



Market Brew

CUSTOMER MANUAL

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TABLE OF CONTENTS

The Market Brew System	7
Overview	7
System Flow	8
Website Crawl	9
Signal Generation (Ask / Listen / Keyword Fueling)	10
Visibility Launchpad	11
Content Creation (Content Booster)	12
Simulation and Optimization (The Roastery)	13
How It All Works Together	14
Mission Control	15
Overview	15
Understanding the Mission Control Funnel	15
Health Score	16
Monitoring Website Activity	16
Quick Actions	17
License Indicators	17
Ask (Search Assistant)	18
Overview	19
Accessing Ask	19
Running Queries	19
1. Enter a Query	19
2. View AI-Mode Results	20
Analyzing Ask Results	20
Visitor Queries and AI-Mode Insights	20
Identifying Missing Topics	20
Exporting Ask Data to Visibility Launchpad	21
To Export:	21
Using Ask with Content Booster	21
Recommended Use Cases	22
Pro Tips	22
Listen (External Signal Engine)	23
Overview	23
Accessing Listen	24
Configuring Listen	24

Keyword Extraction and Filtering	25
Integrating with Visibility Launchpad	25
Automatic Feed	25
Using Ask with Content Booster	25
Recommended Use Cases	26
Pro Tips	26
Keyword Fueling	27
Overview	27
Accessing Keyword Fueling	27
Adding Keywords	28
1. Select your Target Site	28
2. Enter your Hero Keyword	28
3. Review and Add Keywords to Cart	28
Visibility Launchpad	29
Overview	29
Accessing Visibility Launchpad	30
How It Works	30
1. Signal Aggregation	30
2. Opportunity Scoring	30
Sending to Content Booster	31
Pro Tips	32
Content Booster	33
Overview	33
Accessing Content Booster	34
The 7-Stage Workflow	35
Core Settings and Dials	36
Using Templates Effectively	38
Fan-Out Prompts	38
Reverse Engineer Fan-Out Prompts	38
Linking Controls	39
Internal Links	39
External Links	39
Quality and Compliance Checks	39
Recommended Use Cases	40
Pro Tips	40
Market Brew Mission Plans	41
Introduction to Search Engine Models	43

Ranking Blueprints	45
Create a Ranking Blueprint	48
Generate Multiple Ranking Blueprints By Site	48
Manually Setup a Ranking Blueprint	50
Provide a Custom SERP	51
Manage Ranking Blueprint	51
View Boost Factors	53
Adjusting Crawl Frequency	53
Managing Scheduled Crawls Per Website	54
Re-Crawl Target Site	54
Re-Crawl Entire Ranking Blueprint	55
Exploring the Search Engine Model	55
Generating A Strategic Action Plan	56
Data Discovery	58
Top Optimization Tasks	60
Task Summary	61
Prioritized Opportunities to Improve your SERP Ranking	63
Anchor Text Distribution	64
Target Site Research	65
Competitor Site Research	67
Link Flow Distribution	71
Flat Distributions – a Common Mistake	72
Link Flow Finder	73
Website Dashboard	76
Website Reports	78
Query Scores	80
Additional Data Screens	82
Webpage Scoresheet	82
Webpage Scorecard	83
Webpage Snapshot	84
Link Listing	85
Link Scorecard	86
Market Focus	87
Embeddings Visualizer	88
AI Overviews Visualizer	92
AI Mode Visualizer	94
Link Spotter	96

Spotlight Visualizer	99
Testing Changes With Your Ranking Blueprint	104
A/B Testing Using A Test Site	108
Setting Up The Test Models	108
1. Copy The Production Model Settings	108
2. Replace Production Site With Test Site	109
3. Make Test Site the Target Website	110
4. Re-Calculate the Ranking Blueprint	113
How to Compare Optimizations and Predict Rankings Changes	114
Market Brew Rules	117
Using the Rules Wizard	117
Manage Market Brew Rules	118
Market Brew Rule Operators	120
Example Market Brew Rules	122
Reporting	123
Market Brew Conversation	124
What Is In A Market Brew Conversation?	125
Using Trend Analysis To Detect Important Changes:	130
View Boost Factor Trends When The TSEE Changes Algorithm Settings	130
View Boost Factors For Any Previous Snapshot	131
Use Case Example: Ticketmaster Discovers a New Bias	132
Use Case Example: Ticketmaster Discovers a Bias Trend	133
When Does a Market Brew Conversation Get Generated?	133
Reach Share Reports	134
Keyword Reports	136
Website History Reports	138
Ranking Reports	139
Core Web Vitals	140
Email Notifications	143
Troubleshooting	144
The Ranking Blueprint has a low PSO score / didn't setup correctly	144
Crew Settings	146
Change Your Password	146
View Transactions	147
View and Manage your Child Crew Information	148
View Child Crew	148
Create A Child Crew	148

Disabling a Crew	149
View Crew Transactions	150
Authorizing a Crew	151
Manage Child Crew Email Notifications	152

The Market Brew System

From website crawl to predictive SEO — a fully connected ecosystem.

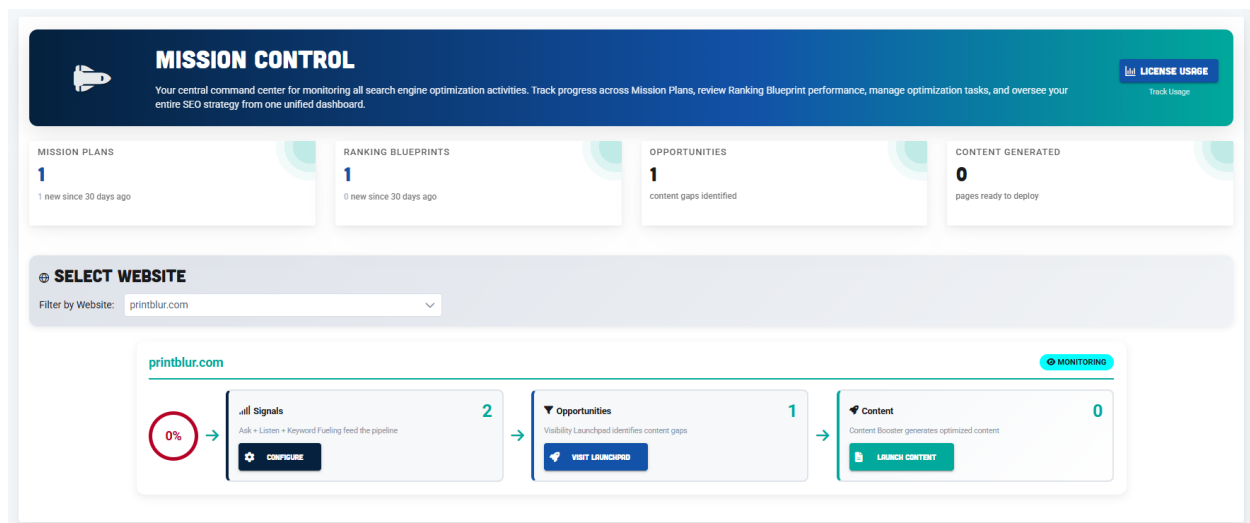
Overview

The **Market Brew System** is a unified framework that connects every stage of your SEO lifecycle — from discovery to creation to optimization.

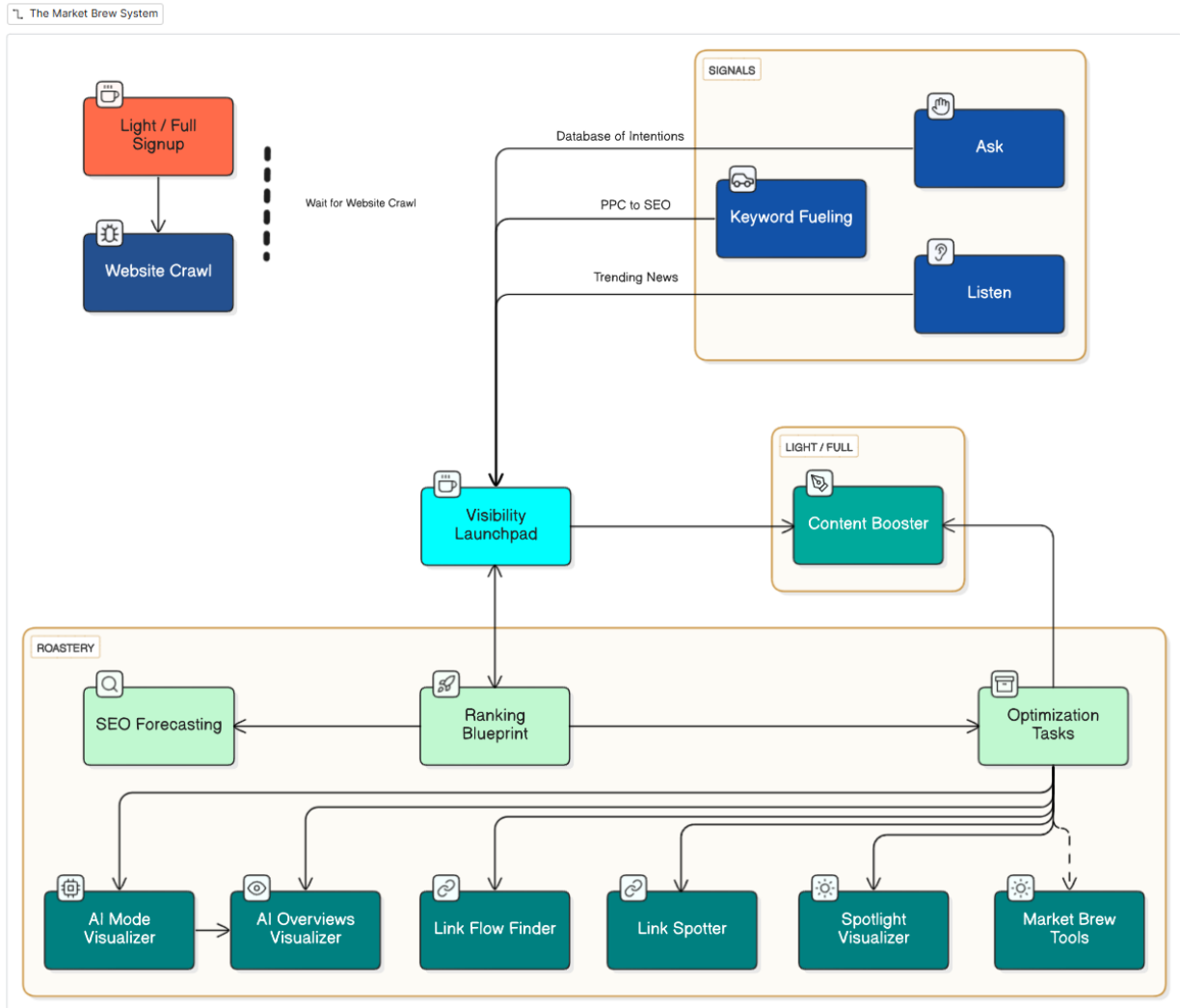
It begins the moment your site is crawled and continues through continuous signal analysis, opportunity detection, content generation, and predictive ranking simulation.

Market Brew is not just an SEO platform — it's a **living search engine model** that mirrors how algorithms evaluate your website.

Through this model, Market Brew can identify what's missing, predict what will rank, and even generate the content that fills the gaps.



System Flow



Website Crawl

Every customer journey begins with a website crawl.

Market Brew maps your site's pages, structure, and link graph to establish a **baseline search model** — essentially building a virtual copy of how Google views your website.

This crawl populates the foundation for:

- **Internal linking data**
- **Content embeddings**
- **Template recognition**
- **Ranking Blueprints**

Once this model is ready, Mission Control modules activate automatically.

 *"Wait for Website Crawl" means your simulation is preparing its first version of the site model.*

Signal Generation (Ask / Listen / Keyword Fueling)

Once your site is crawled, Market Brew begins collecting **signals** — the core of your self-healing feedback loop.

Together, Ask, Listen, and Keyword Fueling form your **Signals** — the system’s evolving understanding of what users (and search engines) care about most.

Module	Description
Ask	Your internal AI search assistant that surfaces questions, missing answers, and underperforming topics from your own site.
Listen	Continuously monitors external news and trends, identifying rising search topics before competitors do.
Keyword Fueling	Bridges PPC and SEO by pulling in commercial intent data, high-performing ad phrases, and trending query patterns.

Each of these signals feeds directly into **Visibility Launchpad**, where opportunities are scored and prioritized.

 *This is where the Market Brew model starts to “think.” It observes, compares, and learns what matters next for your niche.*

Visibility Launchpad

All signals converge inside **Visibility Launchpad** — the radar system for your organic strategy.

It ranks opportunities based on **search volume, competitive density, semantic similarity, and topical authority**, using embeddings from your website's crawl.

Launchpad Inputs:

- From **Ask** → Internal search demand
- From **Listen** → External trend detection
- From **Keyword Fueling** → PPC and commercial data
- From **Ranking Blueprint** (Roastery) → Template relevance feedback

Launchpad Outputs:

- Prioritized list of SEO opportunities
- Gap detection reports
- One-click paths to Content Booster

 *Launchpad tells you what to build next — Content Booster builds it.*

Content Creation (Content Booster)

Content Booster converts your Launchpad insights into **optimized, on-brand content**. It applies your Ranking Blueprint logic (if available) to ensure every page aligns with your top-performing templates.

Key Capabilities:

- Generate long-form or short-form content from any opportunity
- Use your site context, schema, and FAQ generation
- Control tone, intent, and linking density
- Reference **Friends** and exclude **Foes** for intelligent link placement
- Auto-generate new pages when gap thresholds are exceeded

 *Light Brew and Full Roast customers operate primarily here — using AI-powered content generation and guided opportunities to grow their sites organically.*

Simulation and Optimization (The Roastery)

For Roastery customers, Market Brew opens its full modeling environment — giving complete visibility into the “why” behind rankings and the ability to test new strategies before publishing.

This layer is where **algorithmic modeling meets human strategy**.

Module	Function
Ranking Blueprint	Reveals how every ranking factor (content, link flow, DOM structure, schema) impacts visibility.
SEO Forecasting	Predicts ranking outcomes and traffic changes for future content or site updates.
Optimization Tasks	Generates prioritized, data-backed actions to realign templates, internal links, and content patterns.
AI Mode Visualizer	Displays how your content embeddings align with Google’s AI Mode.
AI Overviews Visualizer	Shows how your pages appear in Google’s AI Overviews and how to improve inclusion.
Link Flow Finder	Maps internal link equity and identifies bottlenecks in your site structure.
Link Spotter	Detects broken, redirected, or low-authority internal connections.
Spotlight Visualizer	Identifies your best-performing templates and patterns.
Market Brew Tools	A suite of advanced utilities for technical SEO teams and data analysts.

All of these tools draw data directly from **Ranking Blueprints**, ensuring every optimization is grounded in real modeled behavior — not guesswork.

How It All Works Together

Layer	Modules	Purpose
Foundation	Website Crawl	Build a search engine model of your site.
Signals	Ask, Listen, Keyword Fueling	Gather topics and intents from both your content and the web.
Analysis	Visibility Launchpad	Evaluate where you're strong or weak.
Execution	Content Booster	Generate optimized content and close the gaps.
Optimization (Roastery)	Ranking Blueprint, Forecasting, Optimization Tasks, Visualizers	Test, refine, and predict results across all ranking factors.

In essence:

The crawl powers the signals.

The signals feed the Launchpad.

The Launchpad fuels the Booster.

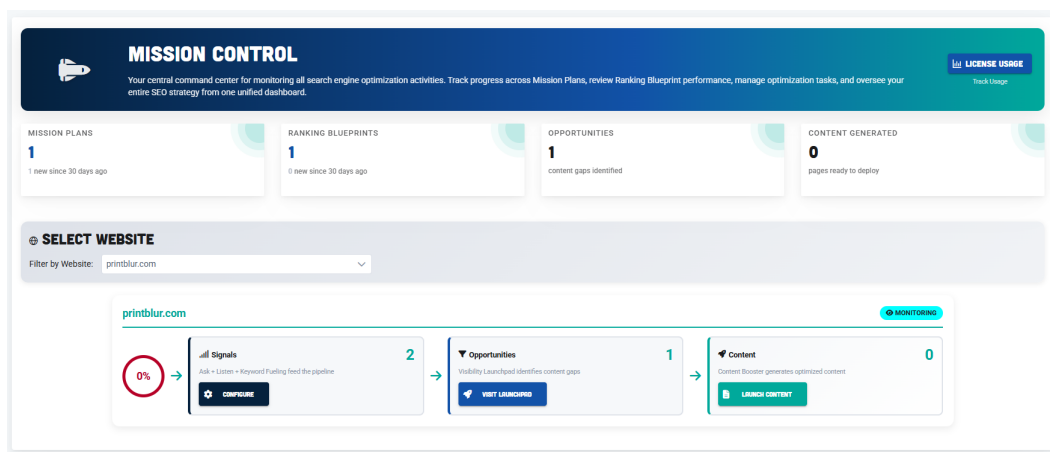
The Booster feeds new content back into the crawl.

The Roastery keeps the whole system calibrated.

Mission Control

Overview

Mission Control is the central command center for your **Self-Healing Website** — a unified dashboard that monitors signals, identifies opportunities, and triggers automated content creation through Market Brew’s predictive search engine model.



Mission Control brings together five integrated tools:

1. **Ask** – captures internal audience questions and AI-mode search prompts.
2. **Listen** – monitors external news and competitive signals.
3. **Keyword Fueling** – enables manual keyword research and targeting.
4. **Visibility Launchpad** – converts signals into ranked content opportunities.
5. **Content Booster** – generates optimized, validated content automatically.

Together, these modules create a closed-loop system that continuously detects, generates, and validates — keeping your website optimized in real time.

Understanding the Mission Control Funnel

Each site within Mission Control displays a **three-stage funnel** representing your self-healing workflow:

Stage	Description
Signals (Ask + Listen + Keyword Fueling)	Collects internal and external data sources to understand search demand and topic gaps.
Opportunities (Visibility Launchpad)	Analyzes those signals to find areas of low similarity or missing topical coverage.
Content (Content Booster)	Generates and validates optimized pages to fill those opportunities.

Each stage displays a live count of signals, opportunities, and boosters for the selected website, updating automatically as your model evolves.

Health Score

Every website in Mission Control includes a **Health Score**, reflecting the current strength of your self-healing cycle.

Scores are calculated based on:

Component	Weight
Signal Coverage (Ask + Listen + Keyword Fueling activity)	40 points
Content Generation (number of published Boosters)	30 points
Opportunity Coverage (Launchpad completion rate)	20 points
Auto-Generation Activation (active automation settings)	10 points

A strong Health Score (80–100) indicates balanced signal intake, ongoing content generation, and a healthy level of automation.

Monitoring Website Activity

Each connected website in Mission Control includes:

- **Status Indicator:** *Monitoring* (passive) or *Self-Healing* (auto-generation enabled).

- **Signal Count:** total active inputs from Ask, Listen, and Keyword Fueling.
- **Opportunity Count:** total gaps currently detected in Visibility Launchpad.
- **Content Count:** number of generated Boosters ready to publish.

Clicking **Configure** within any website’s “Signals” stage opens a dialog for managing your **Signal Sources** (Ask, Listen, and Keyword Fueling).

 **Workflow Tip:** Start by configuring at least one Signal Source per site to begin feeding Visibility Launchpad with real data.

Quick Actions

Within each Mission Control funnel:

- **Configure Signals** → Opens Ask, Listen, and Keyword Fueling configuration dialog.
- **Visit Launchpad** → Opens the Visibility Launchpad for deeper gap analysis.
- **Launch Content** → Opens the Content Booster listing filtered for that website.

These actions mirror the live funnel layout, allowing you to drill down into each system stage with one click.

License Indicators

If your account is on a self-service plan (Light Brew or Full Roast), Mission Control will display upgrade prompts when higher-tier features are locked (e.g., auto-generation, fan-out prompts, schema enrichment).

 **Locked Features:** Display a “The Roastery” badge and a padlock icon.

 **Unlocked Features:** Available to all Enterprise (Roastery) customers.

Ask (Search Assistant)

Simulate real-world search behavior inside your own site.



ASK – YOUR AI SEARCH ASSISTANT
Like chatting with the site itself.

Customer: [REDACTED] Website: thebiblesays.com Past Conversations: Where does Jesus discuss the end times? [26/Sep/2025 02:17:46] v

Show me where Jesus talks about the end times

To find discussions about Jesus talking about the end times on thebiblesays.com, you may want to explore the commentary on prophecies and end-time themes that involve Jesus. For instance, the commentary on Zechariah 12 discusses prophecies likely related to the End Times and Jesus saving His people from their enemies. You can check it out here: [Zechariah 12:6-9 Meaning](#).

Additionally, for New Testament references, passages such as Matthew 24 contain discussions by Jesus on end-time events. While the specific commentary for Matthew 24 isn't linked here, exploring more Bible commentaries on thebiblesays.com might help you find detailed interpretations involving end-time discussions by Jesus.

Type your message...

SEND

what about b2c articles?

I couldn't find specific articles about B2C marketing on The Manifest from the provided information. You might want to explore their [blog section](#) for a broader range of articles, as they cover various topics that may include B2C marketing indirectly within a digital marketing or content marketing context.

Type your message...

SEND

Response Analysis

 CONTENT QUALITY
Gap Detected

 BEST PAGE FIT
49%

 BEST SECTION MATCH
50%

 CHUNKS USED
10

 RESPONSE TIME
9.468s

 **CONTENT GAP DETECTED: HIGH-OPPORTUNITY QUERY**
This query reveals a significant gap in your site's content coverage

 GAP ANALYSIS
Content Gap: 51%

Content Gap Threshold

Threshold: 45%

 Your threshold: 45% (gaps above this trigger warnings)



18

Overview

Ask is your on-site AI Search Assistant — a simulation environment that models how both users and AI systems (like Google’s AI Overviews) interpret and interact with your content.

By typing natural-language questions into Ask, you can test how well your content answers real user queries. The system detects **missing topics**, **semantic misalignments**, and **answer gaps** — then feeds those signals directly into **Visibility Launchpad** for deeper analysis.

💡 **Think of Ask as your AI-mode search engine sandbox — a window into how Google’s LLMs “see” your site.**

Accessing Ask

You can open Ask from multiple locations:

- From **Mission Control**, click **Configure Signals** → **Ask**.
- Or navigate directly to:
Dashboard → **Ask (Search Assistant)**

Once inside Ask, select the website or subdomain you wish to analyze.

Running Queries

1. Enter a Query

In the Ask interface, type any question or phrase a real user (or AI model) might use to find your content. Examples:

- “How does Market Brew simulate Google’s AI Mode?”
- “Best practices for SEO embeddings”

2. View AI-Mode Results

Ask retrieves and ranks passages from your indexed pages — displaying the **Top 10 Most Relevant Content Blocks**. Each block includes:

- Page Title and URL
- Passage Text (700-character embedding window)
- Cosine Similarity Score (0–1.0)
- Matching Cluster and Confidence Indicator

 **Similarity Score** measures how close your page's content embeddings are to the query. A score above **0.85** indicates strong alignment. Below **0.6** suggests a content gap.

Analyzing Ask Results

Visitor Queries and AI-Mode Insights

Ask visualizes your content in **embedding space** — showing how your pages cluster around specific query intents. This allows you to:

- Detect **semantic blind spots** where no content covers a particular question.
- Identify **redundant clusters** where multiple pages compete for the same query intent.
- Understand **how LLMs associate your passages** with user prompts.

Identifying Missing Topics

When Ask returns no high-similarity matches (or fails to surface relevant passages), that query becomes a **signal** — automatically sent to **Visibility Launchpad** as a new opportunity candidate.

 **Pro Tip:** Run batches of top keyword questions from your analytics or Listen feed to quickly uncover weak areas.

Exporting Ask Data to Visibility Launchpad

Each query's metadata (query text, similarity scores, and matched pages) will be automatically exported to Visibility Launchpad for further analysis when the threshold has been reached.

To Export:

1. Configure "**Content Gap Threshold**" slider.
2. Ask will automatically send the opportunity to your next Launchpad.

The Launchpad then aggregates your Ask signals with Listen and Keyword Fueling inputs.

Using Ask with Content Booster

In addition to sending the prompt opportunity to Launchpad, you can trigger **Content Booster** to create a new page tailored to that prompt.

Steps:

- Enabled **Auto Generation**
- Select your **Content Booster Template**

Now your prompt opportunities will trigger Content Boosters automatically.

 **Workflow Example:** "Ask" identifies a missing topic → "Launchpad" prioritizes it → "Booster" generates optimized content in minutes.

Recommended Use Cases

Scenario	Objective	Output
----------	-----------	--------

SEO Audit	Identify where current pages fail to match query intent	List of low-similarity queries
Content Strategy	Generate topic ideas based on real user or AI queries	New page opportunities
Onboarding	Demonstrate AI-Mode search behavior for clients	Visualized embedding comparisons

Pro Tips

- Run **Ask weekly** to detect shifts in AI-Mode coverage and topical alignment.
- Use **competitor URLs** in the same query to benchmark their passage coverage.
- Pair **Ask reports** with **AI Overviews Visualizer** for a holistic understanding of how AI surfaces content.

Listen (External Signal Engine)

Capture what's trending before your competitors even notice.

Overview

Listen is your external signal detection system — a live monitoring engine that scans **Google News**, **press releases**, and **industry sources** to surface **emerging topics**, **entities**, and **keywords** gaining traction in your niche.

These insights feed directly into **Visibility Launchpad**, where they're analyzed for potential content gaps and organic visibility opportunities.

STOCK MARKET

PAUSEDELETE

1

TOTAL RUNS

1

NEWS CYCLES

1

BOOSTERS LAUNCHED

10/03/2025 11:37 AM

LAST RUN

10/05/2025 02:00 PM

NEXT RUN

Auto-Generation: Active (Rep: 65%)

CONFIGURE

DISABLE

1 content piece(s) automatically generated (Last: 10/03/2025 11:37 AM)

NEWS RUN HISTORY

URLs Processed (8)

https://www.ft.com/content/a8a74083-18e0-409c-9346-ed8979cf440a

https://www.nytimes.com/2025/10/03/business/china-tech-stocks-artificial-intelligence.html

https://www.nasdaq.com/articles/stock-market-today-tesla-drops-despite-record-deliveries-and-subsidy-driven-demand

https://www.fool.com/investing/2025/10/03/fedex-delivers-huge-news-for-stock-market-investor/

https://www.wsj.com/finance/stocks/retail-investors-ipo-258495a7?gas_at=eat&gas_n=ASWzDAISAMaoZz5afgmWpT1WazGpZa6ob88ezVCZyRVS-pax73RmfGmeQYf&gas_ts=688fec91&gas_sig=Rd8y7MRKwWFMUvHyRp@msPg8R8s707P961HEfxOC8eGR3fwe7N_a_BHYZv7N-E869bd_gDkz96DMCmVYCAg%3D%3D

https://www.morningstar.com/stocks/us-stock-market-has-been-exceptional-one-region-made-it-phenomenal

https://www.washingtonpost.com/business/2025/10/01/stock-market-rally-q3/

https://www.tipranks.com/news/stock-market-enters-mario-zone-as-ai-fuels-historic-rally

Extracted Keywords (12)

UK economy

AI regulation

AIster plans

Chinese tech stocks

Alibaba

artificial intelligence

subsidy-driven demand

Reddit 100 Index

financial services

Tesla deliveries

personal finance education

breeding solutions

NEWS RUN HISTORY

	Run Date ↑↓	Status ↑↓	URLs Found ↑↓	Crawled ↑↓	Keywords ↑↓	Prompts ↑↓	Boosters Launched ↑↓	Completed ↑↓
✓	10/06/2025 11:54 PM	COMPLETED	7	5	14	15	0	10/06/2025 11:54 PM
🔗 URLs Processed (7) https://simplywall.st/stocks/us/software/nyse-crm/salesforce/news/the-bull-case-for-salesforce-crm-could-change-following-new https://ts2.tech/en/salesforces-october-2025-stock-check-ai-ambitions-new-risks-and-whats-next-for-crm-investors/ https://thehackernews.com/2025/09/salesforce-patches-critical-forcedleak.html https://securityaffairs.com/182676/hacking/forcedleak-flaw-in-salesforce-agentforce-exposes-crm-data-via-prompt-injection.html https://www.benzinga.com/markets/large-cap/25/09/47655902/palantirs-100x-revenue-multiple-inspired-billionaire-marc-benioff-maybe-crm-is-not-charging-enough-says-salesforce-ceo https://www.kxan.com/business/press-releases/ein-presswire/855159747/oh-mama-software-ltd-announces-indiegogo-launch-of-mamacrm-positioned-as-the-worlds-first-social-media-focused-crm https://www.techradar.com/pro/security/a-crm-for-cybercriminals-spamgpt-makes-cybercriminals-wildest-dreams-come-true-with-business-grade-marketing-tools-and-features 🔑 Extracted Keywords (14) AI transformation Perficient partnership enterprise modernization artificial intelligence market capitalization stock performance Salesforce Agentforce AI prompt injection data exfiltration vulnerability vulnerability prompt injection Palantir Technologies Marc Benioff premium pricing model 💡 Extracted Prompts (15) What are the potential implications of the Perficient partnership for Salesforce's competitive position in the CRM market, particularly in the context of AI transformation? How might the integration of AI in Salesforce's offerings through the new partnership with Perficient impact customer and employee engagement strategies for businesses?								

By combining **Listen** with **Ask**, you can map both **external market signals** and **internal audience intent**, creating a 360° SEO radar.

💡 **Think of Listen as your SEO early-warning system — the ears of your self-healing website.**

Accessing Listen

To open Listen:

- From **Mission Control**, click **Configure Signals** → **Listen**
- Or go directly to:
Dashboard → **Listen (Signal Engine)**

Once opened, select the website or campaign you wish to monitor.

Configuring Listen

You can add monitoring by specifying search phrases (e.g., “AI Overviews”, “Google SGE”, “Search Engine Modeling”).

Keyword Extraction and Filtering

After fetching new articles, Listen uses **Market Brew's NLP and embedding models** to extract reverse engineer keywords and prompts from each trending news page.

Integrating with Visibility Launchpad

Automatic Feed

Each Listen session feeds its extracted signals into the **Visibility Launchpad**, where Market Brew's model measures:

- Topic novelty
- Competitive saturation
- Overlap with your existing content embeddings

When a signal scores high for novelty and low for similarity, it becomes a **new opportunity candidate**.

Using Ask with Content Booster

In addition to sending the prompt opportunity to Launchpad, you can trigger **Content Booster** to create a new page tailored to that prompt.

Steps:

- Enabled **Auto Generation**
- Select your **Content Booster Template**

Now your prompt opportunities will trigger Content Boosters automatically.

 **Workflow Tip:** Treat Listen as your “top-of-funnel” signal collector. Everything that passes through Launchpad gets modeled, scored, and ranked for ROI.

Recommended Use Cases

Scenario	Objective	Output
Trend Monitoring	Detect emerging topics and entities	Fresh content ideas
PR & News SEO	Identify recurring brand mentions	Keyword clusters for outreach
Competitive Watch	Monitor rivals’ coverage topics	Gaps and saturation levels
Authority Building	Publish timely insights on trending issues	Improved topical authority

Pro Tips

- **Listen** runs every Sunday at 2pm EST.
- Use **auto-generation** and then login to Market Brew Sunday nights to review your newly created Content Boosters.

Keyword Fueling

Combine human research with AI-driven opportunity discovery.

Overview

Keyword Fueling is the manual PPC research companion to your automated signals.

It allows you to discover **keywords**, **search phrases**, or **content ideas** that are major parts of your competitive landscape — ensuring your strategy reflects both **market intelligence** and **human judgment**.

The screenshot displays the 'Keyword Fueling' interface. The main panel is divided into three steps:
1. **Step 1: Select Your Target Website**: A dropdown menu shows 'themanifest.com' selected.
2. **Step 2: Enter Your Hero Keyword**: A text input field contains 'b2b', with an 'Auto-Populate Competitors' button next to it.
3. **Step 3: Add Competitor Sites (3/5)**: A list of three URLs is shown, each with a red 'X' button to its right. The URLs are:
1. https://www.investopedia.com/terms/b/btob.asp
2. https://www.shopify.com/blog/what-is-b2b
3. https://www.b2binternational.com/
Below the list is a '+ Add Another Competitor' button.
To the right of the main panel is a sidebar. At the top is a 'Go To Visibility Launchpad' link. Below it is the 'Keyword Cart' section, which shows an empty cart icon and the text 'Your cart is empty. Add keywords from the tables below to build your visibility launchpad strategy.' At the bottom of the sidebar is the 'How It Works' section, which lists five steps:
1. **Select Your Website**: Choose your target website from your catalog groups.
2. **Enter Hero Keyword**: Your main keyword that defines your business focus.
3. **Add Competitors**: Let us find competitors automatically or add them manually (up to 5).
4. **Build Your Cart**: Select keywords from all sites to build your strategy.
5. **Launch**: Add selected keywords to your Visibility Launchpad for action.

While **Ask** and **Listen** automate the discovery of new signals, **Keyword Fueling** gives you a way to slowly move PPC spend to SEO with modeled, and prioritized keywords inside **Visibility Launchpad**.

💡 Think of Keyword Fueling as your PPC-to-SEO control panel

Accessing Keyword Fueling

You can open Keyword Fueling from:

- **Mission Control** → **Configure Signals** → **Keyword Fueling**

Once opened, select a **website** to associate with your manual research list.

Each website maintains its own fueling queue, allowing you to target research by brand, campaign, or topic.

Adding Keywords

1. Select your Target Site

2. Enter your Hero Keyword

3. Review and Add Keywords to Cart

You will see keywords for your hero keyword, alongside keywords for your target site and the top 3 competitive sites.

- Review **Keywords** in your cart
- Click **Send to Visibility Launchpad** to immediately push them into the opportunity analysis system.

Target Website: themanifest.com (2 selected of 1619 total)

Competitor Website: www.investopedia.com (2 selected of 1994 total)

Keywords for www.investopedia.com

(1 of 80) << < 1 2 3 4 5 6 7 8 9 10 > >>

Action	Keyword T↓	Monthly Searches T↓	Avg CPC T↓	Est. Monthly Spend T↓
X Remove	investing advice	60,500	\$10.08	\$91,476.00
X Remove	basics of investing	165,000	\$3.53	\$87,367.50
🛒 Add	ecommerc e	90,500	\$5.23	\$70,997.25
🛒 Add	oilfield rig	49,500	\$7.21	\$53,534.25
🛒 Add	investo pedia	110,000	\$3.12	\$51,480.00
🛒 Add	analyze stocks	60,500	\$3.47	\$31,490.25

Go To Visibility Launchpad

Keyword Cart 4

Total Keywords: 4
Est. Monthly Value: \$401,725.50

www.investopedia.com (2)

investing advice
\$91,476.00 /month

basics of investing
\$87,367.50 /month

themanifest.com (2)

digital marketing and advertising companies
\$111,441.00 /month

digital marketing advertising agency
\$111,441.00 /month

Add to Visibility Launchpad

Clear Cart

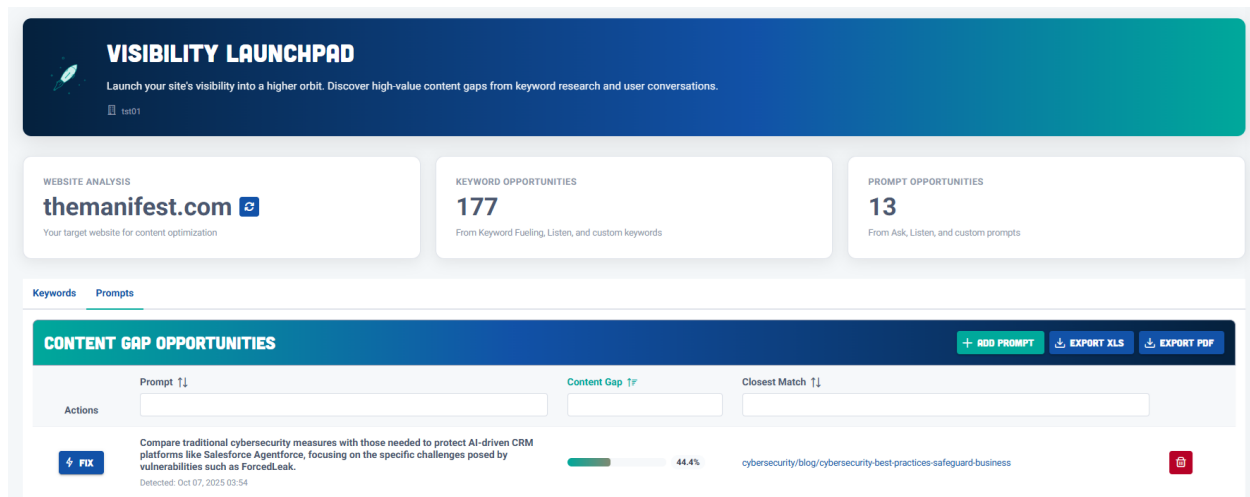
Visibility Launchpad

Transform search signals into prioritized opportunities.

Overview

Visibility Launchpad is the analytical core of your self-healing system — where all your signals from **Ask**, **Listen**, and **Keyword Fueling** converge.

It evaluates every keyword, query, and entity, scoring them for **search opportunity**, **content alignment**, and **expected visibility impact**.



From here, you can decide which opportunities to pursue manually or send directly to **Content Booster** for automated generation.

💡 **Think of Visibility Launchpad as your mission control radar — it tells you *what to build next* and *why it matters*.**

Accessing Visibility Launchpad

To open:

- From **Mission Control**, click **Visit Launchpad**

Select the **website** you'd like to analyze. Each site has its own Launchpad workspace that updates automatically as new signals flow in.

How It Works

1. Signal Aggregation

Visibility Launchpad collects inputs from:

- **Ask** (internal search signals)
- **Listen** (external news and trend signals)
- **Keyword Fueling** (manual entries)

Each signal is embedded, clustered, and compared to your site's existing content embeddings. This determines whether the concept already exists or represents a new gap.

2. Opportunity Scoring

Keywords are assigned a **Launch Priority**, based on:

Factor	Description	Weight
Estimated Value	Estimated PPC cost	40%

Content Gap	How dissimilar your current content is from the query	60%
--------------------	---	-----

Sending to Content Booster

Once you've identified high-value opportunities:

1. Click **Fix**.
2. Based on whether or not the landing page is already there, choose your desired path:
 - Ignite Content Booster (start from scratch)
 - Create Ranking Blueprint with no Target
 - i. This allows you to assume a lower website in the model as a proxy to see how to design your page / site
 - Re-ignite Content (use landing page as inspiration template)
 - Create Ranking Blueprint
 - i. This shows you how to design your page / site for that SERP

Choose Your Optimization Approach

KEYWORD OPPORTUNITY DETAILS

Keyword:

umbrella insurance

Content Gap:

62.4%

Closest Match:

/learn/earthquake-insurance

IS THIS PAGE APPROPRIATE FOR THIS KEYWORD?

YES - This page is a good match for the keyword

RE-IGNITE CONTENT

CREATE BLUEPRINT

NO - Need different approach

LAUNCH CONTENT

CREATE BLUEPRINT WITHOUT TARGET

Launchpad will transfer all context — query, cluster data, and embedding insights — directly into the Content Booster form.

Workflow Example:

“Listen” finds trending topic → “Ask” confirms no coverage → “Launchpad” ranks visibility → “Booster” builds optimized content.

Pro Tips

- Review Launchpad weekly — it updates as new signals and embeddings change.
- Treat **Launch Priority + Content Gap** as your north star metrics.
- Export reports monthly to track your team’s closing rate on opportunities.
- Upgrade to **The Roastery** for access to **Ranking Blueprints** and API automation workflows.

32

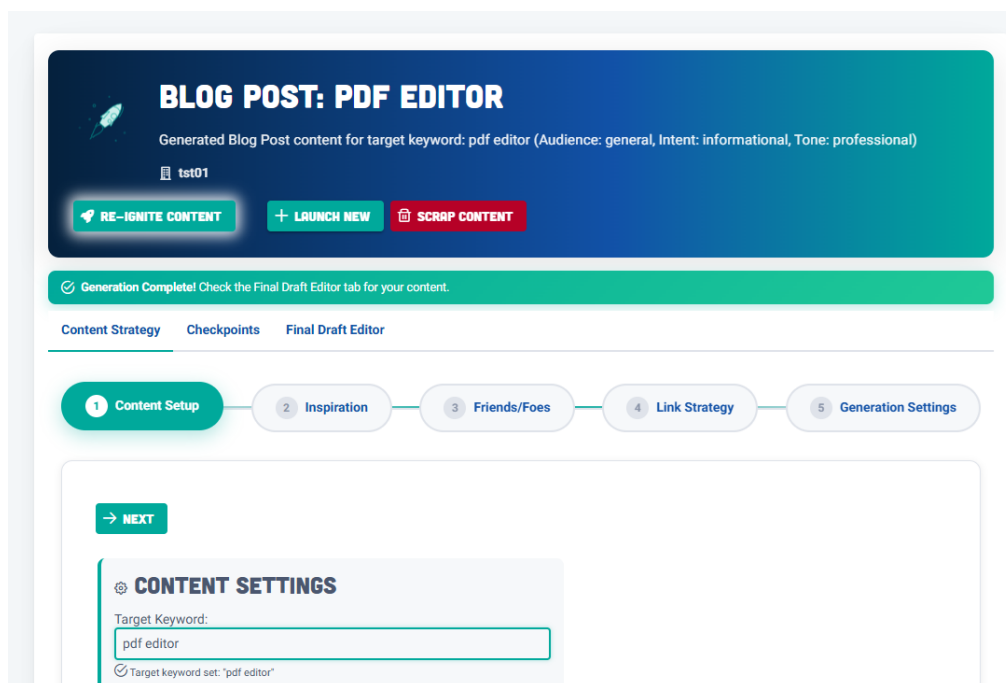
Content Booster

Generate optimized, brand-aligned content with precision controls.

Overview

Content Booster is the production engine of your self-healing website.

It transforms prioritized opportunities from **Visibility Launchpad** into **ready-to-publish content**, guided by your brand rules, templates, and SEO model data.



Each Booster run uses Market Brew's AI-driven embedding systems to ensure your new pages:

- Fill verified content gaps
- Reinforce internal link structures
- Align semantically with Google's AI-mode ranking patterns

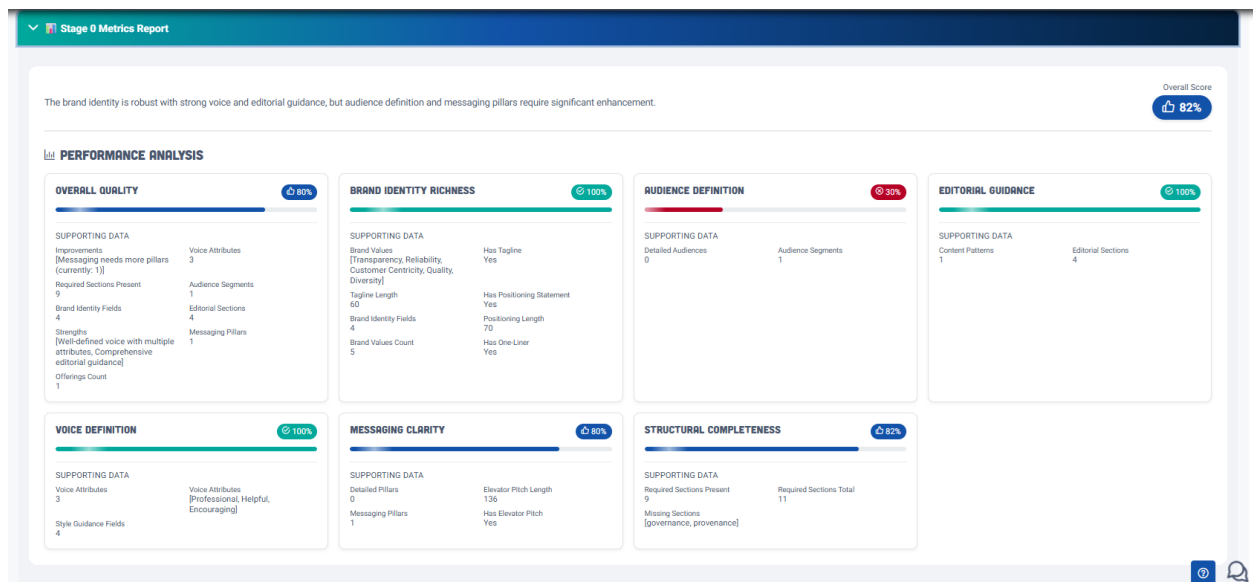
💡 **Think of Content Booster as your AI content lab — every page generated is informed by your own search engine model.**

Accessing Content Booster

You can open Content Booster from:

- **Mission Control** → **Launch Content** → Select or Add Content Booster
- **Visibility Launchpad** → **Ignite Content**
- **AI Overviews** → **AI Overviews Author** → **Content Booster**

Each website has its own queue of Boosters — organized by **stage**, **status**, and **target keyword**.



The 7-Stage Workflow

Content Booster guides you through seven stages (Stage 0–6) from strategy to final review.

Stage	Name	Description
0	Brand Bible	Defines your tone, style, and compliance requirements.
1	Discovery	Selects keyword, prompt, and content intent.
2	Audience	Specifies target audience and conversion objective.
3	Planning	Chooses content type, structure, and word count.
4	Context	Determines use of site context, competitor analysis, and schema enrichment.
5	Linking	Configures internal/external link strategy and similarity thresholds.
6	Generation	Builds and reviews the final output before publishing.

Core Settings and Dials

Below are all adjustable parameters available to end users. Each dial directly influences how the AI system constructs and evaluates your content.

Setting	Description	Default
Target Keyword	Primary search term or topic. Used for embeddings and ranking simulation.	<i>Required</i>
Target Prompt	Custom query prompt (optional). Overrides keyword with a full-sentence query.	—
Content Type	Defines the format: Blog, Landing Page, FAQ, or Guide.	Blog
Target Audience	Describes the reader persona (e.g., “SEO Manager,” “Business Owner”).	General
Intent	Searcher’s intent: Informational, Navigational, or Transactional.	Informational
Content Tone	Defines voice style: Authoritative, Conversational, Educational, etc.	Balanced
Target Word Count	Sets desired output length.	1,000
Use Site Context	Incorporates embeddings from your website for on-brand consistency.	☒ Enabled

Use Fan-Out Prompts	Expands the initial prompt using top competitor SERP coverage.	✓ Enabled
Use Schema	Adds structured data markup (FAQ, HowTo, etc.).	✓ Enabled
Use Competitors	Analyzes top organic results to shape AI prompt tuning.	✓ Enabled
Generate FAQ	Automatically generates a question-and-answer section.	✓ Enabled
Enable Internal Links	Allows links between your own pages based on embedding similarity.	✓ Enabled
Enable External Links	Adds outbound references to trusted sources. "Friends" sites are prioritized; "Foes" are excluded.	✗ Disabled
Minimum Similarity Threshold	Controls link strictness. 30% = loose / 85% = strict.	55%
Template URL	Optional content reference to mirror structure or style.	—
Template Influence	Controls how much the output follows the template (0 = loose inspiration, 10 = near-replication).	5
Link Density	Links per 100 words.	3.0
Internal-to-External Ratio	Relative weighting of internal vs. outbound links.	5:1

Using Templates Effectively

Template Influence determines how much structure the system borrows from a reference page.

Setting	Behavior
Low (0–3)	Minimal template influence — primarily original content.
Medium (4–6)	Balanced blend of your style and the template’s structure.
High (7–10)	Strong influence — near replication of style and flow.

 **Pro Tip:** Start at 4–5 for lightly guided inspiration. Use 8+ only for highly branded or standardized content frameworks.

Fan-Out Prompts

When **Use Fan-Out Prompts** is enabled, Content Booster reverse-engineers the top organic results for your target keyword.

Reverse Engineer Fan-Out Prompts

When **Reverse Engineer Fan-Out Prompts** is selected, it crawls each top competitor in that SERP, and reverse engineers the prompts that would be responsible for ranking those pages at the top of the Market Brew search engine model. Your content will now

be optimized only for the fan-out prompts based on your target keyword / custom prompt, but also your top competitors already ranking.

 **Advanced Insight:** These fan-out prompts are derived from the same embedding logic used by Google's AI-Mode (as seen in the AI Mode Visualizer), ensuring your generated content maps correctly to real search intent clusters.

Linking Controls

Internal Links

- Links are automatically suggested using cosine similarity between the identified anchor text and your existing pages.
- You can adjust the **Minimum Similarity Threshold** (30–85%) to control how strict those matches must be.

External Links

- Enabled when “Allow External Links” is turned on.
- **Friends List:** Ensures outbound links quote and reference partner or trusted sites.
- **Foes List:** Prevents linking to competitor domains or flagged sources.

 **Pro Tip:** A 8:1 internal-to-external ratio (default) is ideal for authority reinforcement without link dilution.

Quality and Compliance Checks

During generation, each page passes through validation layers:

1. **Embedding Alignment Check:** Confirms the new content aligns with its target keyword cluster.

- 2. **Readability Evaluation:** Optimizes for clarity and natural tone.
- 3. **Schema and FAQ Validation:** Ensures proper structured markup.
- 4. **Internal Link Relevance:** Cross-checks link targets by similarity score.

Recommended Use Cases

Scenario	Objective	Output
New Topic Expansion	Fill uncovered opportunities from Launchpad	Optimized article or guide
SEO Refresh	Rebuild outdated content to match AI-mode signals	Updated page draft
Link Hub Creation	Generate pillar content to distribute link equity	Internal link-dense guide
Content Standardization	Align pages to brand templates and tone	Style-consistent content set

Pro Tips

- Use **Template Influence 4–6** for brand consistency; 7+ for strict compliance content.
- Keep **Minimum Similarity Threshold** at 0.55 for balanced internal link control.
- Enable **Reverse Engineer Fan-Out Prompts** for data-backed competitive expansion.
- Revisit **Link Density** monthly to balance crawlability and engagement.

Market Brew Mission Plans

Market Brew Mission Plans enables Crew to combine the guidance from multiple Ranking Blueprints to reveal scalable lessons that can be applied to the underlying templates / layout of that group.

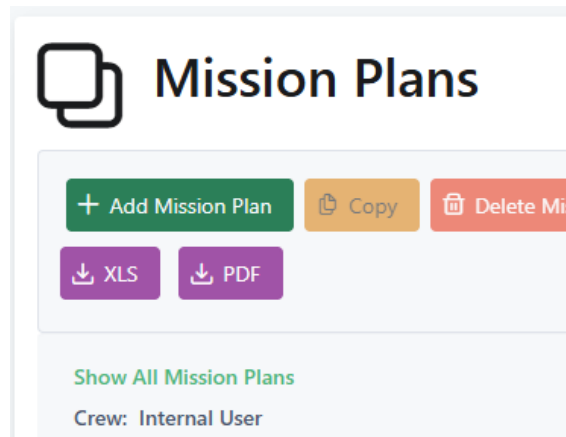
For instance, if a site has a blog section, then a Mission Plan could be created to understand what realignment needs to occur for the blog templates.

 **Pro Tip:** Add a minimum of 3-5 Ranking Blueprints that all use the same template / layout. Each Ranking Blueprint should be a different page / keyword combination.

Parent Crew can create the following:

1. **Mission Plans** -- defined by a list of Ranking Blueprints, each Mission Plan gives access to a list of Ranking Blueprints to its Crew Members. When a child account logs in and views their list of Ranking Blueprints, this will be the list of Ranking Blueprints from all of their assigned Mission Plans.
2. **Crew Members** -- can be assigned to multiple Mission Plans, and can be assigned to one or more Roles. There is a special type of Role called Mission Director which is assigned to a Mission Plan, and has admin privileges for that Mission Plan (they can add/edit/remove Ranking Blueprints/Crew Members)

To add a Mission Plan, visit the Mission Plans screen, and click Add Mission Plan:



And click the Add Mission Plan button after Mission Plan details have been added.

Only the Parent Account and Mission Plan Lead can edit Mission Plans.

Add Mission Plan

Name:	Insurance Section of Website
Description:	This Mission Plan is for analyzing how our insurance section can be realigned to what Google wants.
Mission Directors:	Internal User (internal-user@marketbrew.com) X
Crew Members:	Internal User (internal-user@marketbrew.com) X
Ranking Blueprints:	holidayinsurance X



On the Mission Plan page, you can view Open Optimization Tasks and Ranking Blueprints.

Mission Plan

Name: afastores
Description: Auto created while adding AG: mattress

OPEN OPTIMIZATION TASKS

64

0 completed so far

Data Settings

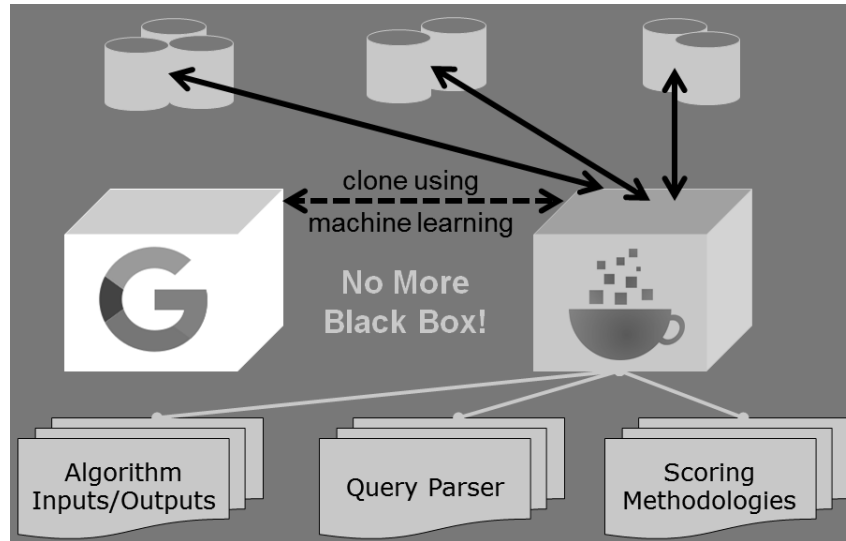
Ranking Blueprint ↑↓	Keyword ↑↓	PSO Score ↓⌵ 2	Last Updated ↓⌵ 1
kitchenisland	kitchen island	12,867	17-Apr-2025 03:56:17 EDT
coffeetable	coffee table	17,531	17-Apr-2025 03:50:59 EDT
mattress	mattress	10,074	16-Apr-2025 04:03:08 EDT

Introduction to Search Engine Models

Market Brew is one of the most sophisticated modeling tools for SEO.

Market Brew search engine modeling technology allows users to define, create, and deploy statistical replicas of any search engine environment.

It does this by starting with a “generic” search engine model, complete with all the modern families of algorithms, representing everything from on-page to off-page ranking factors. Each part of the search engine model’s biases/weights are then finely tuned by an artificial intelligence process called Particle Swarm Optimization.



At the conclusion of this A.I. process, the “generic” search engine model has been transformed into a very useful and highly calibrated replica of the real thing.

- users deploy website changes in the model and predict how ranking results will be affected when those changes are live.
- users track and characterize algorithmic updates for any search engine by comparing bias/weight settings on each model.

Users can then deploy their changes on the search engine models in order to predict how the target search engine environment (TSEE) will react when those changes are introduced.

As a result, users can also copy these biases/weights from their production search engine model to various testing search engine models, in order to conduct A/B testing prior to the production deployment of those changes.

Ranking Blueprints

Ranking Blueprint Tutorial - Market Brew

Market Brew encapsulates its search engine models within “Ranking Blueprints”.

Each Ranking Blueprint Defines:

A Set of Websites

These are sites that are determined by the Market Brew system to be outperformers of various algorithms. The Market Brew automated discovery system uses these websites to compare and contrast statistical differences in the search engine model to your target page.

Website ↑↓		TSEE Ranking	Last Crawled	
	wholehomescenting.com  Data	16	12-29-2021 22:56:51 UTC	 More Actions
	shop.thegiftofscents.com  Data	22	12-29-2021 22:56:51 UTC	 More Actions
	www.athome.com  Data	21	12-29-2021 22:56:51 UTC	 More Actions

One Specific Keyword Phrase

In the past Market Brew users could add multiple keywords to each Ranking Blueprint, but that is no longer advised.

Each SERP has a unique set or flavor of algorithms, even between parent and long-tail versions of that same keyword!

Therefore, all new Ranking Blueprints target one keyword only.

Analysis Group Keywords

+ Add

🔍 Investigate

🗑 Delete

📄 XLS

📄 PDF

Keyword Listing for:

wordpresshosting

🔍 Global Search

Keyword

↑

2

Reach Estimate

↓

1

CTR %

↑

↓

👁

📊

⚙

wordpress hosting

3,600

default

1-1 of 1 records

<< < 1 > >>

10 ▾

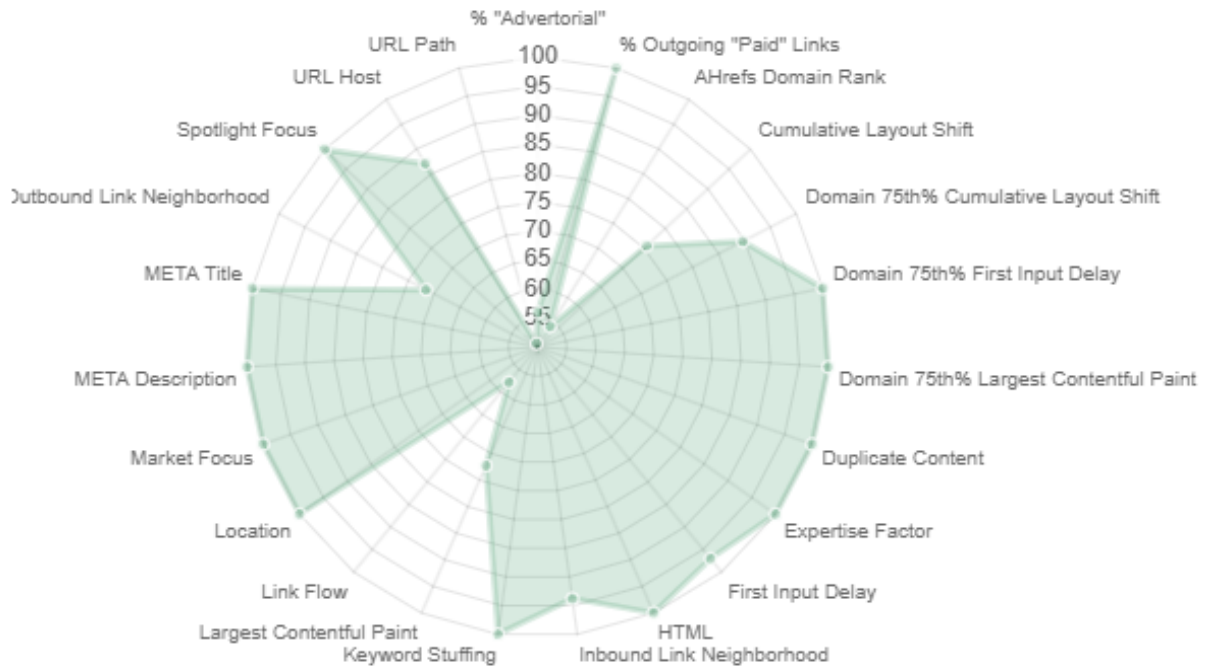
Boost Factors

Boost Factors are fine-tuning adjustments to the standard Market Brew model. These fine-tunings allow the Market Brew search engine to behave just like the target search engine environment:

46

Current Algorithmic Settings

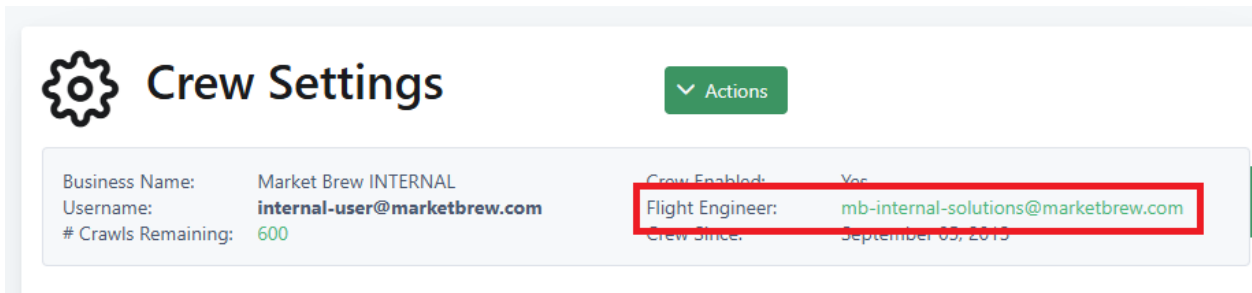
Calibrated Boost Factors



Create a Ranking Blueprint

▶ Setup A Ranking Blueprint - Market Brew

Note: This feature is available to Flight Engineers only at this time. To create a Ranking Blueprint, please contact your Flight Engineer.



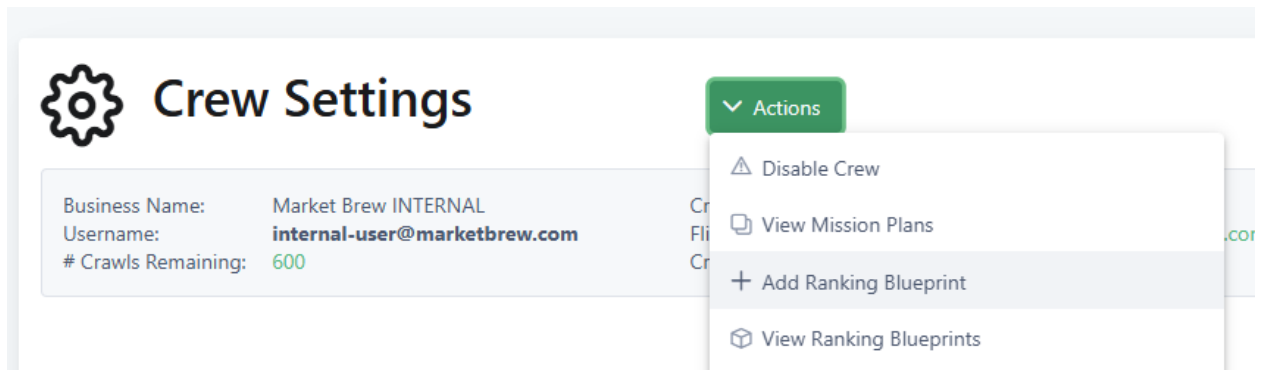
The screenshot shows the 'Crew Settings' interface. On the left, there's a gear icon and the title 'Crew Settings'. To the right is a green button labeled 'Actions'. Below this, a table displays user details: Business Name (Market Brew INTERNAL), Username (internal-user@marketbrew.com), and # Crawls Remaining (600). On the right side of the table, it shows 'Crew Enabled: Yes', 'Flight Engineer: mb-internal-solutions@marketbrew.com' (highlighted with a red box), and 'Crew Since: September 03, 2013'.

Business Name:	Market Brew INTERNAL	Crew Enabled:	Yes
Username:	internal-user@marketbrew.com	Flight Engineer:	mb-internal-solutions@marketbrew.com
# Crawls Remaining:	600	Crew Since:	September 03, 2013

Generate Multiple Ranking Blueprints By Site

To create one or more Ranking Blueprints for a given subdomain:

1. Navigate to the appropriate Crew Settings screen, and click Add Ranking Blueprint



This screenshot shows the 'Crew Settings' page with the 'Actions' dropdown menu open. The menu options are: 'Disable Crew' (with a warning icon), 'View Mission Plans' (with a document icon), 'Add Ranking Blueprint' (highlighted with a grey background and a plus icon), and 'View Ranking Blueprints' (with a cube icon). The background shows the same user information as the previous screenshot.

2. Enter a Target Site (note only the subdomain is needed).



Ranking Blueprint Setup Wizard

This Wizard allows you to enter a target site and set up multiple Ranking Blueprints by selecting keywords. A target subdomain you want crawled. [Prefer to manually select specific landing page, keyword and TSEE?](#)

Account:

tst01

Target Site (subdomain only):

www.walmart

Next

3. Select the desired keyword/s and landing pages (note: each keyword will set up a separate Ranking Blueprint.)

Keywords

Team

Choose Boost Factors

Crawl Frequency

Initiate Setup

Keywords

Keyword Listing for Subdomain: <https://www.walmart.com>

Target Search Engine Environment (TSEE): Google United States (US)

Listing Keywords that site is currently ranking for #2 rankings and below.

Each selected keyword will create its own Ranking Blueprint.

1-10 of 118 records << < 1 2 3 4 5 6 7 8 9 10 > >> 10

	Keyword ↑↓	Position ↑↓	Monthly Search Volume ↑↓	Target Page ↑↓
☐				
☐	wordle	28	55,600,000	https://www.walmart.com/ip/Wordle-The-Party-Game-for-2-4-Players-Ages-14-and-Up-Inspired-by-Wordle-Game/797182940
☐	google translate	67	45,500,000	https://www.walmart.com/c/kp/google-translator

4. Additional information:

- Add an optional [Mission Plan](#),
- Select which [Child Crew to authorize](#),

There is a chance to review the setup information before initiating setup.

Manually Setup a Ranking Blueprint

If you would like to provide a specific landing page or keyword, or customize the rankings to calibrate against, select the Manual Setup button.



Ranking Blueprint Setup Wizard

This Wizard allows you to enter a target site and set up multiple Ranking Blueprints by selecting keywords. /
sure to specify the subdomain you want crawled.

Manual Setup

Crew:

Market Brew INTERNAL

Target Site (subdomain
only):

my-target-site.com

Next

Provide a Custom SERP

Market Brew uses 3rd party ranking data to calibrate against. Sometimes that ranking data is incomplete. In those cases, select “Custom SERP” (Custom Rankings) under the TSEE options, and provide a list of valid URLs that the Ranking Blueprint should use to calibrate against.

Crew: **Market Brew INTERNAL**

Target Landing Page: **no target selected**

TSEE	Target Keyword	Mission Plan	Boost Factors	Crawl Frequency	Initiate Setup
------	----------------	--------------	---------------	-----------------	----------------

Choose the Target Search Engine Environment (TSEE)

Target Search Engine Environment (TSEE):

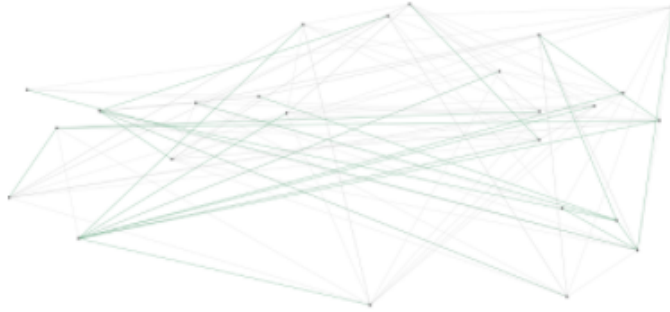
Custom SERP

Paste a list of valid URLs (one per line, in the order of your custom ranking) here.

Manage Ranking Blueprint

Market Brew will send an email notification as soon as the Ranking Blueprint is setup:

Calibration Notice



Your Analysis Group Has Been Auto Self-Calibrated.

Analysis Group: **'websiteheatmap1'**

Calibrated Keyword: website heatmap, using Google United States (US)

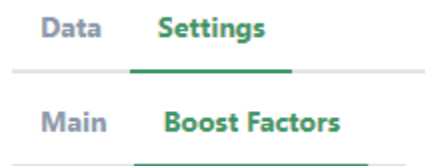
Websites in this Search Engine Model:

View Boost Factors

Once the model is built, the Boost Factors will have been automatically calibrated, using [Particle Swarm Optimization](#).

To view the Boost Factors:

1. Visit the Ranking Blueprint screen
2. Navigate to Settings / Boost Factors



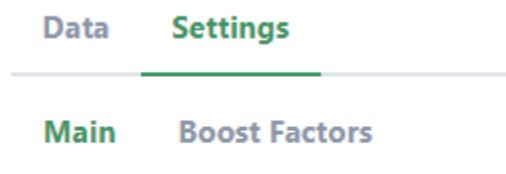
Adjusting Crawl Frequency

When setting up Ranking Blueprints, typically the crawl frequency is set to *One-Time*, since these are control groups and we don't want to change anything other than the target site.

To manually re-crawl select *One-Time* as the frequency. This will prevent the Ranking Blueprint from automatically re-crawling its Websites.

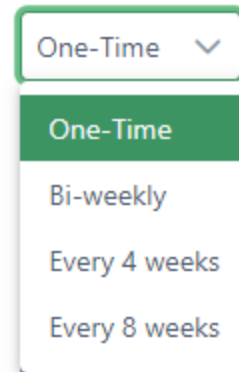
To update Crawl Frequency:

1. Navigate to the Settings / Main tab on the Ranking Blueprint screen:



2. Adjust Crawl Frequency:

Max. Crawl Frequency:



Managing Scheduled Crawls Per Website

To adjust a crawl schedule for a Website:

1. Navigate to the Data tab on the Ranking Blueprint screen
2. Under More Actions dropdown, click *Manage Manage Scheduled Crawls*.

Website ↑↓	TSEE Ranking	Last Crawl Duration ↑↓	Last Crawled
   www.healthypawspetinsurance.com	2	181 minutes	10-29-2021 00:00:01 UTC 
  www.geico.com	4	292 minutes	10-29-2021 00:00:01 UTC 
  www.aspcapetinsurance.com	5	217 minutes	10-29-2021 00:00:48 UTC 

Edit/Delete

Make This The Target Website

Manage Scheduled Crawls

Manage Market Brew Rules

Re-Crawl Target Site

To re-crawl the target site, click *Re-Crawl Target Site* under the *Refresh* dropdown at the top of the Ranking Blueprint screen.



Ranking Blueprint

Name:

holidayinsurance

Actions

Refresh

OPTIMIZA

Keyword:

holiday insurance

Re-Crawl Target Site

Re-Crawl Entire Ranking Blueprint

To re-crawl an entire Ranking Blueprint, click *Re-Crawl All Sites* under the *Refresh* dropdown at the top of the Ranking Blueprint screen. *Note: this is generally not advised since we want to keep everything constant while changing ONLY the target site.*



Ranking Blueprint

Name:

newyorkseo1

Actions

Refresh

Keyword:

new york seo

Keyword Location (Lat,Lng):

40.7128,-74.0060 [View Location](#)

Target URL:

<https://www.webfx.com/locations/new-york>

TSEE:

Google United States (US)

PSO Score:

5,371.75

100%

Snapshot Date:

03/Jan/24 13:05 PST

Account:

tst01

Re-Crawl All Sites

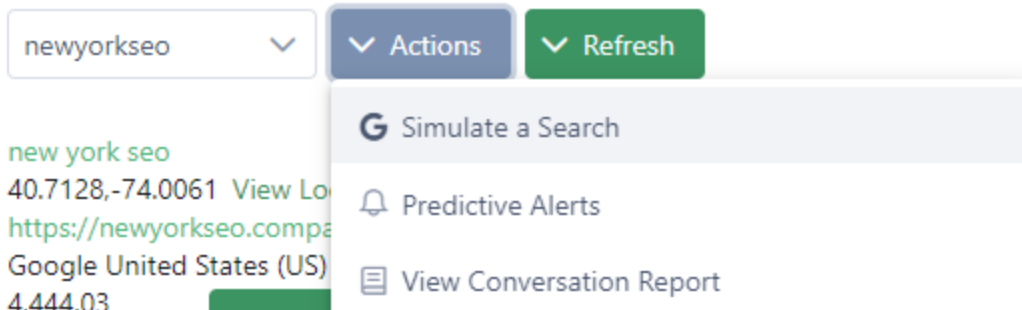
Re-Calculate Tasks

Calibrate Model

Exploring the Search Engine Model

While it is not required to dive into the underlying search engine model, it is beneficial to understand how it works, to better anticipate answers to optimization problems that will arise.

To interact with the search engine model, click on ***Simulate a Search*** on the Ranking Blueprint screen More dropdown:



The search listing screen will contain only the websites that are part of the model, but will behave based on the target search engine environment (TSEE).

Generating A Strategic Action Plan

There are two ways to use Market Brew's search engine modeling technology to build a strategic action plan for a given Website.

1. **Top Down:** This is the conventional (and outdated) "kitchen sink" approach. We start with the Website Dashboard TODO list. This allows us to see everything from the 10,000 ft. level, and assess everything technically wrong with the site:

Website Alerts	
ⓘ	External Reciprocal Links are present
ⓘ	Matched Duplicate Content Issues
ⓘ	Dangling Links are present
ⓘ	Duplicate Market Focus is present
ⓘ	Duplicate Spotlight Focus is present
ⓘ	

2. **Bottom Up:** The smarter way. Market Brew has pioneered the ability to use highly calibrated search engine models to discover what the biggest statistical gaps are between the target site and the

outperformer in each ranking factor for any TSEE. These gaps are often seen in a pattern across portions of the site, and therefore it is not necessary to create a Ranking Blueprint for every single keyword / landing page combination. For example, if one Ranking Blueprint shows that the biggest gap is due to the Market Focus algorithm, and that landing page uses the same template as the other pages on the site, a potential site-wide issue should be closely observed for any landing page in the site for that algorithm.

Where You Should Focus: Key Scoring Gaps

The simulation revealed that this page can improve in ranking for the query "wordpress hosting" by focusing 6.00% on the Semantic Score, 15.00% on the Domain Rank Boost, 2.00% on the Expertise Factor Boost, 10.00% on the Keyword Stuffing Boost, 30.00% on the Link Flow Boost, and 36.00% on the Core Web Vitals Boost.

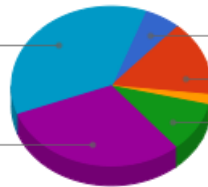
Biggest Scoring Gaps:

Core Web Vitals Focus

36.4%

Link Flow Focus

30.3%



Semantic Focus

6.1%

Domain Rank Focus

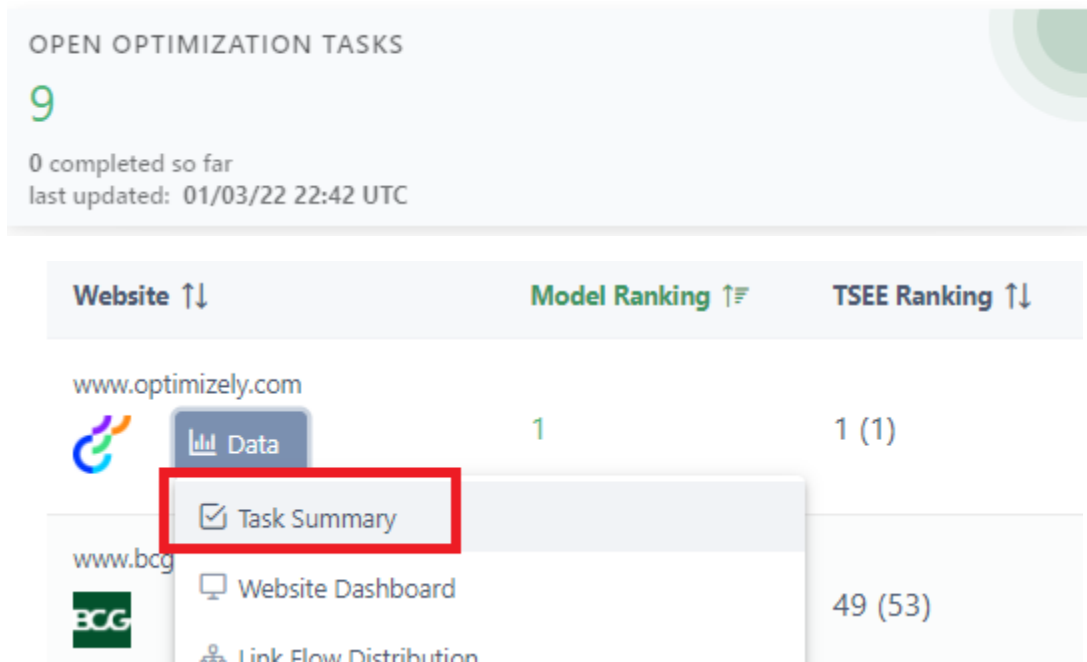
15.2%

Keyword Stuffing Focus

10.1%

Data Discovery

There are four main screens for each Website, and a Top Optimization Tasks screen for each Ranking Blueprint Target Website:



- 1) **Task Summary** – Market Brew runs millions of “what-if” simulations for every website in the Ranking Blueprint, and determines (based on the search engine model assumptions) which optimizations would give the quickest statistical closure for the least amount of effort. You can also view any alternate landing page’s summary on-demand.
- 2) **Top Anchor Text** – a powerful analysis of every anchor text in the site is evaluated and associated with a specific amount of Link Flow. This is called “Associated Link Flow Share”. Click on the “Show Competitors” checkbox and to instantly switch from the target site’s keywords to its competitor’s keywords.
- 3) **Link Flow Distribution** – one of the major components of a search engine model is the link graph, or how each webpage links to every

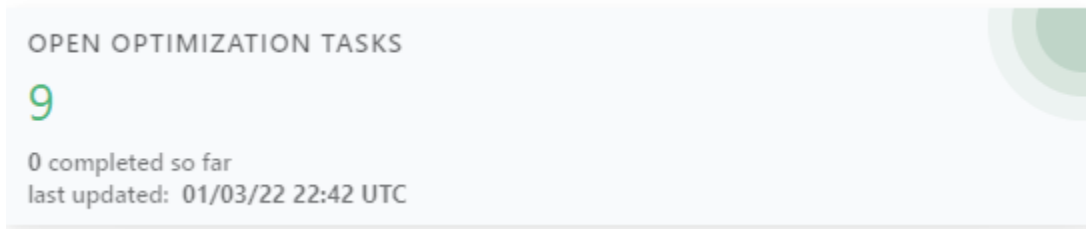
other webpage. The Link Flow Distribution screen reveals exactly how much Link Flow is being distributed to each webpage in the website. In addition, Market Brew provides a visualization of the shape of the distribution.

- 4) **Website Dashboard** – contains all technical SEO: every input and output of data in the website. View the Report Center tab to find a treasure trove of data. Or click on an alert to visit a specific area of the search engine model.

Top Optimization Tasks

▶ Optimization Tasks - Market Brew

Each Ranking Blueprint Screen provides a list of Open Optimization Tasks:



These are the top tasks that have been generated for this Ranking Blueprint / Target Landing Page combination. Click the number to see the detailed list:

Optimization Tasks

Mark Complete

View All Optimization Details

XLS

PDF

Show All Pages

Top Tasks for:

waxwarmer

Global Search

Target Website:

shop.thegiftscsent.com

	Completed ↑↓	Points ↑↓	Webpage ↑↓	Task ↑↓	Type ↑↓	
☐	☐				All	
☐	×	3,002.67	/	Market Focus	On-Page	>
☐	×	332.40	/	Domain Rank	Off-Page	>
☐	×	227.80	/	META Title	On-Page	▼

Assigned To:

(none)

Summary:

META Title optimization for: https://shop.thegiftscsent.com/, trying to emulate the outperformer: https://www.athome.com/wax-warmer-melts/

Recommendations:

The Target Page's META Title Score is 815.43, while the Outperformer Page's META Title Score is 1043.23

The following keywords were used:

1. wax

2. beeswax

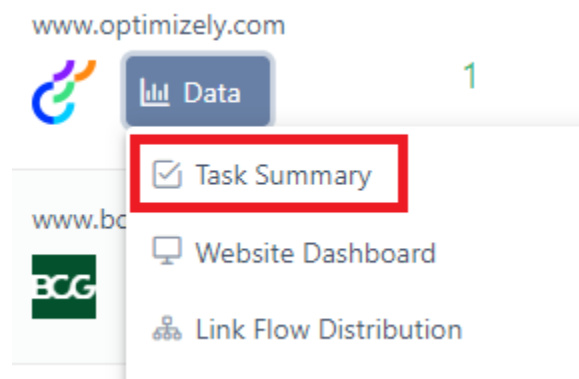
Task progress is tracked since last calibration, and each Task is assigned a set of “Optimization Points”, with the most correlated algorithms and largest statistical gaps between the target landing page and each outperformer in that area of the model receiving the highest points.

The Tasks are sortable / filterable on points, page, task name, and type.

Task Summary

To access the Task Summary screen:

1. Navigate to a Ranking Blueprint
2. Find the target page and click the Data tab
3. Click on *Task Summary* to view the top simulation that was run.



The Task Summary screen will show the top keyword / webpage combination to optimize, along with a detailed breakdown which calculates WHERE to efficiently reduce the statistical gap between this target page and the “Outperforming” competitor pages directly above it.



Task Summary

Optimization Score:

0.00

Query Score:

100.00%

Query:

online marketing

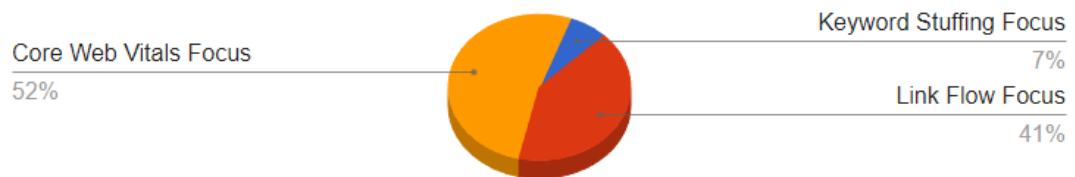
Target Webpage:

(100.0) <https://www.optimizely.com/optimization-glossary/online-marketing/> ▼

Where You Should Focus: Key Scoring Gaps

The simulation revealed that this page can improve in ranking for the query "online marketing" by focusing 7.00% on the Keyword Stuffing Boost, 41.00% on the Link Flow Boost, and 52.00% on the Core Web Vitals Boost.

Biggest Scoring Gaps:



To select an alternative target page, use the *Target Webpage* dropdown selector.

Prioritized Opportunities to Improve your SERP Ranking

This section provides a technical breakdown of how the target landing page did against the search engine algorithms which are responsible for causing the biggest statistical gaps vs. the outperformer in the group.

META Title Score

The next largest weakness is its META Title Score, off 408.97 from the outperformer (<https://www.polygon.com/ps4/2018/10/12/17965856/best-ps4-games> has an equivalent META Title Score of 967.87).

Let's do a comparison between the META Title of this landing page vs. the outperformer in the group:

"The Outperformer"

(META Title Score: 967.87)

[The best PS4 games to play right now - Polygon](https://www.polygon.com/ps4/2018/10/12/17965856/best-ps4-games)

From God of War and Marvel's Spider-Man to earlier classics like Bloodborne and Horizon Zero Dawn (and of course Persona 5), here are the must-haves, the essentials for PS4: the best Sony PlayStation 4-exclusive games and multiplatform titles from launch through 2021. Here's what to play.

<https://www.polygon.com/ps4/2018/10/12/17965856/best-ps4-games>

Target Site

(META Title Score: 558.90)

[25 Best Games of the PS4, Xbox One, and Switch Generation - Den of Geek](https://www.denofgeek.com/games/25-best-ps4-xbox-one-nintendo-switch-games/)

With the Xbox Series X and PlayStation 5 set to kick off the next generation of games, we look back at the titles that made the current generation of consoles so memorable.

<https://www.denofgeek.com/games/25-best-ps4-xbox-one-nintendo-switch-games/>

Before we talk about the differences, please refer to [Lucene's scoring algorithm](#) as follows:

1. **tf** = term frequency in document = measure of how often a term appears in the document
2. **idf** = inverse document frequency = measure of how often the term appears across the entire index
3. **coord** = number of terms in the query that were found in the document
4. **lengthNorm** = measure of the importance of a term according to the total number of terms in the field

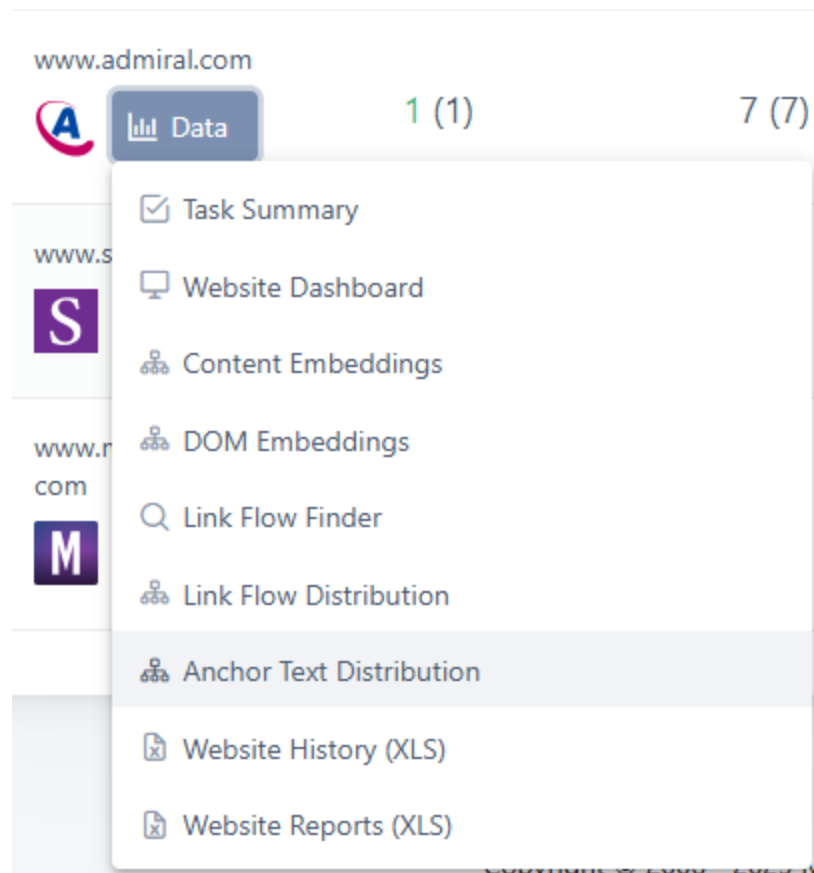
Looking closer, it is apparent that <https://www.denofgeek.com/games/25-best-ps4-xbox-one-nintendo-switch-games/> is not ranking as well with the META Title scoring because of the lengthNorm portion of this matching algorithm.

In the example above, the model detected a statistical gap in the META Title between the target page and the outperformer and gave a quick comparison as well as links to explore more in detail.

Anchor Text Distribution

To access the Anchor Text Distribution:

1. Within a Ranking Blueprint click the Data tab next to the target site,
2. Click on *Anchor Text Distribution* to view the Anchor Text Distribution for the Website.



Explore the Anchor Text Graph around your site, including the Associated Link Flow Share for every link, using Market Brew's powerful scoring layer.

Compare how your competitors' anchor text is set up, and understand more about how they are linking to content. See what the outperformer in this area of the model is doing.

Each anchor text has an “Associated Link Flow Share”. Associated Link Flow Share is the total amount of Link Flow flowing through links with that anchor text.

Target Site Research

The initial view is of the target site’s own anchor text.

Anchor Text Distribution

Anchor Text Distribution displays the most important Anchor Text linking to a site, in order of the Link Flow it brings into that site. Use this function to compare your target site with its competitors, to identify new keyword and landing page opportunities.

Website: **https://www.admiral.com/**

☐ Show Competitor Data

↓ XLS

↓ PDF

Global Search

Anchor Text ↑↓	Associated Link Flow Share ↑↓
insur	27,033.48
car	11,011.53
admir	9,280.62

Clicking on the anchor text provides a breakdown of every page with links to it that contain that anchor text:

Anchor Text Distribution displays the most important Anchor Text linking to a site, in order of the Link Flow it brings into that site. Use this function to compare your target site with its competitors, to identify new keyword and landing page opportunities.

Website: **https://www.admiral.com/**

Keyword: **insur** [View All Keywords](#)

☐ Show Competitor Data

[XLS](#) [PDF](#)

/car-insurance	insur	2,281.41
/multi-car-insurance	insur	2,094.81
/home-insurance	insur	2,011.36
/car-insurance/temporary-car-insurance	insur	2,008.36
/learner-driver-insurance	insur	1,831.57
/travel-insurance	insur	1,791.19
/home-insurance/landlord	insur	1,675.55

Clicking on the Associated Link Flow Share provides a link listing of every link that has that word in its anchor text:



Link Listing

quick filter by: broken | dangling | cloaked | editorial | nofollow | reciprocal | (site-wide) reciprocal | sessionid [[clear filter](#)]

Link Listing for: <https://www.admiral.com/multi-car-insurance>

Q Glot

	From	To	Anchor Text	Link Flow Share
 	https://www.admiral.com/ 	https://www.admiral.com/multi-car-insurance 	Multi-Car Insurance 3 cars showing multcar insurance 	1,520.71 
 	https://www.admiral.com/ 	https://www.admiral.com/multi-car-insurance 	Multi Car Insurance 	191.28 
 	https://www.admiral.com/breakdown-cover 	https://www.admiral.com/multi-car-insurance 	MultiCar Insurance 	105.14 
 	https://www.admiral.com/car-insurance/temporary-car-insurance 	https://www.admiral.com/multi-car-insurance 	MultiCar Insurance 	102.58 
 	https://www.admiral.com/car-insurance 	https://www.admiral.com/multi-car-insurance 	MultiCar Insurance 	55.13 

Competitor Site Research

Click on the “Show Competitor Data” checkbox within the Top Anchor Text screen. This will instantly switch from the target site’s anchor text to its competitor’s anchor text. Any site that appears alongside the target site, in any Ranking Blueprint, is included. Therefore, the more Ranking Blueprints the better the anchor text research becomes.

The Competitor view starts with grouping by anchor text.



Anchor Text Distribution

Anchor Text Distribution displays the most important Anchor Text linking to a site, in order of the Link Flow it brings into that site. It compares your site with its competitors, to identify new keyword and landing page opportunities.

Website: <https://www.admiral.com/>

☒ Show Competitor Data

↓ XLS

↓ PDF

Anchor Text ↑↓	Associated Link Flow Share ↑↓
insur	136,360.70
insur	119,484.21
find	81,708.03

To expand the view, click on a keyword to view a grouping by competitor sites.



Anchor Text Distribution

Anchor Text Distribution displays the most important Anchor Text linking to a site, in order of the Link Flow it brings into that site. Use this function to compare your target site with its competitors, to identify new keyword and landing page opportunities.

Website: **https://www.admiral.com/**

Keyword: **insur** [@ View All Keywords](#)

☒ Show Competitor Data

[XLS](#)

[PDF](#)

Website ↑↓

Anchor Text ↑↓

Associated Link Flow Share ↑↓

www.gocompare.com

insur

136,360.70

www.comparethemarket.com

insur

119,484.21

Clicking on the anchor text in this mode takes you back to a “Target Site Research” page in that site’s context, listing each of its individual pages.



Anchor Text Distribution

Anchor Text Distribution displays the most important Anchor Text linking to a site, in order of the Link Flow it brings into that site. Use this function to compare your target site with its competitors, to identify new keyword and landing page opportunities.

Website: <https://www.comparethemarket.com/>

Keyword: **insur** [@ View All Keywords](#)

☐ Show Competitor Data

[↓ XLS](#) [↓ PDF](#)

Q Global Search

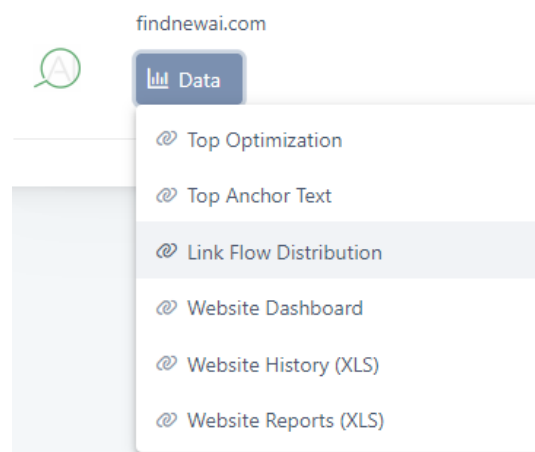
Webpage ↑↓	Anchor Text ↑↓	Associated Link Flow Share ↑↓
/insurance/	insur	60,004.35
/travel-insurance/	insur	4,888.82

Link Flow Distribution

▶ Mastering Link Flow Distribution with Market Brew | SEO Internal Linki...

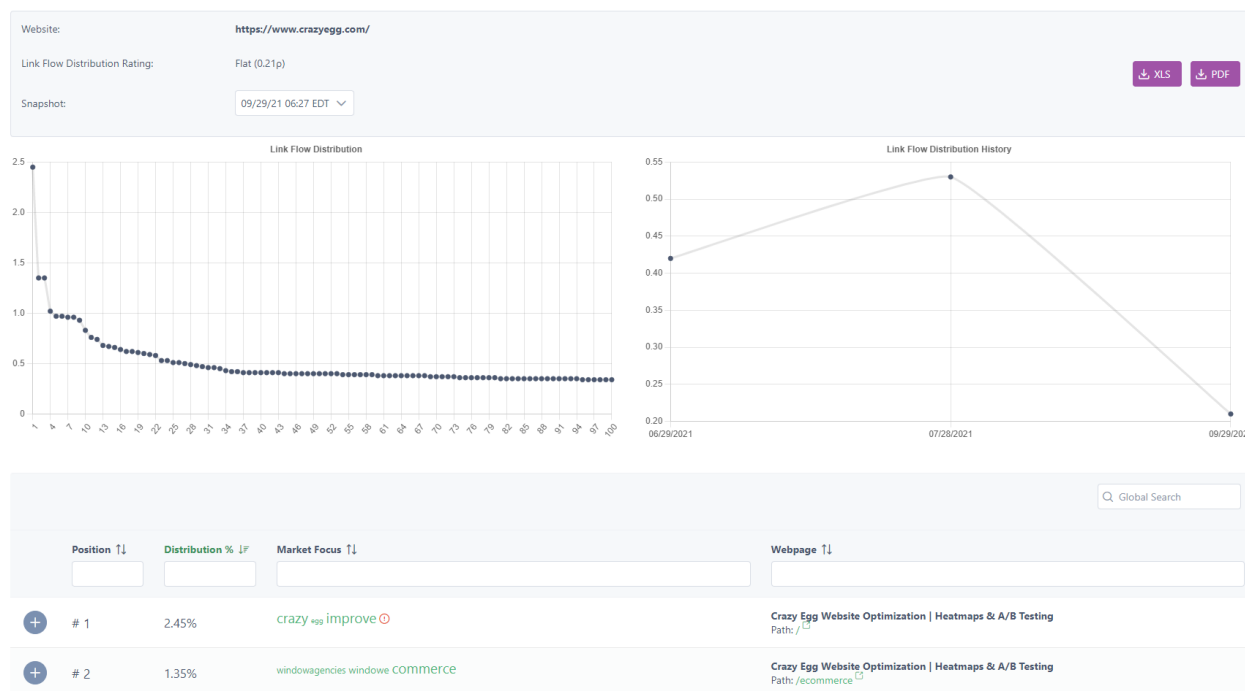
To access the Link Flow Distribution screen:

1. Navigate to a Ranking Blueprint and click the Data button
2. Click on *Link Flow Distribution* to view the Link Flow Distribution for the Website.



A view of the Website's Link Flow Distribution will be presented, along with its Link Flow Distribution History:

Link Flow Distribution



This screen will show which webpages, structurally, should be positioned in the link graph of that website.

Flat Distributions — a Common Mistake

From roughly 2007 to present, it has been very customary to create *mega menus* that contain links to almost every page in the website. Menus with 40+ items are not uncommon today. However, search engines have maintained their algorithm that similar pages are measured against each other via the link graph calculation.

So, what is the problem? With a navigation design like this, the Link Flow Distribution gets very flat (lower value). When this happens, search engines will think the *privacy policy* page is just as important as the *product* page. Since the website will NEVER rank for *privacy policy*, it has effectively thrown away 50% of the Link Flow for the *product* page.

Therefore, it is very smart to ensure as much of a 1:1 relationship between the keywords you are targeting, and the pages that exist in the website. The Link Flow Distribution screen shows you how.

As a rough estimate, try to maintain 4-7 top pages (significantly more Link Flow % than the rest) until you are ranking in the top 10 for those. Then you can start adding sub-categories, once you have developed enough incoming Link Flow to the website (called the website's "Gross Total Link Flow").

Link Flow Finder

One of the biggest hurdles when it comes to adding links to a website, is the lack of knowledge on where to strategically add Link Flow to certain pages for the highest impact. With the Link Flow Finder feature, this hurdle is a thing of the past.

	Position ↑↓	Distribution % ↓↑	Market Focus ↑↓	Webpage ↑↓
Add Link Flow to this Webpage	+ # 1	2.45%	crazy egg improve	Crazy Egg Website Optimization Heatmaps & A/B Testing Path: /

The Link Flow Finder works like this: for each target page, the system takes the already calculated Market Focus Basket of phrases assigned to that URL, and uses those phrases to do a [proximity search](#) on all the other pages in the site. Each resulting text fragment / snippet, with these key phrases highlighted, is then presented to the user with the corresponding page that it is on.

Market Brew's magic happens when our models find that the target site's Market Focus Basket is NOT the best Market Focus Basket. When this occurs, it is the outperformer site that is used to harvest the keywords to

search against. This is particularly helpful when a target site doesn't know what the correct keywords are yet.

Therefore, the more Ranking Blueprints the better the Link Flow Finder becomes.

Link Flow Finder

Webpage: <https://www.crazyegg.com/>

↓ XLS

↓ PDF

Sites ahead of you in the model may have more powerful Market Focuses. The suggested links below are derived from the Webpage's **Market Focus Basket**. The site team should review all suggested links for editorial fit. To see the recommended links to align your Market Focus towards a more powerful one, enter the desired Market Focus terms into the Override Market Focus box.

Global Search

Override Market Focus:

↻ Override

Link Finder Score ↑↓

On this Webpage... ↑↓

...place a link using some or all of the bolded text. ↑↓

254	/privacy	... Crazy Egg , Inc. 2021...
225	/privacy	... problems with our Service; analyze trends; and otherwise administer Crazy Egg products and services....
225	/privacy	... Information. Crazy Egg Clients may use the Service to collect, store, and analyze Client Visitor...
224	/privacy	... to their Client Sites are interacting with such Client Sites. This Service allows a Crazy Egg Client to evaluate

To access the Link Flow Finder page:

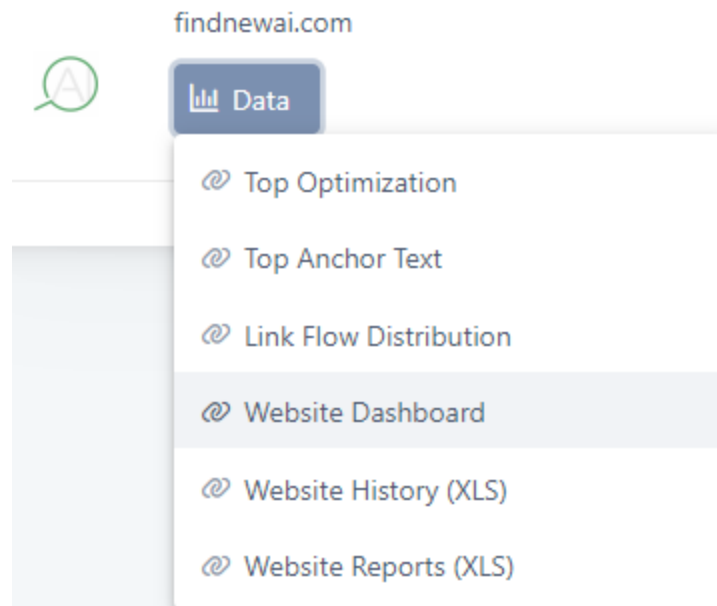
Click the "Plus Sign" on the left hand side of any page in the Link Flow Distribution screen. From this page Market Brew identifies where to add links to the target page using the highlighted snippets. The snippets are ordered by the most potential Net Link Flow Share, making this process a very powerful approach to shaping the Link Flow Distribution and Balance.

	Position ↑↓	Distribution % ↓↑	Market Focus ↑↓
+	# 1	1.24%	alcohol treatment programs
+	# 2	1.18%	alcohol addiction abuse
+	# 3	1.02%	alcohol withdrawal detox
+	# 4	0.92%	mental health disorders

Website Dashboard

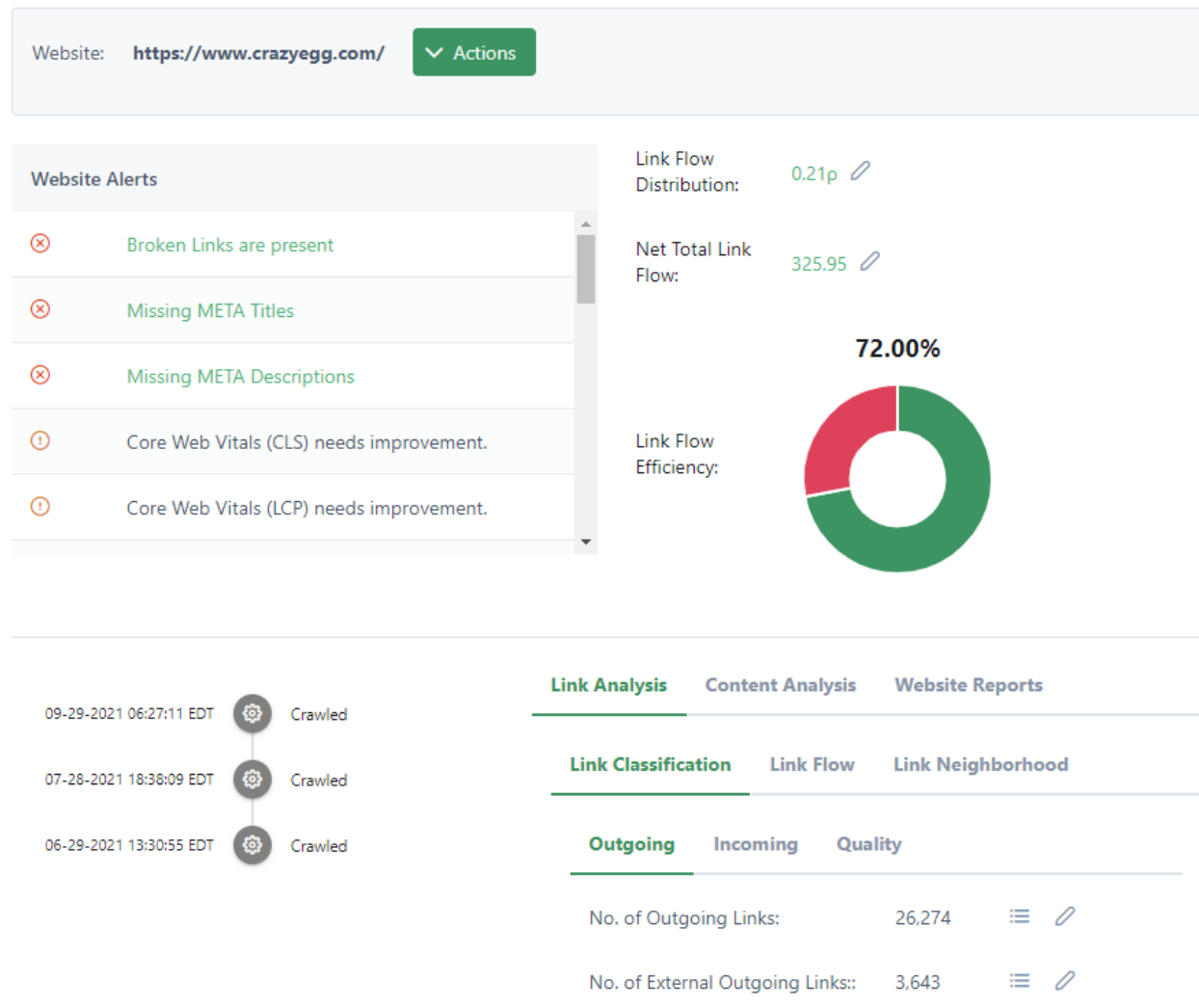
To Access The Website Dashboard:

1. Navigate to a Ranking Blueprint and click the Data button on the target site
2. Click on *Website Dashboard* to view the Website Dashboard.



The Website Dashboard screen shows a lot of critical information for the entire subdomain:

Website Dashboard



1. **Website Alerts** -- ordered by most critical to least critical, these are technical issues with the website. *Note: they are NOT in order of the highest priority. For that, visit individual [Ranking Blueprints](#) to determine exactly which issues are harming the website most.*
2. **Link Flow Distribution** – a statistical measure of how steep or flat the Link Flow Distribution curve is for the website’s internal linking structure.

3. **Link Flow Efficiency** – a general indicator of how efficiently the website is using its Domain Rank (calculated primarily using the External Incoming Link Flow from other websites).
4. **Net Total Link Flow** -- a quick breakdown of how both the algorithmic penalties and the Link Loss are affecting the overall Potential / Net Total Link Flow.

Website Reports

On the Website Dashboard, there are numerous ways to compare every input and output between any two different snapshots:

1. **Website History Report** -- located on the Website Reports tab. This will provide **every input and output of the model** for each snapshot. Algorithmic scoring and penalties can be easily compared between the production site and the test sites, to see if the overall situation is better or worse for each part of the search engine model. Are the duplicate content penalties better or worse? Does the new content create “paid link” penalties in the model? Is the new content considered “keyword stuffing”? Is the Link Flow Distribution better on version 1 or version 2? This comparison will reveal the answer.

To access the Website History Report:

- a. Navigate to the chosen Ranking Blueprint
- b. Navigate to the bottom right,
- c. Click on Website Reports
- d. Click on CATALOG-WEBSITE-HISTORY to download the document.

Report Type ↑↓	Date ↑↓
CATALOG-WEBSITE-HISTORY	11-18-2021 15:24:32 PST
CATALOG-WEBSITE-REPORTS	11-18-2021 15:24:32 PST

Query Scores

The search engine model query layer uses the [Lucene Query Parser](#), which always gives the #1 ranking position a 100% query score, and then subsequent ranking positions are based relative to that.

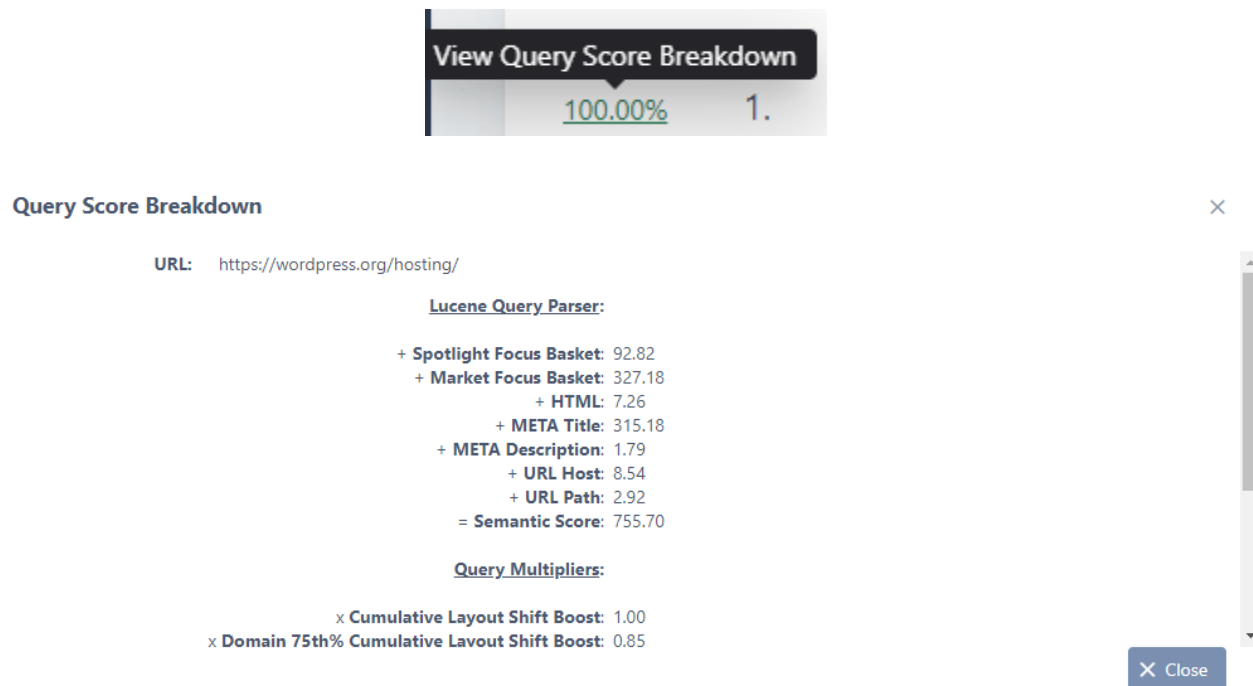
Combined Search Listing for: **wordpresshosting** ▼ Actions ☐ Show All Pages

Search XLS

1-4 of 4 records << < 1 > >> 10 ▼

100.00%	1.	WordPress Hosting WordPress.org	WordPress Hosting WordPress.org Search Notifications All Unread Comments Follows Likes Cross ns https://wordpress.org/hosting/ Spotlight Focus: web hosting Market Focus: web hosting wordpress Net Total Link Flow: 191,721.79 Link Flow Efficiency: " C " (70.52%)
94.46%	2.	How to Choose the Best WordPress Hosting in 2021 (C...	How to Choose the Best WordPress Hosting in 2021 (Compared) Categories Popular Posts Starter Guides https://www.wpbeginner.com/wordpress-hosting/ Spotlight Focus: web hosting Market Focus: best wordpress hosting Net Total Link Flow: 788.79 Link Flow Efficiency: " C " (65.55%)
60.96%	3.	WordPress Hosting - Fast, Secure WP Web Hosting...	WordPress Hosting - Fast, Secure WP Web Hosting - Bluehost Call us anytime We are available 24/7 https://www.bluehost.com/wordpress/wordpress-hosting Spotlight Focus: WordPress Market Focus: wordpress hosting plans Net Total Link Flow: 24.72 Link Flow Efficiency: " F " (47.14%)

Every major area of the search engine model is considered when determining which types of optimizations should be prioritized. In the case below, view the Query Score Breakdown and its subcomponents by clicking on the Query Score:



Scroll down to view every Boost Factor and how it contributes to the final Query Score.

Market Brew's automated discovery system uses this data to replicate the exact types of algorithms that are the deciding factors in the target search engine environment (TSSE), shown on both the [Top Optimization screen](#) and the [Market Brew Conversation reports](#).

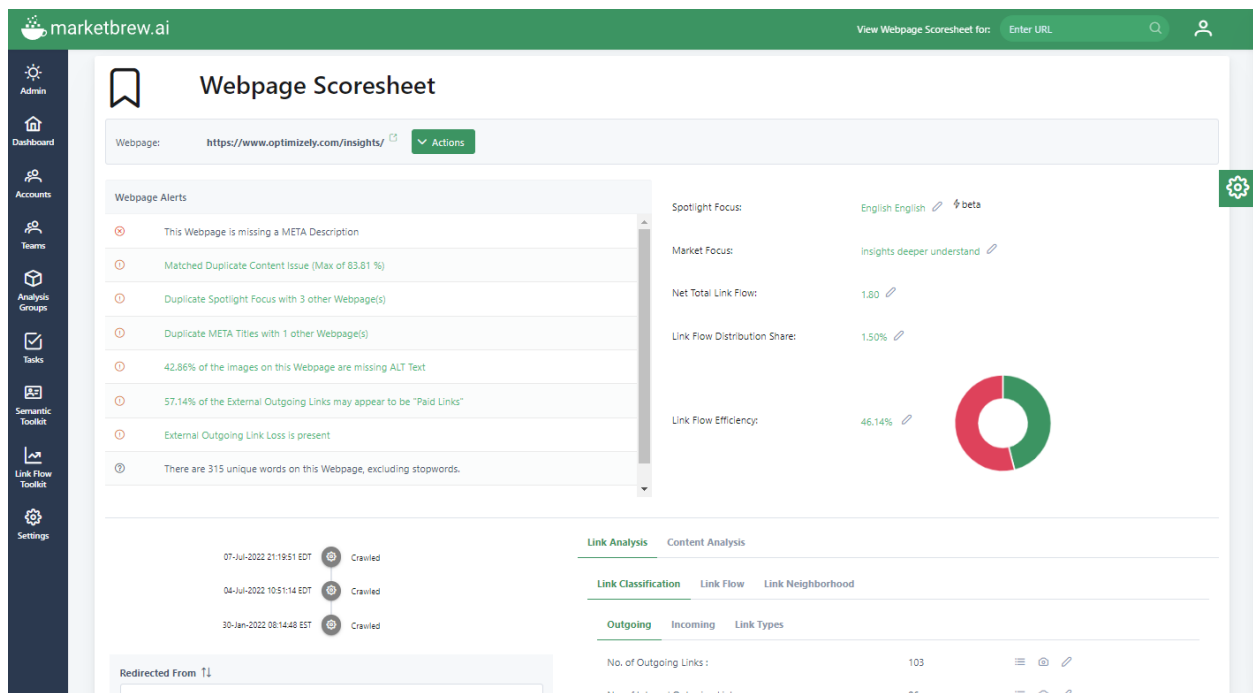
Additional Data Screens

In addition to the main site screens, there are numerous supporting screens that allow a deep dive into the data already presented here.

The most common ones are:

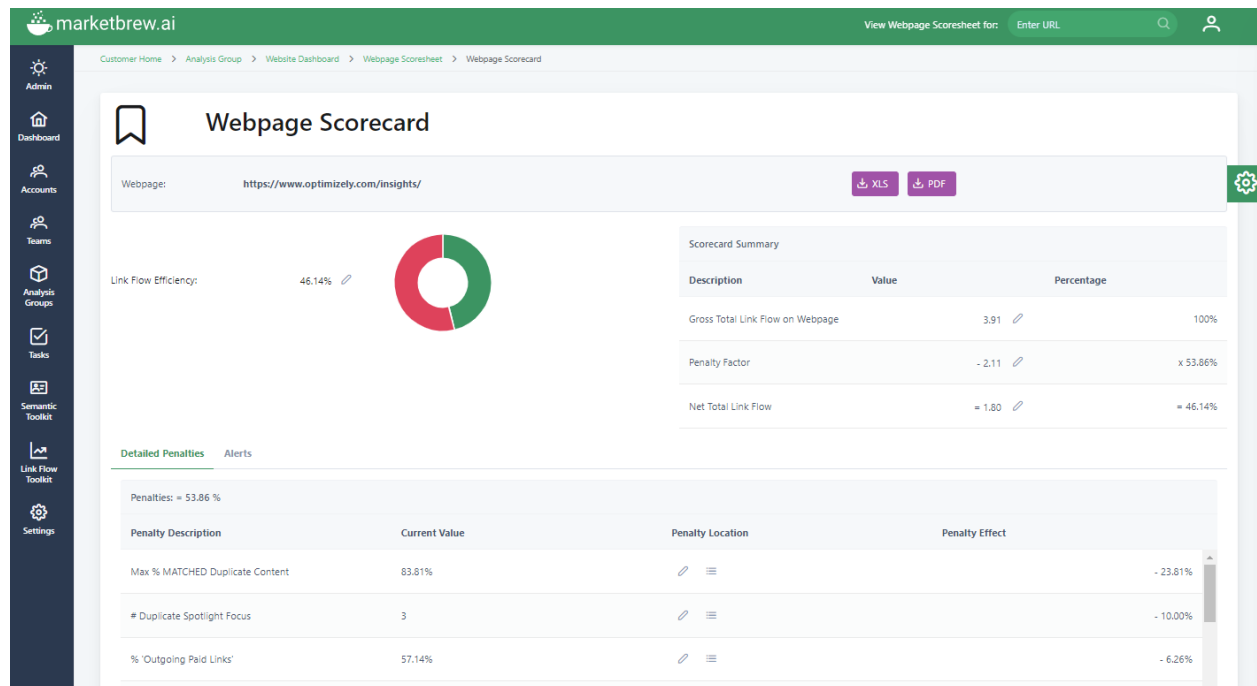
Webpage Scoresheet

View all of the technical data for each webpage.



Webpage Scorecard

View how the families of modeled SPAM algorithms affected the webpage's Net Total Link Flow.



Webpage Snapshot

View a cached view overlay of webpage data. Here is an overlay of duplicate content between this page and some other page in that site.

Sign up to our newsletter to receive the latest blog post, webinars, updates and more!

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Measurement

Commerce

Content

Marketing

>

Menu

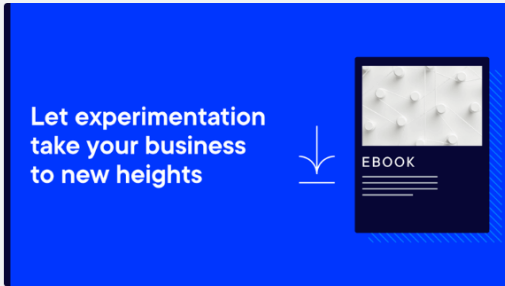
Just for you



Opticon 2022: Save at least \$300 with early bird pricing

Inspired by the explosive growth of technologies and digital transformations, Opticon brings together leaders of technology, media, business, and brands for a compelling three days of conversations on the evolutions and innovations shaping the future of digital experiences.

[Readmore](#) →



The Big Book of Experimentation

33 proven ideas demonstrating how real businesses leveraged experimentation to gain greater insight and control over how they engage with customers, tailor their digital channels and improve customer satisfaction.

[Readmore](#) →

Link Listing

View links grouped by similar characteristics. Each link will transmit a specific amount of Link Flow Share, which is determined by simultaneously scoring each link on the page. There are thousands of iterative steps for some of these link algorithms. Click on the first icon to visit the Link Scorecard for more details for each link.

marketbrew.ai View Webpage Scoresheet for: Enter URL

Customer Home > Analysis Group > Website Dashboard > Webpage Scoresheet > All Outgoing Links 11

Link Listing

View Selected Links on Page quick filter by: broken | dangling | cloaked | editorial | nofollow | reciprocal | site-wide | reciprocal | sessionid | clear filter

Link Listing for: <https://www.optimizezy.com/insights/> Global Search

	From	To	Anchor Text	Link Flow Share	
	https://www.optimizezy.com/insights/	https://www.optimizezy.com/newsletter/	Subscribe now	0.25	>
	https://www.optimizezy.com/insights/	https://www.campaignserver.net/action/core/login	Email Campaign	0.16	>
	https://www.optimizezy.com/insights/	https://welcomesoftware.com/gartner-magic-quadrant-cmp-2022/?utm_source=optimizezy&utm_medium=referral	Optimizezy (Welcome) Named a Leader in 2022 Gartner® Magic Quadrant™ for Content Marketing Platforms Optimizezy (Welcome) Named a Leader in 2022 Gartner® Magic Quadrant™ for Content Marketing Platforms	0.16	>
	https://www.optimizezy.com/insights/	https://accounts.welcomesoftware.com/login?utm_source=optimizezy&utm_medium=referral	Welcome	0.16	>
	https://www.optimizezy.com/insights/	https://app.zaluz.com/app	Data Platform	0.16	>
	https://www.optimizezy.com/insights/	https://partnercenter.optimizezy.com/	Partners	0.15	>
	https://www.optimizezy.com/insights/	https://www.optimizezy.com/insights/dxp-demo/	Get started	0.14	>

Link Scorecard

View how all link characteristics affected the Link Flow Share. Link penalties simply redistribute the Link Flow Share on the page, so by placing “penalties” on a particular link, you can often change the other links as this penalty is redistributed to other links on the page.

marketbrew.ai View Webpage Scorecard for: Enter URL

Customer Home > Analysis Group > Website Dashboard > Webpage Scorecard > All Outgoing Links > Link Scorecard

Link Scorecard

Link Scorecard for: <https://www.optimizely.com/insights/> Actions

Target Webpage: <https://www.optimizely.com/newsletter/>

Anchor Text: [Subscribe now](#)

Download XLS Download PDF

Link Details

Net Link Flow Share:	0.25	Edit
Font Size:	16 px	Edit
Link Area:	100 px	Edit
Had Session Id?:	No	Edit
Nofollowed?:	No	Edit
Reciprocal?:	Yes	Edit
(Site-Wide) Reciprocal?:	No	Edit
Broken?:	No	Edit
Error Msg?:	None	Edit
Dangling?:	No	Edit
Cloaked?:	No	Edit
Editorial?:	Yes	Edit

Scorecard Summary

Description		Percentage
Gross Total Link Flow on Webpage	3.91	100%
# of Page Links Sharing Link Flow	/ 103	x 0.97%
Gross Link Flow Share	= 0.04	= 0.97%
Penalty Factor (see table below)	- 0.03	x 31.38%
% Link Flow Share Remaining	= 0.01	= 0.30%
Gained Link Flow from other Links' Penalties	+ 0.24	+ 6.08%
Net Link Flow Share	0.25	= 6.38%

Market Focus

▶ [Market Focus Algorithm Tutorial | Keyword-Based SEO with Market Br...](#)

The keyword-based semantic algorithm. See Spotlight Focus below for a similar algorithm's explanation.

marketbrew.ai

View Webpage Scoresheet for:

Customer Home > Analysis Group > Website Dashboard > Webpage Scoresheet > Market Focus

Market Focus

Webpage: <https://www.optimizezy.com/insights/>

3-word Market Focus 4-word Market Focus

Top 3-Word Market Focus: **latest dxp insights**

Phrases Anchor Text **Basket**

Step 3: Market Focus Basket

The basket of phrases that the Search Engine thinks this Webpage is about, weighted in order of importance.

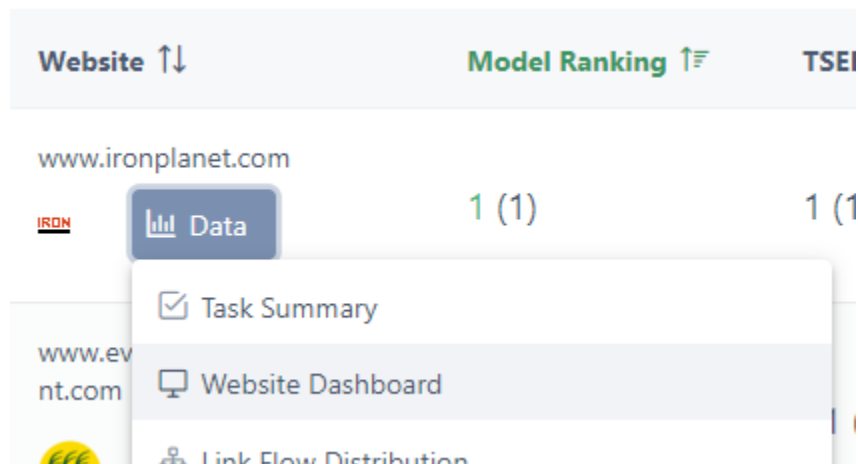
[XLS](#) [PDF](#)

Market Focus ↑↓	Weighting / Rank ↓↑
latest dxp insights	10.0
get started insights	9.99
insights deeper understand	5.31
gain greater insight	5.31
plans resources insights	5.31
greater insight control	5.31
insights article waiting	5.31

Embeddings Visualizer

The Website Embeddings Visualizer can be found on the Website Dashboard.

From your Ranking Blueprint, click Website Dashboard:



If embeddings have been enabled, it will say “yes”. Click on that and you will be taken to the Embeddings Visualizer.



Website Dashboard

Website: <https://www.ironplanet.com/>

Actions

Website Alerts

Broken Links are present

Missing META Descriptions

Website Embeddings: Yes

Link Flow Distribution: 0.22p

All of your content is chunked into 700 character segments and converted to a double vector of 1,536 dimensions.



Website Embedding Listing

Search all **embeddings** for this website. View embedding clusters, including the ability to group by URLs, and adjust the # of clusters.

of Clusters: 3

Change # of Clusters

Filter By URL

Query: Enter a Query

Search

Download XLS

Download PDF

Website: <https://www.ironplanet.com/>

Global Search

	URL ↑ 2	Offset ↑ 3	Cluster # ↑ 1
☐			
☐	/	700	1
☐	/	2100	1

These vectors are stored and can be manipulated to show many different aspects of your site.

Type a query and get back the similarity scores for the chunks in your site.



Website Embedding Listing

Search all **embeddings** for this website. View embedding clusters, including the ability to group by URLs, and adjust the # of clusters.

of Clusters: 3

Change # of Clusters

Filter By URL

Query: iron

Search

Download XLS

Download PDF

Website: <https://www.ironplanet.com/>

Global Search

	URL ↑ 2	Offset ↑ 3	Similarity ↓ 1	Cluster # ↑↓
☐				
☐	/ironclad-assurance	0	80.38%	1
☐	/contact-us	0	79.83%	1
☐	/contact-us?kwtag=footer	0	79.83%	1
☐	/seller-resources	0	79.59%	1

You can then filter on one specific embedding chunk...



Website Embedding Listing

Search all **embeddings** for this website. View embedding clusters, including the ability to group by URLs, and adjust the # of clusters.

of Clusters: 3 [Change # of Clusters](#) [Filter 1 URLs selected](#) Query: iron [Search](#) [XLS](#) [PDF](#)

Website: <https://www.ironplanet.com/> [Global Search](#)

☐	URL ↑ ↓ 2	Offset ↑ ↓ 3	Similarity ↓ ↑ 1	Cluster # ↑ ↓
☒	/ironclad-assurance	0	80.38%	1
☐	/contact-us	0	79.83%	1
☐	/contact-us?kwtag=footer	0	79.83%	1
☐	/seller-resources	0	79.59%	1

...to find all other chunks like it on the site.



Website Embedding Listing

Search all **embeddings** for this website. View embedding clusters, including the ability to group by URLs, and adjust the # of clusters.

of Clusters: 3 [Change # of Clusters](#) [Filter By URL](#) [Clear Filter](#) Query: iron [Search](#) [XLS](#) [PDF](#)

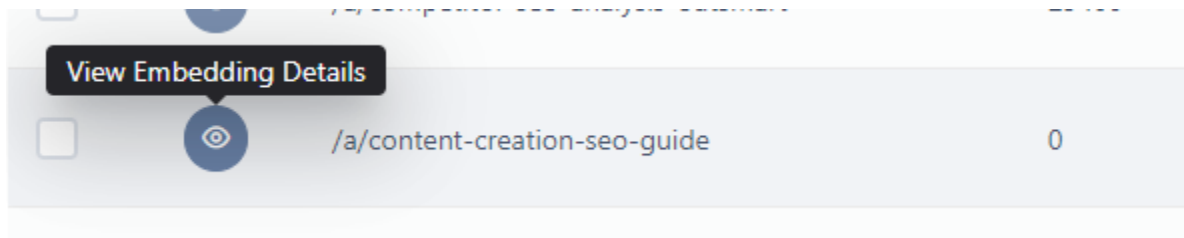
Website: <https://www.ironplanet.com/> [Global Search](#)

☐	URL ↑ ↓ 2	Offset ↑ ↓ 3	Similarity ↓ ↑ 1	Cluster # ↑ ↓
☐	/ironclad-assurance	0	80.38%	1
☐	/contact-us	0	79.83%	1
☐	/contact-us?kwtag=footer	0	79.83%	1

Note that even with the alike chunks filter on, you can still cluster them!

You can try to adjust your cluster number to tease out the different templates in the site, formal or informal. For example, if each page uses three template, setting the cluster # to four would capture your three templates in the three clusters, and cluster four would presumably contain all of your unique content on the site.

You can view any embedding chunk by clicking on the visualization icon:



And you will see the embedding chunk, with any entities and topic clusters detected within it.



Webpage Embedding

Webpage: <https://marketbrew.ai/a/content-creation-seo-guide> (offset: 0)

 View SGE Visualizer

The following entities were detected in the embedding highlighted below:

- (1) Lorem ipsum
- (1) sed
- (1) search engine optimization (SEO)
- (1) Discover

The following topic cluster was detected in the embedding highlighted below:

1. Discover
2. search engine optimization (SEO)

View embedding chunk:

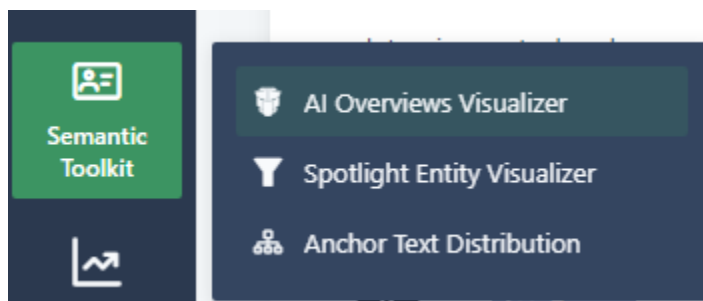
[Content Creation For SEO: Step-by-Step Guide SEO Testing FeaturesSearch Engine ModelSEO GuidePricingBook a Demo Login Book a Demo Discover how Market Brew technology can help you. Submit Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. Market Brew Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Don't forget to sign up for our FREE weekly newsletter! Content Creation For SEO: Step-by-Step Guide In this article, we will explore the role of content creation in search engine optimization (SEO) and provide tips and best practices for creating effective, SEO-friendly content. We will cover topics such as research

AI Overviews Visualizer

▶ AI Overviews Visualizer Tutorial - Market Brew

All of your content is chunked into 700 character segments and converted to a double vector of 1,536 dimensions. These vectors are stored and can be manipulated to show many different aspects of your site.

The AI Overviews Visualizer can be found on the Semantic Toolkit menu.



The embedding chunks are visualized and, if a query is added, a heat map showing the relative cosine similarity between the query vector and the embedding chunk vectors.

Given a query, there are a number of metrics that are derived from this, including:

- a) **Max. Similarity:** the maximum cosine similarity of any given embedding chunk with the query.
- b) **Avg. Similarity:** the average cosine similarities of each embedding chunk on the page.
- c) **Top Cluster:** the embedding chunk with the highest cosine similarity for the query is found, and the top cluster score is updated depending on whether or not that embedding chunk is found on the page's top embedding cluster. Content chunks inserted into a page that aren't related to the page will receive lower scores because of this algorithm. This can be considered a page-level Parasite SEO filter.

d) **Top Cluster (Site):** the embedding chunk with the highest cosine similarity for the query is found, and the top cluster (site) score is updated depending on whether or not that embedding chunk is found on the site's top embedding cluster. Content chunks inserted into a page isn't related to the site will receive lower scores because of this algorithm. This can be considered a site-level Parasite SEO filter.

Similarity Legend:

Low      High

Top Similarity Score for "seo testing": 85.17%

[AI SEO Software, by Search Engineers - Market Brew SEO Testing FeaturesSearch Engine ModelSEO GuidePricingBook a Demo Login Book a Demo Discover how Market Brew technology can help you. Submit Thank you! Your submission has been received! Oops! Something went wrong while submitting the form. Market Brew Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Don't forget to sign up for our FREE weekly newsletter! The SEO Software Testing Platform Build your own calibrated search engine models for any search engine, and understand algorithm updates immediately. Then use Market Brew's genetic algorithms to discover statistical] [gaps between your landing pages and the outperformers. The most advanced SEO software platform in the industry will help you efficiently implement the biggest levers available by auto-generating and classifying tasks. When you are done, you'll be able to forecast your rankings on that search engine, using the model as a proxy. HOW DOES IT WORK How Does Market Brew's SEO Software Work? Market Brew's SEO software is backed by a search engine model that was built by search engineers, and designed to be highly adaptable. It is engineered to be able to calibrate itself to behave like any search engine in the world. It's search engine models mimic the algorithms and ranking factors of any search] [engine, providing users with a completely transparent view of why sites are ranking.

Whenever you see a task based on these algorithms, the AI Overviews Visualization will help you adjust your content to align with Google's bias.

Use the "Test New Content" feature to upload your updated HTML and test again.

Webpage: <https://marketbrew.ai/>

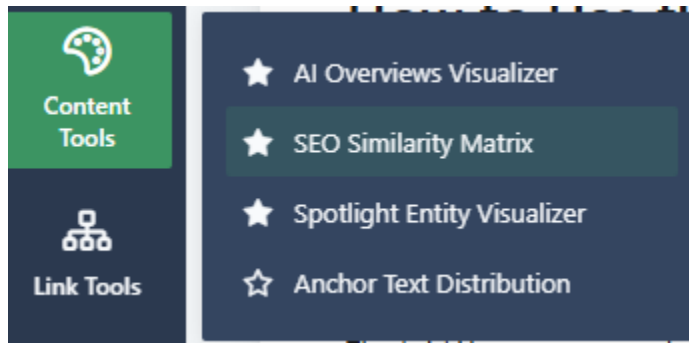
 Enter a different URL

 Test New Content

AI Mode Visualizer

▶ AI Mode Visualizer Tutorial

Click on Content Tools, AI Mode Visualizer.



The AI Mode Visualizer tool allows you to compare the semantic similarity between multiple keyword embeddings and a webpage's content embeddings. This can help you understand how different sections of the page's content stack up against root and long-tail keywords. For detailed embedding insights about a specific keyword, use the [AI Overviews Visualizer](#).

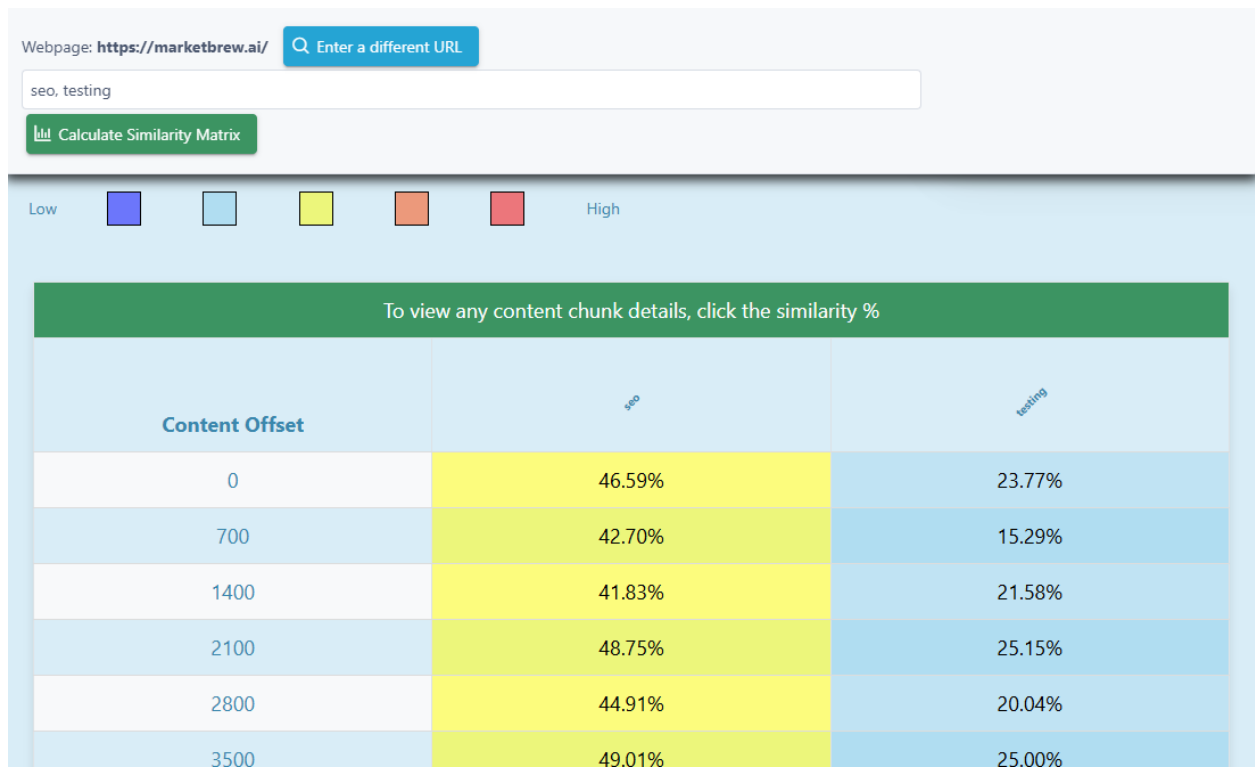
Enter a URL and up to 10 keywords to create a matrix of cosine similarities. This will calculate the average cosine similarity of each embedding chunk of content on the page, for each keyword.

How to Use the AI Mode Visualizer

The AI Mode Visualizer is a powerful tool that allows you to explore how Google views your page's content through embeddings:

1. Enter a URL: In the input field labeled "Enter a URL," type or paste the URL of the webpage you want to analyze.

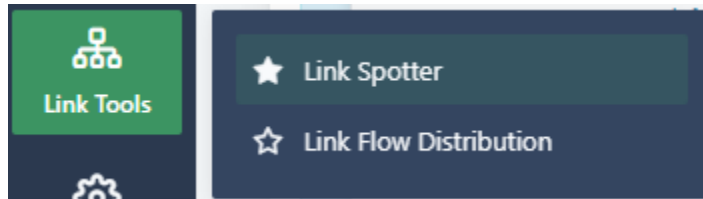
2. Enter Keywords: In the input field labeled "Enter Keywords," type or paste the keywords (comma separated) that you would like to calculate.
3. View Embedding Similarities: Once a URL and keywords are entered, the AI Mode Visualizer will calculate the embedding similarities for the content on the webpage. You will be able to see the cosine similarity for each content chunk on the page.



Link Spotter

Find Perfect Link Opportunities Using AI - Market Brew Link Spotter Tu...

Click on Link Tools, Link Spotter.



Target URL: [+ Source URLs](#) [Run Link Spotter](#)

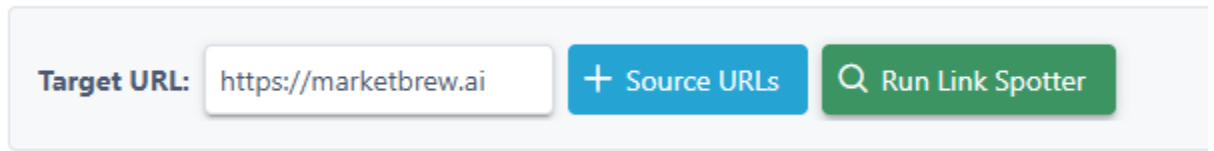
Find the best spots to link back to your most important pages. Link Spotter leverages the power of AI to analyze and recommend optimal link placements to a target page. Simply input a target page and up to five source pages, and Link Spotter will identify contextually relevant chunks of content within those pages to create high-impact links. Save time, improve your internal linking strategy, and enhance user experience and SEO with precision-driven recommendations.

Enter a target URL and up to 5 source URLs.

How to Use the Link Spotter

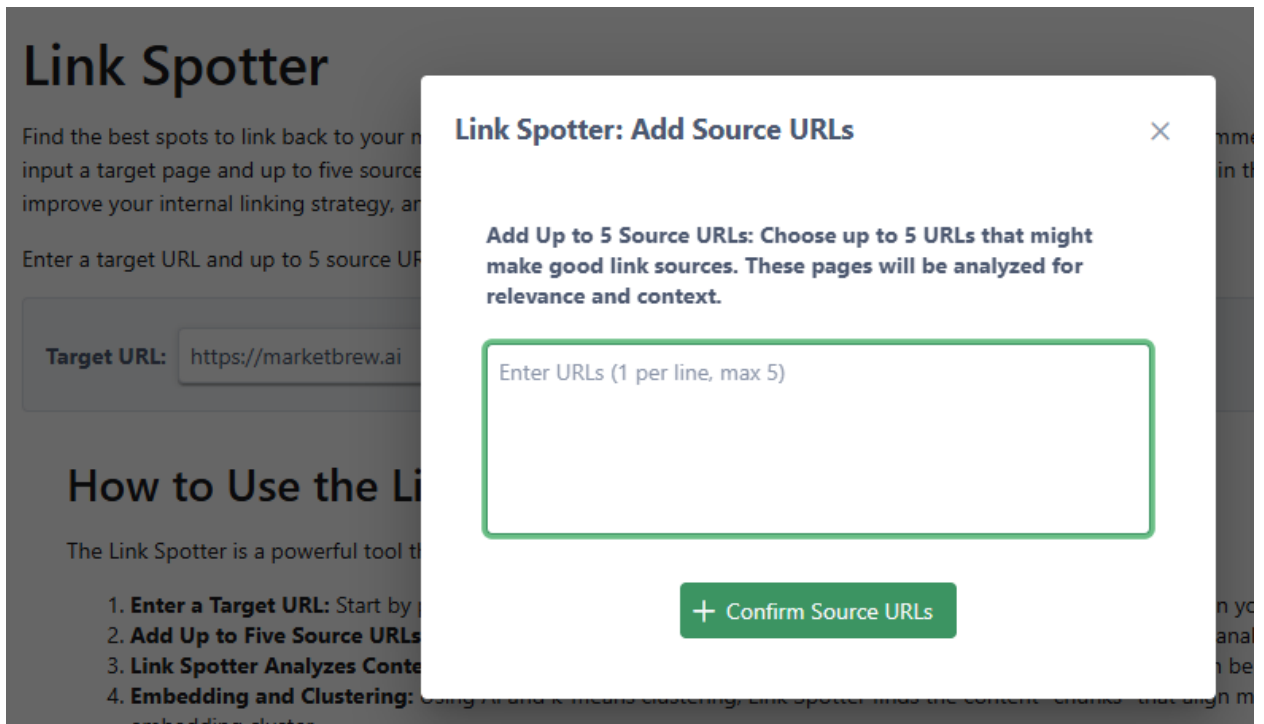
The Link Spotter is a powerful tool that allows you to find the best spots to link back to your most important pages:

1. Enter a Target URL: Start by providing the Target URL of the page you want to promote or connect more within your site.



The screenshot shows a web interface for 'Link Spotter'. It features a 'Target URL' input field containing 'https://marketbrew.ai'. To the right of this field are two buttons: a blue button with a plus icon and the text '+ Source URLs', and a green button with a magnifying glass icon and the text 'Run Link Spotter'.

2. Add Up to Five Source URLs: Choose up to five URLs that might make good link sources. These pages will be analyzed for relevance and context.



The screenshot shows a modal dialog titled 'Link Spotter: Add Source URLs'. The dialog contains the instruction: 'Add Up to 5 Source URLs: Choose up to 5 URLs that might make good link sources. These pages will be analyzed for relevance and context.' Below this is a large text input field with the placeholder text 'Enter URLs (1 per line, max 5)'. At the bottom right of the dialog is a green button with a plus icon and the text '+ Confirm Source URLs'. The background of the page is dimmed, showing the 'Link Spotter' header and some introductory text.

3. Link Spotter Analyzes Content: The tool breaks each page into sections, creating "chunks" of content that can be independently analyzed.
4. Embedding and Clustering: Using AI and k-means clustering, Link Spotter finds the content "chunks" that align most closely with your target URL's top embedding cluster.

5. Get Your Link Recommendations: The tool returns a ranked list of content chunks from the source URLs that are the best spots for linking back to your target page.
6. Implement with Ease: Simply review the recommendations and add the links directly to your content.

Spotlight Visualizer

▶ Spotlight Focus Algorithm Explained | Entity SEO Classification with M...

Spotlight Focus is Market Brew’s entity-based semantic algorithm that taps into the Knowledge Graph by performing a number of critical calculations:

1. **Entity Detection** - each entity on the page that can be linked to the Knowledge Graph is detected.
2. **Entity Disambiguation** - each entity is disambiguated using a neural network. “Ford” could mean “Gerald Ford” or “The Ford Company”, depending on the context of the surrounding content.
3. **Topic Clustering** - each entity is inspected to determine which entities are most closely related to each other, and this is combined with the citation / link structure to the page to create a Related Entities (Topic Cluster).



Spotlight Focus

Webpage:

https://onlinemarketingfordoctors.com/

Top Spotlight Focus:

Search Engine Optimization 

 View Spotlight

Phrases

Related Entities

Anchor Text

Basket

Step 4: Spotlight Focus Basket

The basket of entities that the Search Engine thinks this Webpage is about, weighted in order of importance.

Spotlight Focus 

Weighting / Rank 

Search Engine Optimization	10.0
digital marketing	9.31

Each incoming link is inspected and calculated to determine how much Link Flow Share is flowing through a link, and then each anchor text word is porter stemmed to associate that amount of Associated Link Flow with that anchor text word. Each time that word appears in one of the entities, that entity is promoted to the top of the Spotlight Focus basket.



Spotlight Focus

Webpage: <https://onlinemarketingfordoctors.com/>

Top Spotlight Focus:

Search Engine Optimization 

 View Spotlight

Phrases

Related Entities

Anchor Text

Basket

Step 3: Associated Link Flow

All of the words "pointing" to this Webpage. You can click on a word to see how the Associated Link Flow was calculated.

Word ↑↓

Associated Link Flow ↓🚩

market

7.16

toward

3.15

step

3.15

successfulli

3.03



Link Listing

quick filter by: broken | dangling | cloaked | editorial | nofollow | reciprocal | (site-wide) reciprocal | sessionid [[clear filter](#)]

[XLS](#) [PDF](#)

Link Listing for: <https://onlinemarketingfordoctors.com/>

From	To	Anchor Text	Link Flow Share	
https://www.benchmarkemail.com/blog-for-discovering-your-target-audience/	https://onlinemarketingfordoctors.com/	step toward successfully marketing	2.94	>
https://www.customshow.com/marketing-strategy-presentation-ideas-that-work/	https://onlinemarketingfordoctors.com/	general marketing and best practices	1.86	>
https://onlinemarketingfordoctors.com/information/	https://onlinemarketingfordoctors.com/	https://onlinemarketingfordoctors.com,	1.83	>
https://localcityfinder.com/	https://onlinemarketingfordoctors.com/	https://onlinemarketingfordoctors.com,	0.54	>

The Spotlight algorithm can be found by clicking on the *View Spotlight* button next to the Top Spotlight Focus.



Spotlight

Webpage: <https://onlinemarketingfordoctors.com/> [XLS](#) [Spotlight Author](#)

Spotlight Focus: Search Engine Optimization
Expertise Score: 25.05%
Entity Location (Lat,Lng): 0.6142,54.8315 [View Location](#)

[Related Entities](#) [Location Entities](#) [Spotlighted Text](#) [Schema](#) [Spotlight Author](#)

Source Entity: **digital marketing** ⓘ

Affiliate marketing Competitive advantage Content marketing Customer data platform Customer relationship management Database marketing Digital marketing Digital marketing engineer Digital marketing system Email marketing In-game advertising Influencer marketing Internet Marketing Marketing communications Marketing strategy Native advertising Online advertising Online and offline Online public relations Pay-per-click Push technology Search engine marketing Search engine optimization Social media marketing Social media optimization Targeted advertising User intent Visual marketing Web banner

Source Entity: **Marketing Strategy** ⓘ

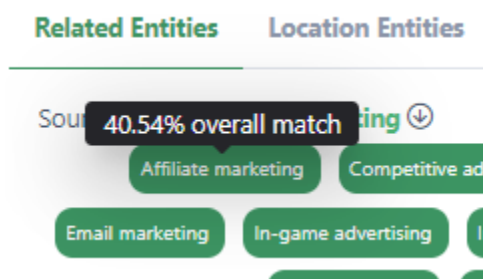
Asymmetric competition Business model Competitive advantage Competitive intelligence Competitor analysis Diversification (marketing strategy) First-mover advantage GE multifactorial analysis Growth-share matrix Market development Market environment Market penetration Marketing Marketing mix Marketing warfare strategies Multi-domestic strategy Product life-cycle management (marketing) Scenario planning

Source Entity: **Search Engine Optimization** ⓘ

Backlink Canonical link element Competitor backlinking Conversion marketing Digital marketing Google Hummingbird Google Panda Google Penguin Internet Keyword density Keyword research Link building Link farm Meta element Nofollow Online advertising Organic search results PageRank Pay-per-click Search engine Search engine marketing Search engine results page Search neutrality Site map StatCounter User intent Web analytics Web traffic Website promotion

Here you can examine what the page's Related Entities / Topic Cluster is, and within each entity / topic, a list of expert entities is presented. Hover

over any entity to see how much the page has covered for that entity / topic.



The summary of all coverages is presented as the Expertise Score (Topical Authority aka Expertise aka one of the “E”s in E-E-A-T).

Click on the entities to enter the Knowledge Graph, where you can take the Abstract Snippet and add this content to your page to increase your Expertise Score. Make sure you are adding expert topics and not subject topics, as the subject topic will make the Related Entities / Topic Cluster more broad and often less focused.

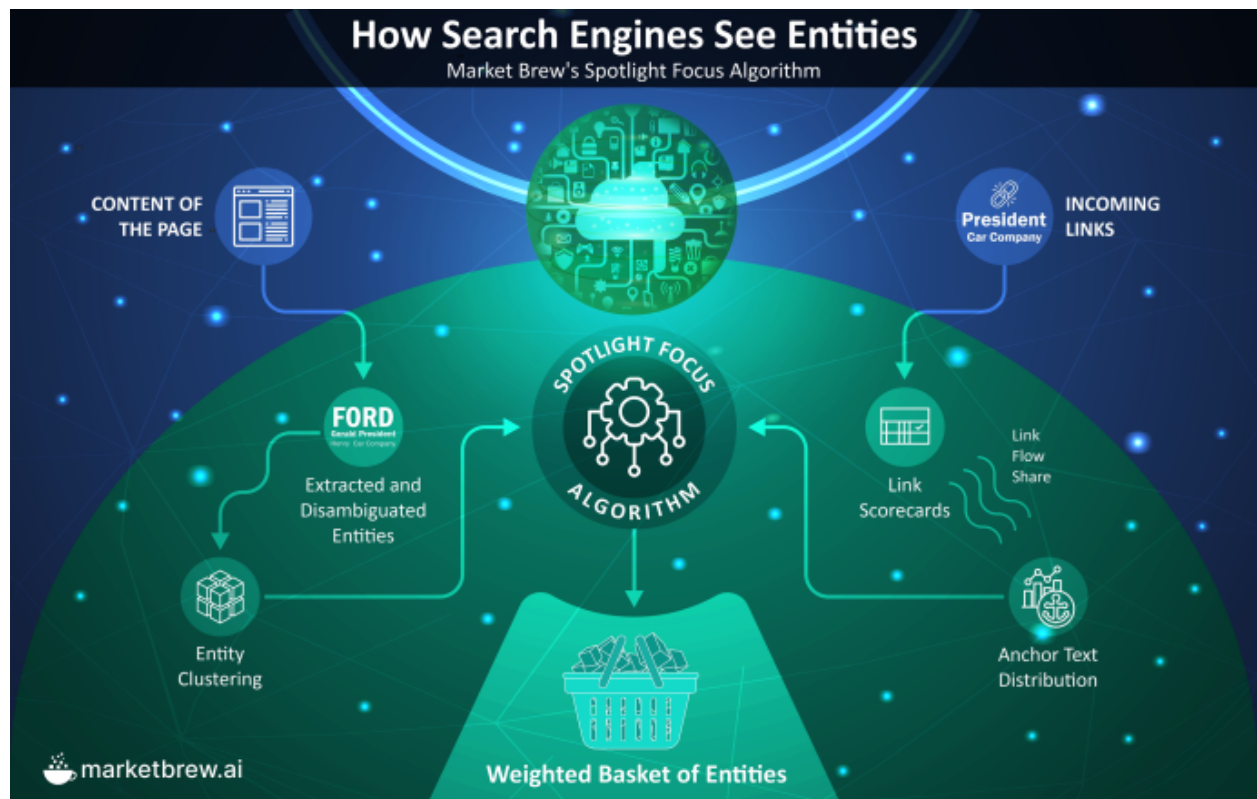


Knowledge Graph

Market Brew Named Entity: **Digital marketing**

Abstract Subject Topics Expert Topics

Digital marketing is the component of marketing that uses the Internet and online b services. Its development during the 1990s and 2000s changed the way brands and l and as people increasingly use digital devices instead of visiting physical shops, digit (SEM), content marketing, influencer marketing, content automation, campaign marl advertising, e-books, and optical disks and games have become commonplace. Digi and on-hold mobile ring tones. The extension to non-Internet channels differentiate



Knowledge Graph

Market Brew Named Entity:

Digital marketing

Abstract

Subject Topics

Expert Topics

- AT&T
- Affiliate marketing
- Archie (search engine)
- Blog
- Brand awareness
- Competitive a
- Customer experience
- Customer relationship management
- Data
- Database marketing
- Desk
- Digital media
- Digital privacy
- Distributed presence
- E-commerce
- ECRM
- Ebook
- Em
- Interactive marketing
- Internet
- LinkedIn
- List broker
- Marketing
- Marketing automation
- Multimedia Messaging Service
- Native advertising
- Online advertising
- Online and offline
- O
- Return on investment
- SMS
- Search engine marketing
- Search engine optimization
- Sharing
- Targeted advertising
- Technology
- Twitter
- User-generated content
- User experience
- Use

Testing Changes With Your Ranking Blueprint

One of the huge advantages of using a search engine model to discover optimizations is that each implemented change can be quickly tested to see how the model reacts.

Because of this new predictive model approach, you can now test quicker than ever before.

But you must put this to good use: **transition your thinking to a more agile approach: “iterate, test, iterate, test”.**

Making a narrow set of related changes and then re-crawling helps you isolate changes and test the potential positive/negative effects of those changes.

Note: all Ranking Blueprints in your Account, that contain the Website being re-crawled, will automatically be re-calculated (and auto self-calibrated if

enabled) upon the completion of the Website Re-Crawl.

STEP 1

Calibrate Your Ranking Blueprint

Choose your target search environment and let Market Brew configure its model of algorithm weightings.

marketbrew.ai

Keywords

Target Search Engine

Algorithms



STEP 2

A/B Test Changes on Target Page



Run A/B tests on your target page, allowing quick iterations to quantify positive or negative changes in the model.

STEP 3

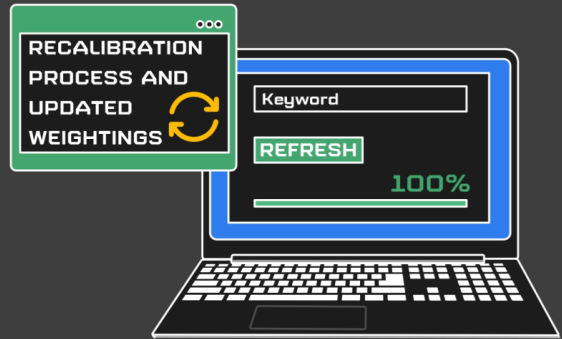
Wait for Google and Rank Trackers to Catch Up



Once you solidify your changes, allow time for Google to re-crawl and re-rank. Track changes with rank trackers and understand the relationship between your Market Brew Ranking Blueprint and the actual results.

STEP 4

Recalibrate Ranking Blueprint



Re-crawl and recalibrate based on recent data. See updated algorithmic weightings and new task priorities

STEP 5

Repeat Until Desired Outcome



Repeat the process until the desired outcome is achieved.
Adapt your strategy based on evolving data during testing cycles.

A/B Testing Using A Test Site

Note that only Market Brew Accounts that can add or remove Websites from a Ranking Blueprint can perform certain operations outlined below. If the account does not have the capability to do these operations, please contact the designated Support Account for a one-time setup assistance.

Setting Up The Test Models

After successfully [setting up your baseline Ranking Blueprint](#), or the “Production Model”, the next step is to create test models. A test model will be set up for each proposed variation of the changes to the production site.

Market Brew separates unique sites by subdomain, so each test variation should be deployed on its own unique subdomain, for example:

1. **test1**.mydomain.com,
2. **test2**.mydomain.com,
3. **test3**.mydomain.com...and so on.

Each of these variations will have their own Ranking Blueprint.

1. Copy The Production Model Settings

Each Ranking Blueprint should have the SAME SETTINGS as the production Ranking Blueprint (this is done by copying the Ranking Blueprint from the production version) -- to simulate the exact same model against all variations of the test group.



Ranking Blueprints

Hide 1 selected

Copy 1 selected

Delete 1 selected

Account: Admin Admin

☐ Show Hidden?

☐

Name ↑↓

Keyword ↑↓

☒

newyorkseo1

new york seo

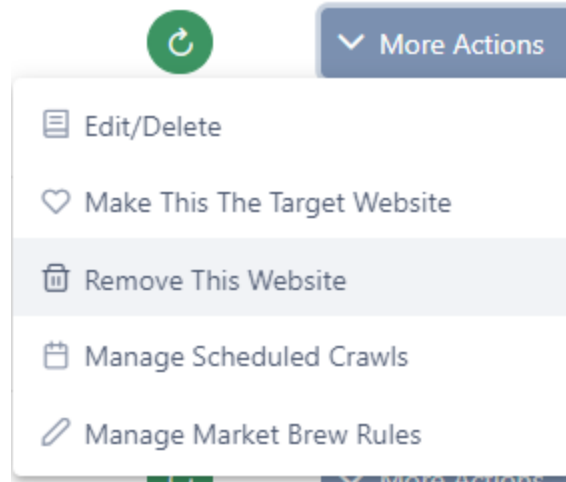
On the Ranking Blueprint Listing screen, copy the production Ranking Blueprint by clicking “COPY” and selecting the appropriate row.

2. Replace Production Site With Test Site

Next, replace the production website with the test sites for each Ranking Blueprint.

To Replace the Production Site:

1. Navigate to the Ranking Blueprint
2. On the Ranking Blueprint screen, next to the production site, click the More Actions dropdown
3. Select *Remove This Website*:



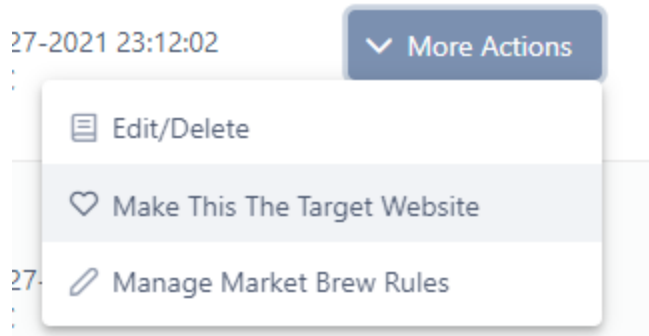
Next, add the test site's landing page (test1/landingpage.html, test2/landingpage.html, test3/landingpage.html, et al.) for the Ranking Blueprint:

Add a Website: + Add

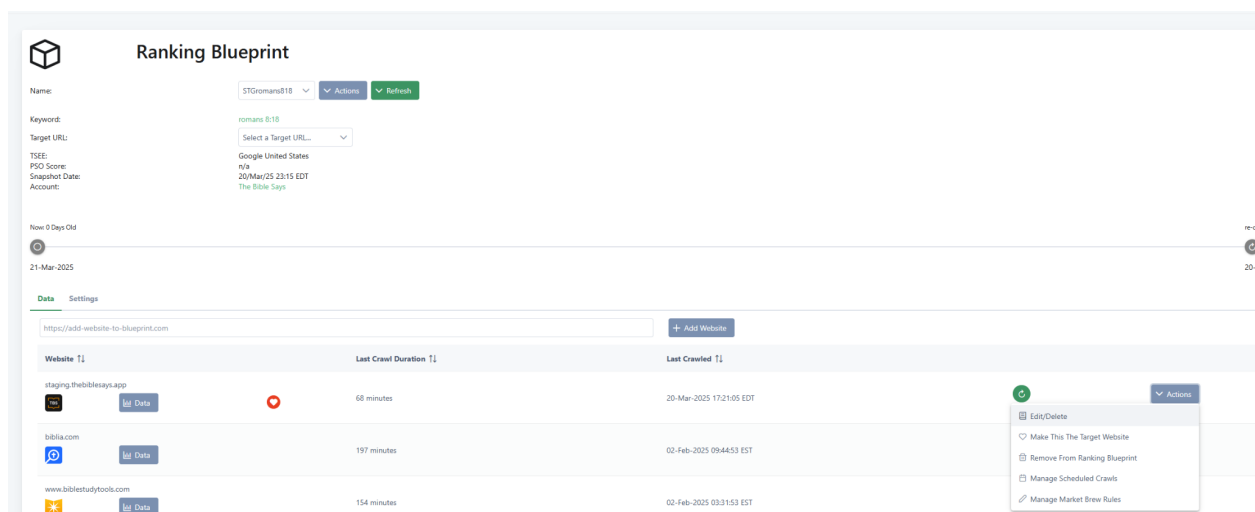
Note that the system will use the exact landing page URL that you add, so make sure you choose the correct landing page. This will be important in the next step when we add the target page to the Ranking Blueprint.

3. Make Test Site the Target Website

Once the test website has been added to the Ranking Blueprint (this may take a while if the system needs to re-crawl the site), you need to make it the default target website, so all Ranking Blueprint tasks are generated from this site's context.



Once you have removed the production site / added the testing site on the copy of the Ranking Blueprint, we now must select the correct landing page. To do this, we first select edit / delete on the testing site:



Then, on this edit settings screen, we need to add the preferred page (these are one per line):

Website Settings

Account: The Bible Says

Website: staging.thebiblesays.app

Re-Crawl Delete Website

Crawl Settings

Uncrawable? ☐

Use Proxy? ☐

Crawl Throttle: seconds

User Agent:

Hints

Preferred Webpages: Reset to defaults

You will need to consult the original Ranking Blueprint to understand which page should be referenced. It may be the same URL just with a different server host, or it may be a different URL altogether. We currently don't have an automated way of doing this.

Once you've added your Preferred Page, save your changes.

Then navigate to the Ranking Blueprint where you will select this preferred page as the "Target URL"

Target URL:

Select a Target URL...

The system does not know which landing page is the correct landing page, since it relies on rankings to determine this normally. Your test site will not be listed in the rankings, so this is a required manual step.

It is possible that after selecting the target URL, an error message occurs: “Target URL not crawled yet. Please initiate a re-crawl to crawl this URL first.”

4. Re-Calculate the Ranking Blueprint

Once the target URL has been established, select “re-calculate tasks” under the “refresh” button of the Ranking Blueprint screen, so that new tasks are generated. Note: you may be prompted to re-crawl the testing site first, which will automatically re-calculate tasks at the end of the re-crawl.



Ranking Blueprint

Name:

newyorkseo1

Actions

Refresh

Keyword:

new york seo

Keyword Location (Lat,Lng):

40.7128,-74.0060 [View Location](#)

Target URL:

<https://www.webfx.com/locations/new-york>

TSEE:

Google United States (US)

PSO Score:

5,371.75

100%

Snapshot Date:

03/Jan/24 13:05 PST

Account:

tst01

Re-Crawl All Sites

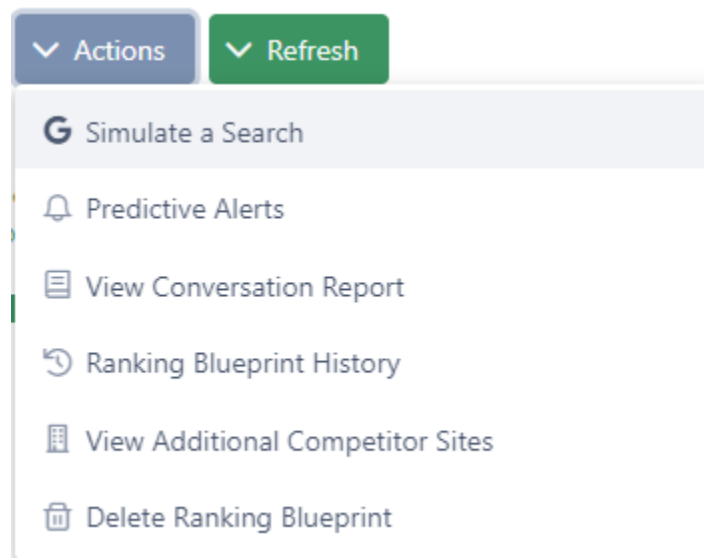
Re-Calculate Tasks

Calibrate Model

How to Compare Optimizations and Predict Rankings Changes

The goal of each test Ranking Blueprint is to compare Market Brew's proposed changes to that of the production Ranking Blueprint results. There are a number of ways to do this inside of Market Brew:

1. **Combined Search Listing Screen** – by clicking on the “Actions” dropdown on any Ranking Blueprint screen, you can select “Simulate a Search”, which will give you a chance to see the rankings distances / query scores for each result in the model.



100.00%	1.	Kentucky Personal Injury Lawyers - Co...  Kentucky Personal Injury Lawyers - Compare Top Personal Injury Attorneys in Kentucky - Justia ns https://www.justia.com/lawyers/personal-injury/kentucky Spotlight Focus: Kentucky  Net Total Link Flow: 34.36  Market Focus: personal injury lawyer  Link Flow Efficiency: " C " (65.12%) 
89.06%	2.	Kentucky Personal Injury Lawyer – Min...  Kentucky Personal Injury Lawyer – Minner Vines Moncus Injury Lawyers ns Path Free Consultation https://www.mvmlaw.com/kentucky-personal-injury-lawyer/ Spotlight Focus: personal injury  Net Total Link Flow: 0.81  Market Focus: personal injury attorney  Link Flow Efficiency: " D " (58.59%) 
78.86%	3.	Kentucky Personal Injury Lawyer Isa...  Kentucky Personal Injury Lawyer Isaacs & Isaacs WeWin.com! ns Available 24/7 - Call Now: https://wewin.com/kentucky-personal-injury-lawyer/ Spotlight Focus: personal injury  Net Total Link Flow: 2.65  Market Focus: personal injury lawyers  Link Flow Efficiency: " F " (45.74%) 

2. The [Website History Report](#) – will provide every input and output of the search engine model to compare any KPI between the test and production sites.

3. **The Rankings Reports** -- On the Ranking Blueprint screen, under the “More” dropdown, click *Ranking Blueprint History*. Each row will contain a snapshot. Download the rankings reports there.

These reports will provide query sub-scores as compared to the existing competition in the production-calibrated search engine model.



Ranking Blueprint

Name: Actions Refresh

Keyword: Simulate a Search

Keyword Location (Lat,Lng): View Location

Target URL: Predictive Alerts

TSEE: View Conversation Report

PSO Score: Ranking Blueprint History

Snapshot Date: View Additional Competitor Sites

Account: Delete Ranking Blueprint

Data Settings



Snapshot History

Ranking Blueprint:

Date



03-Jan-2024 13:05:13 PST

Note: the backlink structure of the test sites will NOT be present in the model, so comparing the overall query score, as well as domain ranks, will not be accurate. But all other scoring, including all semantic algorithms as well as the Net Total Link Flow metric (which incorporates all internal link scoring and distribution, as well as algorithmic SPAM filters) will be available for comparison.

For example, wondering how much more Link Flow Distribution the Home Page is getting now with the newly proposed linking architecture from the Link Flow Finder? Or if the semantic algorithm scores are better or worse with the newly proposed content and recommendations from Market Brew? This will reveal the answer.

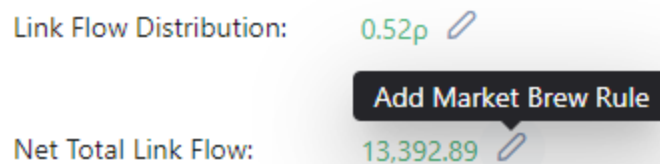
Market Brew Rules

Using the Rules Wizard

Market Brew has the ability to “set it and forget it” using a rules-based engine.

Whenever a Website is re-crawled, each Market Brew Rule that was defined for that Website is evaluated. If the rule condition is TRUE, then an email alert is sent instantly.

Market Brew makes it very easy to create rules automatically. Click on any pencil icon next to an item to create a rule with:



Then, simply follow Market Brew Rules Wizard. Select the condition, (optionally) enter a value, name the rule, and done! Market Brew Rules are fired off only after a Website has been re-crawled.

Rule Wizard

Website: <http://www.marketbrew.com/>

Step 1

Step 2

Step 1

The next time Market Brew re-crawls this Website, I want my Market Brew Rule to FIRE when:

website_netTotalLinkFlow: 483.30

Last Crawled Value as of: 11-20-2021 17:03:03 UTC

1. Choose One:

- ☐ ...is EQUAL to a value
- ☐ ...is NOT EQUAL to a value
- ☐ ...is GREATER than a value
- ☐ ...is GREATER THAN OR EQUAL to a value
- ☐ ...is LESS than a value
- ☐ ...is LESS THAN OR EQUAL to a value

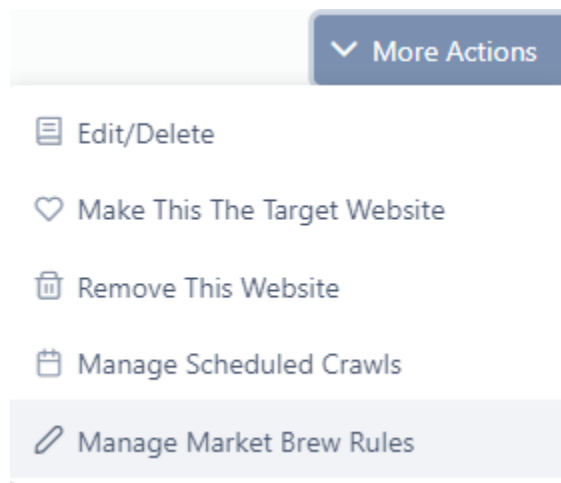
2. Enter Value:

Next →

The rule is customizable after being saved.

Manage Market Brew Rules

On the Ranking Blueprint screen, under the Data tab, click on the *More Actions dropdown*, located on the right-hand side of any Website, and select *Manage Market Brew Rules*.



The list displays the Market Brew Rules for each Webpage and also shows rules created for the Website as a whole.

Rules

+ Add Website Rule

Delete

Download XLS

Download PDF

Website Rules Listing for:

https://www.hostinger.co.uk/

Global Search

	Name ↑↓	Webpage ↑↓	Description ↑↓
☐			
☐	JAЕ LinkFlow Rule		This is a link flow rule test for a specific link

1-1 of 1 records

<< < 1 > >>

10

From here drill-down into each Webpage's rules, and manage the Scheduled Crawls directly from this view.

Click on any Market Brew Rule to enter the Edit Rule screen. In this screen, modify, delete or test different changes to the rule to see if it would fire or not.

Rule Settings

Website:	https://www.hostinger.co.uk/
Webpage:	https://www.hostinger.co.uk/
Rule Name:	JAE LinkFlow Rule Delete Rule
Rule Description:	This is a link flow rule test for a specific link
Linked Webpage:	https://www.hostinger.co.uk/cart-hosting/product/hosting-hostinge...e_hosting_products_2
Linked Anchortext:	Add to cart
Available Variables:	(Click to show description, Double-Click to paste into definition) link_anchorText link_broken link_cloaked link_dangling link_editorial link_fontFactor Variable Description:
Rule Equation:	link_linkFlow > 200
	Validate Rule Save Rule

Market Brew Rule Operators

The following standard operators can be used in a Market Brew Rule. Note, all Text should be enclosed with double quotes ("").

	Operator	Numeric	Text
--	----------	---------	------

Power	$\wedge$	✓	
Boolean Not	!	✓	
Boolean And	&&	✓	
Boolean Or		✓	
Less or Equal, More or Equal	$\leq, \geq$	✓	
Less Than, Greater Than	$<, >$	✓	
Not Equal, Equal	$!=, ==$	✓	✓
Assignment	=	✓	✓
Unary Plus, Unary Minus	+x, -x	✓	
Dot product, cross product	., ^^		
Modulus	%	✓	
Division	/	✓	
Multiplication	*	✓	
Addition, Subtraction	+, -	✓	✓ (only +)

Example Market Brew Rules

Below are some simple examples of what you can do with Market Brew Rules. Using any of the operators above, you can combine any piece of data for a Website, and come up with a new and customized alert system. The combinations are endless — only your imagination holds you back.

- Check to see whether or not a Website has any Broken Links:

```
numBrokenLinks > 0
```

- Check to see whether or not a specific Webpage has issues loading on the Web Server. You may be having issues with your Hosting Provider and want to know if the Webpage load times are sufficient enough for your user experience / SLA:

```
retrieveTimeMillis > 5000
```

- Check to see whether or not a Webpage's Market Focus is no longer "search engine optimization". This would let you know when an edit on a Webpage accidentally changes your Market Focus, thus causing your target keywords to drop in ranking:

```
marketFocus != "search engine optimization"
```

- Check to see whether or not a Link's net Link Flow Share drops below a threshold. You might want to know when a Link that you have on another Website is of no longer use:

```
(netLinkFlowPercent/100) * linkFlow < 25.75
```

Reporting

Market Brew maintains a historical “tick chart” view of every “snapshot” of a Ranking Blueprint. It therefore represents a powerful tool to regression test, debug changes, and predict future behavior on a target search engine environment (TSEE).

Market Brew Conversation

These fully-automated, deep dive analysis reports can be viewed on each calibrated Ranking Blueprint by clicking on *View Conversation* under the More dropdown:



Ranking Blueprint

Name: ▼ Actions Refresh

Keyword: new york seo
Keyword Location (Lat,Lng): 40.7128,-74.0060 View Location
Target URL: https://www.webfx.com/lo
TSEE: Google United States (US)
PSO Score: 5,371.75
Snapshot Date: 03/Jan/24 13:05 PST
Account: tst01

Data Settings

- Simulate a Search
- Predictive Alerts
- View Conversation Report**
- Ranking Blueprint History
- View Additional Competitor Sites
- Delete Ranking Blueprint

Or by viewing the Snapshot History screen:



Snapshot History

Ranking Blueprint: ▼

Date

03-Jan-2024 13:05:13 PST

Individual Conversations Are Also Available On the [Top Optimization Screen](#) for each website.

What Is In A Market Brew Conversation?

Market Brew Conversations contain the following information:

1. **Summary of Model:** An overview of what the search engine model currently represents.

Summary Of This Search Engine Model

The search engine model is currently [auto self-calibrated](#) to the target search engine environment (TSEE): **Google (AU)**.

The following sites are represented in this model:

- **www.harley-davidson.com** – Currently ranks #1 in the model, #1 on the TSEE.
- **www.harleyheaven.com.au** – Currently ranks #2 in the model, #2 on the TSEE.
- **perthhd.com.au** – Currently ranks #3 in the model, #4 on the TSEE.
- **philsgarage.com.au** – Currently ranks #4 in the model, #25 on the TSEE.
- **www.universalstore.com** – Currently ranks #5 in the model, #14 on the TSEE.

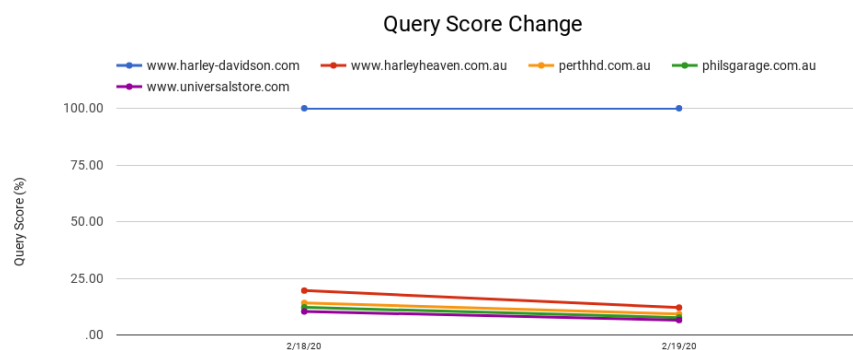
- Summary of Changes:** search result listings are compared between two snapshots. This includes both a textual and graphical query score gap comparison and analysis, as well as a boost factor comparison and analysis.

Summary of Changes

There has been an overall loosening of the search engine model results for harley davidson between rankings #1 and #5.

Current Rankings Wed Feb 19 01:36:06 EST 2020		Previous Rankings Tue Feb 18 00:28:34 EST 2020	
1. Harley-Davidson USA Official site of Harley-Davidson Motor Company. Check out cu... https://www.harley-davidson.com/us/en/index.html	Query Score: 100.00% Market Focus™: harley davidson sign Net Link Flow: 356860.56 Domain Rank: 84.00 Link Flow Efficiency: 49.26	1. Harley-Davidson USA Official site of Harley-Davidson Motor Company. Check out cu... https://www.harley-davidson.com/us/en/index.html	Query Score: 100.00% Market Focus™: harley davidson sign Net Link Flow: 364392.25 Domain Rank: 84.00 Link Flow Efficiency: 50.26
2. Harley-Heaven Harley-Davidson Motorcycles, Gear & Accessor... Harley-Heaven has a strong affinity with the Harley-Davidson... https://www.harleyheaven.com.au/	Query Score: 12.08% Market Focus™: harley davidson motorcycles Net Link Flow: 18.23 Domain Rank: 26.00 Link Flow Efficiency: 45.46	2. Harley-Heaven Harley-Davidson Motorcycles, Gear & Accessor... Harley-Heaven has a strong affinity with the Harley-Davidson... https://www.harleyheaven.com.au/	Query Score: 19.57% Market Focus™: harley davidson motorcycles Net Link Flow: 18.62 Domain Rank: 26.00 Link Flow Efficiency: 45.46
3. Perth Harley-Davidson® http://perthhd.com.au/	Query Score: 9.21% Market Focus™: perth harley davidson Net Link Flow: 0.96 Domain Rank: 17.00 Link Flow Efficiency: 18.53	3. Perth Harley-Davidson® http://perthhd.com.au/	Query Score: 14.12% Market Focus™: perth harley davidson Net Link Flow: 1.24 Domain Rank: 17.00 Link Flow Efficiency: 18.53
4. Inventory Phil's Garage Harley-Davidson® http://philsgarage.com.au/inventory	Query Score: 7.67% Market Focus™: harley davidson street Net Link Flow: 0.07 Domain Rank: 7.00 Link Flow Efficiency: 40.46	4. Harley-Davidson Street® 500 2020 Motorcycles Phil's Gara... The 2020 Street 500 lets you ride with style, featuring a bl... http://philsgarage.com.au/collection/24/range/1/model/7129/xg500-harley-davidson-stree...	Query Score: 12.17% Market Focus™: harley davidson street Net Link Flow: 0.29 Domain Rank: 7.00 Link Flow Efficiency: 41.46
5. WIN a Harley-Davidson Street® 500 Motorbike at Universal Sto... -NO DESCRIPTION- https://www.universalstore.com/win-a-harley-davidson	Query Score: 6.55% Market Focus™: win harley davidson Net Link Flow: 0.07 Domain Rank: 42.00 Link Flow Efficiency: 42.30	5. WIN a Harley-Davidson Street® 500 Motorbike at Universal Sto... -NO DESCRIPTION- https://www.universalstore.com/win-a-harley-davidson	Query Score: 10.36% Market Focus™: win harley davidson Net Link Flow: 0.07 Domain Rank: 42.00 Link Flow Efficiency: 42.30

The biggest mover downwards was: [www.harleyheaven.com.au](#). It saw a -7.49% drop in query score (from 19.57 to 12.08).



- Ranking Distance Trend Analysis:** trends in query score gap, net total link flow gap, domain rank gap, semantic score gap, and many sub-score gaps, are analyzed and then reasons are presented. This

portion is also available via email notifications. Refer to “How Do I Get Email Notifications?”

Ranking Distance Trend Analysis

↑ www.harleyheaven.com.au

<https://www.harleyheaven.com.au/> has gained some ground on the #1 ranking position (held by <https://www.harley-davidson.com/us/en/index.html>).

This is primarily due to its:

1. Market Focus Score (increased by 24.15),
2. META Title Score (increased by 41.66), and
3. META Description Score (increased by 0.94).

4. **Current Analysis:** every website's deep dive in one. Each site is analyzed to determine the biggest statistical gaps between it and the "outperformer" in the group. *Note: the outperformer is not necessarily the overall #1 ranking site. It is the webpage that scores the highest for the Boost Factor.* Each deep dive includes an analysis of every area of the SEO spectrum: off-page, on-page, and everything in between. Insightful graphical presentations illustrate exactly why the outperformer is doing so well in comparison to the target site.

#2. www.harleyheaven.com.au HH

Position Report

Ranking Position #2 in the model continues to be occupied by www.harleyheaven.com.au (the actual landing page: <https://www.harleyheaven.com.au/>).

Outperforming In...

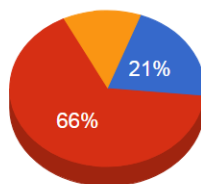
Unfortunately, there are NO areas in which this site is currently outperforming in the model.

Where They Should Focus...

The simulation revealed that this page can improve in ranking for the query "harley davidson" by focusing 21.00% on the **Semantic Score**, 66.00% on the **Link Flow Boost**, and 13.00% on the **Domain Ranking Boost**.

Query Score Potential:

- Semantic Focus
- Link Flow Focus
- Domain Rank Focus



5. **Biggest Weaknesses:** each site is compared to the outperformer in the group, and the biggest weaknesses are investigated one by one. The system drills down into each area, illustrating why the site is underperforming and offers actionable optimizations to implement to close the gap on the outperformer in the group.

Details on Biggest Weaknesses...

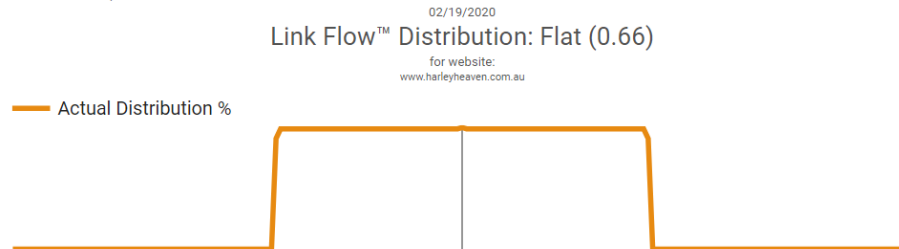
The biggest weakness is its Link Flow Score, off 39,123.74 from the outperformer (<https://www.harley-davidson.com/us/en/index.html> has a Link Flow Score of 53,775.56).

The Link Flow Score is based on the Net Total Link Flow value for each page.

Net Link Flow can be improved in these three ways:

1. Improve Gross Total Link Flow via internal linking,
2. Improve Gross Total Link Flow via external linking, and
3. Improve the efficiency of Gross Total Link Flow, thus resulting in a higher Net Total Link Flow (through eliminating the modeled algorithmic SPAM penalties).

To improve via the internal linking, let's look at this site's **Link Flow Distribution**. This will let you know where the ranking power goes once it arrives to the site (in the form of external backlinks):



Using Trend Analysis To Detect Important Changes:

Market Brew provides modeling features that track and characterize each algorithmic update.

View Boost Factor Trends When The TSEE Changes Algorithm Settings

The Boost Factors, which are the bias/weight settings on each main part of the search engine model, are often updated by the TSEE. Market Brew will detect this, and if any Boost Factors were re-calibrated, check and see exactly what settings changed between the current and previous snapshot:

Boost Factors Changed...

The bias/weight settings (called "Boost Factors") of this search engine model have changed in model was the META Title (it saw an increase of 225.00% in weighting), followed by the URL Pa an increase of 100% in weighting), URL Host (it saw an increase of 16.00% in weighting), and fil The biggest factor decrease in the model was the HTML (it saw a decrease of -57.00% in weigh decrease of -56.00% in weighting).

Let's talk about each Boost Factor briefly. First, all of these values are **weighted multipliers** aga Description Boost Factor that is higher than a META Title Boost Factor does not mean it is mor Description setting is being boosted from its standard setting more than the META Title.

META Title Boost Factor

The Market Brew search engine model uses the power of the Lucene Query Parser, under the A rendering) using its scoring methodology. During the most recent calibration, the influence of this search engine's neural network (that is adjusting itself to match the feedback from both their s part of the search engine model more important. Any landing page that was doing well with the

[View Boost Factors For Any Previous Snapshot](#)

The Boost Factors can also be viewed by clicking on the dropdown arrow on the Snapshot History screen:



Snapshot History

Download XLS

Download PDF

Ranking Blueprint:

newyorkseo1

Global Search

Date

PSO Score ↑↓

Explanation ↑↓

03-Jan-2024 13:05:13 PST

5,371.75

re-calc initiated on ranking blueprint setup (tst 01)

Correlation Keyword:

new york seo

TSEE:

Google United States (US)

Websites:

Website ↑↓

Boost Factors:

Name ↑↓	Value ↑↓
% "Advertorial"	30.84
Cumulative Layout Shift	100.00
Domain 75th% Cumulative Layout Shift	34.86
Domain 75th% First Input Delay	48.33
Domain 75th% Largest Contentful Paint	84.02
Domain Rank	84.84
Duplicate Content	54.99
Expertise Factor	40.79
First Input Delay	26.94
HTML	22.49
Inbound Link Neighborhood	87.80

Use Case Example: Ticketmaster Discovers a New Bias

1. The SEO team at Ticketmaster has been modeling “boxing tickets” in an important Ranking Blueprint. This model has been stable for quite a while. Last evening, something changed on the target search engine’s results. Ticketmaster’s site dropped in ranking, but Market Brew’s models do not yet reflect this.
2. They quickly re-calibrate their Ranking Blueprints.
3. The Market Brew Ranking Blueprint is recalibrated and the Boost Factors are recorded.
4. The SEO team at Ticketmaster quickly reviews the Boost Factors from before, and sees that the target search engine has updated its bias/weights. There is more Boost Factor on META Title and the Market Focus (semantic) algorithm, and less Boost Factor on Domain Rank.
5. They immediately compare the Market Brew modeled semantic algorithms between their landing page and the outperformer in that model. They remove any existing statistical gap in scores, and verify with a re-crawl in Market Brew to confirm the jump in score and regaining of rank.

Use Case Example: Ticketmaster Discovers a Bias Trend

1. The SEO team at Ticketmaster discovers a similar change in Boost Factors on a number of other similar Ranking Blueprints that they have setup in Market Brew: there is more Boost Factor on META Title and the Market Focus (semantic) algorithm, and less Boost Factor on Domain Rank.
2. They present these trends at their next quarterly meeting with the VPs. Budget is correctly redirected from building backlinks (promoting better Domain Rank) to better content writers (promoting better semantic algorithm scores).
3. The team has fixed not only one specific landing page, but all other landing pages that are related to this target search engine's algorithmic shift.

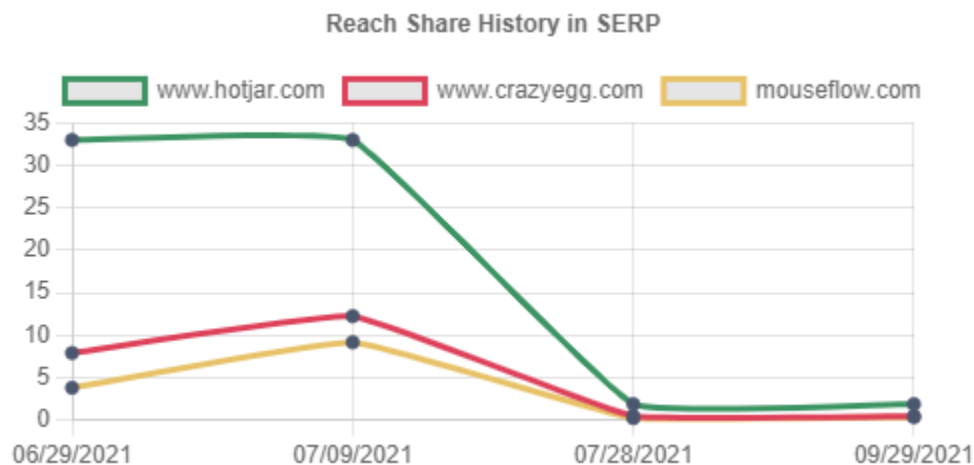
When Does a Market Brew Conversation Get Generated?

After Market Brew has completed crawling a Ranking Blueprint, the first Market Brew Conversation will be generated. This Conversation Report will not include any trend analysis as there are no historic snapshots to compare to.

After the initial crawl, Market Brew Conversations are re-generated for calibrated Ranking Blueprints, showing trend data.

Reach Share Reports

Once a Ranking Blueprint has been calculated, each Website will receive a specific amount of reach estimate from the total possible reach estimate:



Click on the TSEE ranking to reveal a tick chart of past Reach Shares for that website:

Website ↑↓	TSEE Ranking
  www.webfx.com	9
  www.marketbrew.com	22
  www.convinceandconvert.com	21

Add additional websites to compare:

Reach Share Rankings



View the movement in rankings at a more granular level by clicking through to see the types of keywords that are being ranked.

Reach Share Rankings for: balisong					Global Search
Date ↑↓	Rank ↑↓	Website ↑↓	Reach Share ↑↓	Reach ↑↓	
01-18-2022 23:23:50 EST	1	www.bladehq.com	7.90% (0.00)	7,150 (0)	>
01-18-2022 23:23:50 EST	2	www.grindworx.com	3.00% (↓-3.10)	2,715 (↓-2,806)	▼

#1 Ranks: 0

Keyword Reports

Market Brew also keeps historical data on the traffic-producing keywords to model the Ranking Blueprint with. On the Ranking Blueprint Keywords screen, click on *View Keyword Rankings* to reveal the historical rankings:

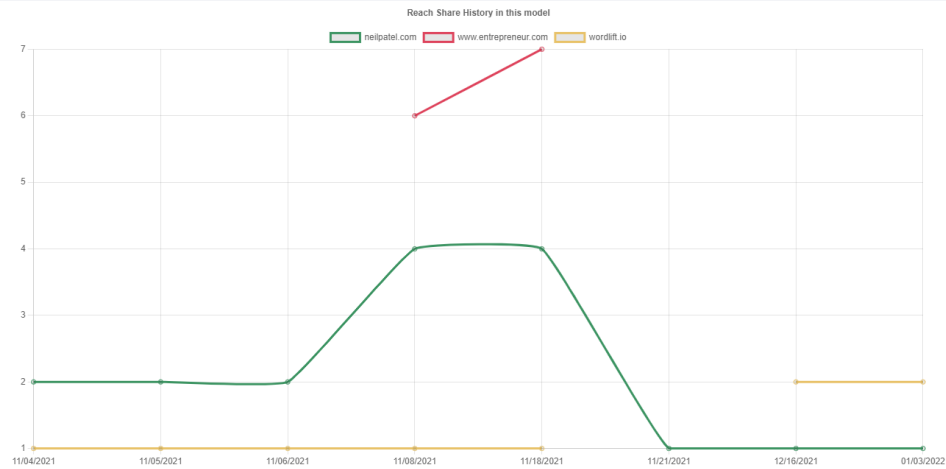
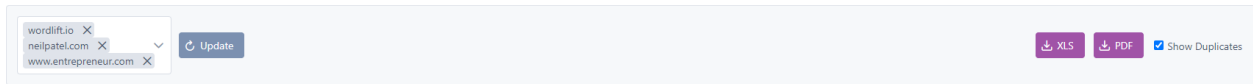
Analysis Group Keywords

+ Add Investigate Delete			XLS PDF	
Keyword Listing for: wordpresshosting			Global Search	
☐	Keyword ↑↕ ②	Reach Estimate ↓↕ ①	CTR % ↑↓	
☐				
☐	wordpress hosting	3,600	default	

1-1 of 1 records << < **1** > >>

A tick chart for all websites is included within the Ranking Blueprint:

Keyword Rankings



Website History Reports

On the Website Dashboard and under the Website's Data dropdown on each Ranking Blueprint screen, the ability to download every input and output data point that the Market Brew system has ever recorded is available.

The screenshot displays the Market Brew interface. At the top, a 'Data' dropdown menu is open, showing options: 'Top Optimization', 'Top Anchor Text', 'Link Flow Distribution', 'Website Dashboard', 'Website History (XLS)', and 'Website Reports (XLS)'. Below this, the 'Website Reports' section is active, showing a table with two rows of reports. The first row is 'CATALOG-WEBSITE-REPORTS' and the second is 'CATALOG-WEBSITE-HISTORY', both dated '12-28-2021 02:27:47 UTC'. Below the table, there is an 'Archived' section with a 'No records found.' message.

findnewai.com

Data

- Top Optimization
- Top Anchor Text
- Link Flow Distribution
- Website Dashboard
- Website History (XLS)
- Website Reports (XLS)

Link Analysis Content Analysis Website Reports

Report Type ↑↓	Date ↑↓
CATALOG-WEBSITE-REPORTS	12-28-2021 02:27:47 UTC
CATALOG-WEBSITE-HISTORY	12-28-2021 02:27:47 UTC

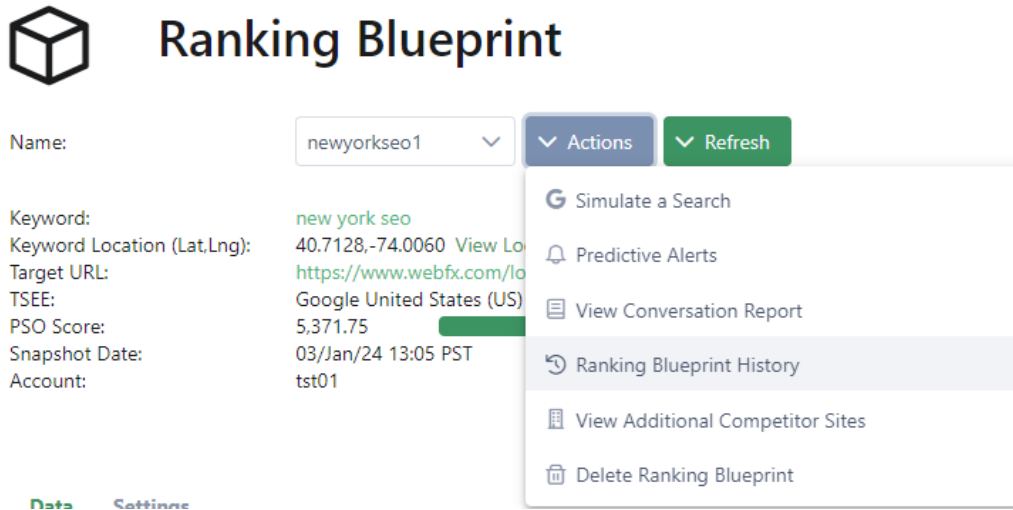
Archived

Report Type ↑↓	Date ↑↓
No records found.	

The CATALOG-WEBSITE-HISTORY report contains both website and webpage metrics that help identify any issue noticed by the search engine model.

Ranking Reports

In the Ranking Blueprint screen, under Actions dropdown, click *Ranking Blueprint History*:



Click the Rankings Report button to view the rankings data:



The (Duplicates) Rankings are not filtered. That is, they can contain many pages per website in each modeled search result.

(Note: only one snapshot per 24 hour period is stored in Market Brew. Therefore, if you'd like to compare snapshots in the same 24 hour period, you should download these before you initiate any new re-crawls or re-calculations of the Ranking Blueprint.)

Core Web Vitals

Market Brew is releasing [Core Web Vitals](#) as additional ranking signals to track and is anticipating these may become boost factors, once [Google is actively using these for ranking signals](#).

These values are captured by Market Brew's JavaScript parsing engine, using Google's own CrUX API, and will show up on all Webpage Scoresheets and Website Dashboards under Content Analysis / Content Overview tab (when available). Create a Market Brew Rule in the rules engine to trigger whenever these values are out of spec.

Google's primary set of Web Vitals (Core Web Vitals) focuses on three aspects of the user experience—loading, interactivity, and visual stability—and includes the following metrics (and their respective thresholds):

Link Analysis	Content Analysis	Website Reports
Content Overview	Classification	Robots.txt
Link Flow Efficiency:	72.00% (C)	
No. of HTML Webpages:	503	
Avg. Response Time of Webpages:	511 ms	
Largest Contentful Paint:	1,603.65 ms	
First Input Delay:	3.40 ms	
Interaction To Next Paint:	67.80 ms	
Cumulative Layout Shift:	0.04	

- [Largest Contentful Paint \(LCP\)](#): measures loading performance. To provide a good user experience, LCP should occur within 2.5 seconds of when the page first starts loading.



A good LCP value is 2.5 seconds or less.

- [Interaction To Next Paint \(INP\)](#): INP assesses responsiveness. INP observes the latency of all click, tap, and keyboard interactions with a page throughout its lifespan, and reports the longest duration, ignoring outliers. A low INP means the page is consistently able to respond quickly to the vast majority of user interactions.



Good INP values are 200 ms or less. Poor values are greater than 500 ms.

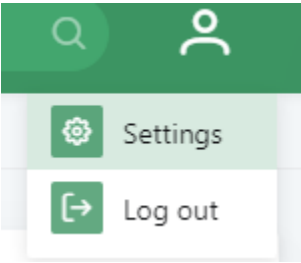
- [Cumulative Layout Shift \(CLS\)](#): measures visual stability. To provide a good user experience, pages should maintain a CLS of less than 0.1.



Good CLS values are 0.1 or less. Poor values are greater than 0.25.

Email Notifications

To manage email notifications for an account, click *Edit Settings*:



Navigate to the *Email Notifications Settings* tab:

Account Settings

Email Notification Settings

Invoices

Update Account Settings

Disabled Notifications

>

>>

<

<<

Enabled Notifications

Blueprint Conversations

Blueprint Calibrations

Website Crawls

Blueprint Predictive Alerts

Similar Words Alerts

Troubleshooting

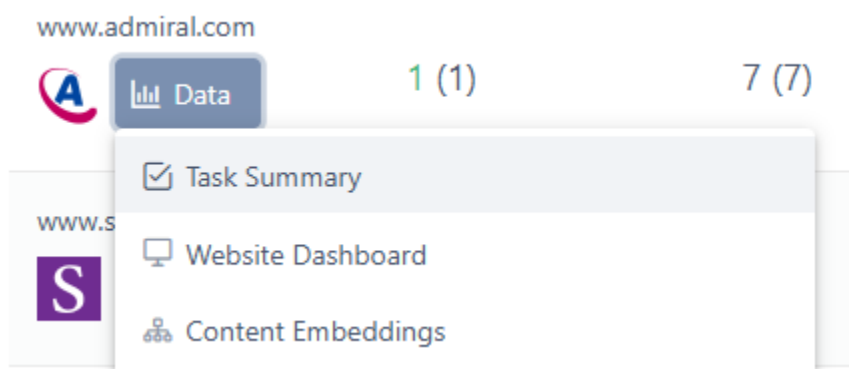
The Ranking Blueprint has a low PSO score / didn't setup correctly

On the Ranking Blueprint Listing and Mission Plan screens, you'll find the Particle Swarm Optimization (PSO) Score. PSO scores generally should be in the 1,000+ range for good calibration, and they indicate the closeness of the model results vs. that of the Target Search Engine Environment (TSEE) results.

TSEE: Google United States (US)
PSO Score: 1,707.91  34%

Ranking Blueprints that are below this indicate that there are issues with either the ordering of the sites in the model, or the model may have chosen an alternative top page from the site. (Note: Ranking Blueprints that fail a minimum threshold will automatically be terminated and a credit will be issued to the user for any crawls / credits encountered).

There are a few things you can still do with Ranking Blueprints that are partially calibrated to still get good guidance for your target page. First, select the Task Summary screen under your target site.



On the Task Summary, select your target page that you'd like to generate guidance for. This would be a great solution for Ranking Blueprints that have the subdomains in the right order, but the target page was not the one in the TSEE.

Task Summary

Optimization Score:

0.00

Query Score:

1

Query:

holiday insurance

Target Webpage:

(100.0) https://www.admiral.com/travel-insurance

(100.0) https://www.admiral.com/travel-insurance

(44.15) https://www.admiral.com/home-insurance

(41.29) https://www.admiral.com/travel-insurance/annual-travel-insurance.php

(35.5) https://www.admiral.com/travel-insurance/cruise-insurance.php

(35.39) https://www.admiral.com/travel-insurance/single-trip-insurance.php

(33.9) https://www.admiral.com/car-insurance/temporary-car-insurance

Outperforming

This landing page is currently t

1. Total Semantic Score (55

The same workaround is found on the Task Listing screen by clicking the “Show All Pages” checkbox at the top right.

XLS

PDF

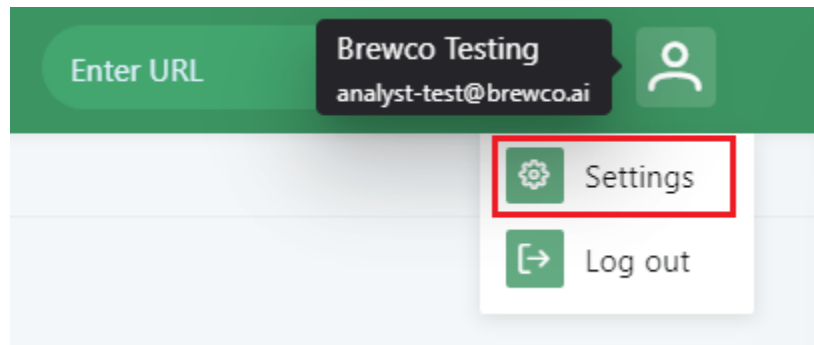
☐ Show All Pages

Global Search

This will display all of the tasks generated for any URLs that were within the top 500 results in the unfiltered (multiple pages per site) results.

Crew Settings

Navigate to the Account Settings screen by clicking the profile icon on the top right of the screen, and click on the *Settings* button.



Change Your Password

Account Settings

--- Login Info ---

Email (*):	analyst-test@brewco.ai
Password:	
Confirm Password:	

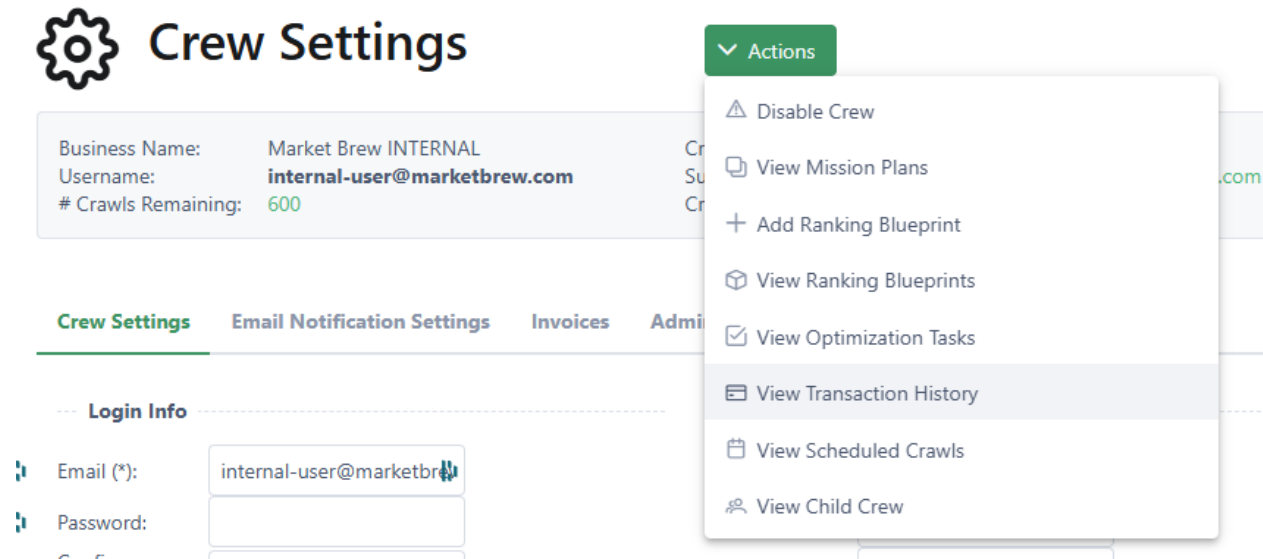
To change your password:

1. Navigate to Account Settings by clicking the cog icon
2. Under Login Info, enter a new password in the Password Tab
3. Enter the password again in the Confirm Password Tab, to confirm the password

View Transactions

To view your Transaction History in the Customer Settings screen:

1. Click on the Actions dropdown.
2. Click *View Transaction History*:

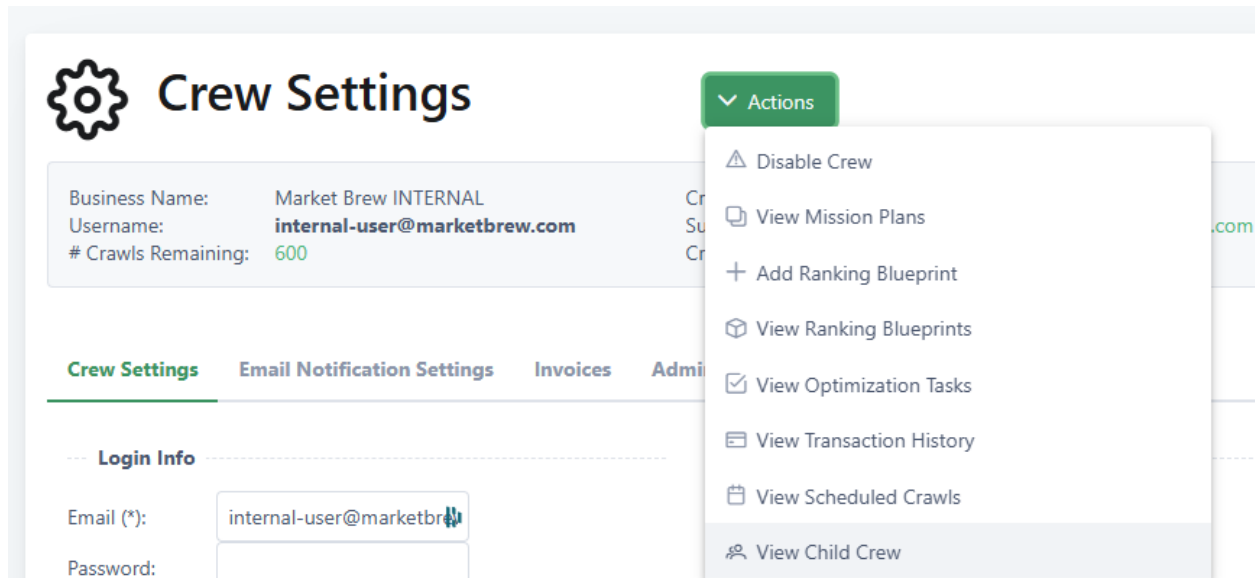


On this screen, select and view the various transactions that have occurred.

View and Manage your Child Crew Information

View Child Crew

Within a Parent account, access Child Crew Information by using the Actions dropdown; click *View Child Crew*.



Create A Child Crew

Child Crew

 Add Child Crew

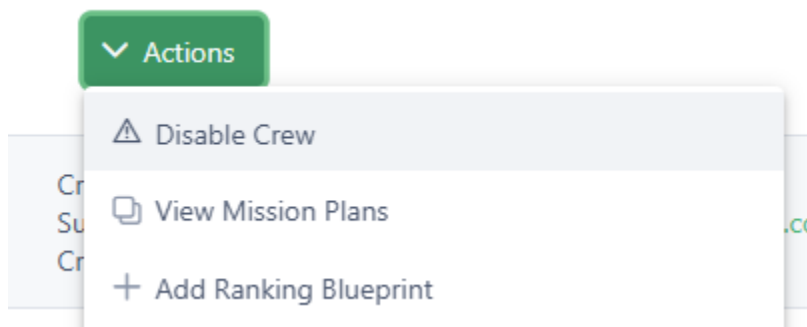
Crew: **Market Brew INTERNAL**

To Create a Child Crew:

1. Click on the View Child Crew screen

2. Click *Add Child Crew button*.
3. Register the account by adding the desired person's First and Last name, email address, and selecting the Ranking Blueprints the Child Crew account will have access to.

Disabling a Crew

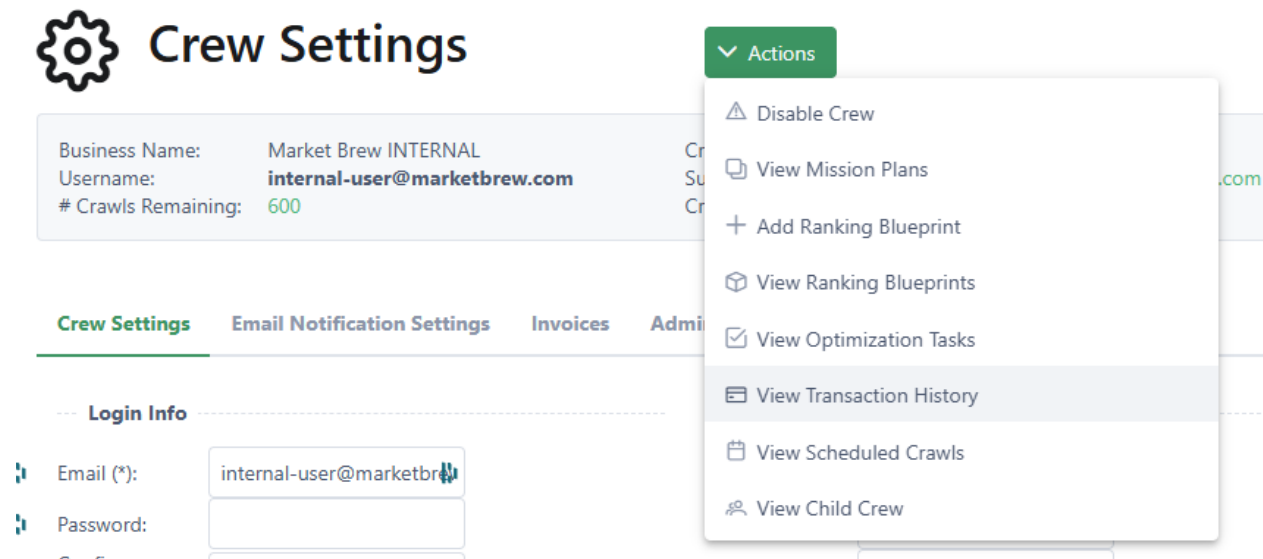


To Disable a Child Account:

1. Navigate to the Child Accounts screen
2. Click on a Crew.
3. Click on the Actions dropdown.
4. Click on *Disable Crew*.

Once that Crew is disabled, it will no longer be able to login.

View Crew Transactions



The screenshot displays the 'Crew Settings' page. At the top left is a gear icon followed by the title 'Crew Settings'. Below this, a summary box shows: 'Business Name: Market Brew INTERNAL', 'Username: internal-user@marketbrew.com', and '# Crawls Remaining: 600'. A horizontal navigation bar contains 'Crew Settings' (highlighted), 'Email Notification Settings', 'Invoices', and 'Admin'. Below the navigation bar is a 'Login Info' section with fields for 'Email (*)' (containing 'internal-user@marketbr') and 'Password'. On the right side, an 'Actions' dropdown menu is open, listing several options: 'Disable Crew', 'View Mission Plans', 'Add Ranking Blueprint', 'View Ranking Blueprints', 'View Optimization Tasks', 'View Transaction History' (which is highlighted), 'View Scheduled Crawls', and 'View Child Crew'.

To view transactions by Crew:

1. Navigate to the Crew Settings screen.
2. Click the Actions dropdown
3. Click on *View Transaction History*.

Authorizing a Crew

Child Crew are authorized to view data via the Mission Plans.

1. Navigate to the desired Mission Plan.
2. Click on the Settings Tab.
3. Add / Remove Crew to Crew Members dropdown.

Mission Directors can edit the settings, Crew Members can only view the Mission Plan and its Ranking Blueprints.



Mission Plan

Name: afastores
Description: Auto created while adding AG: mattress

OPEN OPTIMIZATION TASKS

64

0 completed so far

Data

Settings

Name: afastores

Description: Auto created while adding AG: mattress

Mission Directors: Internal User (internal-user@marketbrew.com) X

Crew Members: Internal User (internal-user@marketbrew.com) X
ThreeTech DEMO Account (demo@threetech.com) X

Ranking Blueprints: coffeetable X kitchenisland X mattress X

Save

Delete Mission Plan

Delete Mission Plan and ALL Ranking Blueprints

Manage Child Crew Email Notifications



Ranking Blueprint

Name:

newyorkseo1

Actions

Refresh

Keyword:

new york seo

Keyword Location (Lat,Lng):

40.7128,-74.0060 [View Location](#)

Target URL:

<https://www.webfx.com/>

TSEE:

Google United States (US)

PSO Score:

5,371.75

Snapshot Date:

03/Jan/24 16:05 EST

Account:

tst01

- Simulate a Search
- Predictive Alerts
- View Conversation Report
- Ranking Blueprint History
- View Additional Competitor Sites
- Delete Ranking Blueprint

Data

Settings

To manage the Email notifications of a Child Crew:

1. Navigate to the selected Ranking Blueprint screen
2. Click the *Alert History* dropdown.
3. Select Alert History
4. Select which Crew will receive email alerts

Alert History

Selected Users:

Per AG Tester (test-ag-account@brewco.ai) X
Per AG Tester Child (test-ag-account-child@brewco.ai)

Update