

— Supercharge SEO with AI & Matomo: Automate Content Scoring and Fix GA4 Traffic Gaps

NGO Freelancer in SEA, SEO, CRO and Web Analytics

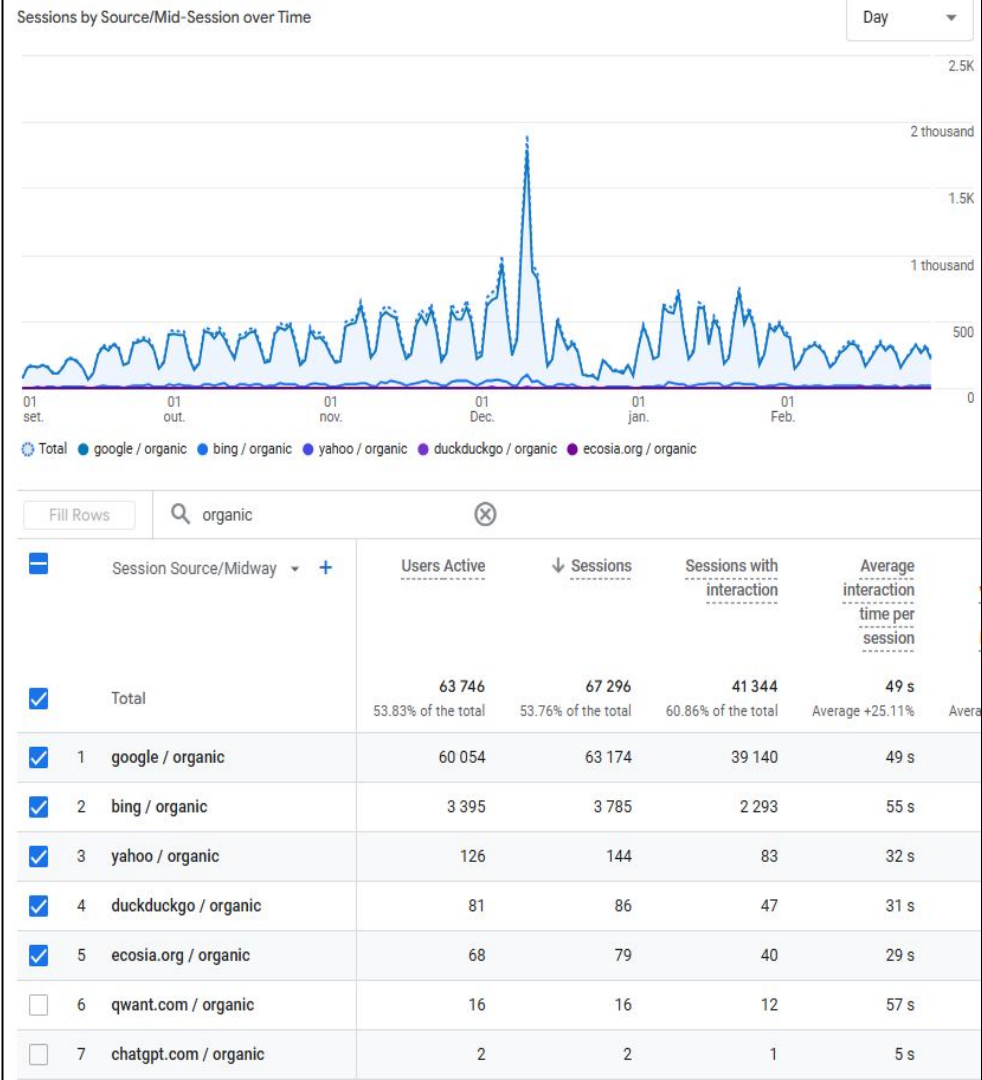
- +10000 hours in Digital Marketing
- Podcasts Marketing por Idiotas
www.diogo.in/podcast/
- Volunteer fo UN and ZERO



Fix GA4 traffic gap

The problem

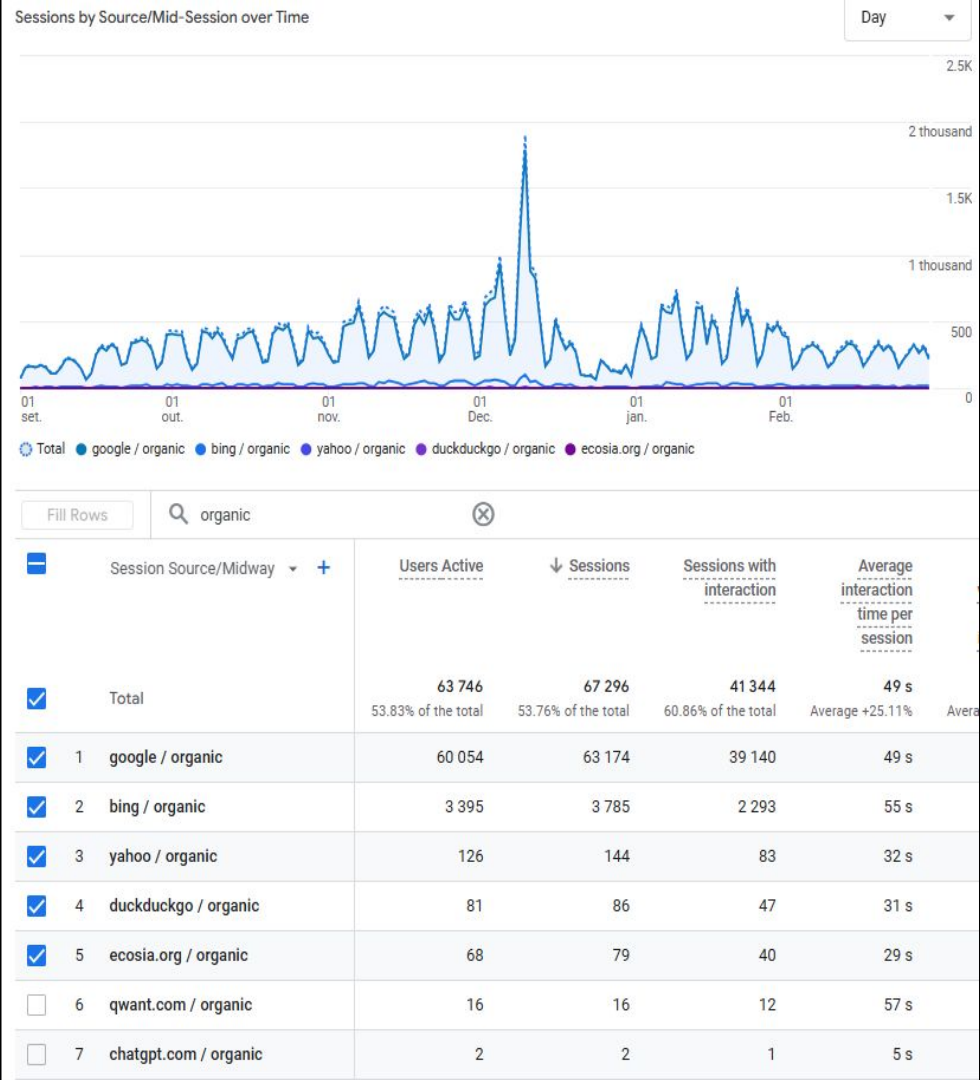
How do we track the success of our actions in SEO?



The problem

How do we track the success of our actions in SEO?

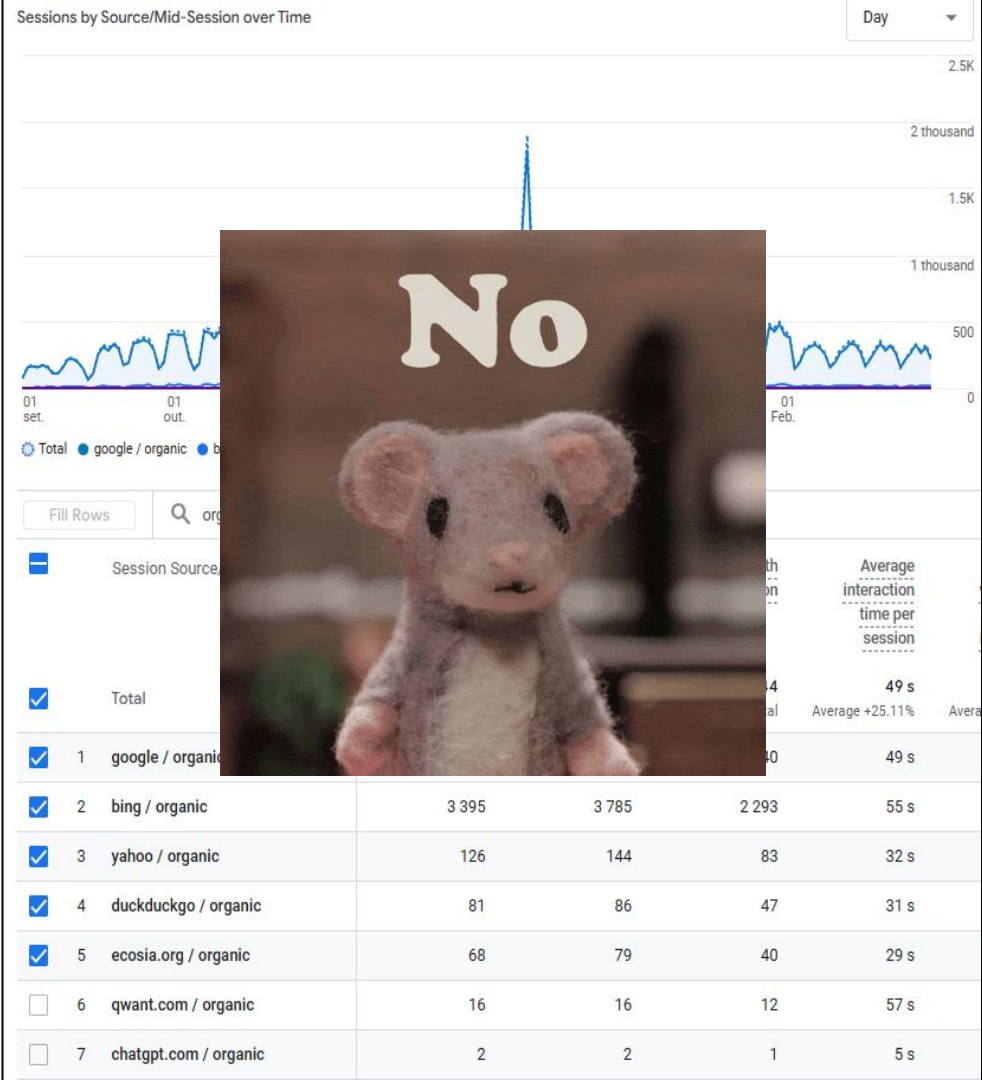
Are you measuring all users from organic sources?



The problem

How do we track the success of our actions in SEO?

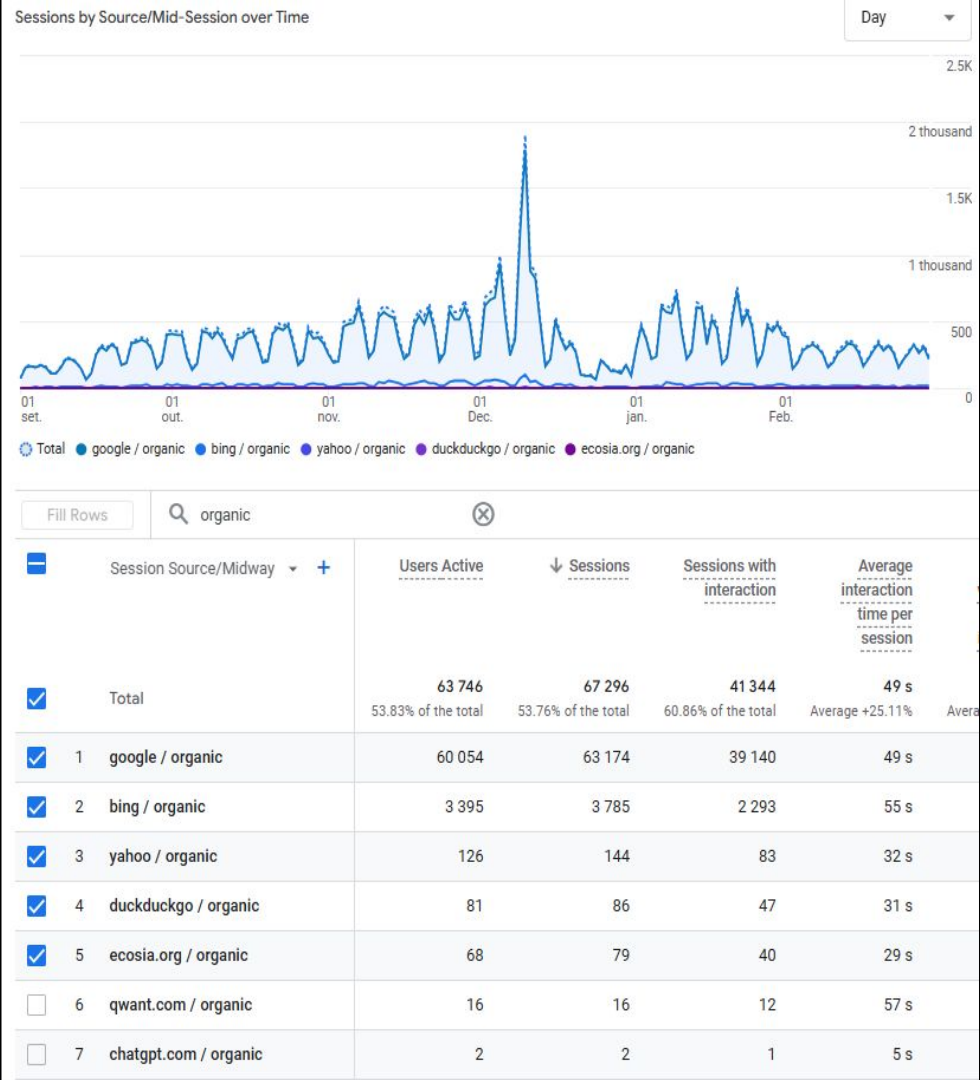
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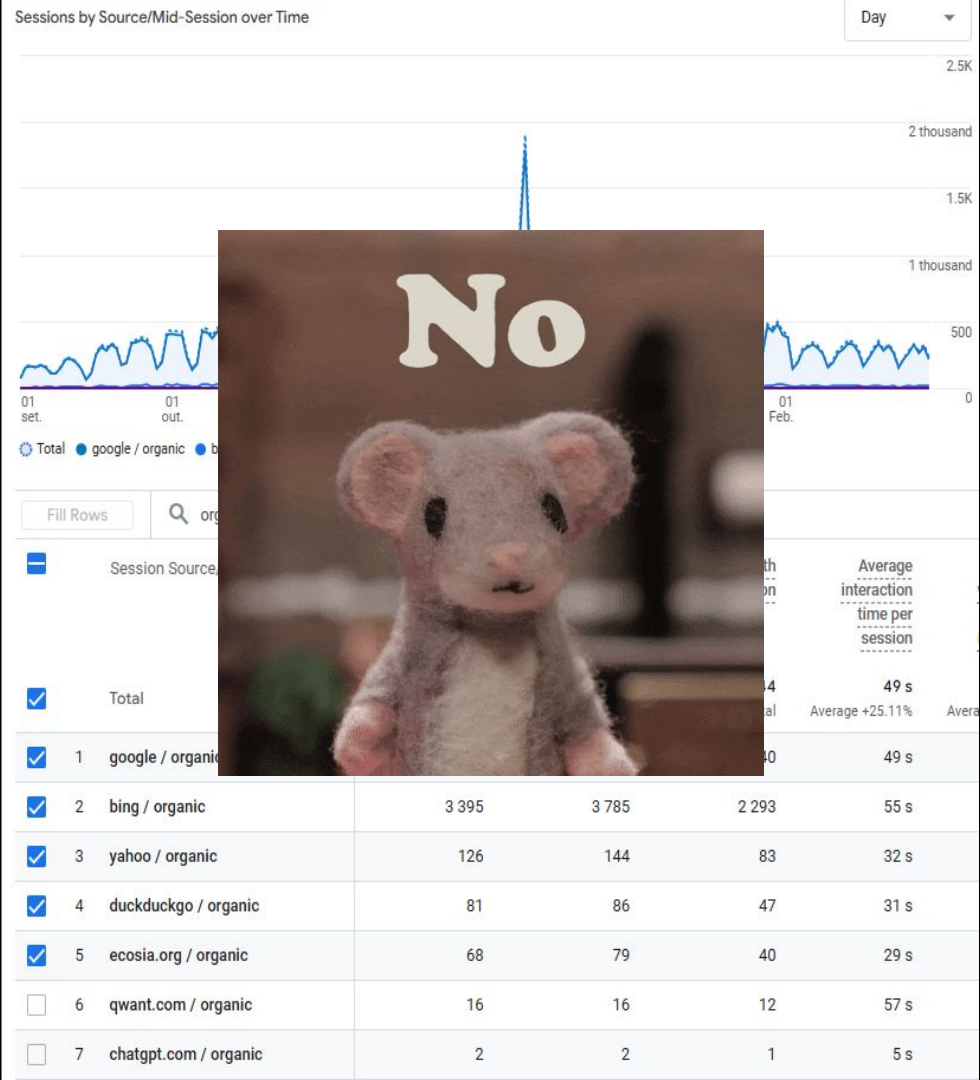
Are you measuring all the conversions?

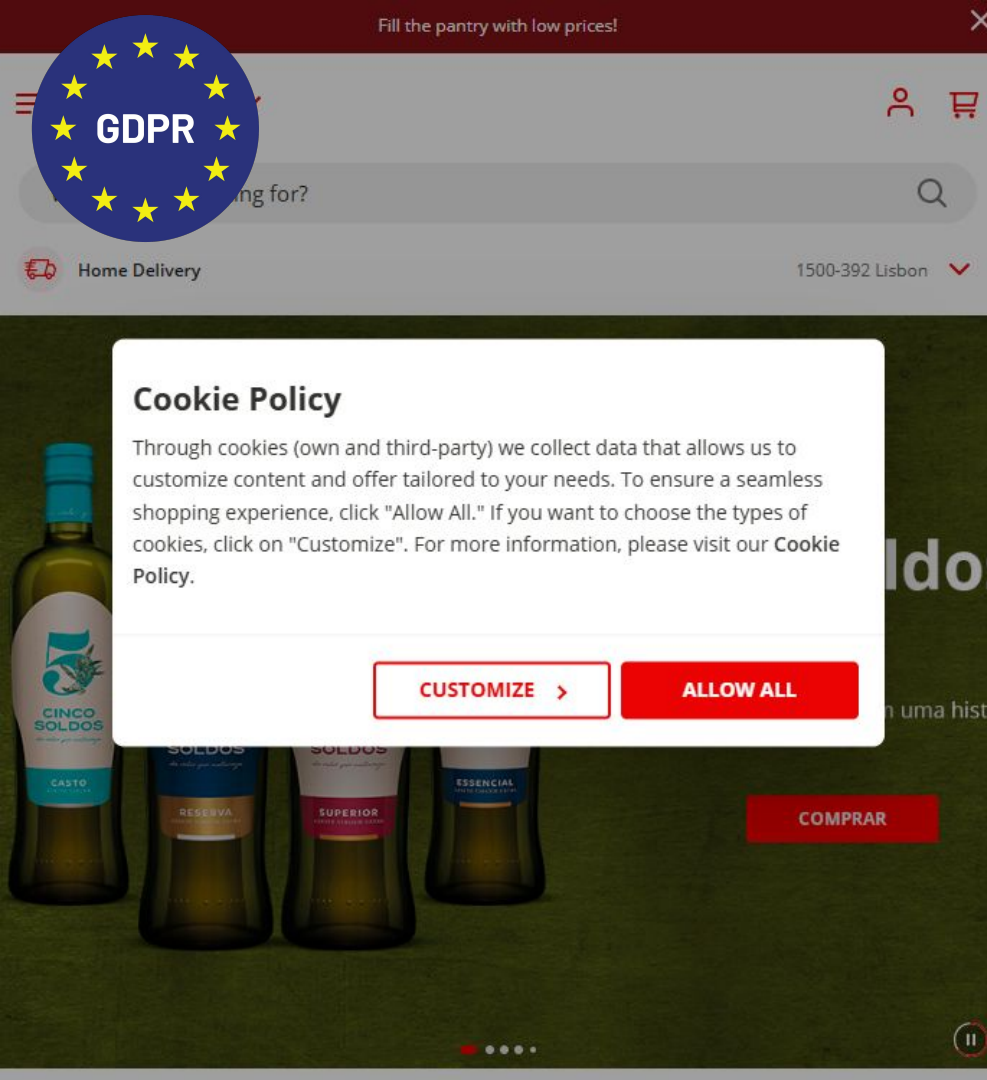


The problem

How do we track the success of our actions in SEO?

Are you measuring all the conversions?





The problem

Users that don't accept tracking

Fill the pantry with low prices!

GDPR

Cookie Policy

Through cookies (own and third-party) we collect data that allows us to customize content and offer tailored to your needs. To ensure a seamless shopping experience, click "Allow All." If you want to choose the types of cookies, click on "Customize". For more information, please visit our [Cookie Policy](#).

CUSTOMIZE >

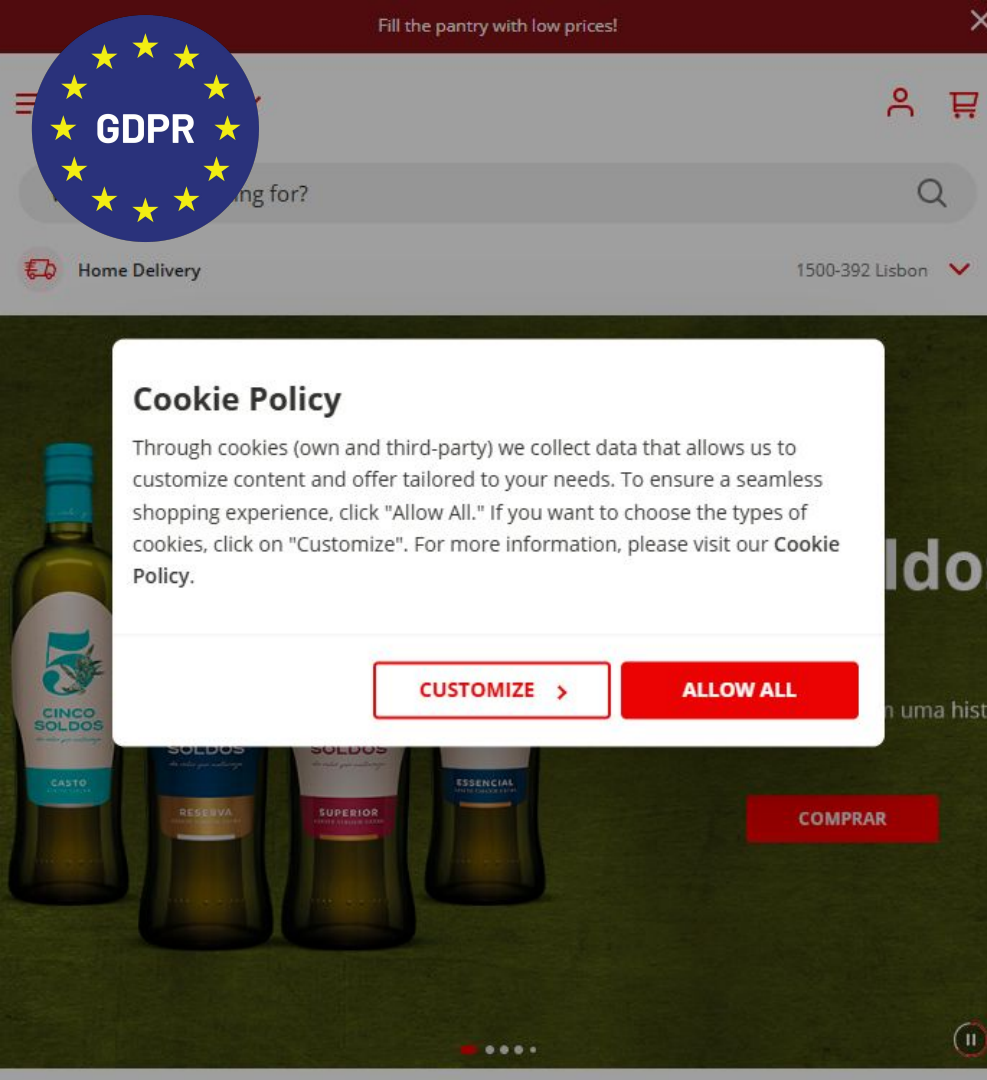
ALLOW ALL

COMPRAR

The problem

Users that don't accept tracking

If they don't accept you shouldn't track with GA4



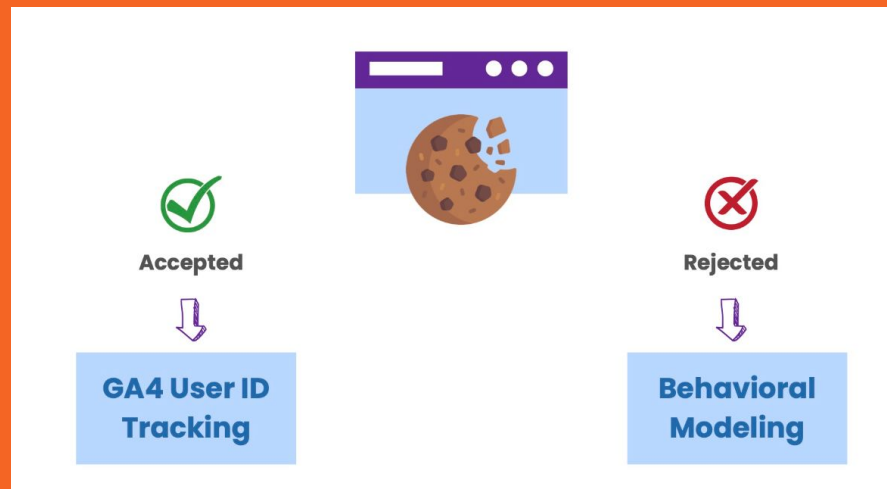
The problem

Users that don't accept tracking



The problem

Consent mode doesn't solve it.



The problem

Consent mode doesn't solve it.

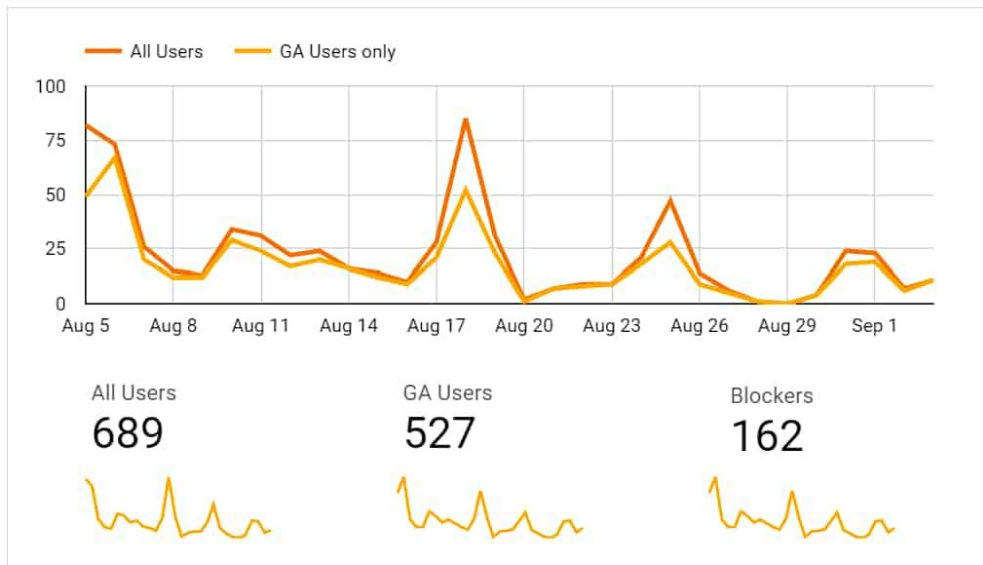
[\[GA4\] Behavioral modeling for consent mode - Analytics Help](#)

[GA4] Behavioral modeling for consent mode

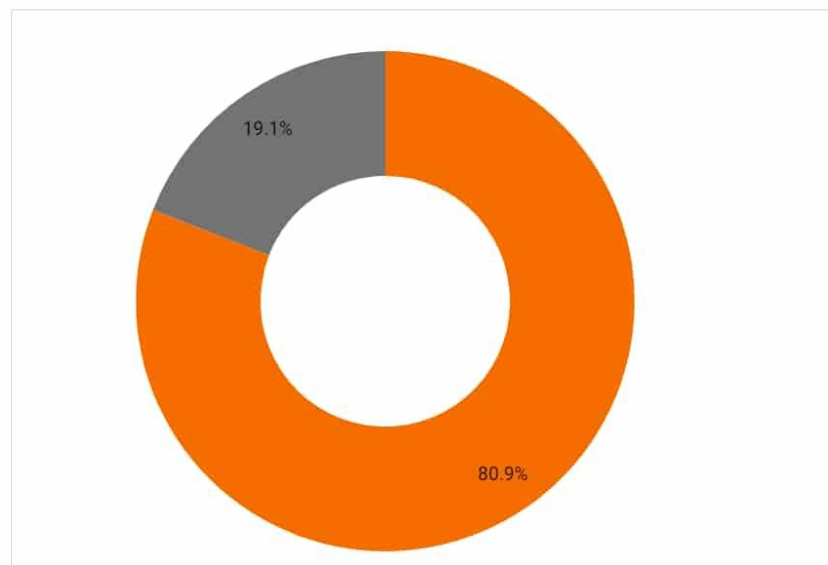
This article is for website or app owners who use a cookie consent banner, consent widget, or another consent management solution, and who are concerned about missing data from users who opt out.

When you implement a consent banner for your website or app, Analytics will be missing data for users who decline consent. Behavioral modeling for consent mode uses machine learning to model the behavior of users who decline analytics cookies based on the behavior of similar users who accept analytics cookies. Modeled data allows you to gain useful insights from your Analytics reports while respecting your users' privacy.

GA Users and Blockers



Percentage GA Users vs. Blockers

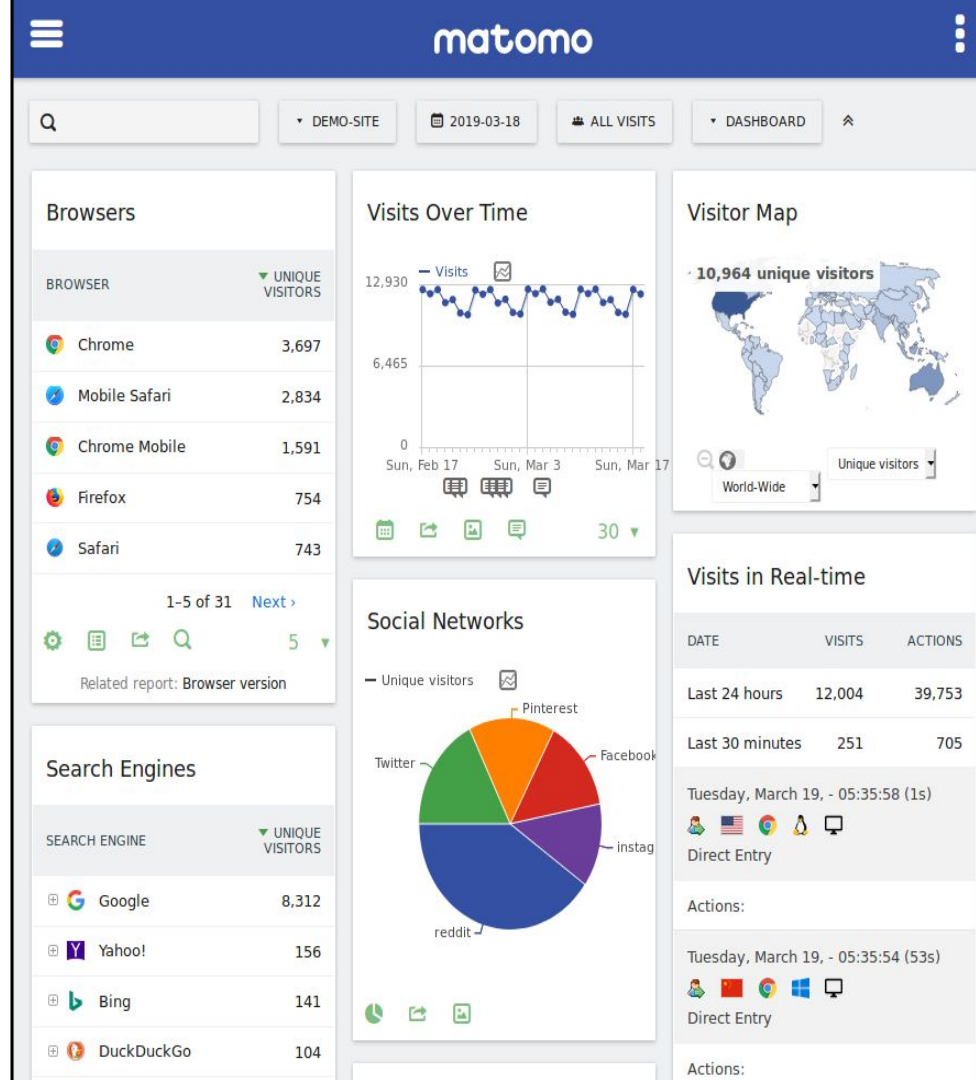


Here's what you get if you try to see blockers (depends on consent banners a LOT)

Matomo to the rescue

What is Matomo

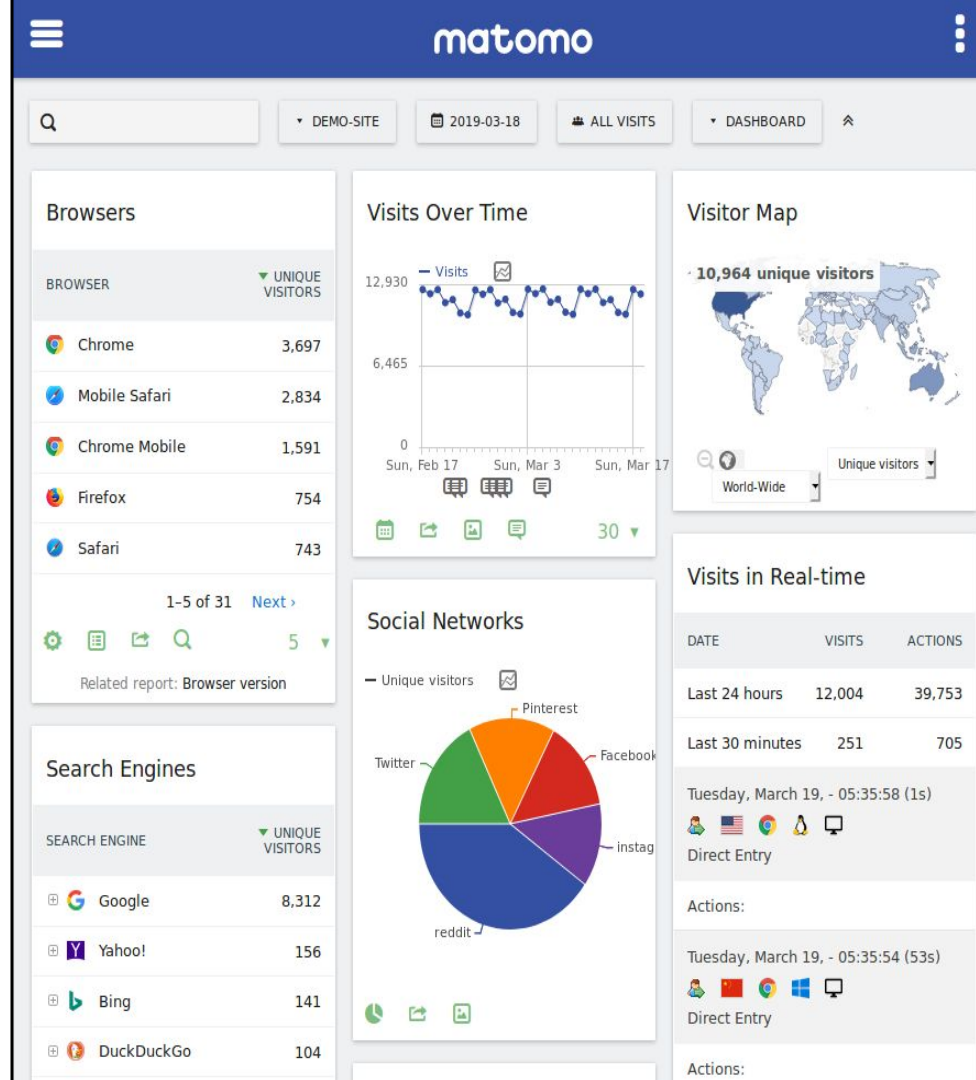
Self hosted web analytics tool



What is Matomo

Self hosted web analytics tool

Not a different company from the website the user is visiting 🤖



Anonymize Tracking Data

☒ Anonymize Visitors' IP addresses

Anonymize the last byte(s) of visitors IP addresses to comply with your local privacy laws/guidelines. Select "Yes" if you want Matomo not to track fully qualified IP-Addresses.

Select how many bytes of the visitors' IPs should be masked.

- ☐ 1 byte(s) - e.g. 192.168.100.xxx
- ☒ 2 byte(s) - e.g. 192.168.xxx.xxx (*Recommended*)
- ☐ 3 byte(s) - e.g. 192.xxx.xxx.xxx
- ☐ Fully mask IP address

Note: Geolocation will have approximately the same results with 1 byte anonymized. With 2 bytes or more, Geolocation will be inaccurate.

Also use the Anonymized IP addresses when enriching visits.

- ☐ Yes (*Recommended for privacy*)
- ☒ No

Plugins such as Geo Location via IP and Provider improve visitor's metadata. By default, these plugins use the anonymized IP addresses. If you select 'No', then the non-anonymized full IP address will be used instead, resulting in less privacy but better data accuracy.

☐ Replace User ID with a pseudonym

When you enable this option, the User ID will be replaced by a pseudonym to avoid directly storing and displaying personally identifiable information such as an email address. In technical terms: given your User ID, Matomo will process the User ID pseudonym using a salted hash function.

Note: replacing with a pseudonym is not the same as anonymisation. In GDPR terms: the User ID pseudonym still counts as personal data. The original User ID could still be identified if certain additional information is available (which only Matomo and your data processor has access to).

☐ Anonymize Order ID

Because an Order ID can be cross-referenced with another system, typically an ecommerce shop, the Order ID may count as personal information under the GDPR. When you enable this option, an Order ID will be automatically anonymized so no personal information will be tracked.

☐ Force tracking without cookies

Enabling this option will automatically update matomo.js, so it contains some additional code to ensure all trackers won't use cookies. Additionally Matomo will ignore all tracking cookies on server side.

Cookies will be disabled even when using the consent methods in Matomo tracker and calling for example the cookie consent methods won't enable cookies.

What is Matomo

Anonymization of collected data



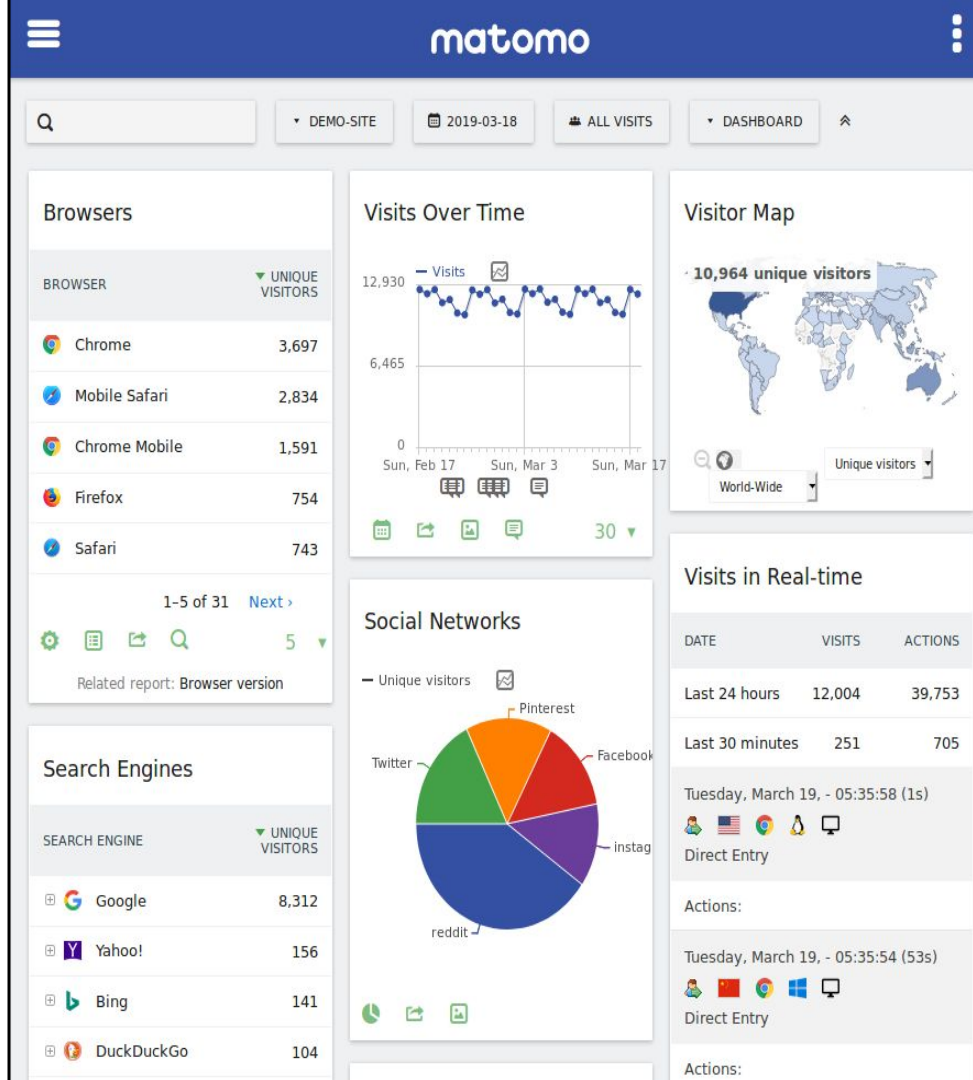
Try to rely on Google to do the same...



FYI

Data storage is on your server too

If you have less than 10.000 visits per day, you should be fine...



—

The demo

The checklist for experts



Best practices

1. Go cookieless
2. Anonymize data
3. Don't go wordpress and reporting
4. Matomo tag manager
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Go cookieless

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[How do I use Matomo Analytics without consent or cookie banner?](#) [FAQ - New to Matomo - Matomo Analytics Platform](#)

Go cookieless

Force tracking without cookies

Keep in mind some metrics might be affected like unique visits, days since last visit...

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Also use the Anonymized IP addresses when enriching visits.

- ☐ Yes (Recommended for privacy)
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Go cookieless

Force tracking without

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*Keep in mind some metrics
unique visits, days since la*

Anonymize data

Anonymize IPs and user data

Anonymize Tracking Data

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- ☐ No

✓ Replace User ID with a pseudonym

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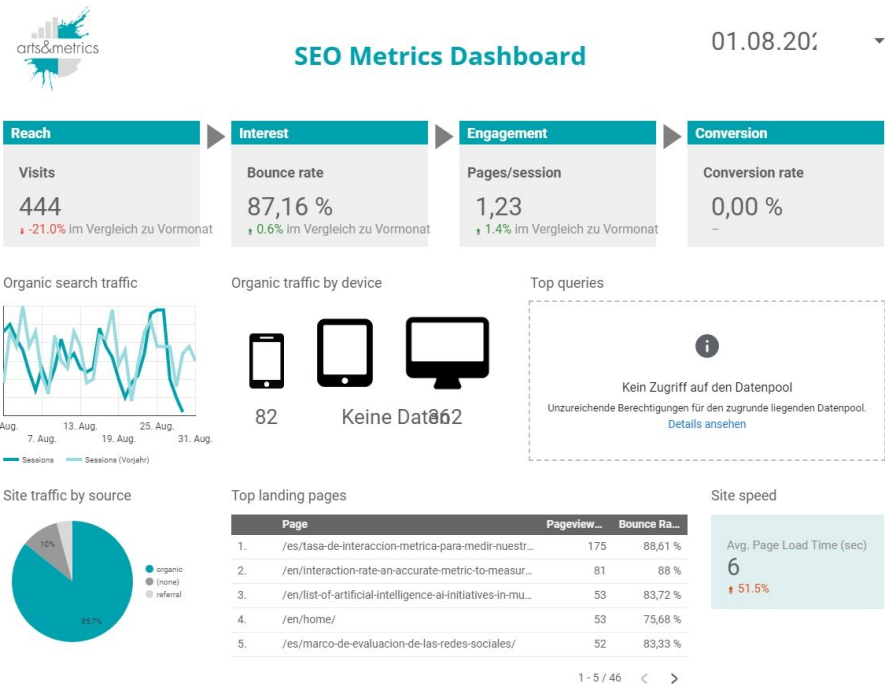


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Install Matomo on your server

The WordPress plugin version is highly limited

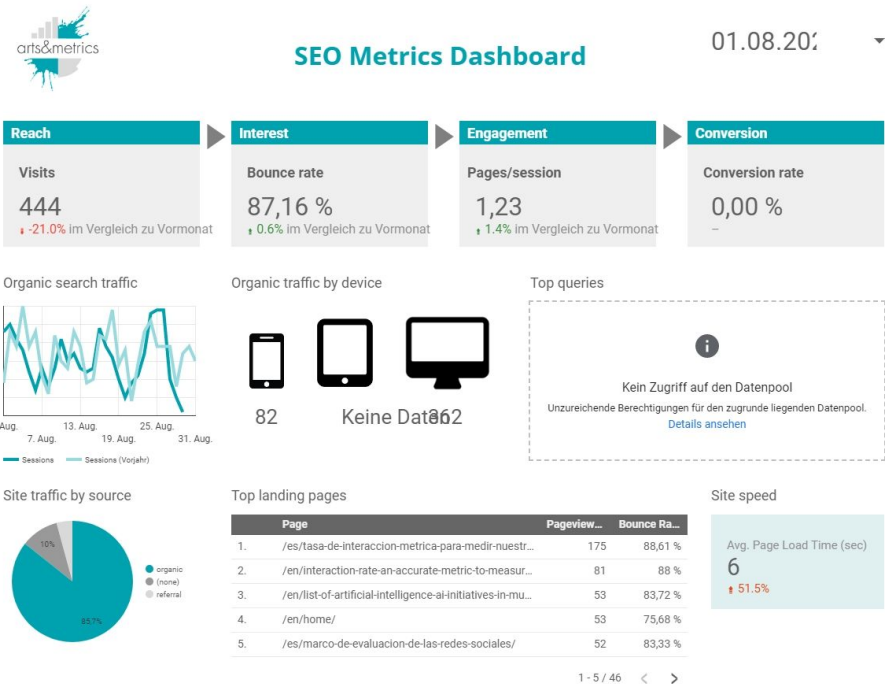


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Matomo Tag Manager

Usually not blocked by Ad blockers

Not the easiest thing to work with... Try first party GTM wordpress plugin.

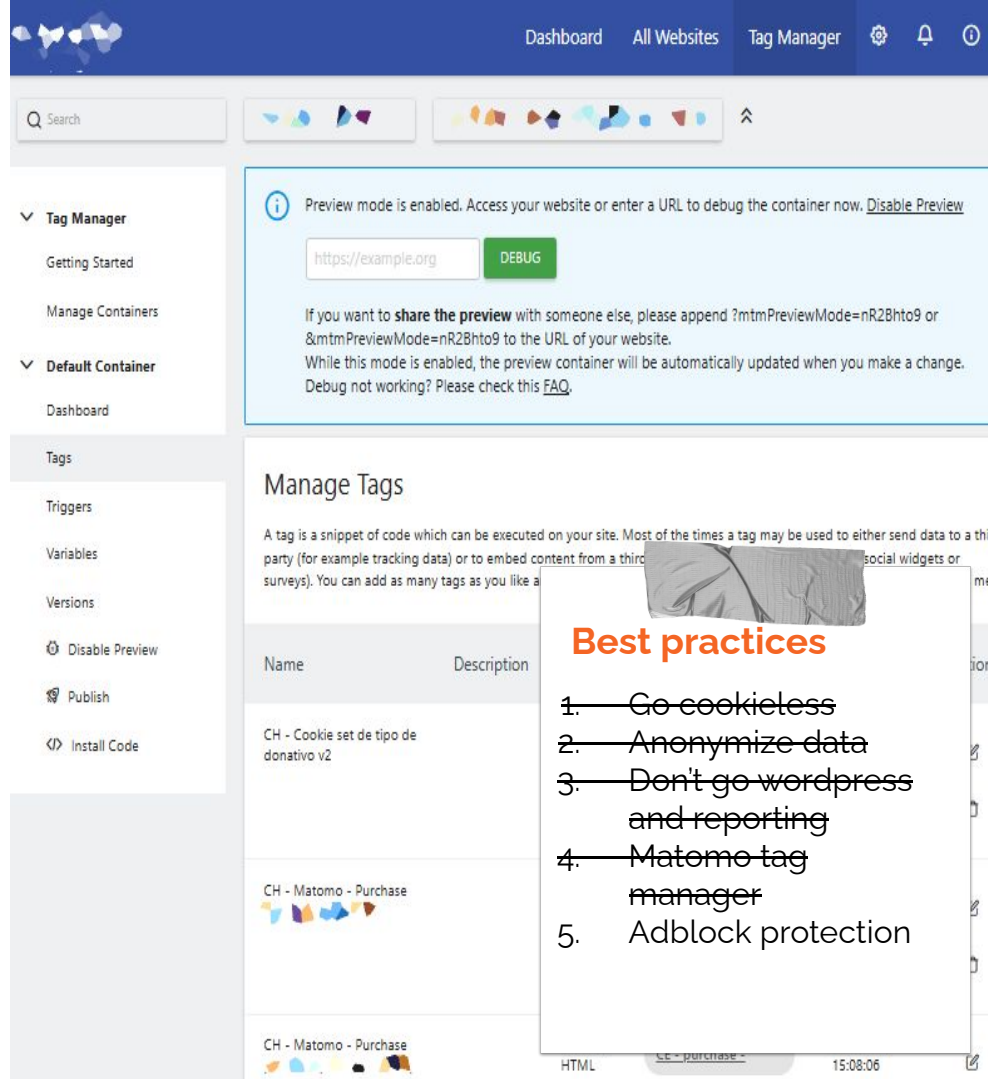
The screenshot displays the Matomo Tag Manager interface. The top navigation bar includes 'Dashboard', 'All Websites', and 'Tag Manager'. A left sidebar lists navigation options: 'Tag Manager' (expanded), 'Getting Started', 'Manage Containers', 'Default Container', 'Dashboard', 'Tags' (selected), 'Triggers', 'Variables', 'Versions', 'Disable Preview', 'Publish', and 'Install Code'. The main content area shows a 'Preview mode is enabled' notification with a 'DEBUG' button and a URL input field. Below this is the 'Manage Tags' section, which includes a description of tags and a table of installed tags.

Name	Description	Type	Triggers	Last updated	Action
CH - Cookie set de tipo de donativo v2		Custom HTML	Click Doar -	Aug 19, 2024 10:18:28	[Edit] [Trash]
CH - Matomo - Purchase		Custom HTML	CE - EECpurchase -	Aug 16, 2024 17:18:19	[Edit] [Trash]
CH - Matomo - Purchase		Custom HTML	CE - purchase -	Jul 8, 2024 15:08:06	[Edit] [Trash]

Matomo Tag Manager

Usually not blocked by Ad blockers

Not the easiest thing to work with... Try first party GTM wordpress plugin.



The screenshot shows the Matomo Tag Manager interface. On the left, a sidebar menu lists various options: Tag Manager, Getting Started, Manage Containers, Default Container, Dashboard, Tags, Triggers, Variables, Versions, Disable Preview, Publish, and Install Code. A red arrow points to the 'Install Code' option. The main content area displays a 'Manage Tags' section with a table of installed tags. The table has two columns: 'Name' and 'Description'. The first tag is 'CH - Cookie set de tipo de donativo v2'. The second tag is 'CH - Matomo - Purchase' with a Matomo logo icon. The third tag is also 'CH - Matomo - Purchase' with a Matomo logo icon. At the top of the interface, there is a 'Preview mode is enabled' notification with a 'DEBUG' button and a text input field containing 'https://example.org'. Below the notification, there is a paragraph explaining how to share the preview and a link to the FAQ.

Dashboard All Websites Tag Manager

Search

Preview mode is enabled. Access your website or enter a URL to debug the container now. [Disable Preview](#)

DEBUG

If you want to **share the preview** with someone else, please append `?mtmPreviewMode=nR2Bhto9` or `&mtmPreviewMode=nR2Bhto9` to the URL of your website. While this mode is enabled, the preview container will be automatically updated when you make a change. Debug not working? Please check this [FAQ](#).

Manage Tags

A tag is a snippet of code which can be executed on your site. Most of the times a tag may be used to either send data to a third party (for example tracking data) or to embed content from a third party (for example social widgets or surveys). You can add as many tags as you like a

Name	Description
CH - Cookie set de tipo de donativo v2	
CH - Matomo - Purchase	
CH - Matomo - Purchase	

Best practices

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2. ~~Anonymize data~~
3. ~~Don't go wordpress and reporting~~
4. ~~Matomo tag manager~~
5. Adblock protection

HTML [CH - purchase -](#) 15:08:06



AdBlocker
ULTIMATE

**AdBlocker
Ultimate**

3m users



**Adblock
Plus**

45m users



**uBlock
Origin**

50m users



**Privacy
badger**

2m users



**AdGuard
AdBlocker**

15m users

Adblock protection

35% users might use ad blockers

How to win against AdBlockers

Simon Frey
Matomo Camp 4



BEANS::BYTES

uBlock — Registador

Separador atual / UNICEF Portugal - Donativos que fazem a diferença na vida da: ↻ </> 🛡️ >_ 📄

🗑️ ✖️ ✎ 🛑 🔍 filtrar conteúdo do registo ⚙️

07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/themes/unicef-donate/as...
07:22:47			donativos.unicef.pt	3	get	script	https://cdnjs.cloudflare.com/ajax/libs/js-sha256/0.9.0/sha256.min...
07:22:47	googletagmanager_gtm.js:5	<<	donativos.unicef.pt	3	get	script	https://www.googletagmanager.com/gtm.js?id=GTM-W9DH2MC
07:22:47	googletagmanager.com/gtm.js...	--	donativos.unicef.pt	3	get	script	https://www.googletagmanager.com/gtm.js?id=GTM-W9DH2MC
07:22:47	googletagmanager.com^	--	donativos.unicef.pt	3	get	script	https://www.googletagmanager.com/gtm.js?id=GTM-W9DH2MC
07:22:47	/fbevents.js	--	donativos.unicef.pt	3	get	script	https://connect.facebook.net/en_US/fbevents.js
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/themes/unicef-donate/as...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/uploads/2020/07/donativ...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/uploads/2020/08/campa...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/uploads/2020/07/pierre...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/uploads/2020/07/unicef...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/themes/unicef-donate/as...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/themes/unicef-donate/as...
07:22:47	/matomo/"\$from=~github.co...	--	donativos.unicef.pt	1	get	script	https://donativos.unicef.pt/matomo/js/container_nr2Bhto9.js?24
07:22:47			donativos.unicef.pt	1	get	css	https://www.unicef.pt/wp-content/plugins/unicef-raisenho/publi...
07:22:47			donativos.unicef.pt	1	get	css	https://unicef.pt/wp-content/plugins/unicef-raisenho/public/css/...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/cache/breeze-extra/gravat...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/themes/unicef-donate/as...
07:22:47			donativos.unicef.pt	1	get	image	https://donativos.unicef.pt/wp-content/uploads/2019/10/edit.png
07:22:47			donativos.unicef.pt	1	get	script	https://donativos.unicef.pt/wp-content/themes/unicef-donate/as...
07:22:47	/plugins/duracelltomi-google-t...	--	donativos.unicef.pt	1	get	script	https://donativos.unicef.pt/wp-content/plugins/duracelltomi-g...

Adblock protection

35% users might use ad blockers



Rename the js file from matomo and most ad blockers won't be able to block you.



Actions: Event Categories

EVENT CATEGORY	▼ EVENTS	EVENT VALUE
+ formSwitcherClick	12,229	-
+ Tag Manager and Analytics blocked	2,508	-
+ One-Time Donation	1,760	123,759.68
+ Monthly Donation	548	7,845
+ Copied NIF	29	-
+ Donation	12	775

1-6 of 6

You can track how many blockers there were

What about **results**

— Example 1

GA4 only fires on consented visits vs. Matomo all visits without cookies

— Example 1

GA4 only fires on consented visits vs. Matomo all visits without cookies



Traffic Acquisition: Session's predefined channel group

<input type="checkbox"/>	Session Source/Midway	Users Active	Sessions
<input checked="" type="checkbox"/>	Total	63 746 53.83% of the total	67 296 53.76% of the total
<input checked="" type="checkbox"/>	1 google / organic	60 054	63 174
<input checked="" type="checkbox"/>	2 bing / organic	3 395	3 785
<input checked="" type="checkbox"/>	3 yahoo / organic	126	144
<input checked="" type="checkbox"/>	4 duckduckgo / organic	81	86
<input checked="" type="checkbox"/>	5 ecosia.org / organic	68	79
<input type="checkbox"/>	6 qwant.com / organic	16	16
<input type="checkbox"/>	7 chatgpt.com / organic	2	2
<input type="checkbox"/>	8 yandex / organic	2	2
<input type="checkbox"/>	9 instagram / organic-social	1	1
<input type="checkbox"/>	10 linkedin / organic-social	1	1

— Example 1

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<input checked="" type="checkbox"/>	2 bing / organic	3 395	3 785
<input checked="" type="checkbox"/>	3 yahoo / organic	126	144
<input checked="" type="checkbox"/>	4 duckduckgo / organic	81	86
<input checked="" type="checkbox"/>	5 ecosia.org / organic	68	79
<input type="checkbox"/>	6 qwant.com / organic	16	16
<input type="checkbox"/>	7 chatgpt.com / organic	2	2
<input type="checkbox"/>	8 yandex / organic	2	2
<input type="checkbox"/>	9 instagram / organic-social	1	1
<input type="checkbox"/>	10 linkedin / organic-social	1	1



Motores de pesquisa

MOTOR DE PESQUISA	VISITAS	TAXA DE CONVERSÃO DE PEDIDOS DE COMÉRCIO ELETRÔNICO
Google	123 127	0%
Bing	7 245	0%
Facebook	3 585	0%
DuckDuckGo	477	0%
Yahoo!	442	0%
Ecosia	235	0%
Google News	130	0%
Brave	97	0%
Yandex	96	0%

— Example 1

GA4 only fires on consented visits vs. Matomo all visits without cookies



Traffic Acquisition: Session's predefined channel group

	Session Source/Midway	Users Active	Sessions
<input checked="" type="checkbox"/>	Total	63 746 53.83% of the total	67 296 53.76% of the total
<input checked="" type="checkbox"/>	1 google / organic	60 054	63 174
<input checked="" type="checkbox"/>	2 bing / organic	3 395	3 785
<input checked="" type="checkbox"/>	3 yahoo / organic	126	144
<input checked="" type="checkbox"/>	4 duckduckgo / organic	81	86
<input checked="" type="checkbox"/>	5 ecosia.org / organic	68	79
<input type="checkbox"/>	6 qwant.com / organic	16	16
<input type="checkbox"/>	7 chatgpt.com / organic	2	2
<input type="checkbox"/>	8 yandex / organic	2	2
<input type="checkbox"/>	9 instagram / organic-social	1	1
<input type="checkbox"/>	10 linkedin / organic-social	1	1

*118% more visits
registered from
search engines*



Motores de pesquisa

MOTOR DE PESQUISA	VISITAS	TAXA DE CONVERSÃO DE PEDIDOS DE COMÉRCIO ELETRÔNICO
Google	123 127	0%
Bing	7 245	0%
Facebook	3 585	0%
DuckDuckGo	477	0%
Yahoo!	442	0%
Ecosia	235	0%
Google News	130	0%
Brave	97	0%
Yandex	96	0%

— Example 2

GA4 fires with consent mode vs. Matomo all visits without cookies



— Example 2

GA4 fires with consent mode vs. Matomo all visits without cookies



— Example 2

GA4 fires with consent mode vs. Matomo all visits without cookies



I expect:

Less visits

Less or weird conversions

Less or weird conversion value



I expect:

More visits

Most conversions

Most conversion value



Matomo Checklist

- ☐ Install spam protection
- ☐ Create cookie banner acceptance events
- ☐ Install datalayer replicator for Matomo datalayer
- ☐ Purchases tracking (script)
- ☐ Create a LookerStudio for Matomo and other data sources
- ☐ Google Ads Offline conversion
- ☐ Cookieless tracking e consentless tracking
- ☐ GTM first party ?
- ☐ Create segments for easy analysis
- ☐ Make it unblockable by Adblocks



— **AI Analysis** with Screaming Frog

The objective

Know how to improve your current content is HCU proof and where to start

Here's what you'll get today 📌



	A	AC	AD	AE	AF	AG	AH
1	Address		Total Score	GA4 Sessions	Oportunity Score	Suggestions	
2	https://bonabebe.pt/cadeirinha-de-bebe-como-colocar-o-bebe/		45	385	7.93%	Consider adding a section with personal anecdotes or case studies. Add detailed sections on the types of car seats and their specific features. Add an FAQ section to address common questions related to baby car seats.	
3	https://bonabebe.pt/carrinho-de-bebe-como-escolher/		42	78	1.61%	Incorporate real-life testimonials or case studies to provide a deeper understanding. Add more detailed information on different types of strollers and their benefits. Add more specific data and statistics to support the insights. Use internal linking to improve the SEO of this content. Update the title to be more descriptive, such as "Guia Completo: Como Escolher o Melhor Carrinho de Bebê em 2024".	
4	https://bonabebe.pt/top10-carrinhos-de-bebe-ultra-compactos-em-2024-e-revisao/		38	1963	80.92%	Add more unique analysis and insights to differentiate the content. Add more detailed and structured content, breaking down each category. Add more structured headings and subheadings to improve the readability. Incorporate more direct quotes from experts or user reviews to add credibility.	
5							
6							
7							

The objective

Here's what you'll get today 🖱️


Opportunity Score based on where your efforts can have a higher impact

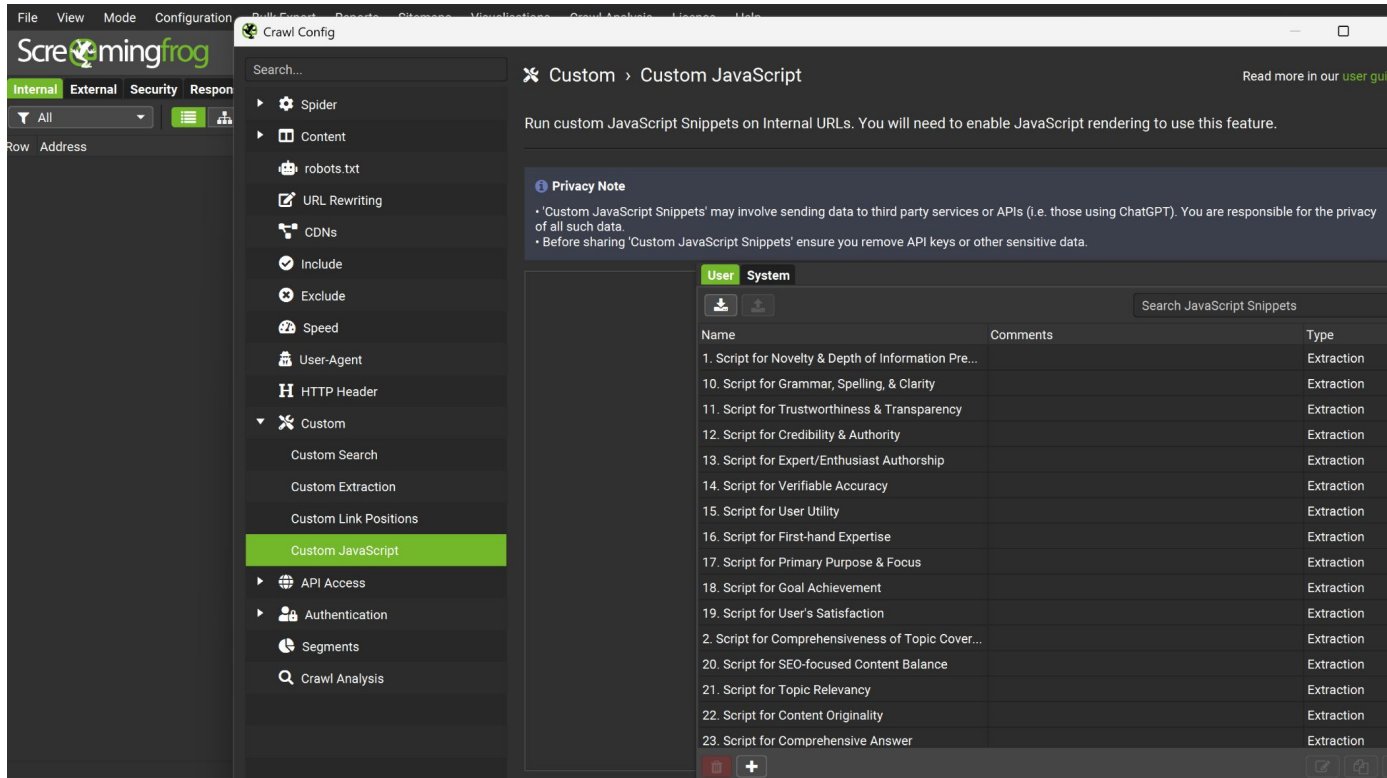
24 suggestions on how to improve your content according to Google

Screaming Frog - HCU AI Analysis						
File Edit View Insert Format Data Tools Extensions Help						
AH19						
A AC AD AE AF AG AH						
1	Address	Total Score	GA4 Sessions	Opportunity Score	Suggestions	
2	https://bonabebe.pt/cadeira-de-bebe-como-colocar-o-bebe/	45	385	7.93%	Consider adding a section with personal anecdotes or case studies. Add detailed sections on the types of car seats and their specific features. Add an FAQ section to address common questions related to baby car seats.	
3	https://bonabebe.pt/carrinho-de-bebe-como-escolher/	42	78	1.61%	Incorporate real-life testimonials or case studies to provide a deeper understanding of the product. Add more detailed information on different types of strollers and their features. Add more specific data and statistics to support the insights. Use internal linking to improve the SEO of this content.	
4	https://bonabebe.pt/top10-carrinhos-de-bebe-ultra-compactos-em-2024-e-revisao/	38	1963	80.92%	Update the title to be more descriptive, such as "Guia Completo: Como Escolher o Melhor Carrinho de Bebê Ultra-Compacto para 2024". Add more unique analysis and insights to differentiate the content from competitors. Add more detailed and structured content, breaking down each category into sub-sections. Add more structured headings and subheadings to improve the content's readability. Incorporate more direct quotes from experts or user reviews to add credibility.	
5						
6						
7						

The objective

Easy to install 24 Screaming Frog Custom JS for your library

Here's what you'll get today 



The screenshot shows the Screaming Frog Crawl Config window. The left sidebar has a menu with the following items: Internal, External, Security, Response, All, Address, robots.txt, URL Rewriting, CDNs, Include, Exclude, Speed, User-Agent, HTTP Header, Custom (expanded), Custom Search, Custom Extraction, Custom Link Positions, Custom JavaScript (highlighted), API Access, Authentication, Segments, and Crawl Analysis. The main panel is titled 'Custom > Custom JavaScript' and contains a 'Privacy Note' and a table of 24 custom JavaScript snippets.

Privacy Note

- 'Custom JavaScript Snippets' may involve sending data to third party services or APIs (i.e. those using ChatGPT). You are responsible for the privacy of all such data.
- Before sharing 'Custom JavaScript Snippets' ensure you remove API keys or other sensitive data.

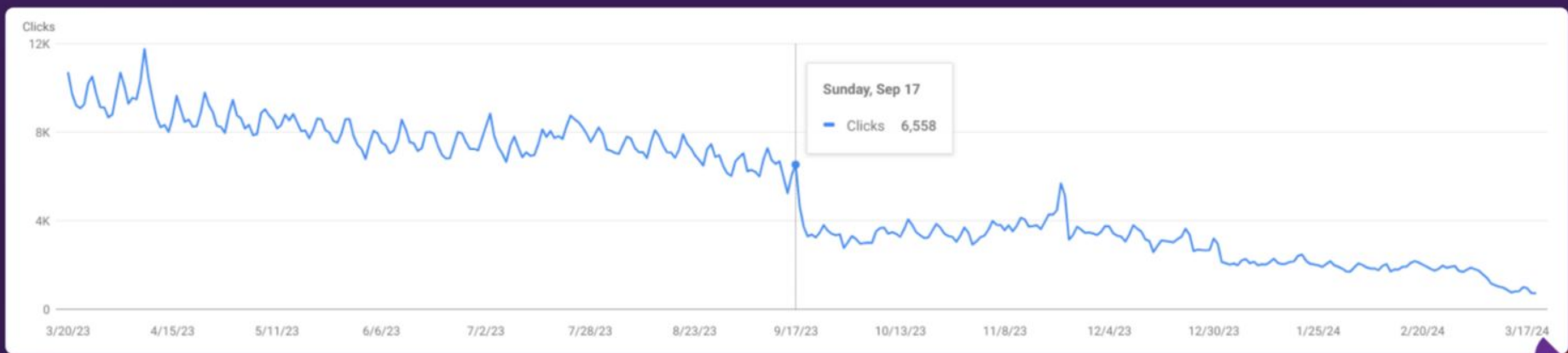
Name	Comments	Type
1. Script for Novelty & Depth of Information Pre...		Extraction
10. Script for Grammar, Spelling, & Clarity		Extraction
11. Script for Trustworthiness & Transparency		Extraction
12. Script for Credibility & Authority		Extraction
13. Script for Expert/Enthusiast Authorship		Extraction
14. Script for Verifiable Accuracy		Extraction
15. Script for User Utility		Extraction
16. Script for First-hand Expertise		Extraction
17. Script for Primary Purpose & Focus		Extraction
18. Script for Goal Achievement		Extraction
19. Script for User's Satisfaction		Extraction
2. Script for Comprehensiveness of Topic Cover...		Extraction
20. Script for SEO-focused Content Balance		Extraction
21. Script for Topic Relevancy		Extraction
22. Script for Content Originality		Extraction
23. Script for Comprehensive Answer		Extraction

What is HCU?

Helpful Content Update

This is how Google explained it:

“Announced in 2022 as the “Helpful Content Update”, this was a system designed to better ensure people see original, helpful content written by people, for people, in search results, rather than content made primarily to gain search engine traffic.



What is HCU?

Helpful Content Update

This is how Google explained it:

“Announced in 2022 as the “Helpful Content Update”, this was a system designed to better ensure people see original, helpful content written by people, for people, in search results, rather than content made primarily to gain search engine traffic. In March 2024, it evolved and became part of our core ranking systems, as our systems use a variety of signals and systems to present helpful results to users.”

What is HCU?

The guide from Google

Creating helpful, reliable, people-first content

[Send feedback](#)

Google's [automated ranking systems](#) are designed to present helpful, reliable information that's primarily created to benefit people, not to gain search engine rankings, in the top Search results. This page is designed to help creators evaluate if they're producing such content.

Self-assess your content

Evaluating your own content against these questions can help you gauge if the content you're making is helpful and reliable. Beyond asking yourself these questions, consider having others you trust but who are unaffiliated with your site provide an honest assessment.

Also consider an audit of the drops you may have experienced. What pages were most impacted and for what types of searches? Look closely at these to understand how they're assessed against some of the questions outlined here.

What is HCU?

Evaluation with questions

Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?
- Does the content provide insightful analysis or interesting information that is beyond the obvious?
- If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substantial additional value and originality?
- Does the main heading or page title provide a descriptive, helpful summary of the content?
- Does the main heading or page title avoid exaggerating or being shocking in nature?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book?
- Does the content provide substantial value when compared to other pages in search results?
- Does the content have any spelling or stylistic issues?

What is HCU?

Evaluation with questions

But what if we could do that at scale?



Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?
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What is HCU?

Evaluation with questions

What if we could know exactly how to improve it



Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?
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- Does the content provide substantial value when compared to other pages in search results?
- Does the content have any spelling or stylistic issues?

We can!

What I did

Adapt to AI check

Adapt to Rubric (score)

Creating helpful, reliable, people-first content		
File Edit View Insert Format Data Tools Extensions Help		
fx		
	A	B
1	ORIGINAL	Adapted to AI
2	Content and quality questions	
3	Does the content provide original information, reporting, research, or analysis?	Does the content present information in a novel or unique way, combining sources or offering an uncommon perspective? Does the content analyze or interpret information, going beyond simply summarizing facts?
4	Does the content provide a substantial, complete, or comprehensive description of the topic?	Does the content provide a substantial, complete, or comprehensive description of the topic?
5	Does the content provide insightful analysis or interesting information that is beyond the obvious?	Does the content provide insightful analysis or interesting information that is beyond the obvious?
6	If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substantial additional value and originality?	If quotes or paraphrases are used, does the content deepen the analysis of that information?
7	Does the main heading or page title provide a descriptive, helpful summary of the content?	Does the main heading or page title provide a descriptive, helpful summary of the content?
8	Does the main heading or page title avoid exaggerating or being shocking in nature?	Does the main heading or page title avoid exaggerating or being shocking in nature?
9	Is this the sort of page you'd want to bookmark, share with a friend, or recommend?	Does the content offer practical advice, actionable steps, or solutions to problems related to the topic?
10	Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book?	Does the content cite credible sources and provide evidence to support its claims?
11	Does the content provide substantial value when compared to other pages in search results?	Does the content explore related topics, offer broader context, or connect to other areas of knowledge?
		Questions Rubric
		1. **Novelty & Depth of Information Presentation** - Does the content present information in a novel or unique way, combining sources or offering an - 5 - Extremely unique and analytic: Offers a highly fresh perspective or unique analysis. - 4 - Very unique or analytic: Provides a somewhat novel approach or deeper analysis. - 3 - Moderately unique or analytic: Somewhat fresh but generally covers well-known perspectives - 2 - Slightly unique or mostly summary: Minimal unique elements, mainly summarizes existing info - 1 - Not unique or very basic: Lacks novelty and provides only superficial analysis. - 0 - No uniqueness: Purely summarizing facts without any additional analysis.
		2. **Comprehensiveness of Topic Coverage** - Does the content provide a substantial, complete, or comprehensive description of the topic? - 5 - Extremely thorough: Covers the topic comprehensively, addressing all major aspects. - 4 - Very thorough: Thoroughly covers most of the topic with minimal gaps. - 3 - Moderately thorough: Provides a solid understanding of the topic but may omit some details. - 2 - Basic coverage: Covers key points but lacks depth in many areas. - 1 - Lacking coverage: Provides minimal information on the topic. - 0 - Insufficient: Fails to provide sufficient information for a basic understanding.
		3. **Insightful Analysis** - Does the content provide insightful analysis or interesting information that is beyond the obvious? - 5 - Highly insightful: Presents deeply insightful and unique observations. - 4 - Very insightful: Offers important analysis but might have minor gaps. - 3 - Moderately insightful: Provides some analysis but also includes basic information. - 2 - Slightly insightful: Somewhat interesting, but mostly covers obvious points. - 1 - Not insightful: Provides little to no analysis beyond the obvious. - 0 - No analysis: Absolutely no deeper insight or analysis.

Automate it!

	A	AC	AD	AE	AF	AG	AH
1	Address		Total Score	GA4 Sessions	Oportunity Score	Suggestions	
2	https://bonabebe.pt/cadeirinha-de-bebe-como-colocar-o-bebe/		45	385	7.93%	Consider adding a section with personal anecdotes or case studies. Add detailed sections on the types of car seats and their specific features. Add an FAQ section to address common questions related to baby car seats.	
3	https://bonabebe.pt/carrinho-de-bebe-como-escolher/		42	78	1.61%	Incorporate real-life testimonials or case studies to provide a deeper understanding. Add more detailed information on different types of strollers and their benefits. Add more specific data and statistics to support the insights. Use internal linking to improve the SEO of this content. Update the title to be more descriptive, such as "Guia Completo: Como Escolher o Melhor Carrinho de Bebê em 2024".	
4	https://bonabebe.pt/top10-carrinhos-de-bebe-ultra-compactos-em-2024-e-revisao/		38	1963	80.92%	Add more unique analysis and insights to differentiate the content. Add more detailed and structured content, breaking down each category. Add more structured headings and subheadings to improve the readability. Incorporate more direct quotes from experts or user reviews to add credibility.	
5							
6							
7							



What you'll need

- **Copy of a Google Sheet**
- **AI API (OpenAI or Mistral AI)**
- **Screaming Frog**

Checklist

3 Tools to do this



What you'll need

- **Copy of a Google Sheet**
- **AI API (OpenAI or Mistral AI)**
- **Screaming Frog**

Checklist



3 Tools to do this

What about costs?

Around 0,50€ per URL with Mistral

239€ per year (or maybe not)

— Pricing

 Products Solutions Research Resources Company Try the API Talk to sales				
Model	API name	Description	Input (/M tokens)	Output (/M tokens)
Mistral Large 24.11	mistral-large-latest	Top-tier reasoning for high-complexity tasks and sophisticated problems.	\$ 2	\$ 6
Pixtral Large	pixtral-large-latest	Vision-capable large model with frontier reasoning capabilities.	\$ 2	\$ 6
Mistral Small 3	mistral-small-latest	Cost-efficient, fast, and reliable option for use cases such as translation, summarization, and sentiment analysis.	\$ 0.1	\$ 0.3
Mistral Saba	Talk to Le Chat 			\$ 0.6



[La Plateforme - frontier LLMs](#) | [Mistral AI](#)

Explore detailed pricing		
GPT models for everyday tasks		
GPT-4.5 Largest GPT model designed for creative tasks and agentic planning, currently available in a research preview. 128k context length Price Input: \$75.00 / 1M tokens Cached input: \$37.50 / 1M tokens Output: \$150.00 / 1M tokens	GPT-4o High-intelligence model for complex tasks 128k context length Price Input: \$2.50 / 1M tokens Cached input: \$1.25 / 1M tokens Output: \$10.00 / 1M tokens	GPT-4o mini Affordable small model for fast, everyday tasks 128k context length Price Input: \$0.150 / 1M tokens Cached input: \$0.075 / 1M tokens Output: \$0.600 / 1M tokens

[Pricing](#) | [OpenAI](#)

— Pricing

Is it possible to go with cheaper models?

 Products Solutions Research Resources Company Try the API Talk to sales				
Model	API name	Description	Input (/M tokens)	Output (/M tokens)
Mistral Large 24.11	mistral-large-latest	Top-tier reasoning for high-complexity tasks and sophisticated problems.	\$ 2	\$ 6
Pixtral Large	pixtral-large-latest	Vision-capable large model with frontier reasoning capabilities.	\$ 2	\$ 6
Mistral Small 3	mistral-small-latest	Cost-efficient, fast, and reliable option for use cases such as translation, summarization, and sentiment analysis.	\$ 0.1	\$ 0.3
Mistral Saba	Talk to Le Chat 			\$ 0.6

[La Plateforme - frontier LLMs | Mistral AI](#)

[Explore detailed pricing ↗](#)

GPT models for everyday tasks

GPT-4.5

Largest GPT model designed for creative tasks and agentic planning, currently available in a research preview. | 128k context length

Price

Input: \$75.00 / 1M tokens

Cached input: \$37.50 / 1M tokens

Output: \$150.00 / 1M tokens

GPT-4o

High-intelligence model for complex tasks | 128k context length

Price

Input: \$2.50 / 1M tokens

Cached input: \$1.25 / 1M tokens

Output: \$10.00 / 1M tokens

GPT-4o mini

Affordable small model for fast, everyday tasks | 128k context length

Price

Input: \$0.150 / 1M tokens

Cached input: \$0.075 / 1M tokens

Output: \$0.600 / 1M tokens

[Pricing | OpenAI](#)

—

The **step by step**

Download the 📢🐸 Custom JS



<https://bit.ly/3QMITBv>

Import the Custom JS to

Crawl Config

Search...

Custom > Custom JavaScript

Read more in our [user guide](#)

Run custom JavaScript Snippets on Internal URLs. You will need to enable JavaScript rendering to use this feature.

0%

Privacy Note

- 'Custom JavaScript Snippets' will be shared with the system.
- Before sharing 'Custom JavaScript Snippets' with the system, you will need to enable JavaScript rendering to use this feature.

User System

Import JavaScript Snippets

Search JavaScript Snippets

Name	Comments	Type
1. Script for Novelty & Depth of Information Pre...		Extraction
10. Script for Grammar, Spelling, & Clarity		Extraction
11. Script for Trustworthiness & Transparency		Extraction
12. Script for Credibility & Authority		Extraction
13. Script for Expert/Enthusiast Authorship		Extraction
14. Script for Verifiable Accuracy		Extraction
15. Script for User Utility		Extraction
16. Script for First-hand Expertise		Extraction
17. Script for Primary Purpose & Focus		Extraction
18. Script for Goal Achievement		Extraction
19. Script for User's Satisfaction		Extraction
2. Script for Comprehensiveness of Topic Cover...		Extraction
20. Script for SEO-focused Content Balance		Extraction
21. Script for Topic Relevancy		Extraction
22. Script for Content Originality		Extraction
23. Script for Comprehensive Answer		Extraction

+ Add from Library + Add

OK Cancel

1

2

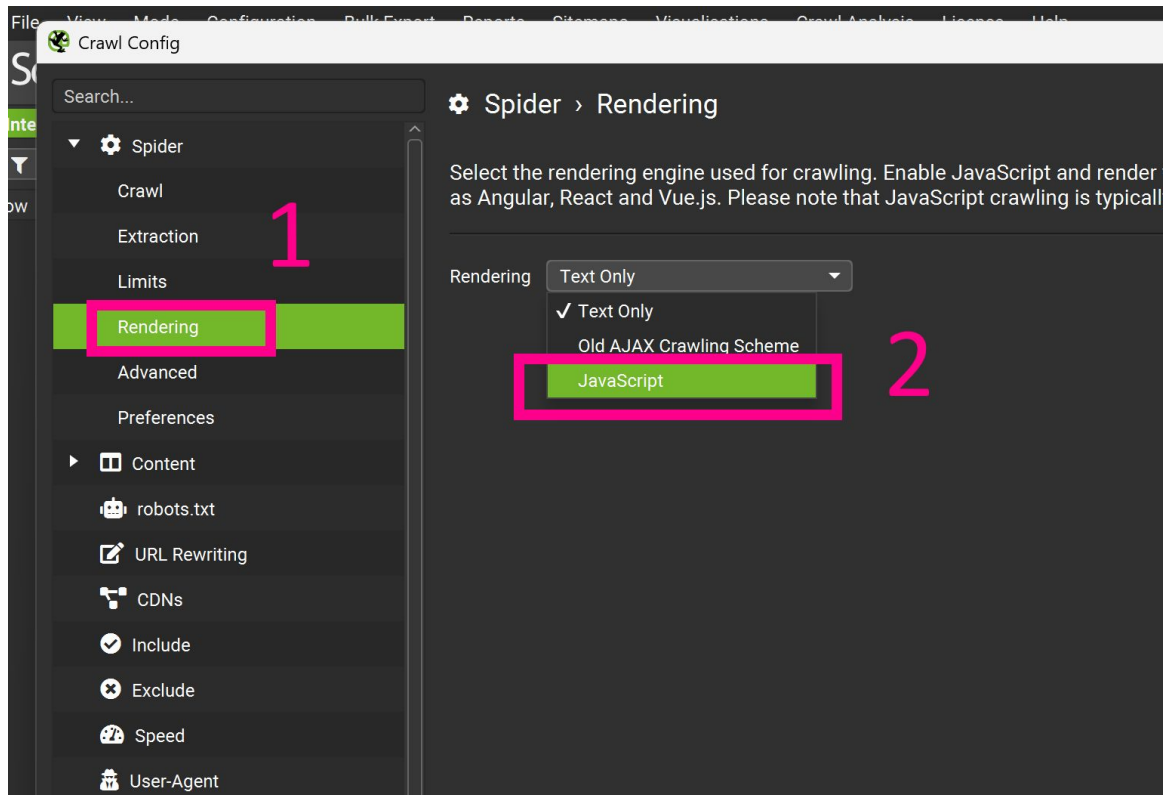
3

Edit each Custom JS and add your API key (x24)

The screenshot displays the 'Custom JavaScript Snippet Editor' window. The interface is divided into several sections:

- Left Sidebar:** A navigation menu with icons for various features. The 'Custom' section is highlighted.
- Top Bar:** Contains a search bar and a link to 'Read more in our user guide'.
- Main Editor Area:**
 - Info Panel:** Displays 'Edit JavaScript Snippet for Extraction or Action' with a pink number '2' next to it.
 - JavaScript Editor:** A code editor showing a script for 'Novelty & Depth of Information Presentation'. The code includes constants for API keys, a user content variable, a question, an AI role, and a function to make a chat request. A pink box highlights the placeholder text 'YOUR_API_HERE' in the MISTRAL_API_KEY constant.
 - JavaScript Tester:** A panel for testing the script. It contains instructions: 'Please begin by entering some JavaScript. Enter a URL and then press the Test button. JavaScript results will be shown here for Extraction'. It includes a URL input field and a 'Test' button.
- Right Panel:** A list of custom JavaScript snippets. A pink box highlights the 'JS' icon next to a snippet, with a pink number '1' next to it.
- Bottom Bar:** Contains buttons for 'Extraction', 'Content Types', 'Add Snippet to User Library', 'OK', and 'Cancel'.

Activate JS rendering in



Connect to GA4

Crawl Config

Search...

URL Rewriting

CDNs

Include

Exclude

Speed

User-Agent

HTTP Header

Custom

API Access

Google Universal Analytics

Google Analytics 4

Google Search Console

PageSpeed Insights

Majestic

Ahrefs

Moz

OpenAI

Gemini

Ollama

Authentication


API Access > Google Analytics 4

Read more in our [user guide](#)

Account Information | Date Range | Metrics | Dimensions | Filters | General

Connect to a Google account linked to a Google Analytics 4 account for the crawl. Select the account, property, and data stream to be used to populate data in the Analytics tab.

Connect to New Account

 Sign in with Google

Existing Accounts

Account	Auto Connect on Start
New Account	<input type="checkbox"/>
New Account 2	<input type="checkbox"/>
New Account 3	<input type="checkbox"/>

Delete

Rename

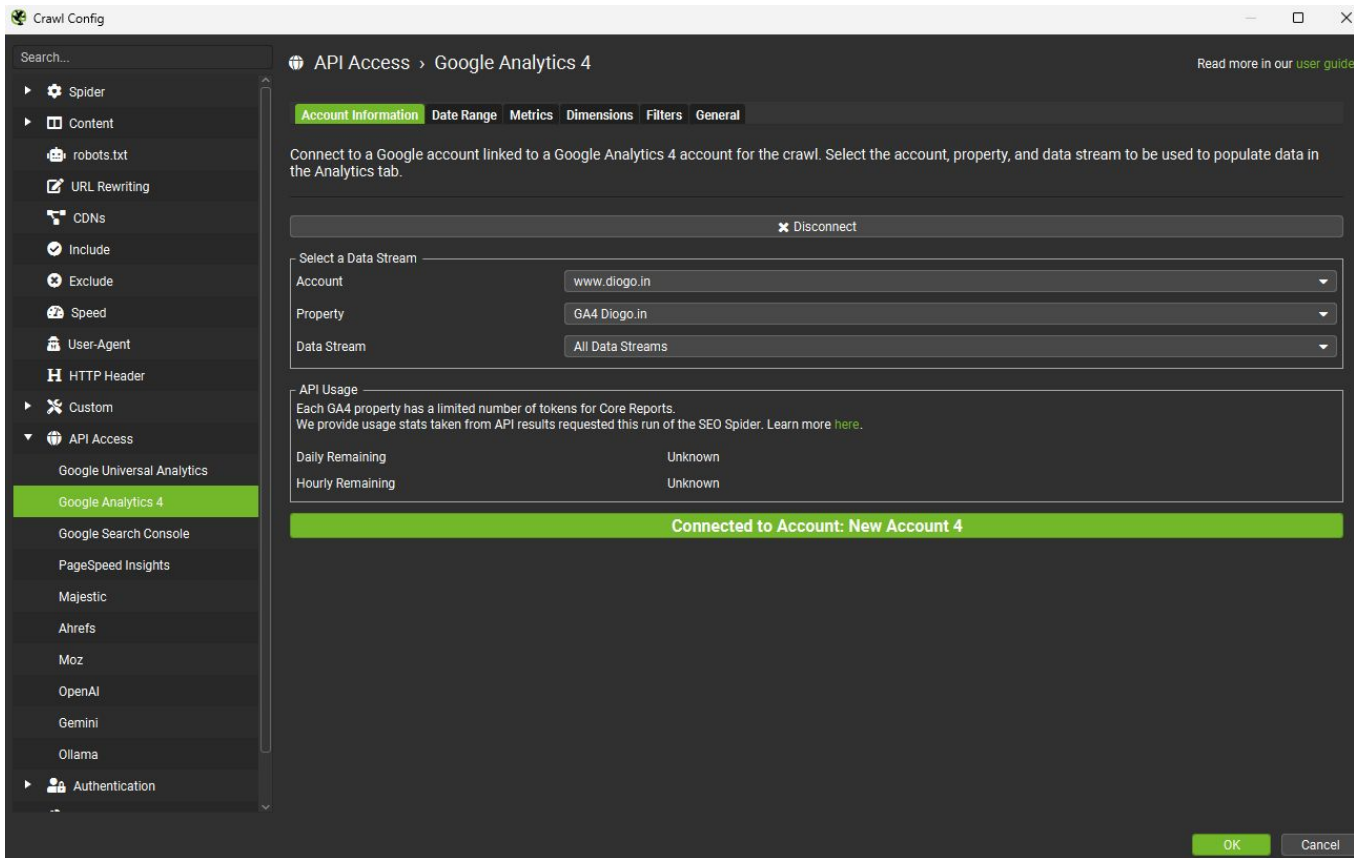
Connect

Not Connected

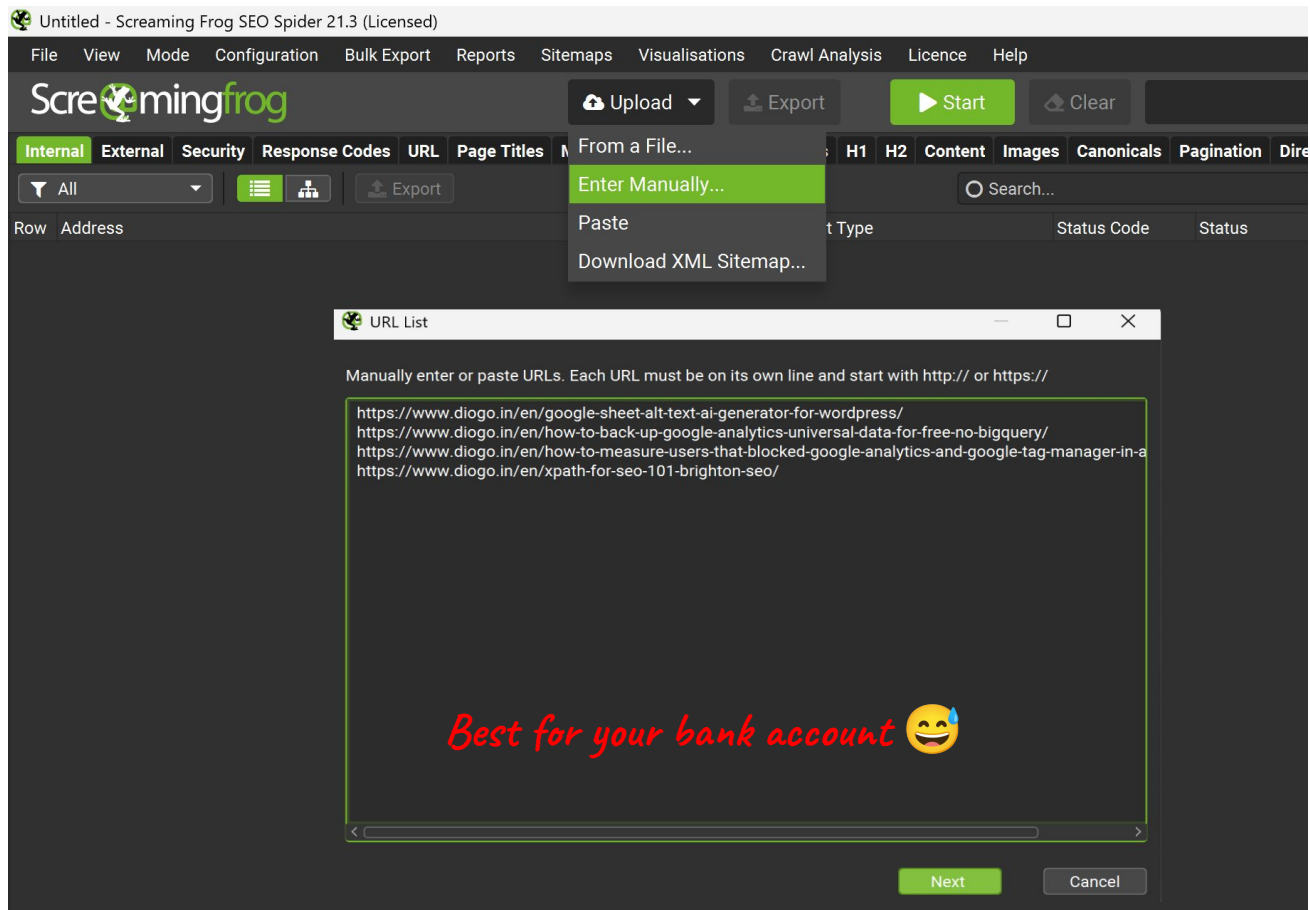
OK

Cancel

Select your GA4 account and property



Paste the URLs you want to crawl



Untitled - Screaming Frog SEO Spider 21.3 (Licensed)

File View Mode Configuration Bulk Export Reports Sitemaps Visualisations Crawl Analysis Licence Help

Screamingfrog

Upload Export Start Clear

Internal External Security Response Codes URL Page Titles

All Export

From a File... Enter Manually... Paste Download XML Sitemap...

H1 H2 Content Images Canonicals Pagination Directory

Search...

Row Address

URL List

Manually enter or paste URLs. Each URL must be on its own line and start with http:// or https://

```
https://www.diogo.in/en/google-sheet-alt-text-ai-generator-for-wordpress/  
https://www.diogo.in/en/how-to-back-up-google-analytics-universal-data-for-free-no-bigquery/  
https://www.diogo.in/en/how-to-measure-users-that-blocked-google-analytics-and-google-tag-manager-in-a  
https://www.diogo.in/en/xpath-for-seo-101-brighton-seo/
```

Best for your bank account 😄

Next Cancel

Relax and let it run...



It takes a bit...

Copy this Google Sheet and paste the results there

Screaming Frog - HCU AI Analysis

File Edit View Insert Format Data Tools Extensions Help

100% 11

	A	B	C	D	E	F	G
1	Address	Content Type	Status Code	Status	1. Script for N	2. Script for C	3. Script for In
2	https://bonabebe.pt/cadeirinha-de-bebe-co	text/html; chars	200		1 - Consider ac	2 - Add detail	2 - Add an FAG C
3	https://bonabebe.pt/carrinho-de-bebe-com	text/html; chars	200		1 - Incorporate	2 - Add more d	2 - Add more s
4	https://bonabebe.pt/top10-carrinhos-de-be	text/html; chars	200		2 - Add more u	3 - Add more d	2 - Add more s
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							

CJS - Report

https://docs.google.com/spreadsheets/d/1o3Eq2ui_Dbb9CSaSgTMfRNFclglpypMVsgncQ-7DyK8/copy



Next steps

- **New questions for AI**
 - **Does the intent in the content of the article matches the title of the article evaluate it 1 to 10**
 - **What could be a search query for this content to appear on google and is the content relevant to that query?**
- **Who needs Screaming Frog?**

—

Questions?

Add me on LinkedIn

[linkedin.com/in/dasilvadiogo/](https://www.linkedin.com/in/dasilvadiogo/)

