

KEYNOTE

From Manual to Machine: The Fundamentals Of Building Enterprise-Scale AI



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MARKETING

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[DIGIMARCONOCEANIA.COM](https://digimarconoceania.com) | [#DigiMarConOceania](https://twitter.com/DigiMarConOceania)



2025 WORLD TOUR



WLDM

WHITE LIGHT DIGITAL MARKETING

~~AGENCY~~

Welcome to the anti-agency



An Indie Hackers Guide to the Future of AI - Today

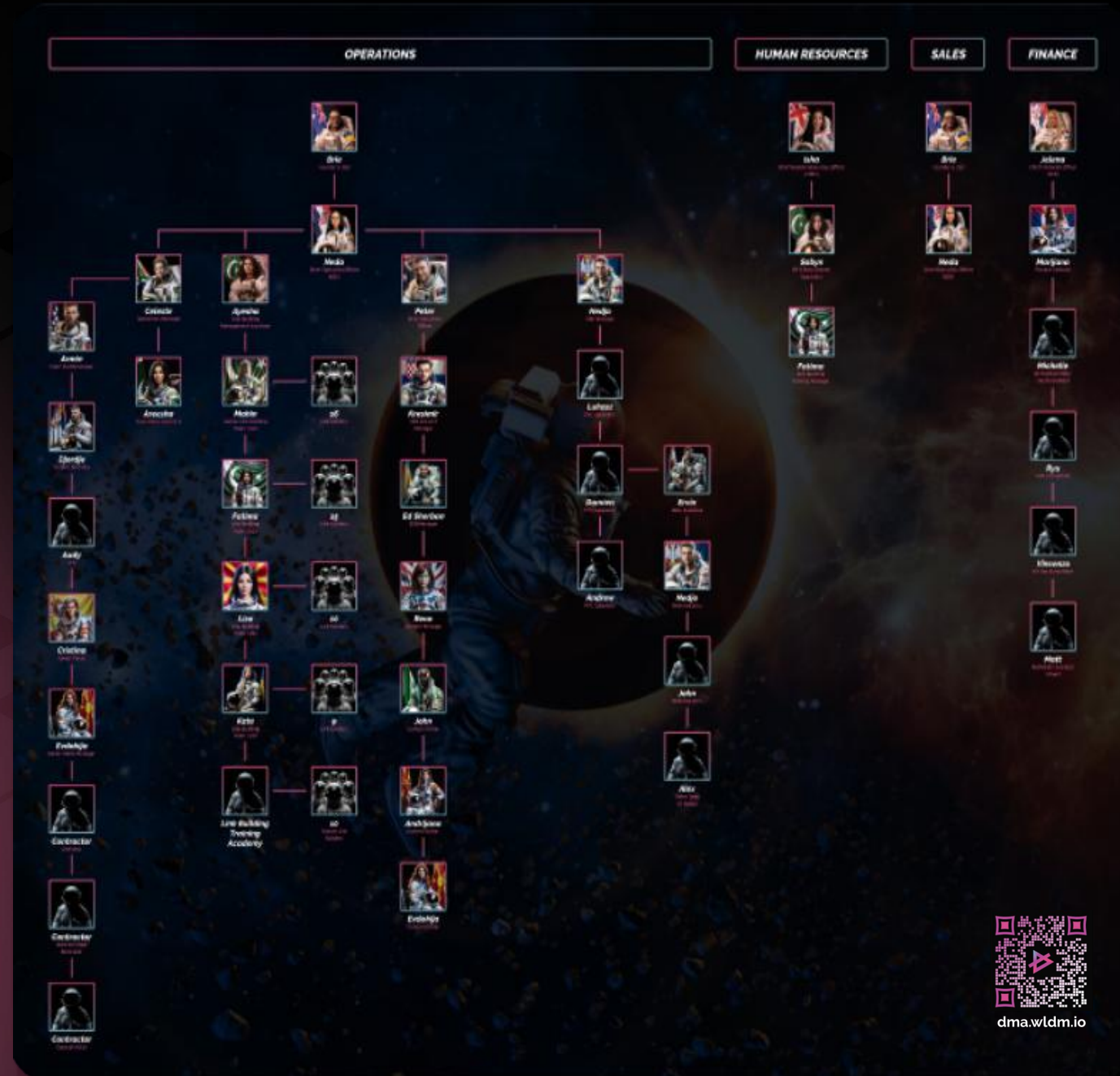
Brie Moreau



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Our Mission & Astronauts

- 18 years SEO experience
- Founded the longest running remote Digital Marketing agency in Australia – White Light Digital Marketing 70+ employees worldwide
- Mainly focus on Fortune 500 companies and US private equity
- We solve complex and expensive problems using SEO, Data Science, Machine Learning & AI
- Though we also work with smaller Australian based clients too!
- Go Australia, lets make this tech community stronger and smarter <3



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“If you want to understand SEO, build a search engine...”

John Mueller, Senior Webmaster Trends Analyst at Google

What this talk isn't:

7 Tips and 5 Hacks to Use AI Tools

Instead, this is you understanding the fundamentals of AI, Machine Learning, SEO and Data Science from first principles thinking.

Welcome to the Indie Hacker's Guide to building Google's search engine in 2025

We'll cover:

- The most important Google patents of today and how to implement for them
 - Some foundational knowledge in LLM's, Machine Learning and Data Science
 - Why content and guest posts don't work anymore (and why semantic links do)
 - And how to rank #1 for the hardest keyword in the world, with proof
-
- I am teaching you how to fish, not giving you fish. And yes it will be an expansive and wild ride, I hope you enjoy <3



Performance

- ☐ Referring domains ☐ Domain Rating ☐ URL Rating ☒ Organic traffic ☐ Organic traffic value ☐ Organic pages ☐ Impressions
- ☐ Paid traffic ☐ Paid traffic cost ☐ Crawled pages

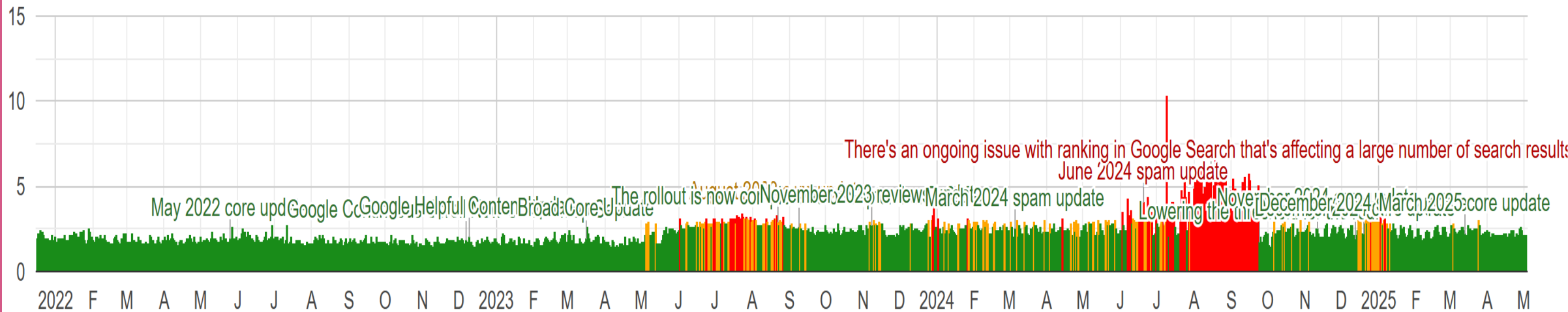


Our Bio



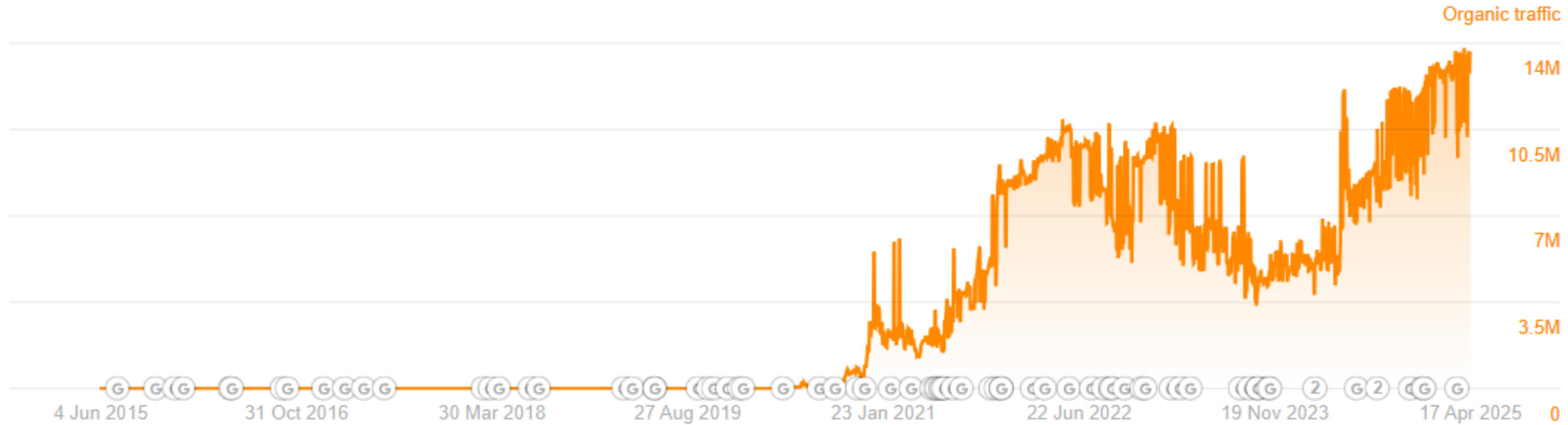
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The most volatile period in Google ever...



Performance

- ☐ Referring domains ☐ Domain Rating ☐ URL Rating ☒ Organic traffic ☐ Organic traffic value ☐ Organic pages ☐ Impressions
- ☐ Paid traffic ☐ Paid traffic cost ☐ Crawled pages



And this



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Performance

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- ☐ Paid traffic ☐ Paid traffic cost ☐ Crawled pages



This too



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Performance

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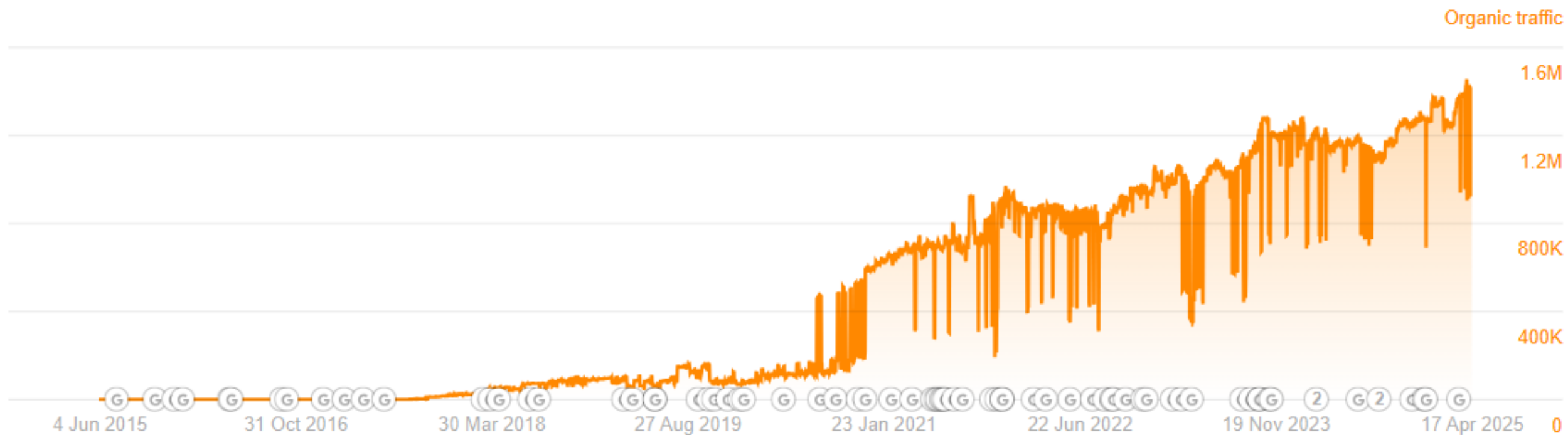
Performance

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But wait, there's more... even with the new sites.



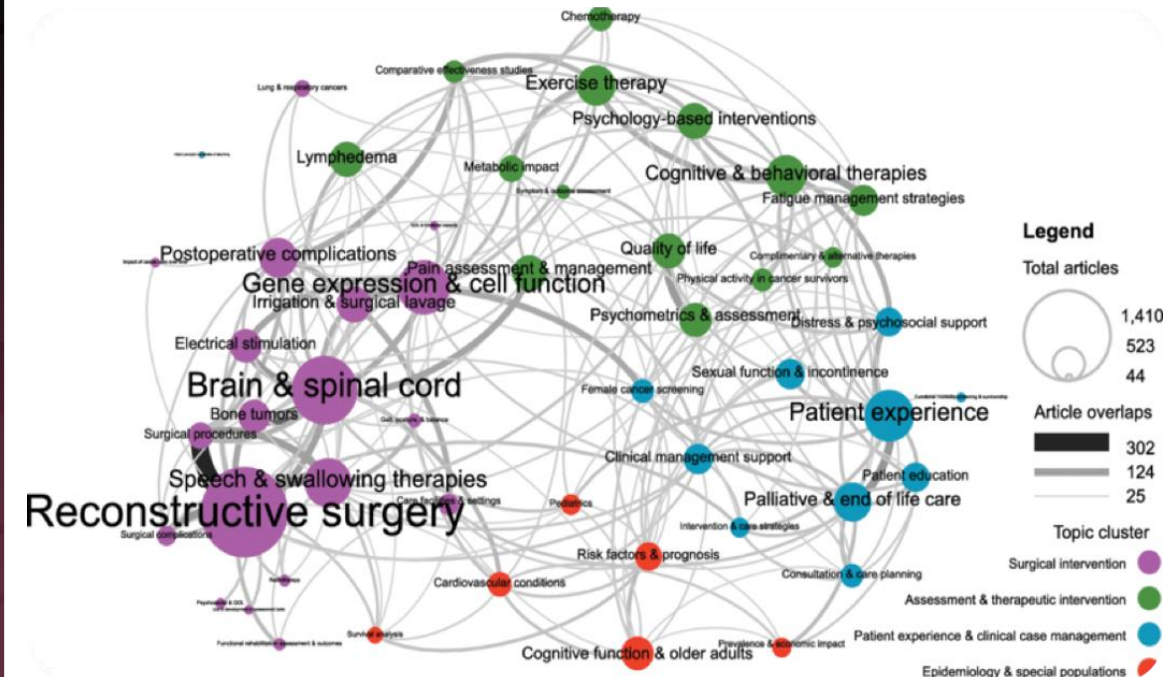
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Understanding Information Retrieval Costs

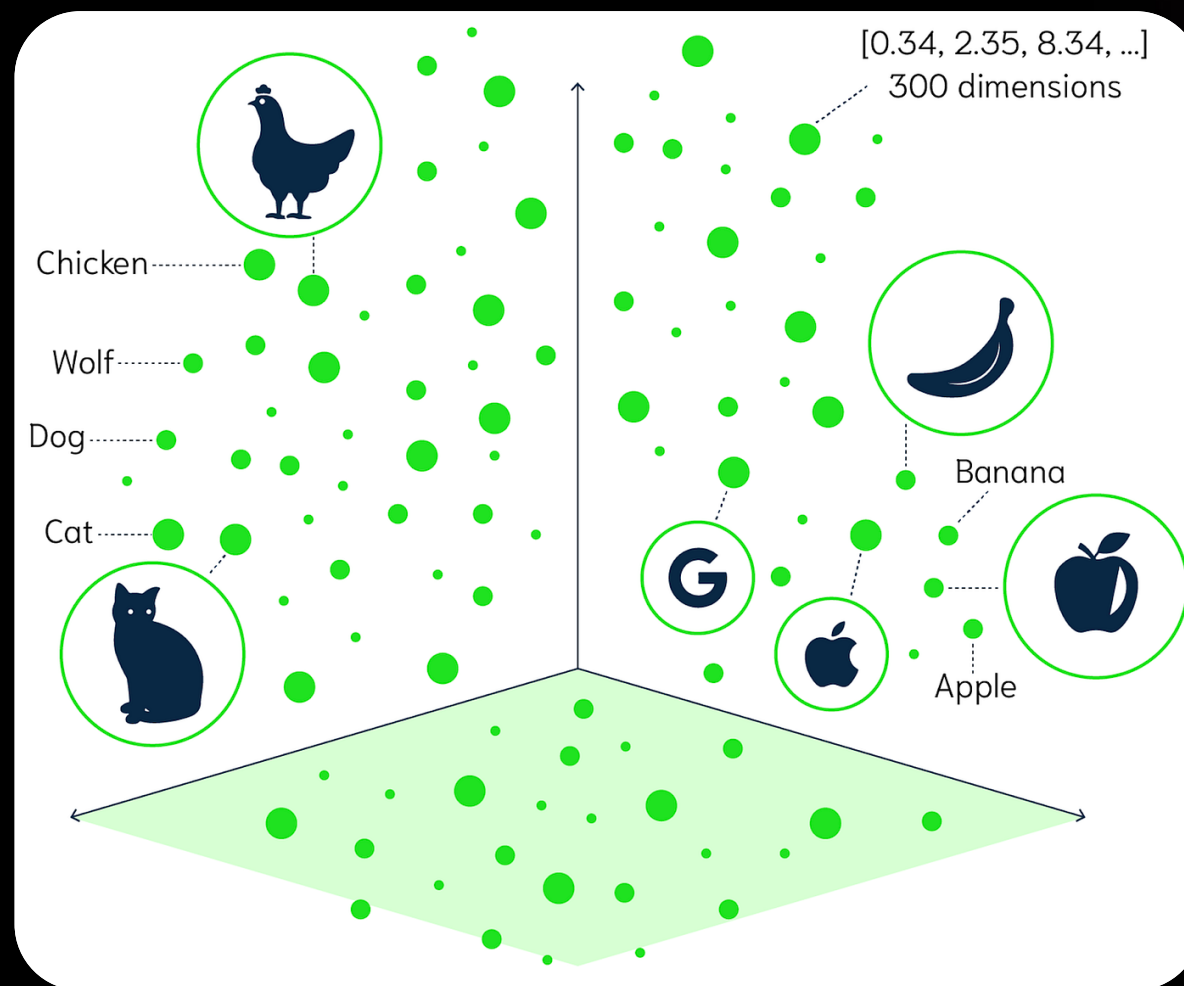
The strongest and cleanest signal wins the result

Create an on-page and off-page pressure system to alert Google

Your saving Google time and money = traffic!



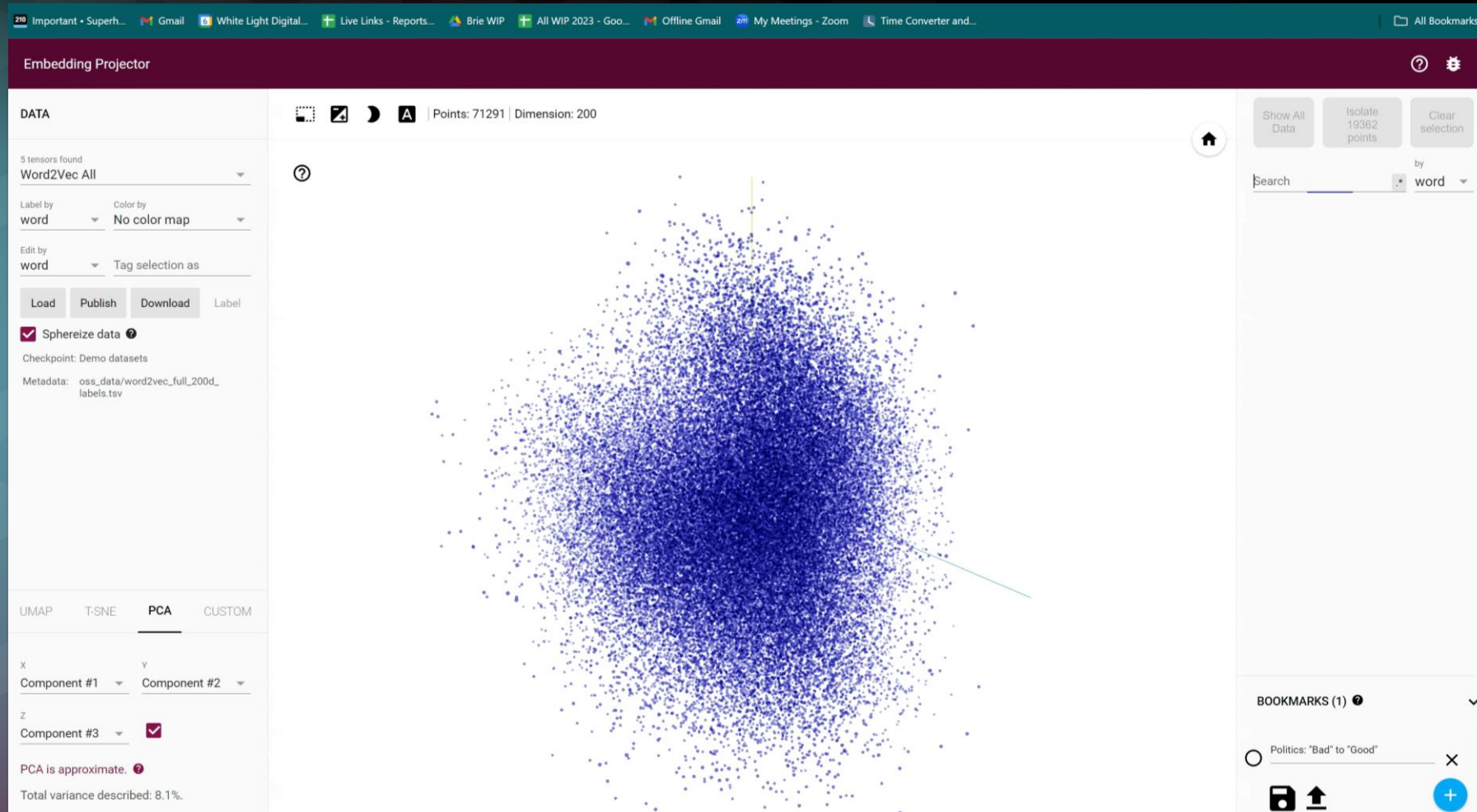
What is Vector Search and LLMs?



Word2Vec Google's First LLM

Word2Vec is a **neural network model** that learns word associations from a large corpus of text.

It predicts a word based on its context (surrounding words) or predicts surrounding words given a target word.
Apple = fruit or tech company?



Words = Vectors

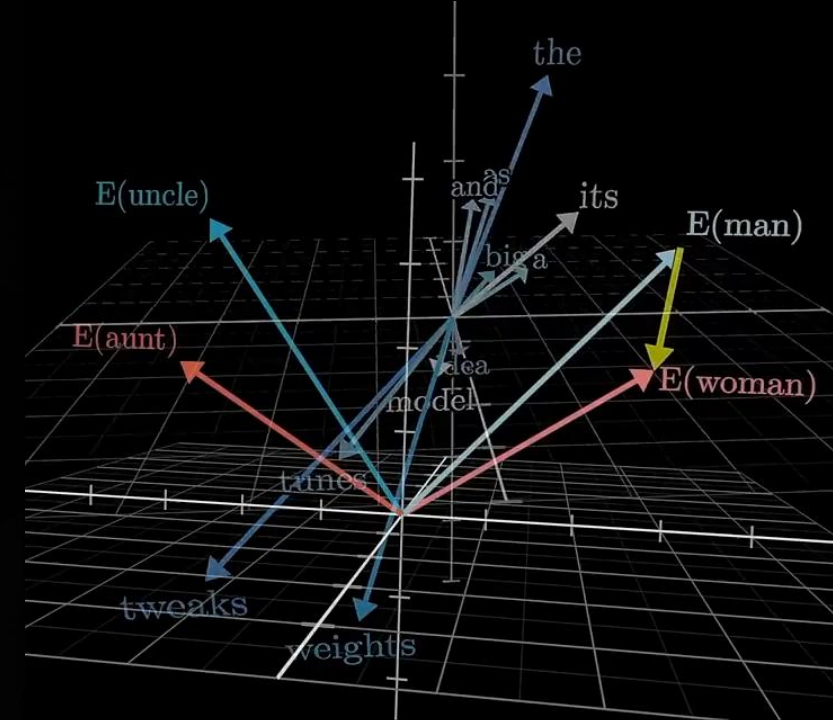
Changing



Words = Vectors

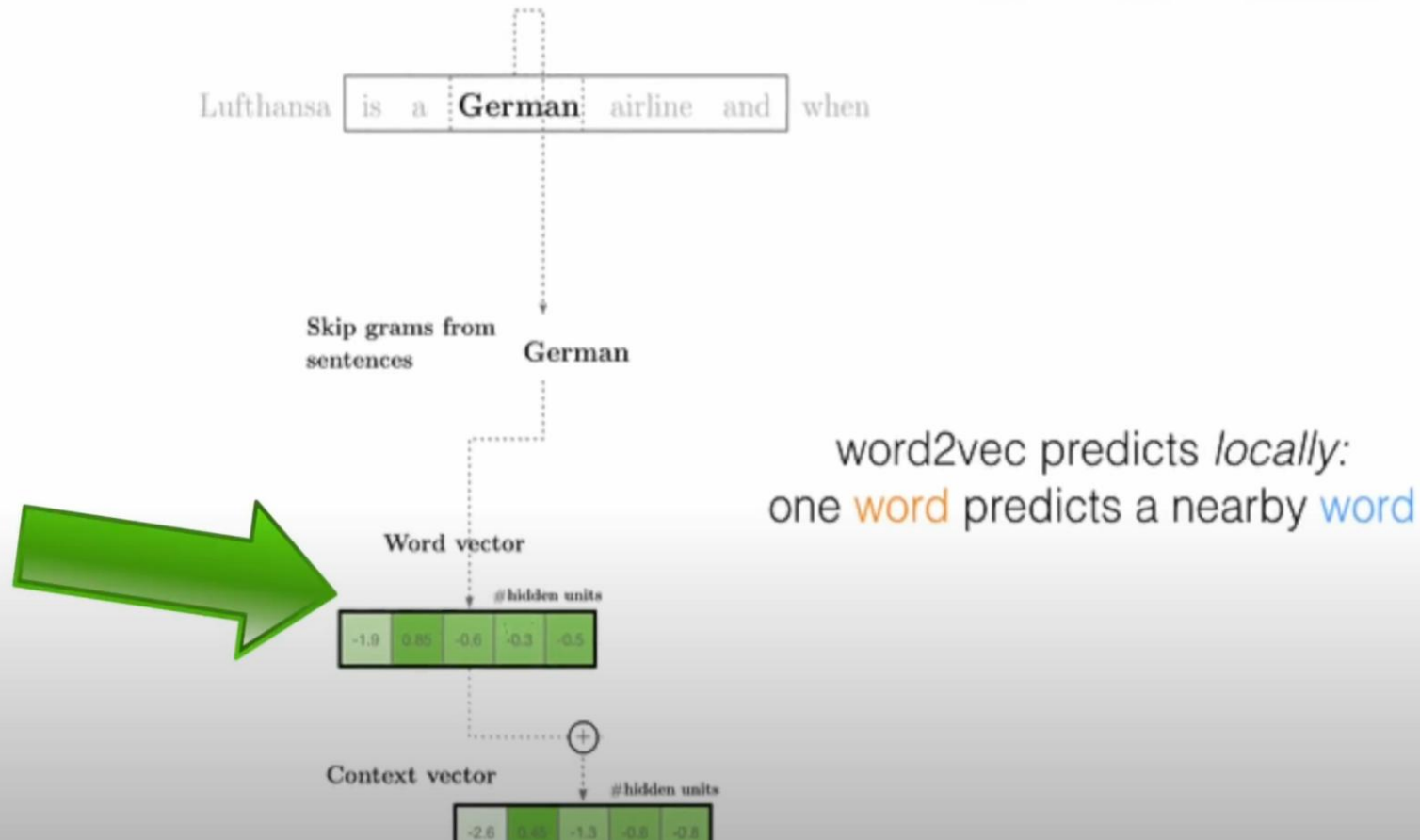
Through training, the model adjusts word vectors so words sharing similar contexts in the corpus have similar vector representations.

These resulting vectors, known as word embeddings, capture semantic relationships between words.



Word Embeddings

Enable machine learning models to understand and process natural language more effectively by providing a **numerical representation** of word meanings.

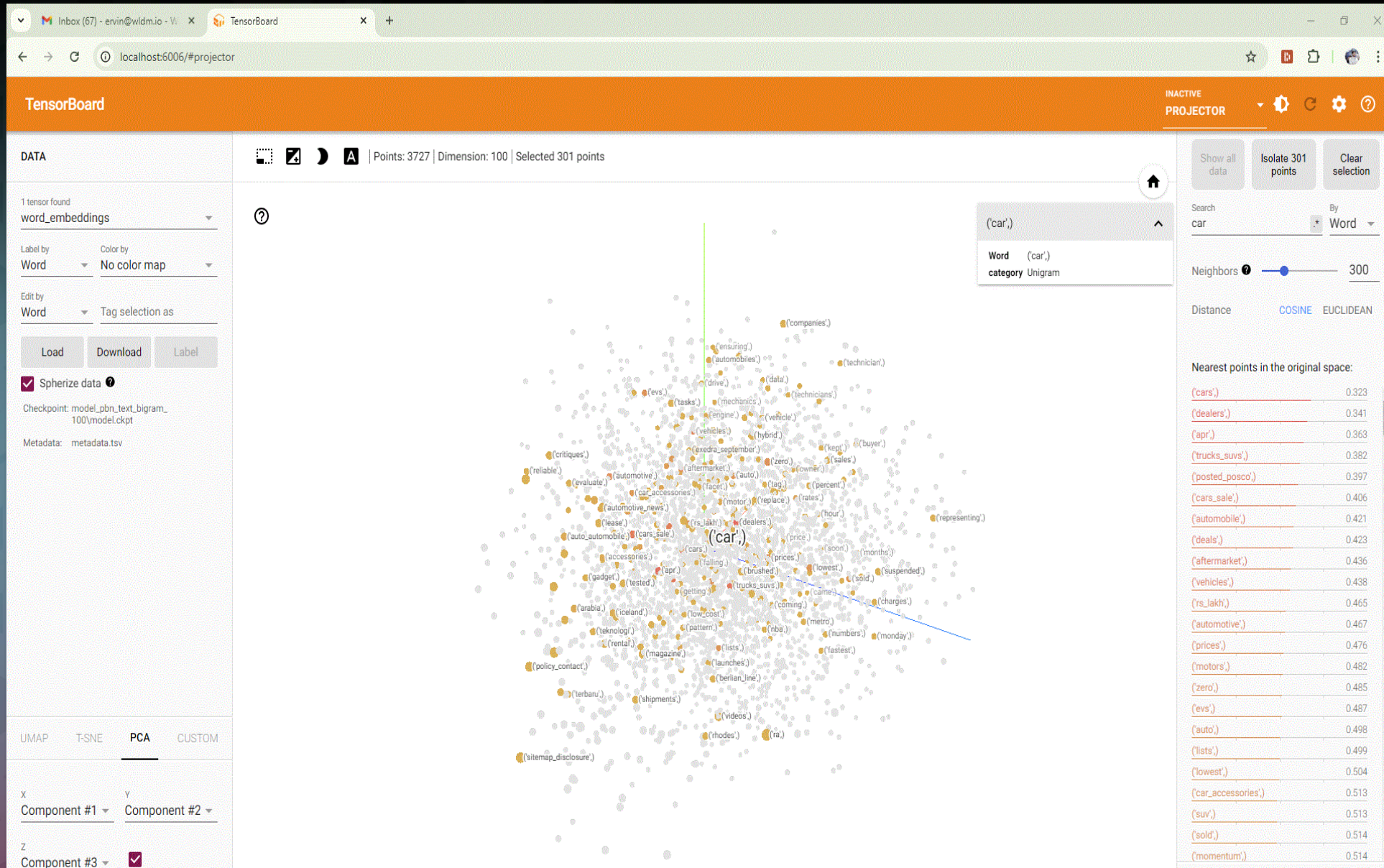


When phase 1 of ML comes back as a good site. Then we scrape the page where the link comes from and do entity extraction with Googles NLP. Then cross check our Google BERT LLM embedding space to see if the keyword the link we want to get from is topically relevant.

Entity Extraction On Link Building Pages

domain	url	cleaned_content_text	keyphrases1	keyphrases2	keyphrases3	keyphrases4	keyphrases5
https://beamable.com/blog/beamable-chosen-by-mythical-games-to-power-live-ops-infrastructure	https://beamable.com/blog/beamable-chosen-by-mythical-games-to-power-live-ops-infrastructure	beamable chosen mythical games power live ops infrastructure beamable solutions liveops portal serverless game backend unity sdk unreal sdk beamable private cloud decentralized infrastructure depin web3 integration playfab migration codev implementation discuss custom project pricing marketplace resources api live status features list documentation github samples change logs technical whitepaper community company us blog customers partners contact us sign uplogin beamable chosen mythical games power live ops infrastructure back day night beamable chosen mythical games power live ops infrastructure sep 29 2023 beamable platform enables accelerated development cost savings scalable blockchaincompatible infrastructure game publishing operations boston beamable leader backend services software built 3d engines proudly announces partnership nextgeneration gaming technology studio mythical games leader games playerowned economies mythicals newly released game nfl rivals recently debu...	['2022', 'boston', '2023', 'online', 'dj', 'httpsbeamablecom', 'skylanders', 'forbes', 'gamersfirst', 'warcraft']	['charttopping games', 'dj hero', '2021 mythical', 'warcraft guitar', 'forbes disruptive', 'world warcraft', 'liveops portal', 'skylanders mythical', 'online games', 'mythicals gamersfirst']	['web3 integration playfab', 'mythical bringing online', 'mythicals gamersfirst focus', 'serverless game backend', 'games offering softwareasaservice', 'technology mythicals gamersfirst', '2021 mythical games', 'games beamables private', 'charttopping games beamables', 'beamablecom mythical games']	['ideas 2021 mythical games', 'cto mythical games beamables', 'blockchain technology mythicals gamersfirst', 'live games offering softwareasaservice', 'liveops portal serverless game', 'games beamables private cloud', 'portal serverless game backend', 'mythical games beamables tools', 'mythical bringing online games', 'charttopping games beamables private']	['chosen mythical games power live', 'amazing charttopping games beamables private', 'mythical games power live ops', 'solutions liveops portal serverless game', 'charttopping games beamables private cloud', 'liveops portal serverless game backend', 'mythical games beamables tools framework', 'operations live games offering softwareasaservice', 'cto mythical games beamables tools', 'portal serverless game backend unity']

Entities Extracted of a Quality Website In an Embed Space



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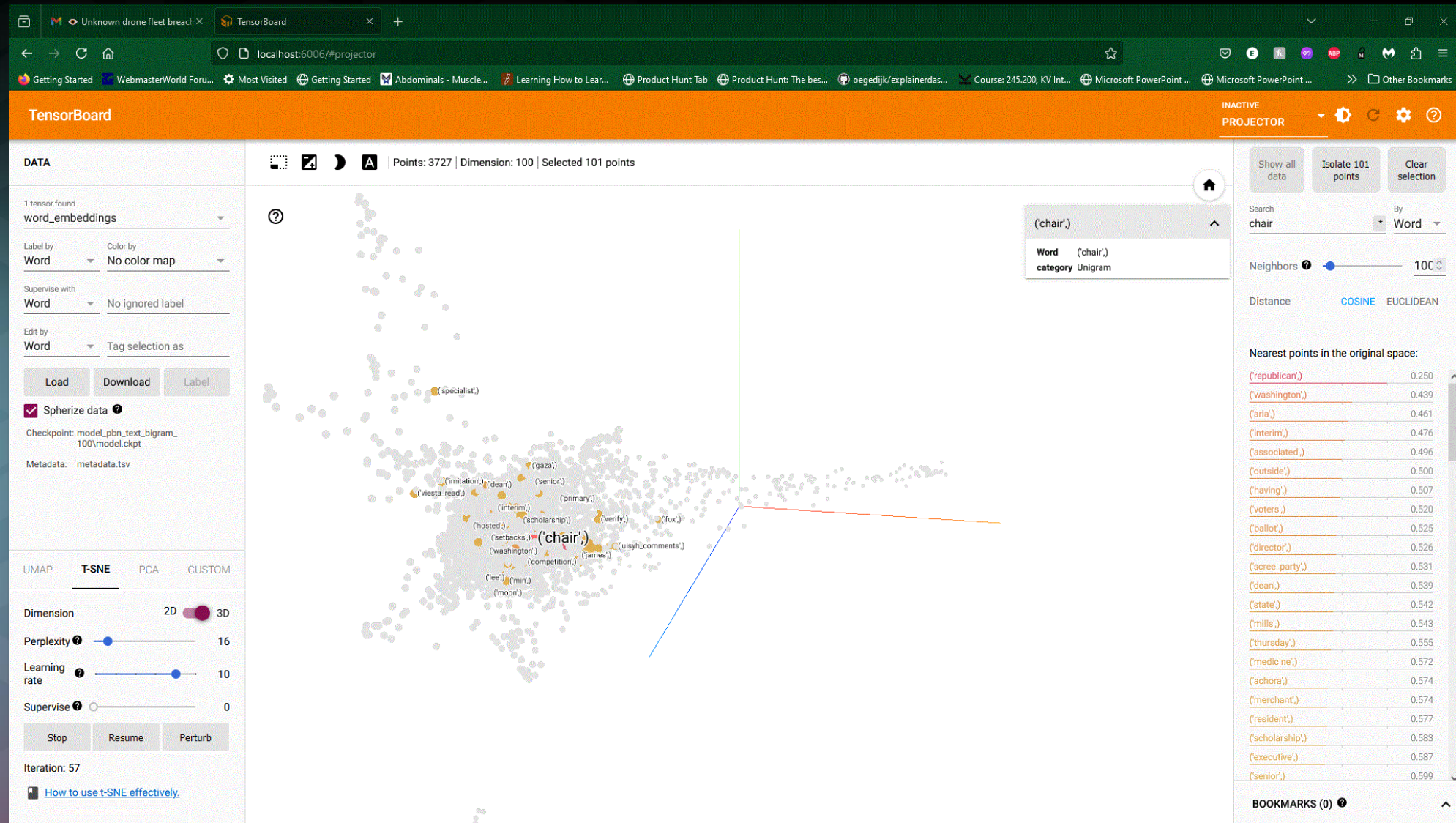
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domain	url	cleaned_content_text	keyphrases1	keyphrases2	keyphrases3	keyphrases4	keyphrases5
https://activatuhosting.com/how-to-win-in-slots-win-playing-slots-machine/	https://activatuhosting.com/how-to-win-in-slots-win-playing-slots-machine/	win slots win playing slots machine activatu hosting skip content activatu hosting menu menu win slots win playing slots machine october 17 2024 everett vipslots meaningful online casino offering numerous tournaments summer winter world wide web site see tournament schedules usually tournaments special month well daily weekly tournaments new casino slots baccarat type online casino ball game sites provide thrill participate within virtual casino school websites tutorials explain rules nuances certain games web resources play blackjack beyond best wagering money additional slot gacor possibilities winning hence slots wagering limits 1 2 etc better chances getting winning determine quantity money time afford lose setting person decide enter casino set pay fun time set time also playing slots quite addictive might notice already spent ones money time actual casino casino slots offers 200 initial bonus professionals bonus felt made essentially sense acquired using site ever while os...	['2022', '2024', 'tournaments', 'spaceman', 'blackjack', 'tournament', 'gambling', 'online24jam', 'casino', 'poker']	['casino offering', 'categories casino', 'casino ball', 'weekly tournaments', 'poker bandar', 'casino casino', 'online gambling', 'online casino', 'poker online', 'poker httpsgacorbookiecom']	['online casino offering', 'meaningful online casino', 'poker httpsgacorbookiecom situs', 'poker online terbaik', 'tournaments new casino', 'situs poker online', 'idn poker httpsgacorbookiecom', 'online casino ball', 'pragmatic poker online', 'poker online nexusengine']	['online casino offering numerous', 'best online slot games', 'togel pragmatic poker online', 'tournaments new casino slots', 'vipslots meaningful online casino', 'online casino ball game', 'pragmatic poker online nexusengine', 'casino offering numerous tournaments', 'poker online nexusengine slot', 'weekly tournaments new casino']	['best online slot games immersive', 'togel pragmatic poker online nexusengine', 'poker online nexusengine slot httpsthez9com', 'tournaments new casino slots baccarat', 'baccarat type online casino ball', 'daily weekly tournaments new casino', 'casino offering numerous tournaments summer', 'pragmatic poker online nexusengine slot', 'online casino offering tournaments', 'tournaments new casino slots']

GET A FREE AUDIT OF YOUR CHOICE!

Entities Extracted of a Link Farm Site In an Embed Space



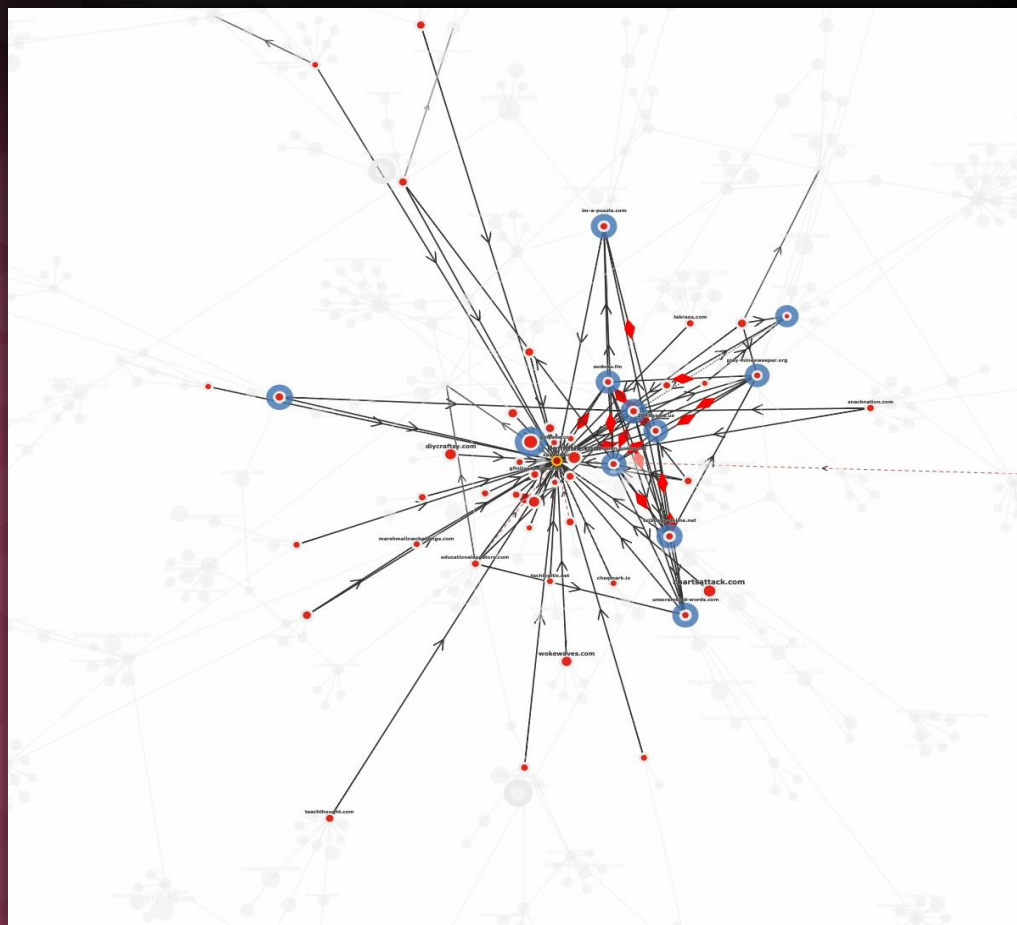
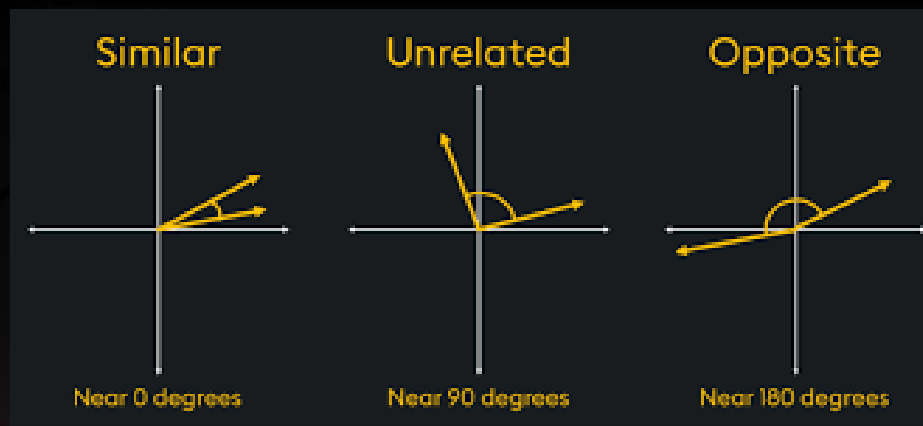
Now compare the 2 clusters, see the difference?



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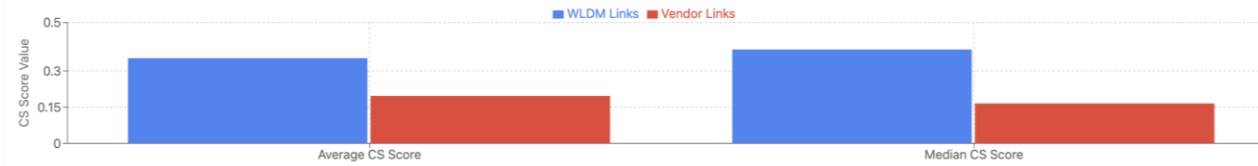
Cosine Similarity

Is used because it captures the semantic meaning behind words better than other maths used in Machine Learning and AI

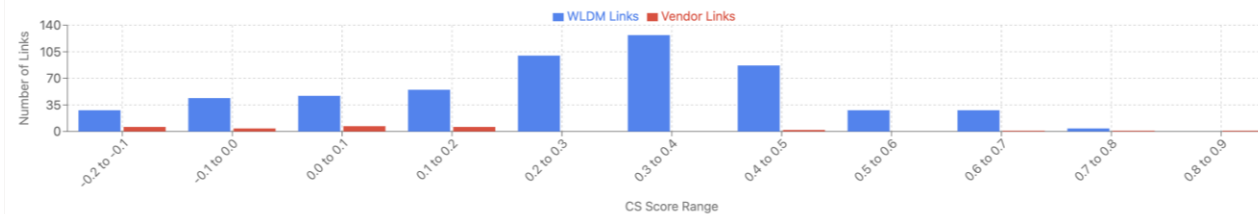


What cosine similarity means for backlinks

Average & Median CS Score Comparison



CS Score Distribution



Note: WLDM link counts have been normalized for visual comparison. Actual WLDM link count is 520.

- WLDM links have a significantly higher average CS Score (0.35) compared to Vendor links (0.20)
- WLDM links perform 1.8x better than Vendor links based on CS Score
- WLDM links have a more consistent performance profile with most scores clustering in the 0.3-0.5 range
- The dataset contains 520 WLDM links vs only 28 Vendor links

<https://digimarcon.wldm.io/cs-compare>



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Showing all websites with all variables and factors to show how a link farm looks compared to a good website



Current Machine Learning Protocol

Training Set:

9,000 Guest post farms compared to 9,000
“average” sites

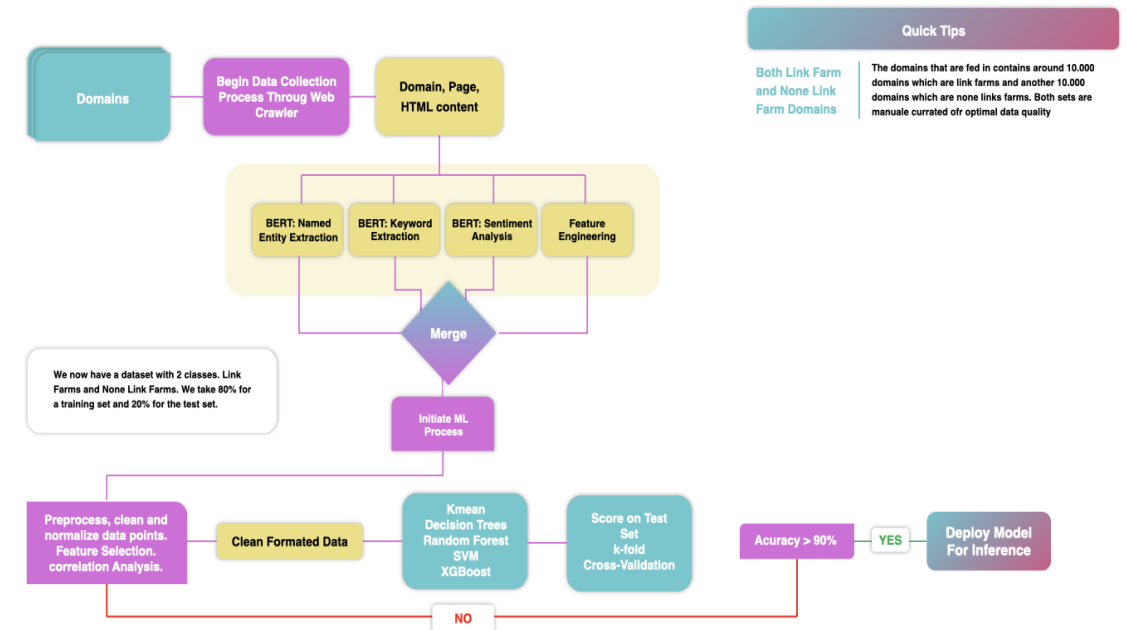
Over 1000 features compared – aka content
length/diversity, keywords ranking for, backlinks with
traffic and other features.

How long would it take a link builder to check 1000
features per website? This is how detailed we go.

We can successfully identify link farms with ML. So if we
can, imagine how Google can do it?

Again is it ranking for any results with the specific eyword
you want to rank for? If not move on!

Its that simple.



Machine>Human



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Algorithms

Summary

```
logistic_regression_model_accuracy = logistic_regression_model.score(X_test, y_test)
random_forest_model_accuracy = random_forest_model.score(X_test, y_test)
svm_model_accuracy = svm_model.score(X_test, y_test)
mlp_model_accuracy = mlp_model.score(X_test, y_test)
xgb_model_accuracy = accuracy_score(y_test, y_pred_xgb)

Classifications = pd.DataFrame({"Logistic Regression Model": logistic_regression_model_accuracy,
                                "Random Forest Model": random_forest_model_accuracy,
                                "SVM Model": svm_model_accuracy,
                                "MLP Model": mlp_model_accuracy,
                                "XGBoost Model": xgb_model_accuracy}, index=["Accuracy"])
Classifications.to_excel("Classifications.xlsx")
Classifications.head()
```

Python

	# Logistic Regression Model	# Random Forest Model	# SVM Model	# MLP Model	# XGBoost Model
Accuracy	0.9896788990825688	0.9908256880733946	0.9873853211009175	0.9931192660550459	0.9931192660550459

- Decision Tree
- Random Forest
- XGBoost
- Logistic Regression
- SVM (Support Vector Machine)
- Neural Networks

Example:

3 out of 5 models say it's a link farm → final result = link farm.

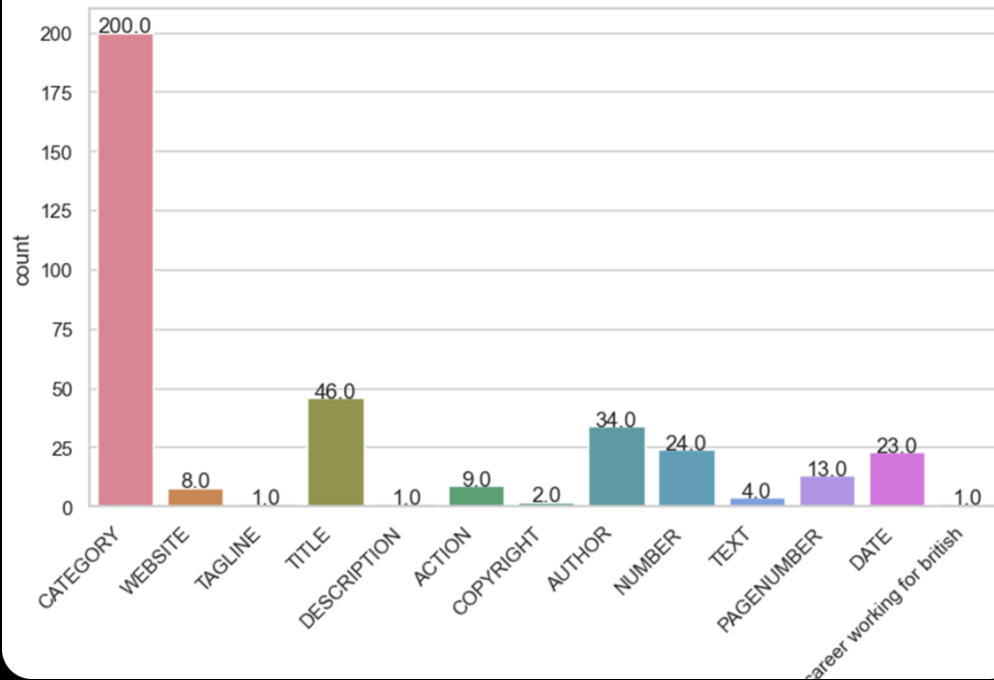


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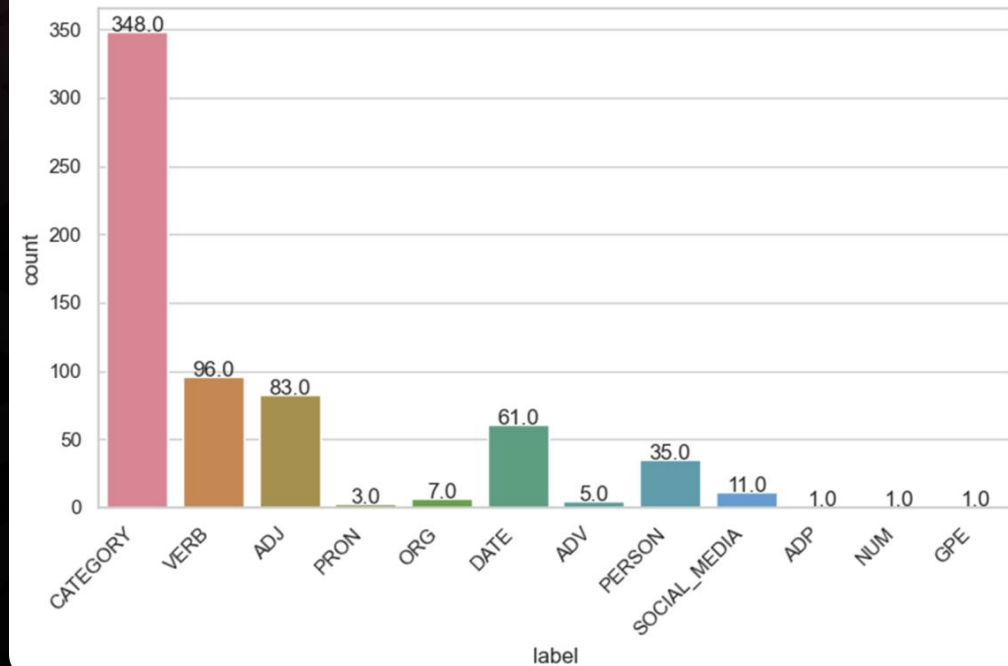
Entity Distribution

This shows how link farms are different from normal sites and we can predict link farms at scale.

Entity Distribution for PBN Sites



Entity Distribution for Guest Post Marketplaces Sites

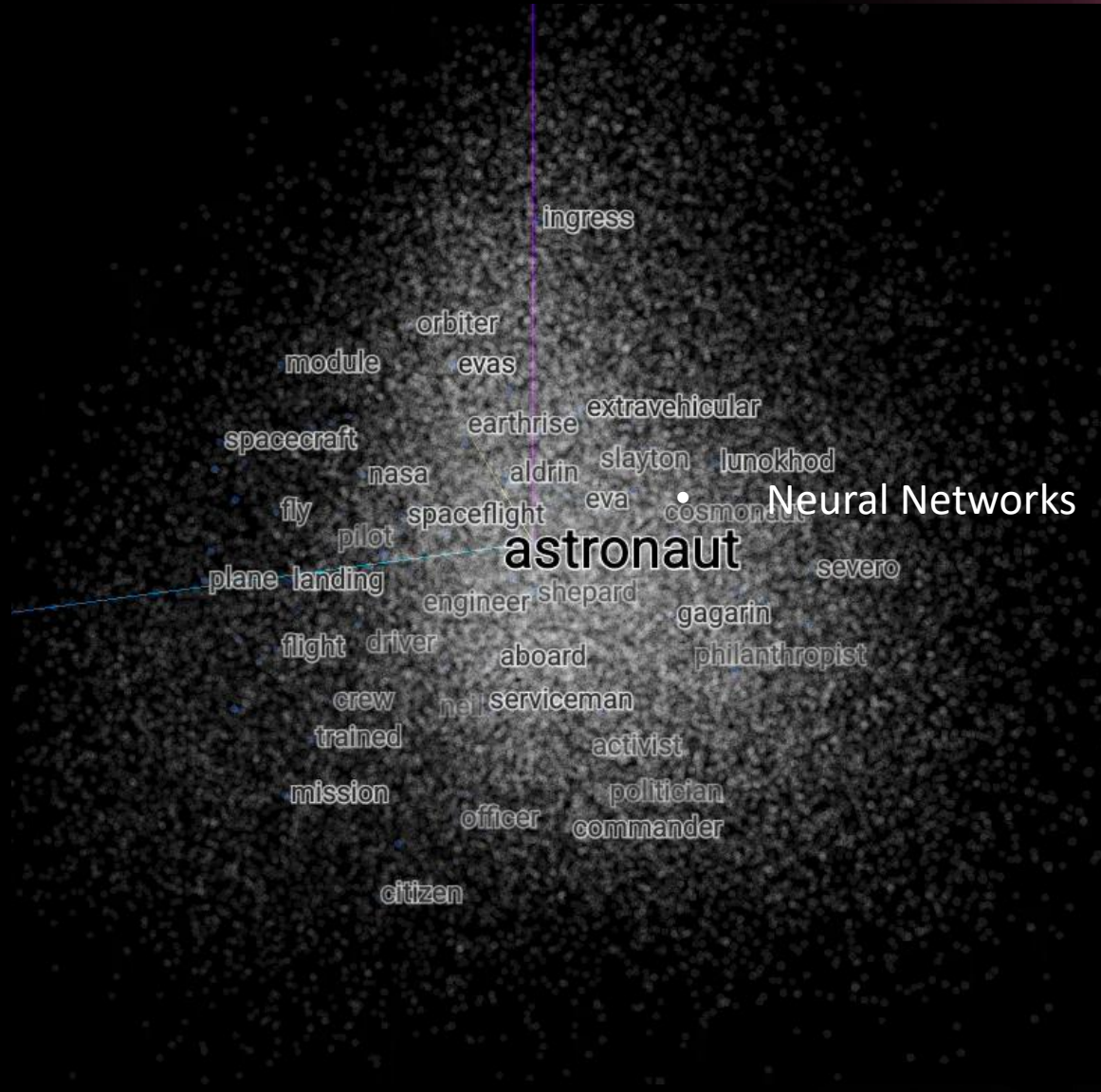


Guest Post Sentiment Analysis

Through our research we discovered sentiment analysis is a good predictor for finding link farms.

Super easy to spot.





If this is what
we can do,
just **imagine**
what Google can...

Everybody Knows PageRank

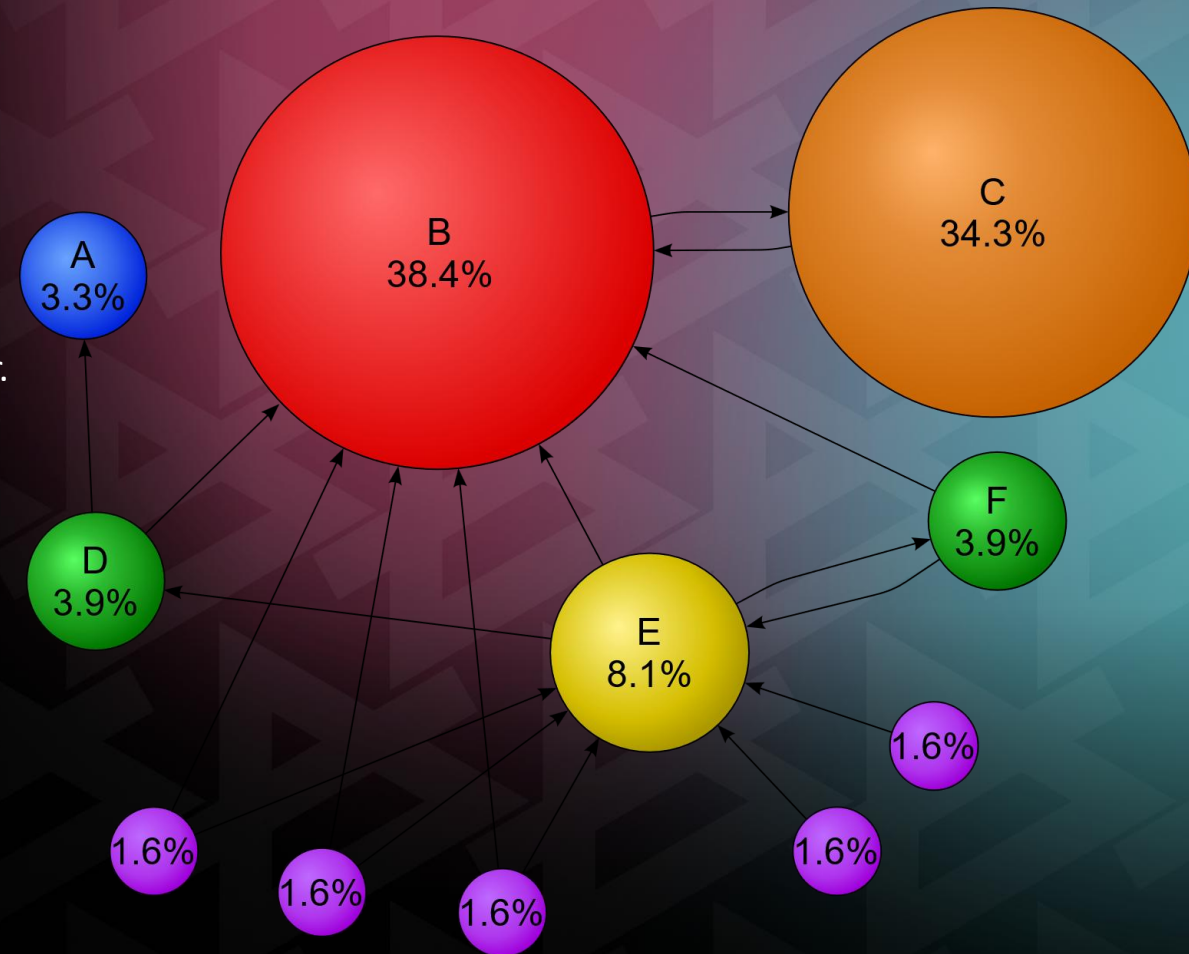
- This algorithm is the foundation of the Information Age <3
- Ranks pages based on link authority, not keywords.
- Not how many links you have, but who links to you (& their authority)
- Google never stopped using PageRank – they just stopped showing public scores.
- PageRank flows through links - internal and external - like water. Poor architecture = lost ranking power.

So the question is:

Has your SEO ever run PageRank algorithm on your site?

Internal PageRank is crucial for SEO.

- Fix link flow
- Reveal silos and orphans
- Data-backed structure
- Unlock hidden ranking potential
- Spot link hoarders
- Get more ROI from existing content/backlinks



Internal PageRank Score

Using [Screaming Frog](#) and [Google Search Console](#); you can find your IPR score.

	A	B	C	D	E	F	G	H	I	J
1	URL	Ordinal No	In PageRank	In Links	Out Links	Total Links	Clicks	Impression	CTR	Position
2	https://p	103	7.48E-04	79	45	124	1147703	15103417	7.60%	5.13
3	https://p	488	1.74E-04	31	43	74	412902	5659930	7.30%	8.28
4	https://p	123	6.52E-04	45	55	100	393757	5772010	6.82%	9.36
5	https://p	143	5.99E-04	45	49	94	169135	1264392	13.38%	13.35
6	https://p	84	8.85E-04	64	51	115	160414	1726221	9.29%	22.69
7	https://p	446	2.16E-04	36	42	78	124652	1566828	7.96%	18.32
8	https://p	12	0.016117789	2975	44	3019	122149	2048174	5.96%	16.57
9	https://p	126	6.49E-04	52	49	101	110000	1984241	5.54%	15.85
10	https://p	61	0.001054817	42	43	85	88175	3492570	2.52%	14.97
11	https://p	369	3.00E-04	35	35	70	77613	1919834	4.04%	16.99
12	https://p	181	5.08E-04	23	41	64	70834	2154925	3.29%	9.56
13	https://p	514	1.61E-04	31	41	72	69029	1064171	6.49%	25.81
14	https://p	506	1.64E-04	19	44	63	62137	729743	8.51%	27.95
15	https://p	388	2.83E-04	45	48	93	61734	5386103	1.15%	8.2
16	https://p	42	0.001358451	63	43	106	59027	976763	6.04%	20.45
17	https://p	86	8.51E-04	87	47	134	58801	1667663	3.53%	29.52
18	https://p	671	1.13E-04	21	38	59	57283	1294896	4.42%	21.28
19	https://p	565	1.37E-04	28	40	68	56137	818163	6.86%	23.38
20	https://p	309	3.55E-04	28	39	67	52054	933424	5.58%	27.2
21	https://p	448	2.15E-04	35	43	78	50918	2860134	1.78%	15.08
22	https://p	674	1.11E-04	16	42	58	50025	453687	11.03%	24.01

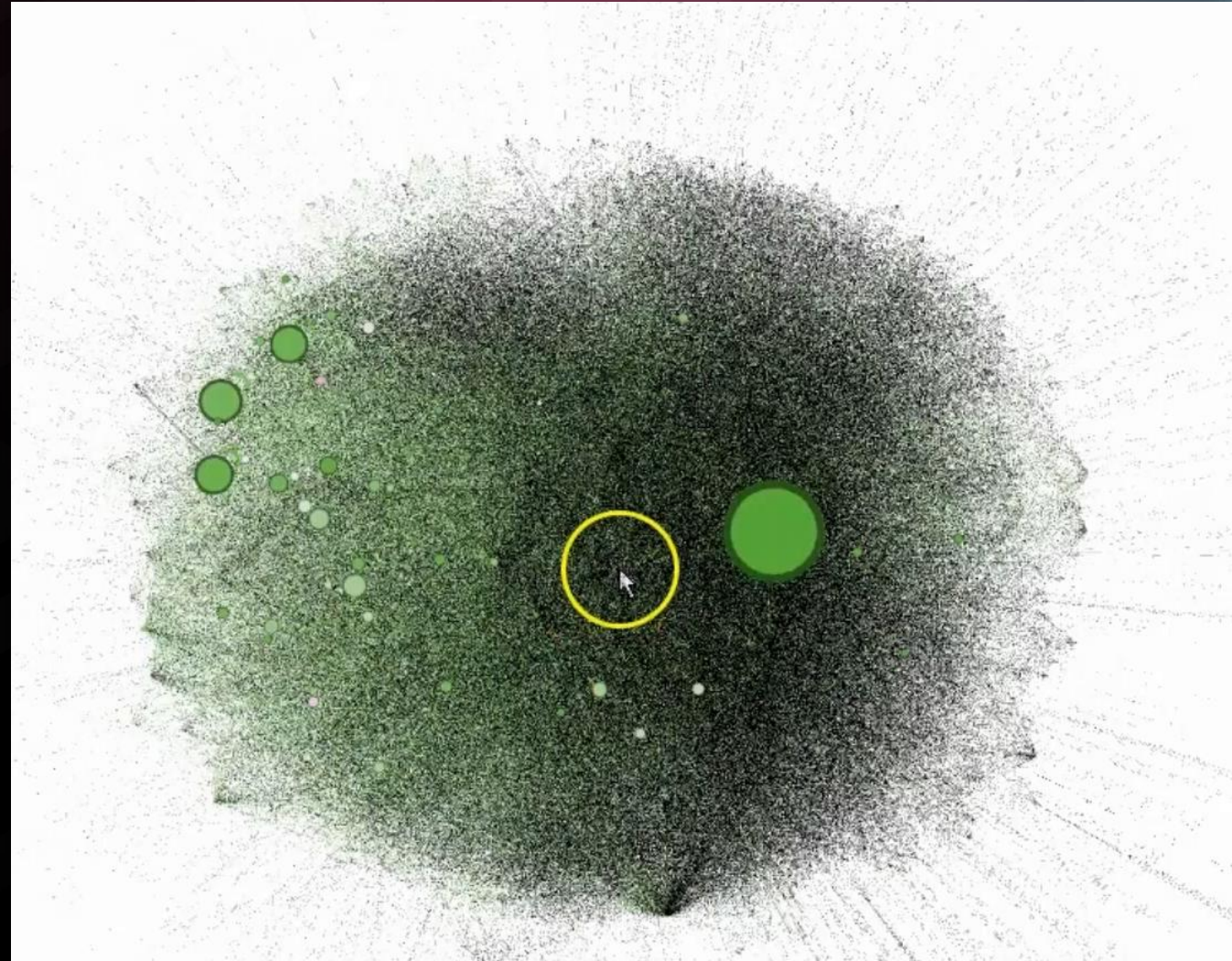
Analysis for a client, more than 4k URLs and more than 300k inlinks.

The table shows the In PageRank of each link - the higher the PageRank, the higher the authority of the page. This table allows us to also uncover correlations between Internal PageRank and other key metrics like CTR and average position.



Then, you can visualize it in Gephi and watch the magic happen.

- The bigger the node, the higher number of links
- Green nodes = high position in Google
- Big black nodes = high number of in links not listed in Google



Semantic Linkbuilding



Content is NOT King!

The cost of creating high quality content will go to \$0

Think of algo as a bunch of individual music tracks that are altered for each keyword search

How Many Websites Does Google Index?

400 billion is a lot of URLs, but how many websites does this represent?

While we don't know the exact number, Google's [Gary Illyes](#) shed some light on this topic when he revealed Google checks the robots.txt record of **4 billion hostnames** every single day. (A hostname is the domain name along with any subdomain, e.g., "www.example".)

...you can see that we have about 4 billion host names that we check every single day for robots.txt. Now, let's say that all of those have subdomains, or subdirectories, for example. So the number of sites is probably over four, or very likely over four billion.

– [Search Off The Record Podcast](#)



So what is important then?

A Private
Conversation With Gary



Link Spam Update

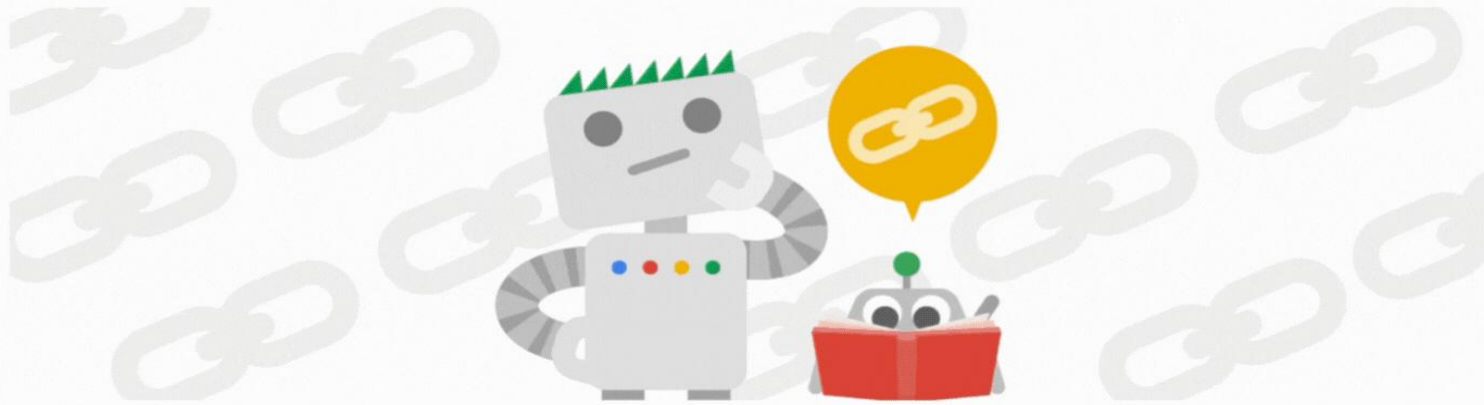
Home > Search Central > Google Search Central Blog

Was this helpful?  

A reminder on qualifying links and our link spam update

[Send feedback](#)

Monday, July 26, 2021



Web creators nowadays have many ways to monetize their websites and blogs. Some of these methods lead to the creation of outbound links that, if overdone and not annotated correctly, could violate our [quality guidelines](#). In this post, we want to share a reminder on how to deal with links that might have a commercial nature and how we continue to work to lessen the impact of link spam on our results.

Best practices

Links are one of the ways Google understands what content may be helpful to searchers, and they can be good for sites to receive, as long as they're well deserved. A best practice is to avoid methods of acquiring links that violate our guidelines against [link schemes](#). In particular, if you're linking out to other sites, make sure to [qualify those links appropriately](#). Here are some more specific guidelines to help site owners

<https://developers.google.com/search/blog/2021/07/link-tagging-and-link-spam-update>



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$$r(A) = \frac{\alpha}{N} + (1 - \alpha) \left(\frac{w_1 r(B_1)}{\|B_1\|} + \dots + \frac{w_n r(B_n)}{\|B_n\|} \right), \quad \text{Eqn. 1}$$

Based on Eqn. 1, the ranks of documents A-C may be determined as follows:

$$r(A) = \frac{1}{6} + \frac{1}{4}r(C),$$

$$r(B) = \frac{1}{6} + \frac{1}{20}r(A), \text{ and}$$

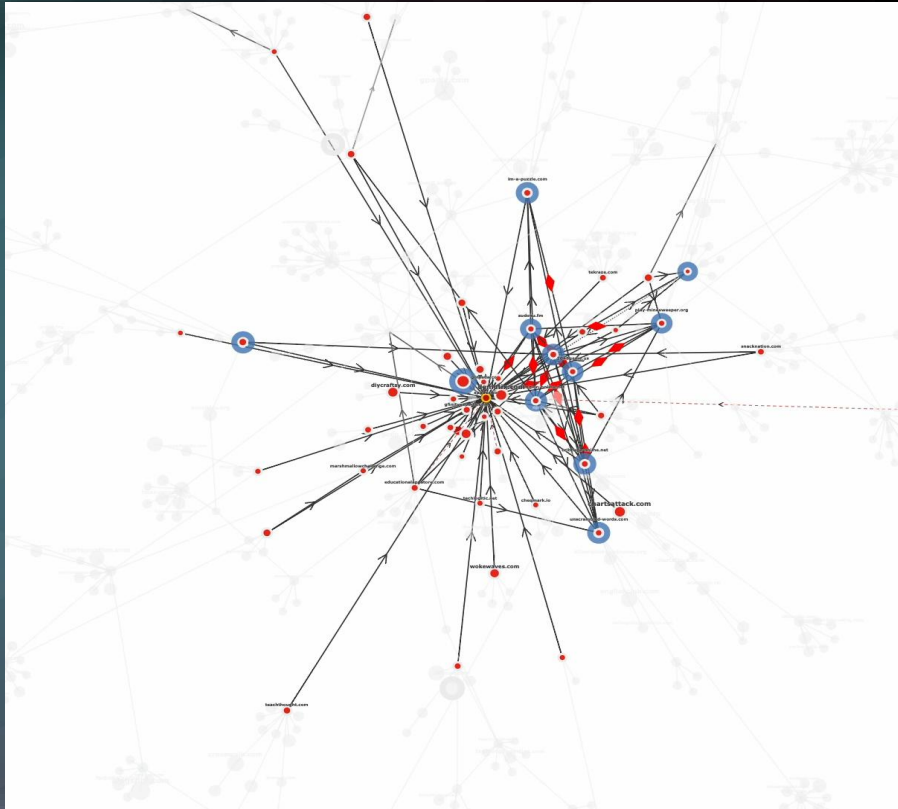
$$r(C) = \frac{1}{6} + \frac{1}{10}r(A) + \frac{9}{20}r(B).$$

The solution in this case is $r(A) \approx 0.237$, $r(B) \approx 0.202$, and $r(C) \approx 0.281$.

Reasonable Surfer Patent

Its simply tracking links with clicks and user engagement metrics on people going to the page.

Topic-Sensitive Page Rank



Reference:

Taher H. Haveliwala, "Topic-Sensitive PageRank: A context-sensitive ranking algorithm for websearch", IEEE Trans. On Knowledge and Data Engineering, vol. 15, No. 4, PP. 784-796.

The original PageRank:

- purely based on the hyperlinks of web pages.
- Contents are not considered.
- A vector of PageRank is used for all web pages.

Topic-Sensitive PageRank

- For each topic, a vector of PageRank is created.
- Each page has several PageRank values. One for each topic.

By making **PageRank topic-sensitive**, we avoid the problem of heavily linked pages getting highly ranked for queries for which they have no particular authority.

Pages considered important in some subject domains may not be considered important in others, regardless of what keywords may appear either in the page or in anchor text referring to the page.

The worlds biggest link building aggregator

We scraped almost all guest post marketplaces (23 to be exact) to create the largest link building opportunity database.

We have over 500,000 websites on file and 100's of Millions of keywords that we can find linking opportunities for in the top 20 rankings.

So we put a list of keywords in and we find pages that are ranking for that EXACT keyword (or variations of) and have a high probability of linking to them

The screenshot displays the 'Dark SaaS' link building aggregator interface. It features a dark-themed sidebar with a 'Home' button and several 'Nav' links. The main content area is titled 'Filter' and is divided into two steps: 'Step 1' and 'Step 2'. The 'Filter' panel includes the following sections:

- Keyword:** A text input field labeled 'Enter Keyword'.
- Referring domain:** A checkbox labeled 'Referring domain' (checked) and a text input field labeled 'Referring domain URL'.
- DR (Domain Rating):** A slider ranging from 0 to 100, with 'Low' and 'High' labels.
- DA (Domain Authority):** A slider ranging from 20 to 75, with 'Low' and 'High' labels.
- Page Traffic:** A slider ranging from 0 to 65, with 'Low' and 'High' labels.
- Website Traffic:** A slider ranging from 0 to 100, with 'Low' and 'High' labels.
- Domain Filter:** Radio buttons for 'All Rules' (selected) and 'Any Rules'.
- Filters:** Two rows of filters, each containing a dropdown menu for 'No. of Backlinks', a text input for 'Enter keyword', and a dropdown for 'Any'.
- No. of KWS ranking:** A dropdown menu labeled 'No. of KWS ranking'.
- One URL per domain:** A checkbox labeled 'One URL per domain' (checked).

At the bottom right of the filter panel are 'Back' and 'Apply' buttons.



Linkbuilding the Data Science Way

A client gave us 1000 keywords they want to rank for. Then we found over 20,000 linking opportunities.

We do what would take hundreds of thousands man hours by running a script and get results almost instantly. As opposed to probably years of for a large link building team.

We can do this in ANY niche and can get the best of the best of links and avoid the rest.

From the 20,000 we found, we picked the best 1,000 for the client based on relevancy and pricing. Best ROI from link building campaign possible!

copy sheet ☆ 100%

File Edit View Insert Format Data Tools Extensions Help

100%

Copy Sheet

	Keyword	Position	Previous Position	Position Difference	Search Volume	Traffic (%)	Traffic	URL
1	spirit airlines flight vet	6	6	0	40500	0	891	https://www.businessinsider.com/spirit-airlines-passengers-prepare-for-emergency-water-landing-chase-2024-5
2	best movies on netflix	5	6	1	201000	0	4824	https://www.nytimes.com/article/best-netflix-movies.html
3	american airlines pass	7	50	3	27300	0	813	https://www.hindustantimes.com/world-news/us-news/american-airlines-passenger-dust-taped-for-unruly-behaviour-suad-for-unpaid-fre
4	american airlines	15	30	15	9140000	0.02	2742	https://www.reuters.com/business/aerospac/defense/american-airlines-flight-attendants-early-new-contract-with-union-2024-09-11/
5	apple cider vinegar benefits	54	55	-1	9140000	0.14	2742	https://www.healthline.com/health/apple-cider-vinegar/health-benefits
6	apple cider vinegar benefits	3	3	0	90500	0.09	2772	https://www.healthline.com/health/apple-cider-vinegar/health-benefits
7	del netflix donate to ki	6	6	0	49500	0.05	1751	https://www.cnn.com/2024/09/11/entertainment/netflix-donate-7-million-to-kids-homes/index.html
8	jake laws	6	6	0	748000	0	1628	https://www.nytimes.com/2024/09/11/us/politics/jake-laws-dead.html
9	netflix net worth	7	7	0	74800	0.05	1436	https://www.fox.com/news/what-is-celebrity-net-worth/2024/09/11/netflix-net-worth-2024-09-11/
10	netflix net worth	3	4	1	201000	0	1206	https://www.nytimes.com/2024/09/11/technology/netflix-net-worth-2024-09-11/
11	what is home	8	9	1	90500	0.05	1578	https://www.pcmag.com/how-to/what-is-home-net-before-you-shop-like-a-billionaire
12	spirit airlines petition	6	6	0	49500	0	1289	https://www.nytimes.com/2024/09/11/business/petition-spirit-airlines-workers.html
13	idea	27	59	9	2480000	0	1047	https://www.reuters.com/technology/idea-bets-remote-interior-design-at-change-slate-strategy-2024-06-11/
14	dollar tree careers	4	5	1	74800	0	1056	https://www.indeed.com/company/dollar-tree/jobs
15	potterhead careers	7	50	3	201000	0	1001	https://www.nytimes.com/2024/09/11/entertainment/potterhead-careers.html
16	oculus quest 3	4	7	3	145000	0.04	990	https://www.ign.com/articles/oculus-quest-3-review
17	lego flowers	7	6	1	145000	0	990	https://www.ign.com/articles/lego-flowers-sets-latest-day-sales-2024
18	lego flowers	6	7	1	145000	0	990	https://www.nytimes.com/2024/09/11/entertainment/lego-botanical-kits.html
19	yell	8	29	21	673000	0	942	https://en.wikipedia.org/wiki/Yell_Holdings
20	carter ring	5	6	1	90500	0	905	https://www.etsy.com/listing/145954781548485
21	netflix careers	5	4	1	90500	0	905	https://www.indeed.com/company/netflix
22	element vape	6	0	-6	90500	0	905	https://www.youtube.com/@ElementVapeOfficial
23	chipotle careers	3	3	0	49500	0	891	https://www.indeed.com/company/chipotle-mexican-grill/jobs
24	spirit airlines flight vet	6	6	0	40500	0	891	https://www.businessinsider.com/spirit-airlines-passengers-prepare-for-emergency-water-landing-chase-2024-5
25	stanley cup lead	10	0	-10	40500	0	891	https://www.nytimes.com/2024/01/30/sports/stanley-cup-lead.html
26	stanley cup lead	18	0	-18	6120000	1.85	856	https://www.researchgate.com/publication/350000000/stanley-cup-lead
27	stanley cup lead	29	27	2	6120000	0	856	https://www.reuters.com/business/retail-consumer/hen-jobs-hut-don't-just-sell-china-help-ugly-diners-save-2024-09-01/
28	parts peak	7	51	8	140000	0	825	https://www.reddit.com/r/project/comments/141fzcl/wattspeak/
29	olive garden	18	20	2	2740000	0.02	812	



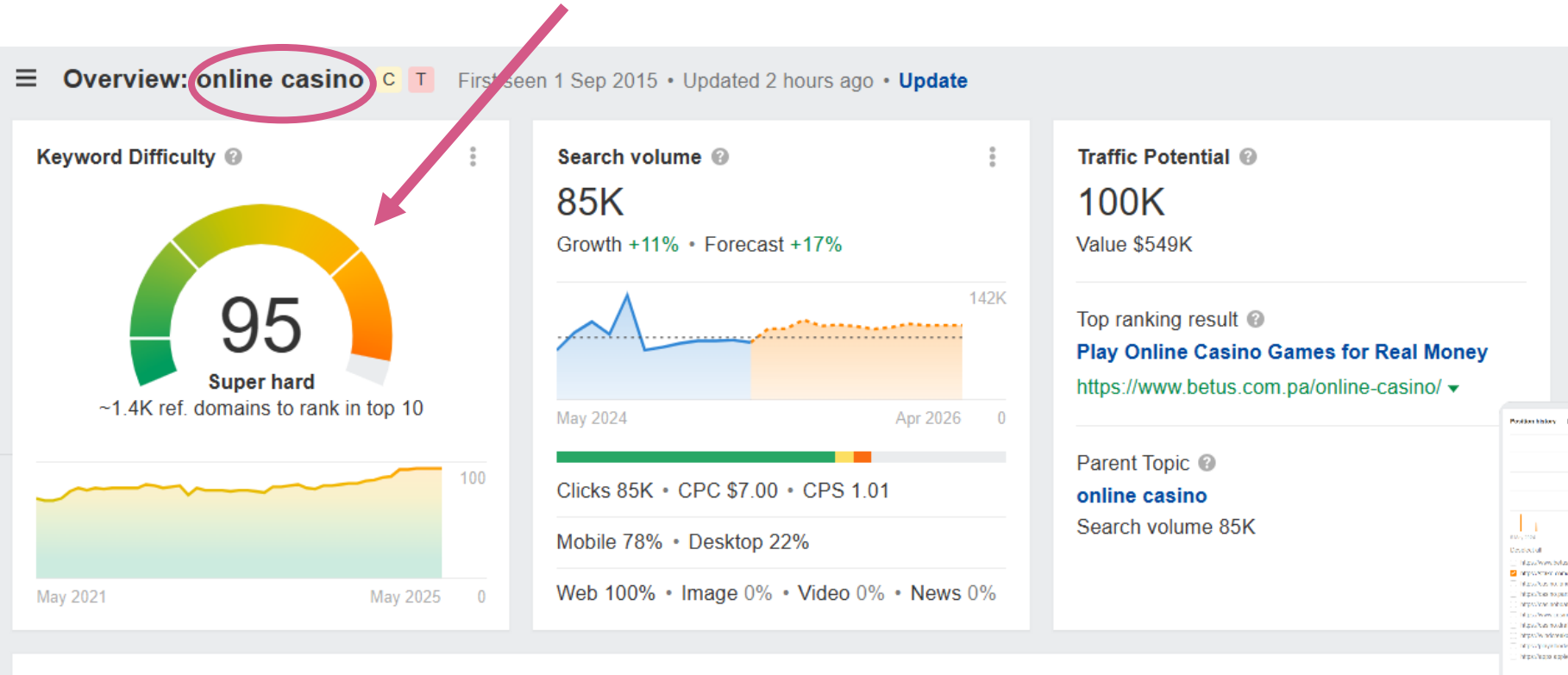
Stake



Massive thanks and credit to the SEO genius
Peter Macinkovic
SEO Lead for Stake



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SERP overview for "online casino" ? 2 May 2025 ▼ Compare with ▼ Identify intents API Export

☐ Search result	Words	DR	UR	Backlinks	Domains	Traffic	Value	Keywords	Top keyword	Volume
☐ 1 Play Online Casino Games for Real Money https://www.betus.com.pa/online-casino/ ▼ ▶ 4 Sitelinks	1,884	73	28	12,955	2,178	100,454	\$549K	5,709	online casino	85K
☐ 2 Slots, Classic Casino Games & Bonuses https://stake.com/casino/home ▼	N/A	80	27	7,992	2,082	119,503	\$439K	1,641	stake us	405K
☐ 3 Online Casino Games for Real Money - Play Now at FanDuel ... https://casino.fanduel.com/ ▼ ▶ 4 Sitelinks	N/A	82	40	47,349	3,321	60,260	\$328K	6,491	fanduel casino	30K
☐ 4 Online Casino Play Casino Games Online PartyCasino https://casino.partycasino.com/en ▼	1,248	75	37	287,155	4,702	27,449	\$150K	4,724	online casino	85K



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☐ Keyword	Intents	SF	Volume	KD	CPC	Traffic	Change	Paid	Position	Change
☐ + stake casino	N C T Branded	6	47.0K	88	0.23	15,348	+14,774	0	1	
☐ + online casinos	C T	3	18.0K	94	6.03	7,162	+7,162	0	36 → 1	▲35
☐ + online casino	C T	3	85.0K	95	6.82	6,197	+6,197	0	61 → 4	▲57
☐ + stake	N C T Branded	5	358.0K	82	0.25	5,132	-18,548	0	2 → 3	▼1
☐ + casino games	I C T	2	35.0K	94	3.33	5,016	+4,089	0	8 → 2	▲6
☐ + online casino games	I C T	3	5.0K	94	5.40	2,459	+1,783	0	3 → 1	▲2
☐ + stake us casino	N T Branded	2	18.0K	80	3.39	2,142	-742	0	2 → 3	▼1
☐ + casino online	I C T		27.0K	95	5.35	1,527	+1,527	0	45 → 5	▲40
☐ + online gambling	C T	2	29.0K	94	6.91	1,497	+1,497	0	69 → 5	▲64
☐ + stakes	N C T	5	9.9K	38	0.25	1,240	+1,239	0	10 → 1	▲9
☐ + stake gambling	N C T	5	10.0K	84	3.02	1,182	-272	0	2 → 3	▼1
☐ + stake.us casino	N Branded	2	8.0K	68	2.88	936	+1	0	3	
☐ + online gambling games	C T	2	2.8K	93	4.56	577	+482	0	6 → 1	▲5
☐ + stakes casino	N C T	4	3.1K	80	3.22	551	-2	0	2	
☐ + stake online casino	N C T Branded	4	1.3K	91	4.23	458	+266	0	2 → 1	▲1
☐ + gambling games online	C T	1	3.1K	92	4.56	378	+184	0	5 → 2	▲3
☐ + casino games online	C T		4.2K	93	4.65	371	+364	0	7 → 3	▲4

online casino

1



bovada.lv

<https://www.bovada.lv/casino>

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FanDuel Casino

<https://casino.fanduel.com>

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3



Stake

<https://stake.com/casino>

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The change in last 10 months since
Stake.com started working with us



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Quick Recap

Information retrieval cost efficiency and speed aka the strongest signal wins the result

Make the strongest signal by giving Google exactly what its looking for with:

- Semantic backlinks that rank for keyword (or related keyword) in top 20
- External pressure from Semantic backlinks and internal pressure from Page Rank internal linking optimisation. The combination of these pressure systems will create the strongest signal for that keyword.

LESS = MORE

Thanks for listening <3

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