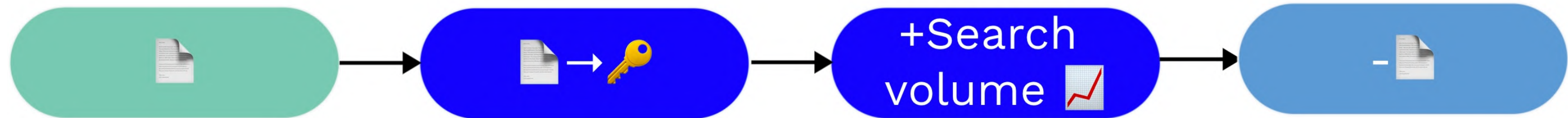
410

-



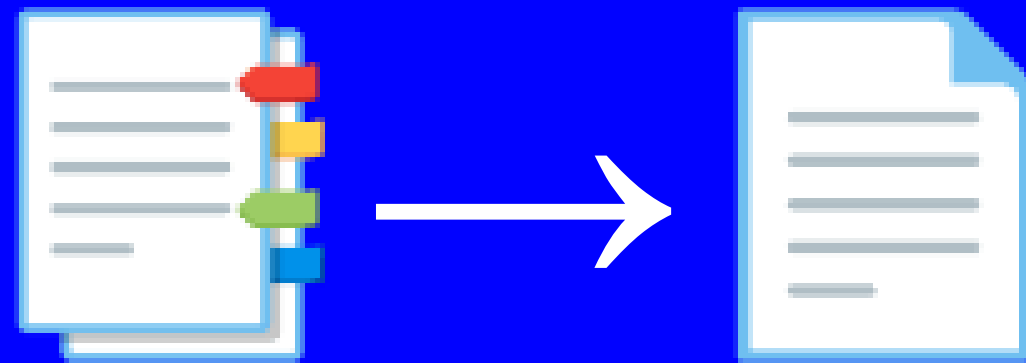
# Clean up low demand pages

-

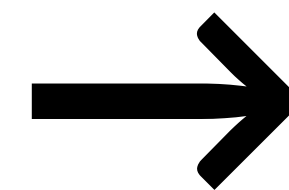




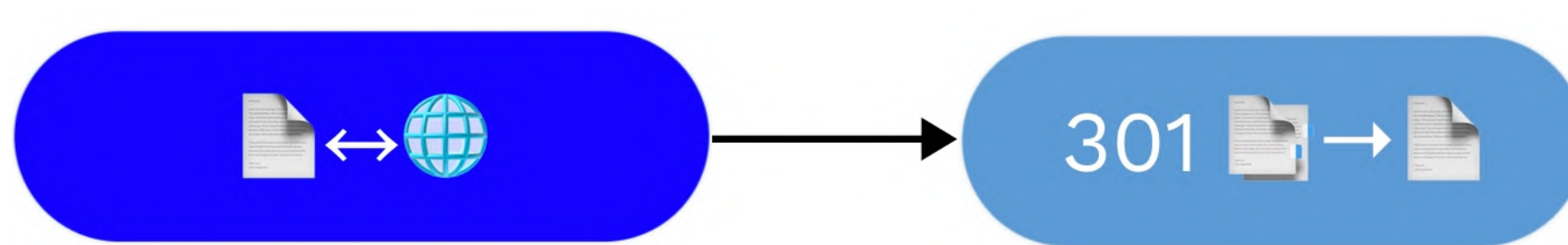
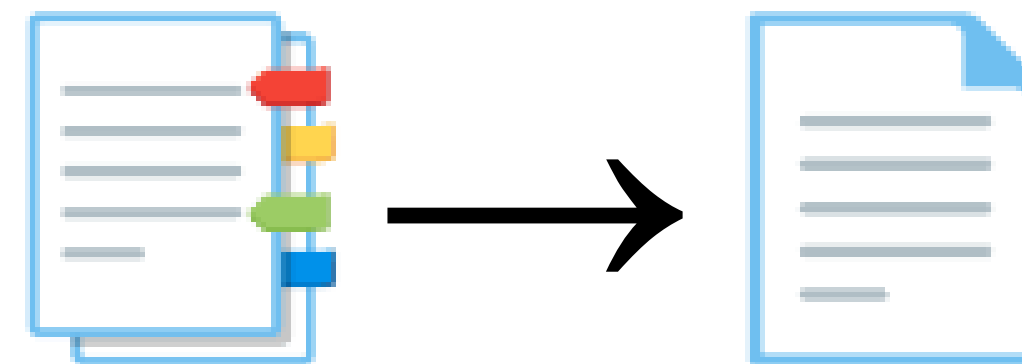
**Consolidate  
pages**



**rel=canonical**



# 301 redirect



# Internal link relevance



# SERP relevance



# Topic relevance



# Entity relevance



# Geographic relevance

