



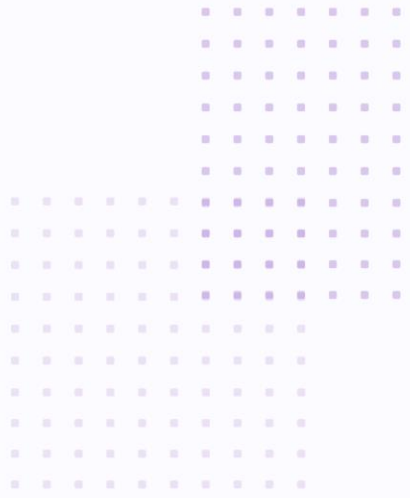
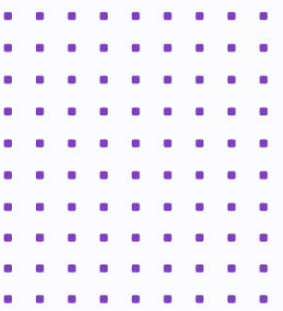
Realistic Automation: Becoming more efficient with and without AI

SEO Meetup Amsterdam @Beerwulf
Michel Kant

27 February 2025

**It's like everybody automated and augmented
themselves through A.I.**

But me...



AI is a powerful tool for efficiency, but it should **complement** your existing workflows, not replace critical thinking or become an end in itself.

Meet Michel

Michel Kant is the founder and data engineer at **Flipstream**, a pioneering data platform that helps marketing agencies deliver dashboards and reports 10x faster. With over 15 years of experience in digital marketing and SEO, Michel previously served as Head of SEO EMEA at Staples, where he led international teams and digital transformation initiatives across multiple European markets.

SEO experience

15 years

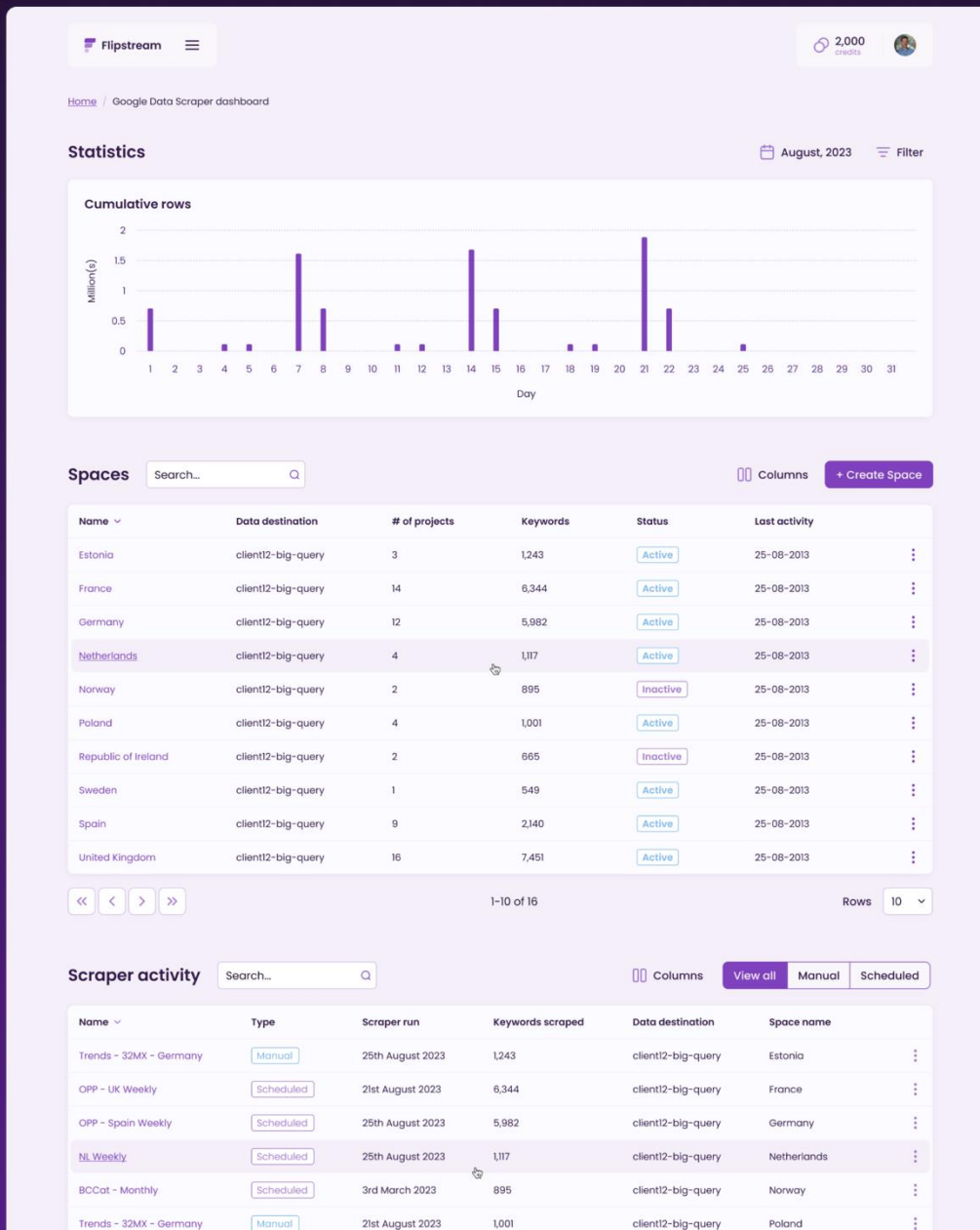
It all started in 2004 with

ringalingtones.com

How often i've jumped out of a perfectly fine airplane?

75 times





Google Data Scrapers

Standaard SERP in je eigen Bigquery

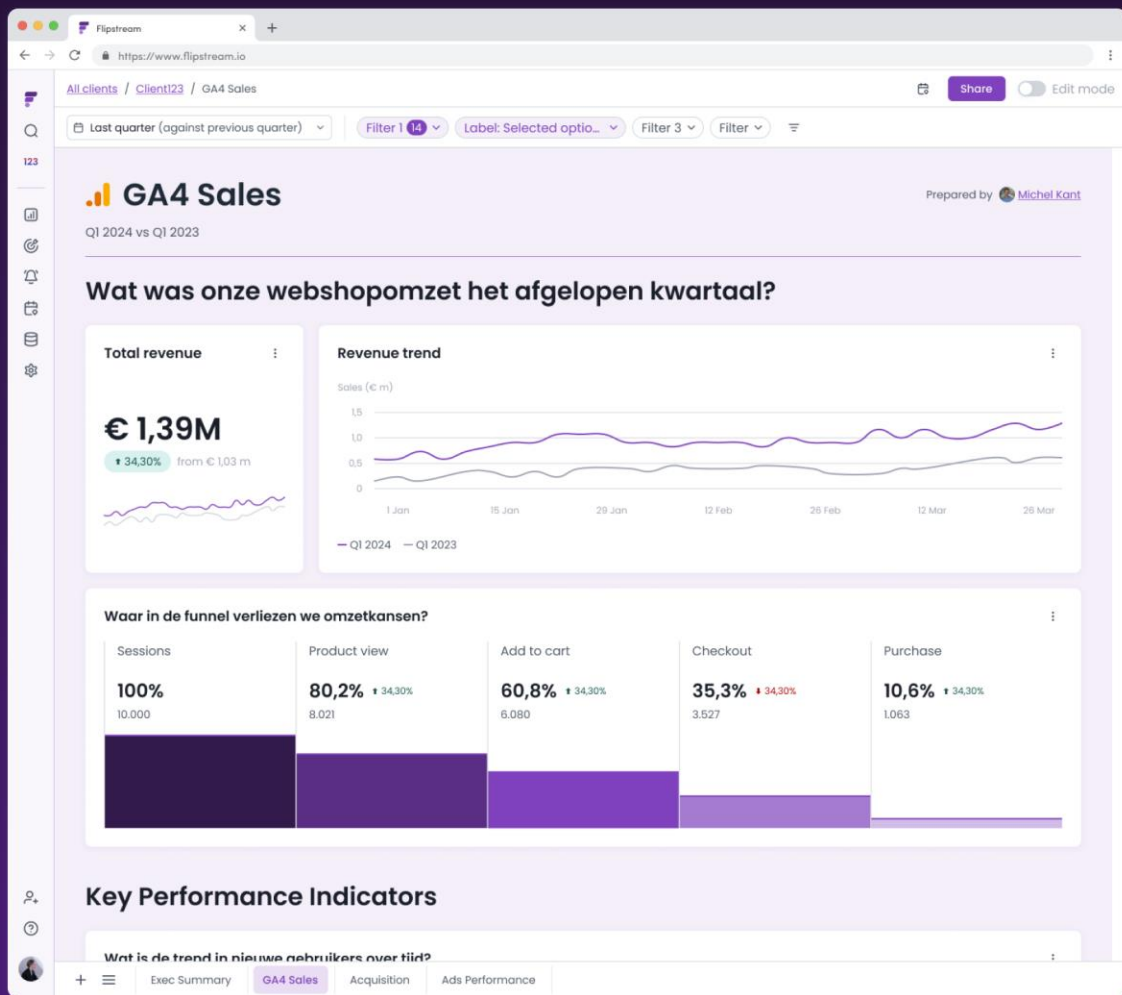
Breng SEO data in-house en start met First Party SEO data voor intelligente automatisering van dashboarding. Spendeer 90% minder tijd aan reporting door het automatiseren van repetitief werk. Verrijk deze data met content details uit de SERP zoals gecategoriseerde FAQ's en beargumenteer marktwerking per categorie met Google Trend data.

Google Shopping

Net als de "gewone" SERP maar dan met Shopping data voor de ecommerce spelers. Verkrijg inzicht in de organic performance en monitor de groei van concurrenten.

Local, Maps & Business Data

Focus op local? Vergelijk de verschillen tussen local en maps resultaten en beoordeel de compleetheid van de local profielen aan de hand van business data. Ook handig voor sales teams natuurlijk!



Flipstream Pulse

Ready made voor agency client relaties

Standaardiseer dashboards voor je team met behulp van templates. Vervolgens kun je de datasets en dashboards verder aanpassen aan de behoeften van elke klant. Manage meerdere dashboards voor je klanten eenvoudig met het klantmanagement systeem.

Volledig whitelabel

Flipstream is een mooi merk, maar niet zó mooi als je eigen agency natuurlijk. En dat snappen wij: dus kan je niet alleen de dashboards zelf instellen, ook de kleuren, het logo en de domein kan worden aangepast.

Targets & Alerts

Heeft de SEO tool waar je nu gebruik van maakt geen alert systeem? Of wil je een alert wanneer een complexe combinatie van twee losstaande tools tegelijk gebeurt? Wij sturen je notificaties waar je ze wilt ontvangen! Of dat nou de SMS is, slack of per email.

Wat is een datawarehouse?

Hoofdstuk 2: Datawarehouse basics



 Flipstream University

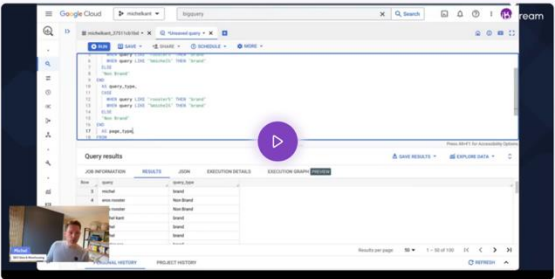


The complete SQL & Google BigQuery masterclass for marketers

35%

- 1. Introductie
- 2. Datawarehouse & BigQuery basics
- 3. Data retrieval from table
- 4. Wat is een datawarehouse**
 - Wat is een datalake
 - De BigQuery interface
 - Google Public Datasets
- 4. Load data to BigQuery
- 5. Visualise BigQuery data in Looker Studio and use in Google Sheets
- 6. SQL Query order of execution
- 7. WHERE and special operators
- 8. DISTINCT, sort and group
- 9. Math in BigQuery

Done and Next lesson →

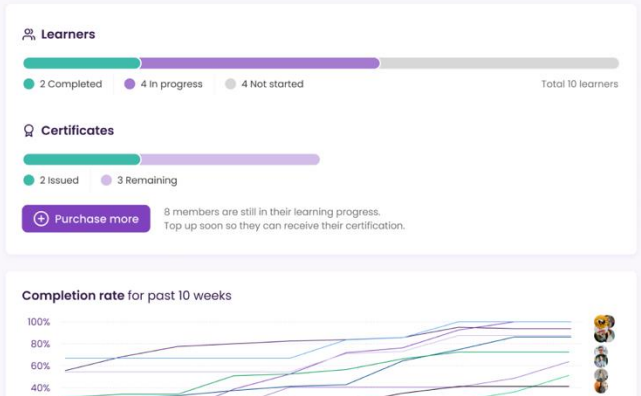


Wat is een datawarehouse

Last updated 27 November 2023

Summary

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non



Flipstream University

Leer SQL met meer dan 200 oefeningen

Helemaal in het Nederlands en afgestemd op marketeers. De course gebruikt bronnen als GA4, Google Search Console, Facebook Ads, Crux data en meer. Je leert ook de basis van het Google Cloud Platform te gebruiken en doet in depth kennis op van Google BigQuery.

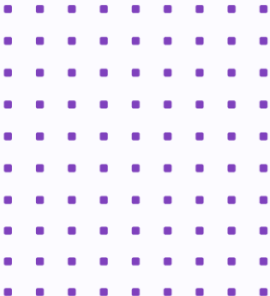
Behaal je certificaat

Voeg het officiële Flipstream University certificaat toe aan je C.V. en laat aan de wereld zien welke kennis je hebt van SQL. Met officiële ondersteuning voor LinkedIn certificates om ook daar te shinen met je nieuwe kennis!

Manage team vooruitgang

Voor HR & Marketing Team managers die de voortgang van iedere consultant/teamlid willen monitoren. Een handige plek om de certificaten te mangeren, uit te geven en te zien wie wanneer zijn/haar certificaat behaald heeft.





Point 1

Automation should solve real problems in your workflow, not create additional complexity.



Start with mapping all your processes

1 Reporting

2 Content production

3 SEO Audits

4 Keyword Research

5 Market/competitor analysis

6 Managing internal requests

Examples of what to map

1

Frequency (daily, weekly, monthly tasks)

When mapping daily, weekly, or monthly tasks to understand regular workflows and identify optimization opportunities.

2

Time investment (actual hours)

When tracking actual hours spent on processes to identify bottlenecks and resource allocation needs.

3

Value added (Yes / No / Mixed)

When evaluating which steps add value (Yes/No/Mixed) to improve efficiency and eliminate waste.

4

Communication with stakeholders yes/no /depth

When documenting interaction points, depth of engagement, and information flow between team members and external parties.

5

Decision criteria at each step

When documenting the criteria used at each step to ensure consistency and improve decision-making.

Pain/Gain Assessment: For each process step, what's painful (time-consuming, error-prone) vs. Valuable.

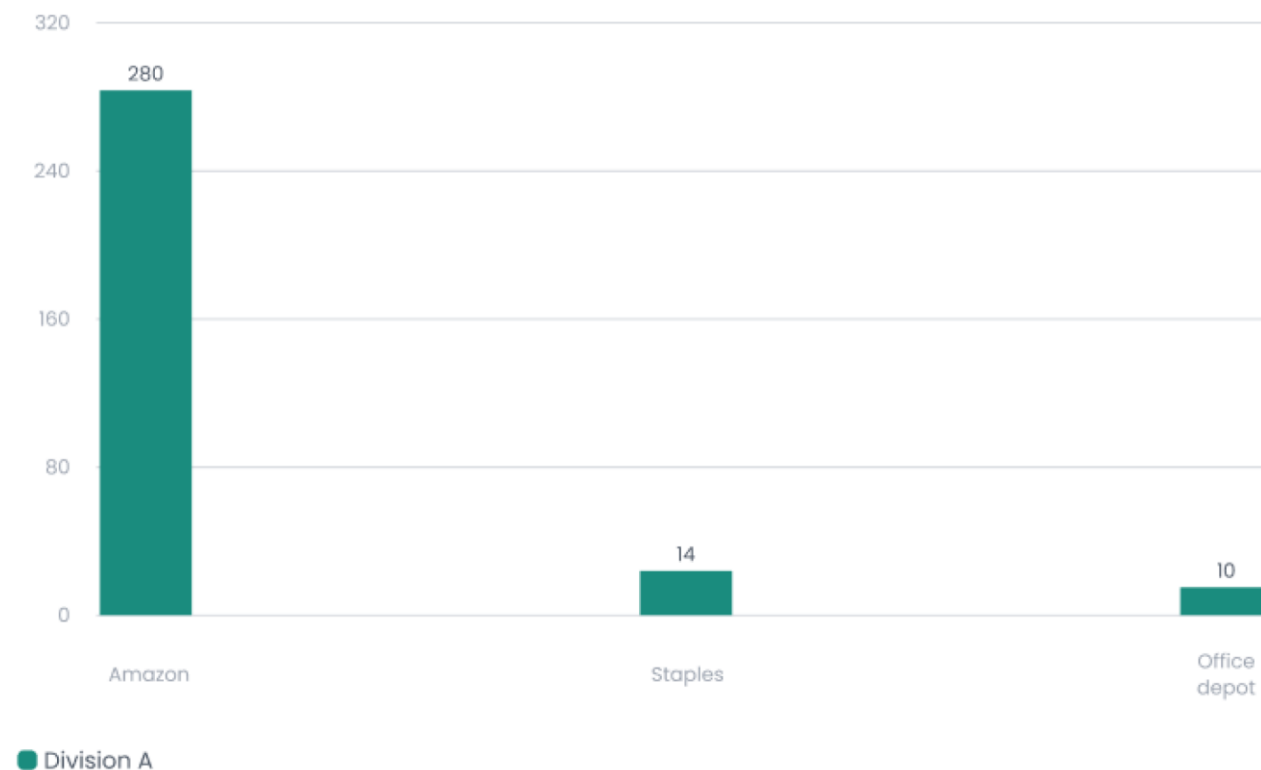
STAPLES

The Office Superstore



Hoe groot was Staples?

Omzet vergeleken met de markt.



Hoeveel winkels had Staples ongeveer?

2000+

De meeste hiervan stonden en staan nog steeds in Amerika. Volgens Wikipedia zijn het er nu +- 1000.

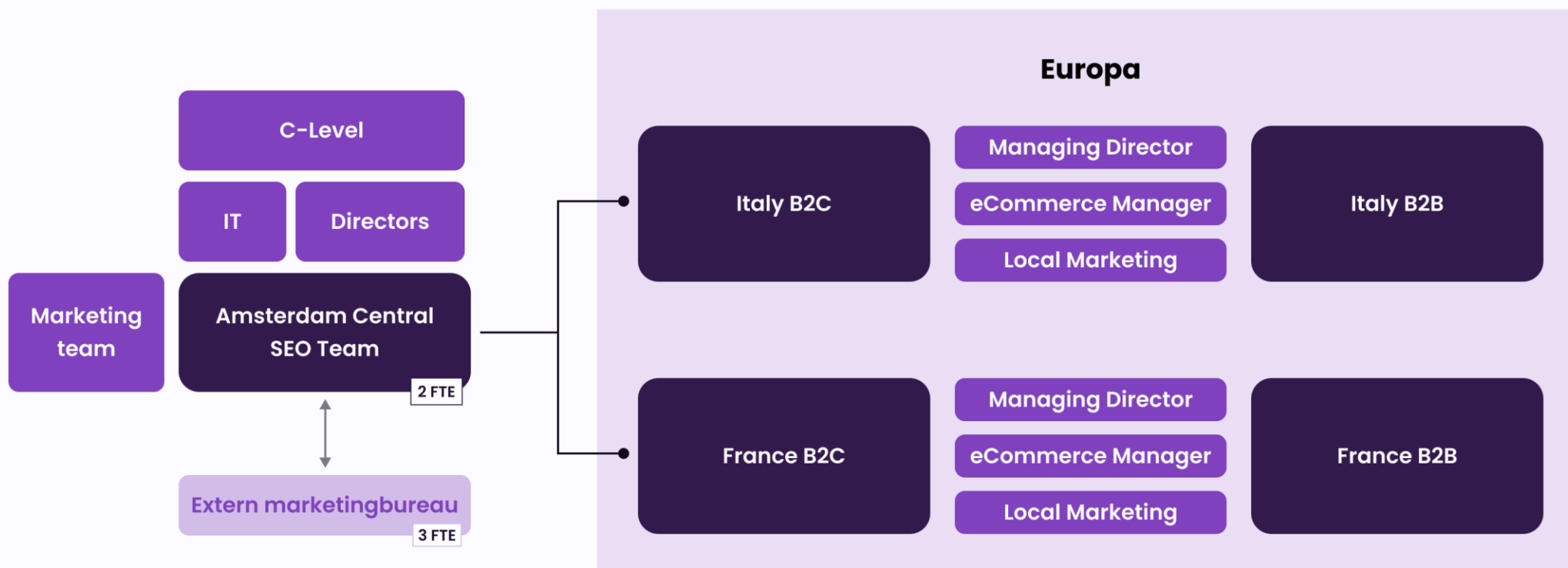
Hoeveel medewerkers werken er voor Staples?

75.000+

Wereldwijd. Uiteraard met name voor in de winkels.

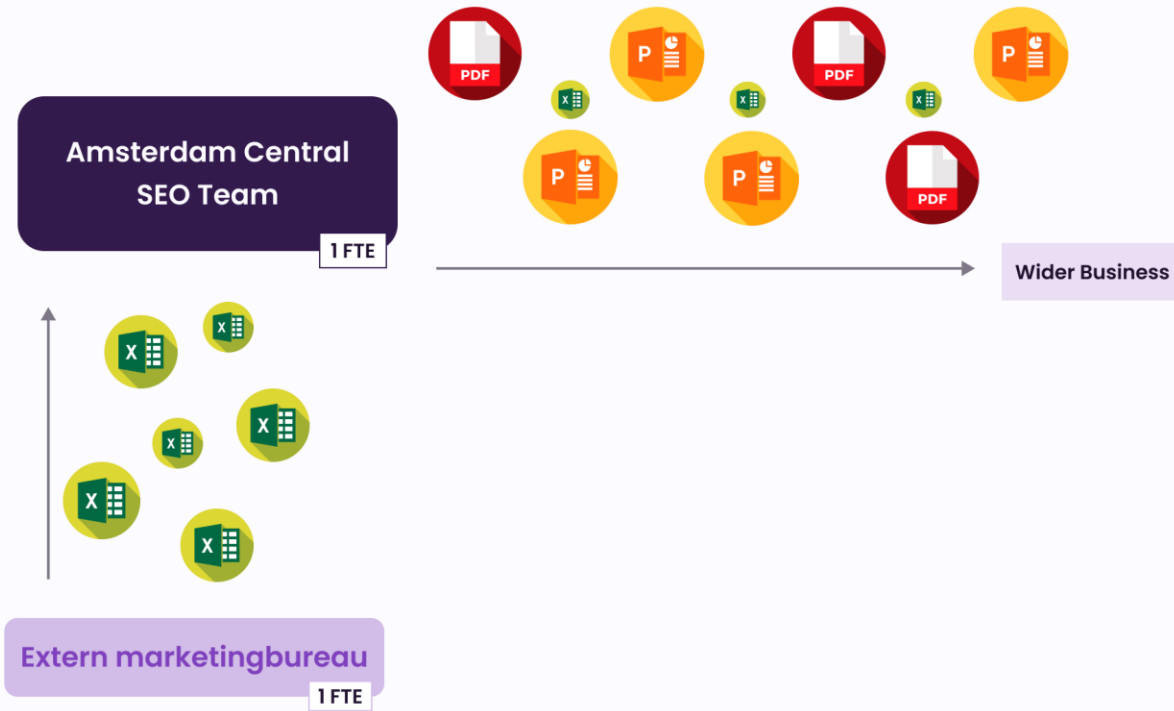
Fun fact:

In 2023 heeft 123inkt.nl het merk overgenomen in de Benelux.

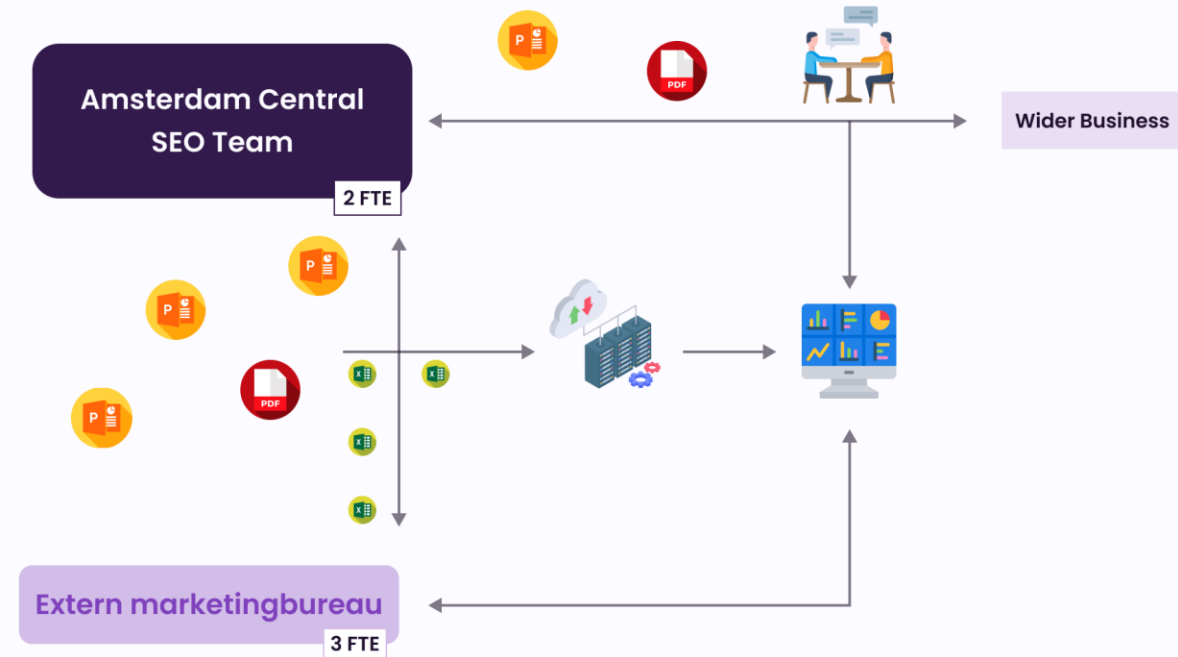


Etc..

Before



After



Start with mapping all your processes

Process Step	Time	Wait Time	Responsible	Value-Add?	Pain Points
1. Data Collection	20 hrs	0 hrs	External Agency (3 FTEs)	Yes	Multiple data sources, 17 country markets * 2, manual data pulls
2. Data Cleaning	15 hrs	8 hrs	External Agency (3 FTEs)	No	Inconsistent naming conventions, regional discrepancies
3. Analysis & Insights	18 hrs	4 hrs	Amsterdam Central SEO Team (2 FTEs)	Yes	Rushed analysis, limited depth due to deadline pressure
4. Create PowerPoint Reports	30 hrs	0 hrs	Amsterdam Central SEO Team (2 FTEs)	No	14 different stakeholder presentations, manual chart updates
5. Create PDF Reports	1 hrs	0 hrs	Amsterdam Central SEO Team (2 FTEs)	No	Conversion issues, formatting problems
6. Report Distribution	1 hrs	12 hrs	Amsterdam Central SEO Team (2 FTEs)	No	Email coordination, follow-ups
7. Stakeholder Review	0 hrs	40 hrs	Regional Teams (Italy/France B2C/B2B)	Yes	Compressed review time, surface-level feedback
8. Addressing Questions	3 hrs	0 hrs	Amsterdam Central SEO Team (2 FTEs)	Mixed	Urgent clarifications, repetitive explanations, low knowledge level
Totaal	100	64			8

SEO Reporting Transformation

Metric	Current State	After Automation	Improvement
Process Time	100 hours	25 hours	↓ 75%
Wait Time	64 hours	12 hours	↓ 75%
Value-Adding %	38%	90%	↑ 52%
Delivery Timeline	Week 3	Week 1	↓ 2 weeks
Resource Need	5 FTEs	2 FTEs	↓ 40%
Data Freshness	2-3 weeks old	3-5 days old	↑ 80%
Annual Cost	€ 175.000	€ 100.000	↓ €75.000

Key Automation Opportunities

Data Collection & Cleaning	Report Creation	Distribution & Feedback
35 hrs → 8 hrs	30 hrs → 6 hrs	17 hrs → 3 hrs
77% reduction	80% reduction	82% reduction
• Automated API connections	• Dynamic dashboards	• Notification system
• Standardized data pipeline	• Automated PowerPoints	• Feedback repository
• Validation checks	• Role-based access	• FAQ knowledge base

Expected Results & Business impact

Quantitative Benefits	Business Impact
✓ 75% reduction in processing time	✓ Real-time decision making
✓ Delivery 2 weeks earlier	✓ Mid-month campaign optimization
✓ €67,500 annual cost savings	✓ Increased team satisfaction
✓ 6-month ROI breakeven	✓ Strategic focus vs. production work

Investment	Year 1 Return	3-Year Return	Breakeven
€ 40.000,00	€ 67.500,00	€ 200.000,00	6 months

Process optimization should come before jumping at shiny new AI solutions.



Point 2

High-quality structured data is the foundation for any successful automation or AI implementation.

Build sustainable systems on a foundation of high-quality structured data.

1. Build a data infrastructure with tools like BigQuery and Deepnote

- Keyword research with SQL
- Allows you to reuse this “algorithm” with other keyword data like ads.
- Use AI to create the statements with you

2. Invest time in cleaning and structuring your data before attempting advanced automation

For example you get raw GSC data in but you can't report on it. You will want to standardize this with business rules. like brand/non brand, position group, page types and subfolders.

3. Enhance the data

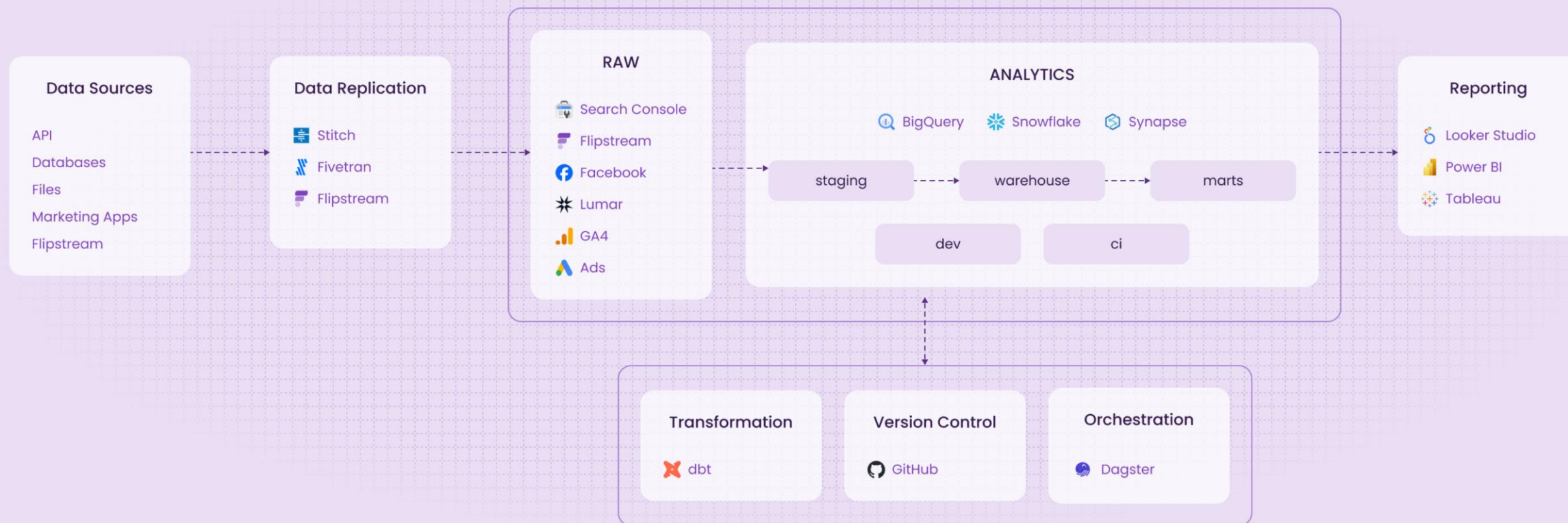
Add extra meta data to what you have, like keeping the breadcrumbs in there as well.





Marketing Data Architecture

Different components of a proper setup. Tools mentioned are examples.



Ik deel alles via mijn blog na de sessie.

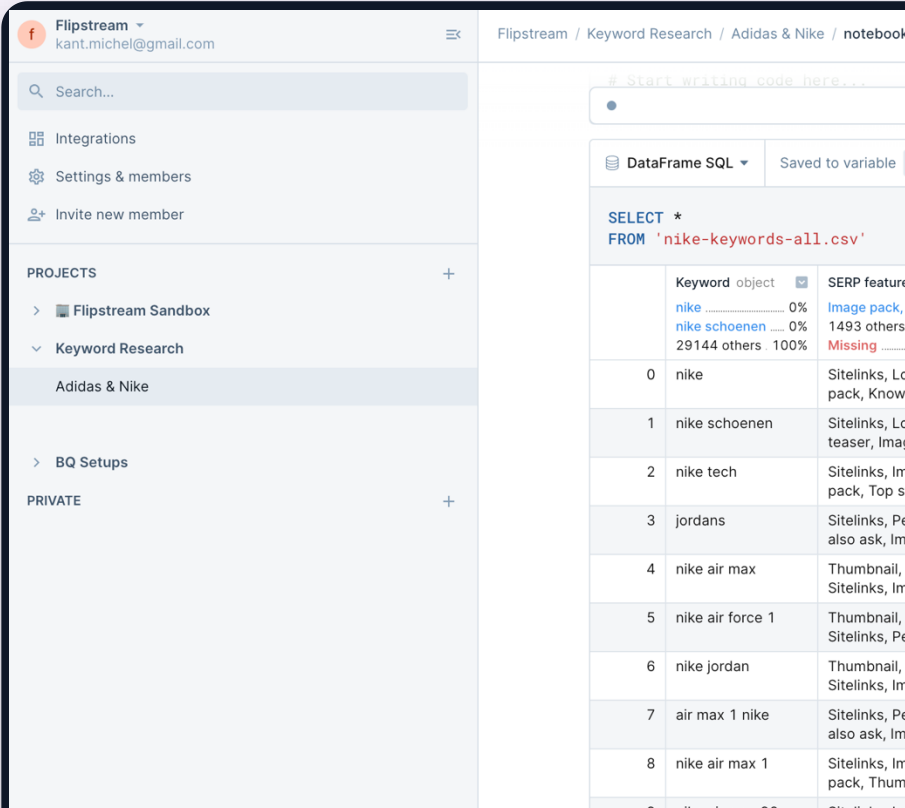
Keyword research schalen met SQL

Hoe werkt dit dan? Tijd om het toe te passen in de praktijk en praktijk en de 8 stappen te laten zien.

Tools

Proces

Michel Kant



Elke keer weer hetzelfde gedoe

Het proces is niet efficiënt

Net dat laatste CSV bestand wat niet lekker laad in elke cell

1

Extract

Data uitdraaien uit je favoriete keyword tool.

2

Merge

Data samenvoegen vanuit meerdere CSV bestanden is een handmatig process van copy paste.*

3

Clean

Zorgen dat data er altijd gelijk uit ziet. Duplicaten verwijderen. Etc..

4

Structure

Categorisatie toevoegen aan elke keyword. En bijvoorbeeld de zoekintentie taggen.

**Tip: Gebruik de command line om gelijke CSV bestanden te mergen.*

Excel keywords clusteren hoe?

```
=ALS(AANTAL.ALS(A2;"*schoen*");1;ALS(AANTAL.ALS(A2;"*sneak*");1;ALS(AANTAL.ALS(A2;"*sanda*");1;ALS(AANTAL.ALS(A2;"*star*");1;ALS(AANTAL.ALS(A2;"*boot*");1;ALS(AANTAL.ALS(A2;"*slip*");1;ALS(AANTAL.ALS(A2;"*flip*");1;0))))))
```

	A	B	C	D	E	F	G	H	I	J
	keyword	search_volume	Schoenen	Broeken	Baby	Shirts	Jassen	Jurk & Rokken	Hoodies	Trainingspakken
2	yeezy	126000	0	0	0	0	0	0	0	0
3	sneakers dames	87000	1	0	0	0	0	0	0	0
4	nike schoenen	78000	1	0	0	0	0	0	0	0
5	voetbalschoenen	59000	1	0	0	0	0	0	0	0
6	sneakers heren	48000	1	0	0	0	0	0	0	0
7	adidas sneakers	48000	1	0	0	0	0	0	0	0
8	witte sneakers dames	48000	1	0	0	0	0	0	0	0
9	yeezy 350	42000	0	0	0	0	0	0	0	0
10	trainingspak	39000	0	0	0	0	0	0	0	0
11	dames sneakers	38000	1	0	0	0	0	0	0	0
12	trainingspak heren	37000	0	0	0	0	0	0	0	0
13	yeezy 700	37000	0	0	0	0	0	0	0	0
14	bodywarmer heren	32000	0	0	0	0	0	0	0	0
15	adidas schoenen	32000	1	0	0	0	0	0	0	0
16	zwembroek heren	30000	0	1	0	0	1	1	1	1
17	zonnebril dames	28000	0	0	0	0	0	0	0	0
18	heren schoenen	27000	1	0	0	0	0	0	0	0
19	oranje top dames	27000	0	0	0	1	0	0	0	0
20	witte sneakers heren	26000	1	0	0	0	0	0	0	0
21	yeezy boost 350	26000	0	0	0	0	0	0	0	0
22	heren sneakers	26000	1	0	0	0	0	0	0	0
23	nike trainingspak	26000	0	0	0	0	0	0	0	0

De toolset

Simpel is goed



aHrefs

Voor de keywords data. Je kan prima gebruik maken van semrush of any other. Zo lang er maar CSV bestanden uit komen.

[Website](#)



Deepnote

Deepnote is een data notebook dat gemaakt is om in samen te werken. Werkt met Jupyter en samenwerken staat voorop. Tofste feature: het draait SQL op Python Dataframes.

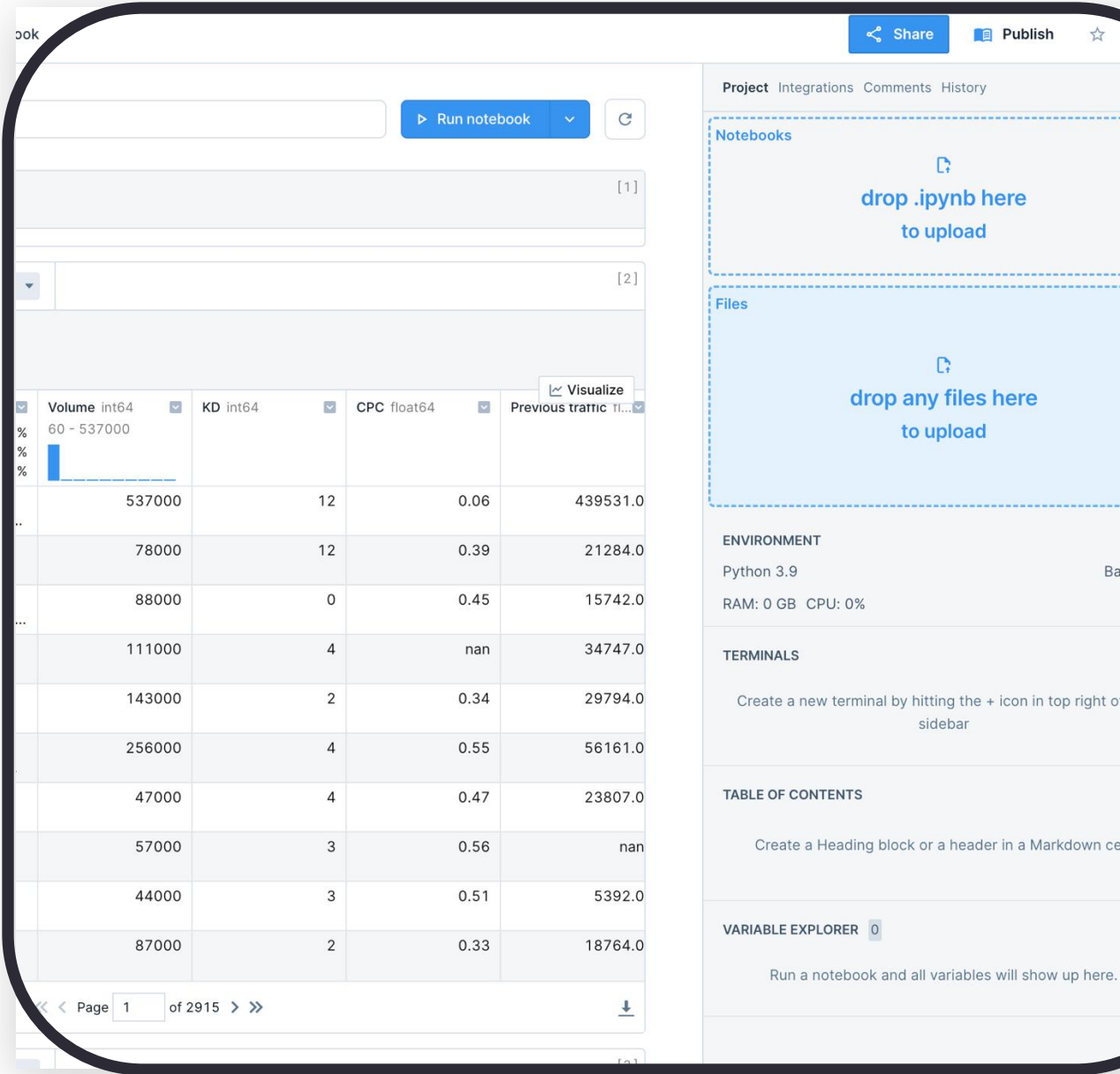
[Website](#)



Download vanuit je favo keyword research tool

STAP 1: Upload CSV Bestanden

- ✓ Download 10 bestanden van je grootste concurrenten
- ✓ Natuurlijk de eigen site als die al live is.
- ✓ Drag en drop in to deepnote



Flipstream / Keyword Research / SEO Benelux - Keyword Research / Notebook 1

Ready ▶ Run notebook

Step 1: Import CSV data

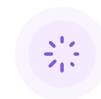
DataFrame SQL ▼ Saved to variable df_1 ▼

```
SELECT *  
FROM 'adidas-keywords-all (1).csv'
```

DataFrame SQL ▼ Saved to variable df_2 ▼

```
SELECT *  
FROM 'nike-keywords-all (1).csv'
```

<> Code Tr Text ▼ SQL ▼ Chart Input ▼



Python & SQL samen. Dat is pas smullen



STAP 2: Laad CSV als dataframes

- ✓ Klik met de rechtermuisknop op het geuploadde CSV bestand. Kies "Query met SQL"
- ✓ Doe dit voor alle bestanden.
- ✓ CMD of CTRL + Enter elke codeblock
- ✓ Nu staat alle data in een **python dataframe** in het geheugen van deze notebook.



Maak er één grote tabel van

STAP 3: Union All - a.k.a Merge

- ✓ Een **union all** werkt zo lang de geladen tabellen (df_2 en df_1) exact dezelfde kolommen hebben.
- ✓ Union All: Alsof je alle van de geladen bestanden onder elkaar plakt.
- ✓ Nu staat alle data in 1 python dataframe in het geheugen van deze notebook

Flipstream / Keyword Research / SEO Benelux - Keyword Research / Notebook 1

● Ready ▶ Run notebook

STAP 2: Laad CSV als dataframes

DataFrame SQL Saved to variable df_1

```
SELECT *  
FROM 'adidas-keywords-all (1).csv'
```

+ DataFrame SQL Saved to variable df_2

```
SELECT *  
FROM 'nike-keywords-all (1).csv'
```

+ DataFrame SQL Saved to variable df_3

STAP 3: Union All - a.k.a Merge

```
SELECT * FROM df_2  
UNION ALL  
SELECT * FROM df_1
```

Upgrade

<> Code Text SQL Chart Input

● Ready

STAP 3: Union All - a.k.a Merge

Een **union all** werkt zo lang de geladen tabellen (df_2 en df_1) exact dezelfde

DataFrame SQL ▾

Saved to variable df_3 ▾

```
SELECT * FROM df_2
UNION ALL
SELECT * FROM df_1
```

STAP 4: Filter de tabel

DataFrame SQL ▾

Saved to variable df_4 ▾

```
SELECT
DISTINCT Keyword as keyword,
Volume as search_volume,
KD AS kd,
"Current URL" AS current_url
FROM df_3
```

<> Code

Text ▾

SQL ▾

Chart

Input ▾



Houd enkel de relevante data over

STAP 4: Filter de tabel

- ✓ **DISTINCT** Keyword = Verwijder duplicate keywords
- ✓ Behoud enkel relevante data
- ✓ Hernoem de kolommen
- ✓ Let op hoofdletters en spaties. In SQL hebben kolomnamen geen spatie maar een underscore voor



Data schoonmaken. Welcome to the life of a data scientist.

STAP 5: Categoriseer

- ✓ Een stuk overzichtelijker
- ✓ Eenvoudig uit te bereiden
- ✓ Retroactief bewerken
- ✓ Teamwork

+

+

```
current_url,  
CASE  
  WHEN keyword LIKE '%ajax%' then true  
  WHEN keyword LIKE '%barcel%' then true  
  WHEN keyword LIKE '%madrid%' then true  
ELSE false  
END AS irrelevant,  
CASE  
  WHEN keyword LIKE '%adidas%' then 'adidas'  
  WHEN keyword LIKE '%addidas%' then 'adidas'  
  WHEN keyword LIKE '%nike%' then 'nike'  
  WHEN keyword LIKE '%zalando%' then 'zalando'  
ELSE 'other'  
END AS brand,  
CASE  
  WHEN keyword LIKE '%heren%' then 'heren'  
  WHEN keyword LIKE '%dames%' then 'dames'  
  WHEN keyword LIKE '%vrouw%' then 'dames'  
  WHEN keyword LIKE '%meis%' then 'dames'  
  WHEN keyword LIKE '%girl%' then 'dames'  
  WHEN keyword LIKE '%jongen%' then 'heren'  
  WHEN keyword LIKE '%man%' then 'heren'  
  WHEN keyword LIKE '%men%' then 'heren'  
  WHEN keyword LIKE '%boy%' then 'heren'  
  WHEN keyword LIKE '%unis%' then 'unisex'  
ELSE 'other'  
END AS sex,  
CASE  
  WHEN keyword LIKE '%kleding%' then 'kleding'
```



Data schoonmaken. Welcome to the life of a data scientist.

STAP 5: Categoriseer

Super easy, barely an inconvenience

Super easy, barely an inconvenience

Super easy, barely an inconvenience

IF ELSE === CASE WHEN THEN

```
20 CASE
21   WHEN keyword LIKE '%heren%' then 'heren'
22   WHEN keyword LIKE '%dames%' then 'dames'
23   WHEN keyword LIKE '%vrouw%' then 'dames'
24   WHEN keyword LIKE '%meis%' then 'dames'
25   WHEN keyword LIKE '%girl%' then 'dames'
26   WHEN keyword LIKE '%jongen%' then 'heren'
27   WHEN keyword LIKE '%man%' then 'heren'
28   WHEN keyword LIKE '%men%' then 'heren'
29   WHEN keyword LIKE '%boy%' then 'heren'
30   WHEN keyword LIKE '%unis%' then 'unisex'
31 ELSE 'other'
32 END AS sexe,
```

Doorgaan



Data schoonmaken. Welcome to the life of a data scientist.

STAP 5: Categoriseer

- ✓ Een stuk overzichtelijker
- ✓ Eenvoudig uit te bereiden
- ✓ Retroactief bewerken
- ✓ Teamwork

+

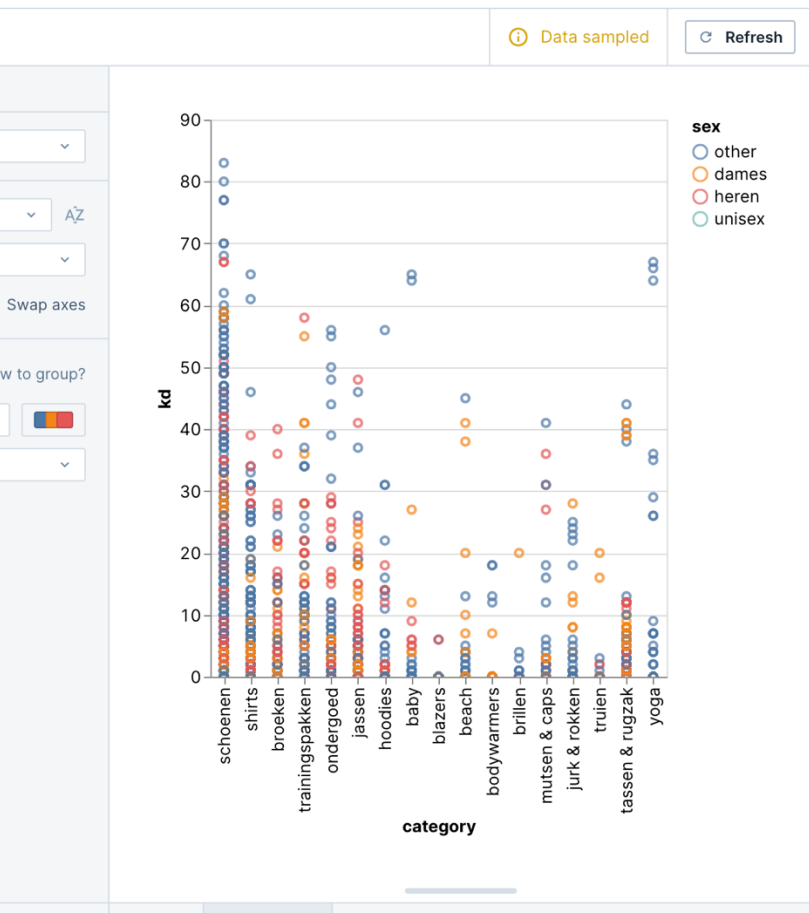
+

```
current_url,  
CASE  
  WHEN keyword LIKE '%ajax%' then true  
  WHEN keyword LIKE '%barcel%' then true  
  WHEN keyword LIKE '%madrid%' then true  
ELSE false  
END AS irrelevant,  
CASE  
  WHEN keyword LIKE '%adidas%' then 'adidas'  
  WHEN keyword LIKE '%addidas%' then 'adidas'  
  WHEN keyword LIKE '%nike%' then 'nike'  
  WHEN keyword LIKE '%zalando%' then 'zalando'  
ELSE 'other'  
END AS brand,  
CASE  
  WHEN keyword LIKE '%heren%' then 'heren'  
  WHEN keyword LIKE '%dames%' then 'dames'  
  WHEN keyword LIKE '%vrouw%' then 'dames'  
  WHEN keyword LIKE '%meis%' then 'dames'  
  WHEN keyword LIKE '%girl%' then 'dames'  
  WHEN keyword LIKE '%jongen%' then 'heren'  
  WHEN keyword LIKE '%man%' then 'heren'  
  WHEN keyword LIKE '%men%' then 'heren'  
  WHEN keyword LIKE '%boy%' then 'heren'  
  WHEN keyword LIKE '%unis%' then 'unisex'  
ELSE 'other'  
END AS sex,  
CASE  
  WHEN keyword LIKE '%kleding%' then 'kleding'
```

om/nl/w/heren-...

Run notebook

seer



Project Integrations

NOTEBOOKS

Notebook 1

FILES

adidas-keywords-

nike-keywords-all

ENVIRONMENT

Python 3.9

RAM: 0.9 GB CPU: 0

TERMINALS

Create a new termi

TABLE OF CONTENTS

i. STAP 2: Laad CSV

ii. STAP 3: Union All

iii. STAP 4: Filter de t

iv. STAP 5: Categoris

v. STAP 6: Visualise

VARIABLE EXPLORER

df_1

Column names: Keyw

df_2

Column names: Keyw



Houd enkel de relevante data over

STAP 6: Visualiseer

- ✓ Bij het uitvoeren van een codeblock krijg je altijd een tabel te zien
- ✓ Creer visualisaties van de data met 1 druk op de knop
- ✓ *Note: Sinds recentelijk wordt sampling toegepast op visualisaties van grote dataframes.*



En voila. Een aanpassing gedaan? Bam! Alles opnieuw gecategoriseerd.

STAP 7: Exporteer

- ✓ Super easy, barely an inconvenience

book

Share

Publish

☆

Project

Integrations

Comments

History

Notebooks

drop .ipynb here to upload

Files

drop any files here to upload

ENVIRONMENT

Python 3.9

RAM: 0 GB CPU: 0%

TERMINALS

Create a new terminal by hitting the + icon in top right of sidebar

TABLE OF CONTENTS

Create a Heading block or a header in a Markdown cell

VARIABLE EXPLORER 0

Run a notebook and all variables will show up here.

Run notebook

↻

[1]

[2]

Visualize

Volume int64	KD int64	CPC float64	Previous traffic float64
60 - 537000			
537000	12	0.06	439531.0
78000	12	0.39	21284.0
88000	0	0.45	15742.0
111000	4	nan	34747.0
143000	2	0.34	29794.0
256000	4	0.55	56161.0
47000	4	0.47	23807.0
57000	3	0.56	nan
44000	3	0.51	5392.0
87000	2	0.33	18764.0

Page 1 of 2915

Follow the "Don't Repeat Yourself" principle by identifying repetitive tasks in your SEO workflow.

Clean the data you use a lot

Column Name	Data Type	Description	Example
date	DATE	Date of the search data	15-04-2023
query	STRING	The exact search query	Ergonomic office chair
page	STRING	The URL that received impressions/clicks	office-furniture/chairs/ergonomic/
country	STRING	Country code where search originated	US
device	STRING	Device type used for search	mobile
impressions	INTEGER	Number of impressions	1250
clicks	INTEGER	Number of clicks	45
ctr	FLOAT	Click-through rate (calculated)	36
position	FLOAT	Average position in search results	3.4
search_type	STRING	Type of search (web, image, video)	web

RAW GSC Ingested API Data

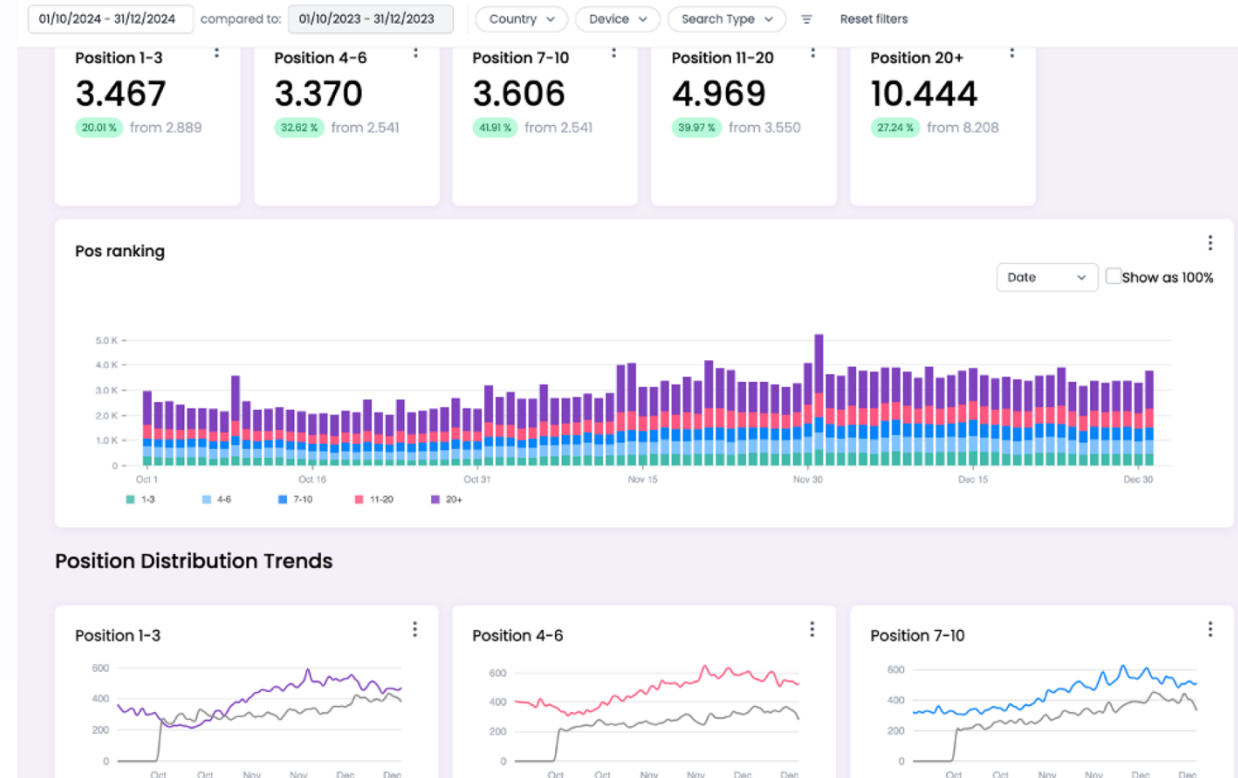
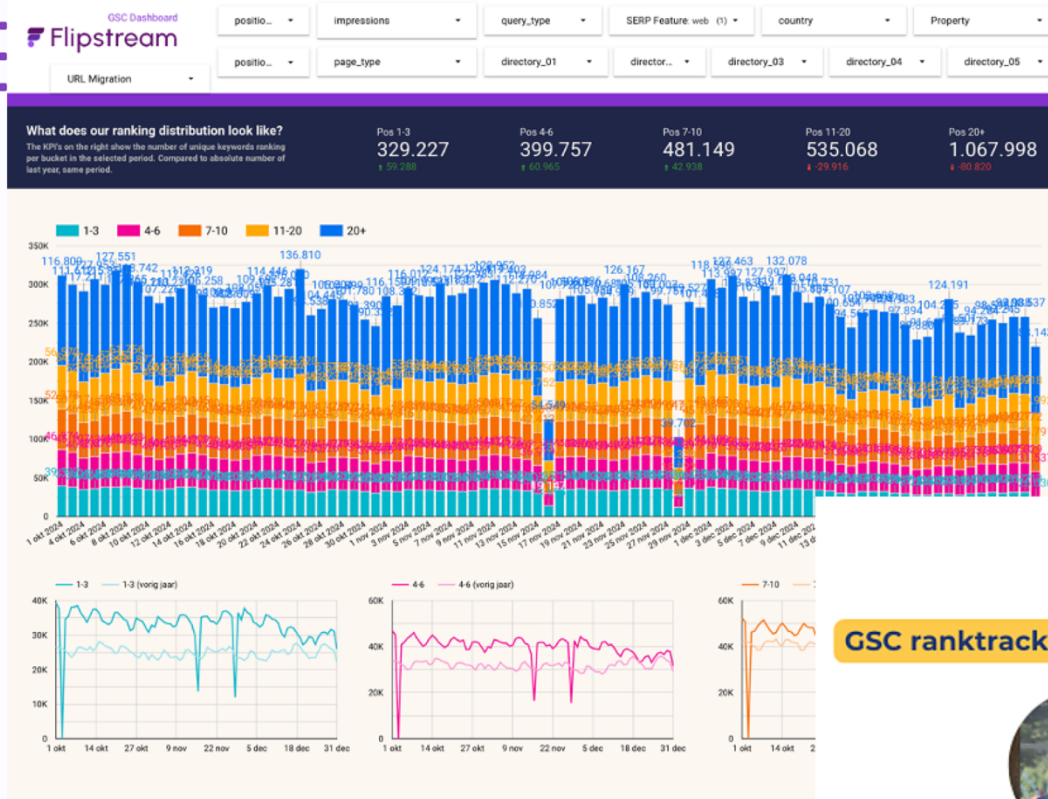


Clean the data you use a lot

Cleaned up and
Business rules added

Column Name	Data Type	Description	Example Value
property_name	STRING	GSC property name (full URL)	https://www.staples.com
property_name_nr	STRING	Normalized property name	staples.com
page	STRING	URL that received impressions/clicks	https://www.staples.com/office-furniture/chairs
page_type	STRING	Classification of page type	category
url_migration	STRING	URL migration status flag	original
day_extracted	DATE	Date of the search data	15-04-2023
query	STRING	The exact search query	Ergonomic office chair
query_type	STRING	Brand/Non-brand classification	non-brand
search_type	STRING	Type of search	web
clicks	INTEGER	Number of clicks	45
impressions	INTEGER	Number of impressions	1250
position_precise	FLOAT	Exact average position	3.4
position_grouped	INTEGER	Rounded position for grouping	3
ctr	FLOAT	Click-through rate	36
device	STRING	Device type	mobile
country	STRING	Country code	US
directory_01	STRING	First level directory from URL	office-furniture
directory_02	STRING	Second level directory from URL	chairs
directory_03	STRING	Third level directory from URL	ergonomic
directory_04	STRING	Fourth level directory from URL	NULL
directory_05	STRING	Fifth level directory from URL	NULL
position_buckets	STRING	Position range for analysis	4-6
position_buckets_index	INTEGER	Numeric index for position bucket	2
ecp	BOOLEAN	Enhanced content page flag	FALSE
shop	STRING	shop name	furniture
product_id	STRING	Product identifier if applicable	NULL

GSC Ranktracker



GSC ranktracker bouwen > 16 mnd data (ICM bigquery)



Guest:

Michel Kant



Host:

Jeroen Stikkelorum

use my Looker Studio Template for GSC API

Sign up to Flipstream

Build your own with BQ data following my tutorial

Enhance the data: Categorize all URL's by breadcrumb

```
<breadcrumb_local>Motocross Ausrüstung > Cross- & Endurobekleidung</breadcrumb_local>
</url>
<url>
  <loc>https://www.24mx.de/motocross-ausrustung/supermoto-bekleidung_c10014</loc>
  <breadcrumb_eng>Motocross Gear > Supermoto Clothing</breadcrumb_eng>
  <breadcrumb_local>Motocross Ausrüstung > Supermoto Bekleidung</breadcrumb_local>
</url>
<url>
  <loc>https://www.24mx.de/motocross-ausrustung/unterwasche_c10017</loc>
  <breadcrumb_eng>Motocross Gear > Base & Mid Layers</breadcrumb_eng>
  <breadcrumb_local>Motocross Ausrüstung > Unterwäsche</breadcrumb_local>
</url>
<url>
  <loc>https://www.24mx.de/motocross-ausrustung/crossstiefel_c10016</loc>
  <breadcrumb_eng>Motocross Gear > Boots</breadcrumb_eng>
  <breadcrumb_local>Motocross Ausrüstung > Crossstiefel</breadcrumb_local>
</url>
<url>
  <loc>https://www.24mx.de/motocross-ausrustung/crossbrillen_c10015</loc>
  <breadcrumb_eng>Motocross Gear > Goggles</breadcrumb_eng>
  <breadcrumb_local>Motocross Ausrüstung > Crossbrillen</breadcrumb_local>
</url>
<url>
  <loc>https://www.24mx.de/motocross-ausrustung/trinksysteme_c10019</loc>
  <breadcrumb_eng>Motocross Gear > Hydration Systems</breadcrumb_eng>
  <breadcrumb_local>Motocross Ausrüstung > Trinksysteme</breadcrumb_local>
</url>
<url>
  <loc>https://www.24mx.de/motocross-ausrustung/motocross-protektoren_c10018</loc>
  <breadcrumb_eng>Motocross Gear > Motocross protection gear</breadcrumb_eng>
  <breadcrumb_local>Motocross Ausrüstung > Motocross Protektoren</breadcrumb_local>
</url>
```



1

Create a specific sitemap that includes the english and local breadcrumbs.

MVs store precomputed results of a query. Querying an MV is much faster than re-running full query on raw data if you are reporting frequently.

2

Parsing this in to your datawarehouse (BQ)

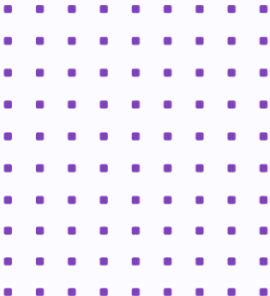
MVs store precomputed results of a query. Querying an MV is much faster than re-running full query on raw data if you are,

3

Setup regular parsing with Google Cloud Functions

MVs store precomputed results of a query. Querying an MV is much faster than re-running full query on raw data if you are reporting frequently.

I will open source the code for this from pre-ai times. However you can also easily make it with ai and use deepnote for processing every month



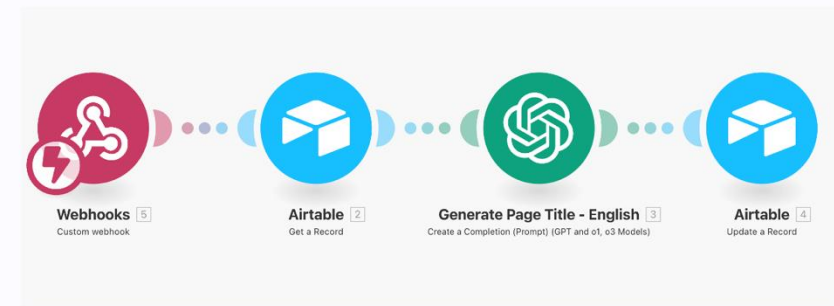
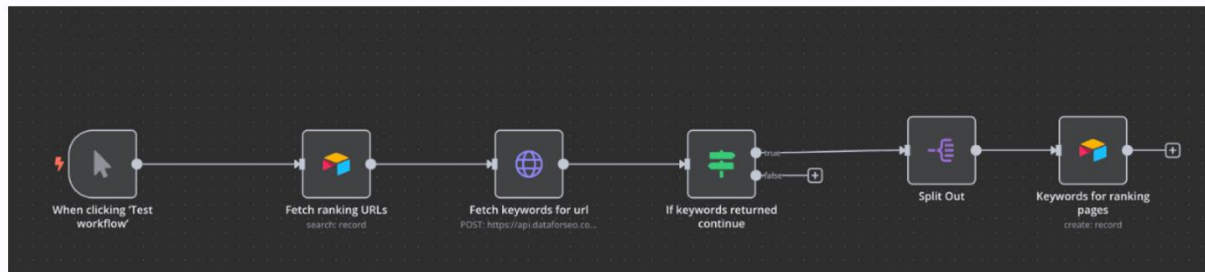
Point 3

Integrate AI where it adds the most value to your established processes.



My examples for using ai are actually very simple

- Use it as your assistant! Talk to it – brainstorm. Write python. SQL. Define a plan. Everything.
- Don't do basic stuff anymore: page titles, meta descriptions.
- Standardize content creation that is low hanging fruit like your video repos in to blogs
- Automate keyword research (but find out how it adds more value than doing what ahrefs/semrush already did for you!)



Experiment with tools like n8n and make

AI is a tool, not a goal.

- 1 Automation should solve real problems in your workflow, not create additional complexity.**
- **2 High-quality structured data is the foundation for any successful automation including AI implementation.**
- **3 Integrate AI where it adds the most value to your established processes.**



Realistic Automation: Becoming more efficient with and without AI

SEO Meetup Amsterdam @Beerwulf
Michel Kant

27 February 2025

