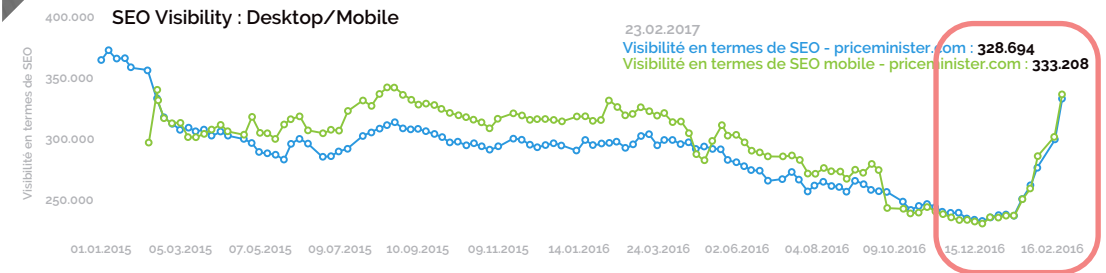
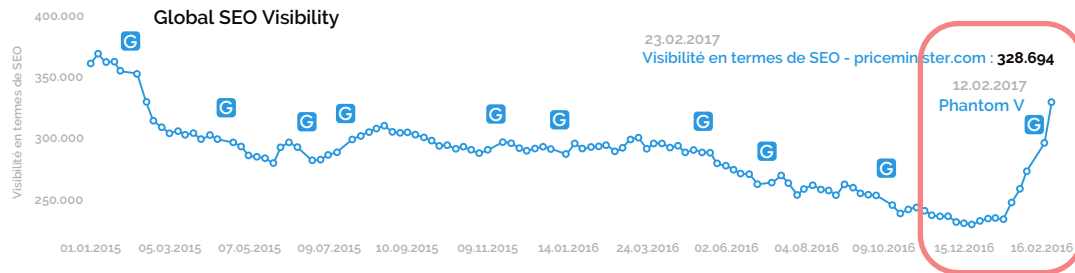


PRICEMINISTER'S search visibility increased rapidly by **41%** within **2 months** and **43.5%** within **3 months**



“Authoritas is a great tool for sourcing prospective business keywords, developing our visibility and evaluating our pages. The results speak for themselves!”

Cécile Beroni
SEO Manager, PriceMinister Rakuten



Third-Party Data	05.02.2015	16.12.2016	23.02.2017	16.03.2017
Search Visibility Score	355,000	233,116	328,694	334,542
% Change to previous period		(34.33%)	+41.00%	+43.50%

The Situation

PriceMinister competes with the biggest names in the eCommerce marketplace in France including Amazon, Darty, LaRedoute, and eBay etc, and over the past two years they experienced a 34.3% decline in Organic Search Visibility. Given the enormity of its product range (over 200 million products) and the need for keyword research and opportunity analysis at scale, PriceMinister started looking for big data-driven technology solutions that could help it focus on the right opportunities.

The Challenge

PriceMinister needs to stem the two year decline in organic search visibility and quickly recover it by automating the majority of its market, competitive and keyword research.

The Solution

PriceMinister commissioned Authoritas to provide a customised feed of data from its Big Data science-driven SEO and content marketing platform. Their SEO and Data Science team then mashed up Authoritas' data with its own internal data and created a process to programmatically create new product landing pages based on user intent by combining the right combination of products and content into the 'perfect' page. The solution went live in mid-December 2016.



- ▶ Advanced graph database technology – capable of understanding connections between ranking keywords and pages and the relevance of SERP content.
- ▶ 16m commercial keywords and search volumes.
- ▶ Parsed and extracted SERPs results for each keyword.
- ▶ 500mn rows of data, 970mn graph relationships per week.
- ▶ Clustered using graph community detection algorithms.
- ▶ 400,000 client URLs scored and prioritised based on traffic potential and competitive strength.
- ▶ Provided via data feed to PriceMinister.
- ▶ Supply of >900K ranking keywords and >3.2 million opportunity keywords.



- ▶ PriceMinister's Data Science team created algorithms to evaluate each opportunity keyword to determine 'Commercial Intent'.
- ▶ Clusters of 'Opportunity keywords' with high relevance, traffic potential, commercial intent scores and relative competitive strength were matched to PriceMinister's products.
- ▶ They then developed an automated solution to create new pages based on these recommendations as well as a predictive model of how Google would crawl its website and it used this to surface links to new content at the right time before each Google crawl.

Analysing SERP data in a new way for fresh insights

Authoritas built a Web Graph for PriceMinister by plotting every ranking page (including competitors) and every ranking keyword from Google's SERPs for 16 million keywords (~970m connections p/week).

State-of-the-art graph database technology and community detection algorithms processed the inter-connections and relationships between millions of keywords and pages in the Web Graph to define a relevant market of over 4mn keywords.

More Results

Authoritas Data	Dec '16	Feb '17	VAR
#Ranking Keywords	914,251	965,069	+50,818
#Ranking Pages	352,718	412,112	+59,394
#Backlinks	2,073,124	2,123,410	+50,286
#Linking Root Domains	12,663	12,280	(383)
Trust Flow	30	32	+2
Citation Flow	44	45	+1