

# Artificial intelligence...

...to improve the effectiveness of content marketing

Focus: text

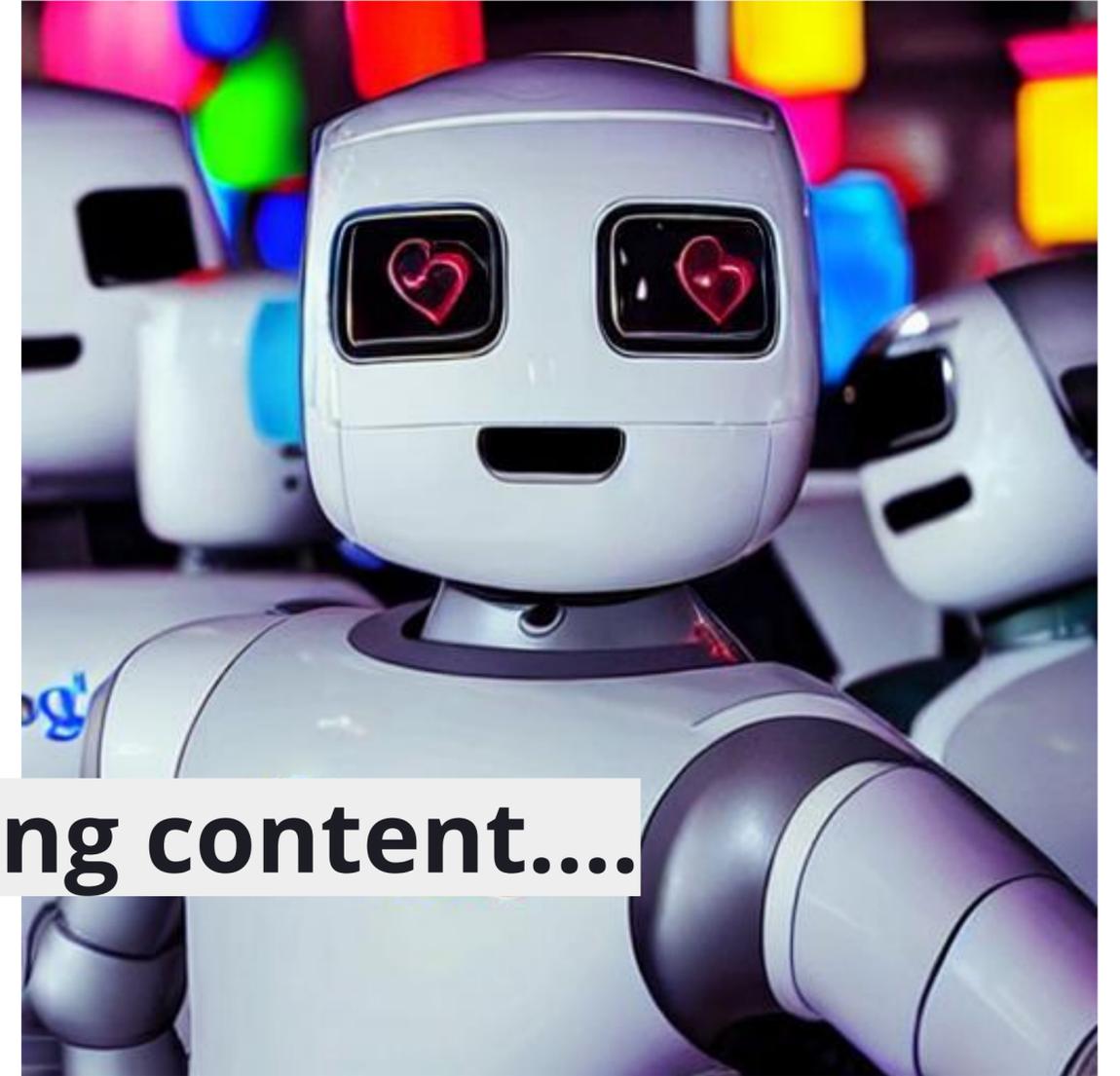


# Agenda

How machines understand us...

How we can "speak" more clearly....

What to pay attention to when creating content....



How chatGPT can understand our content better?

**35.000** users from **112** countries,  
improving content on **60.000** pages  
each month



**Paweł Sokołowski**

# NLP Content scoring -> E-A-T

before query {  
- understanding/scoring **document quality**  
- **source scoring** (domain/author)

during query {  
- **understanding** query  
- align results to **user intent**

after query {  
- **scoring SERP** results  
- **modification** of document scores

Before Query -> AI

# Document crawling

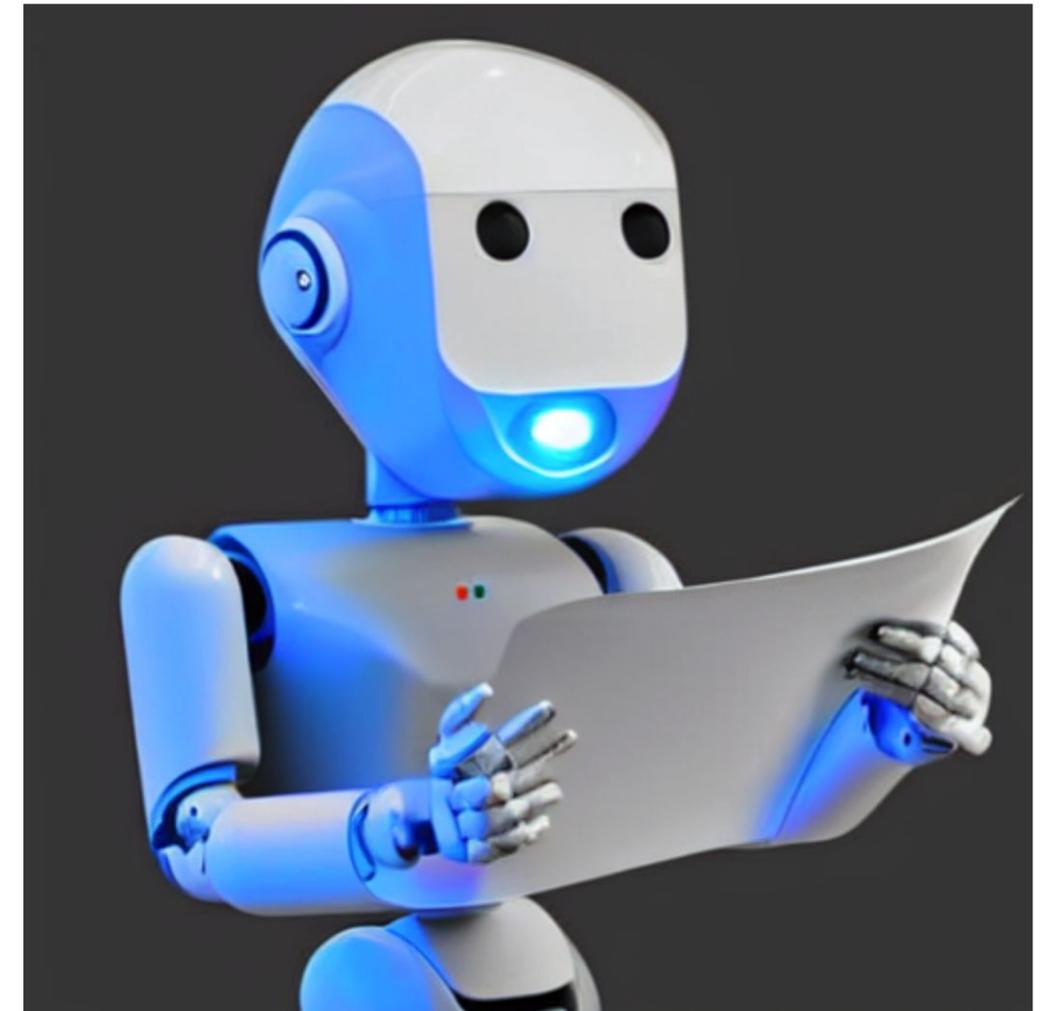


Before Query -> AI

# Intent -> results in SERP

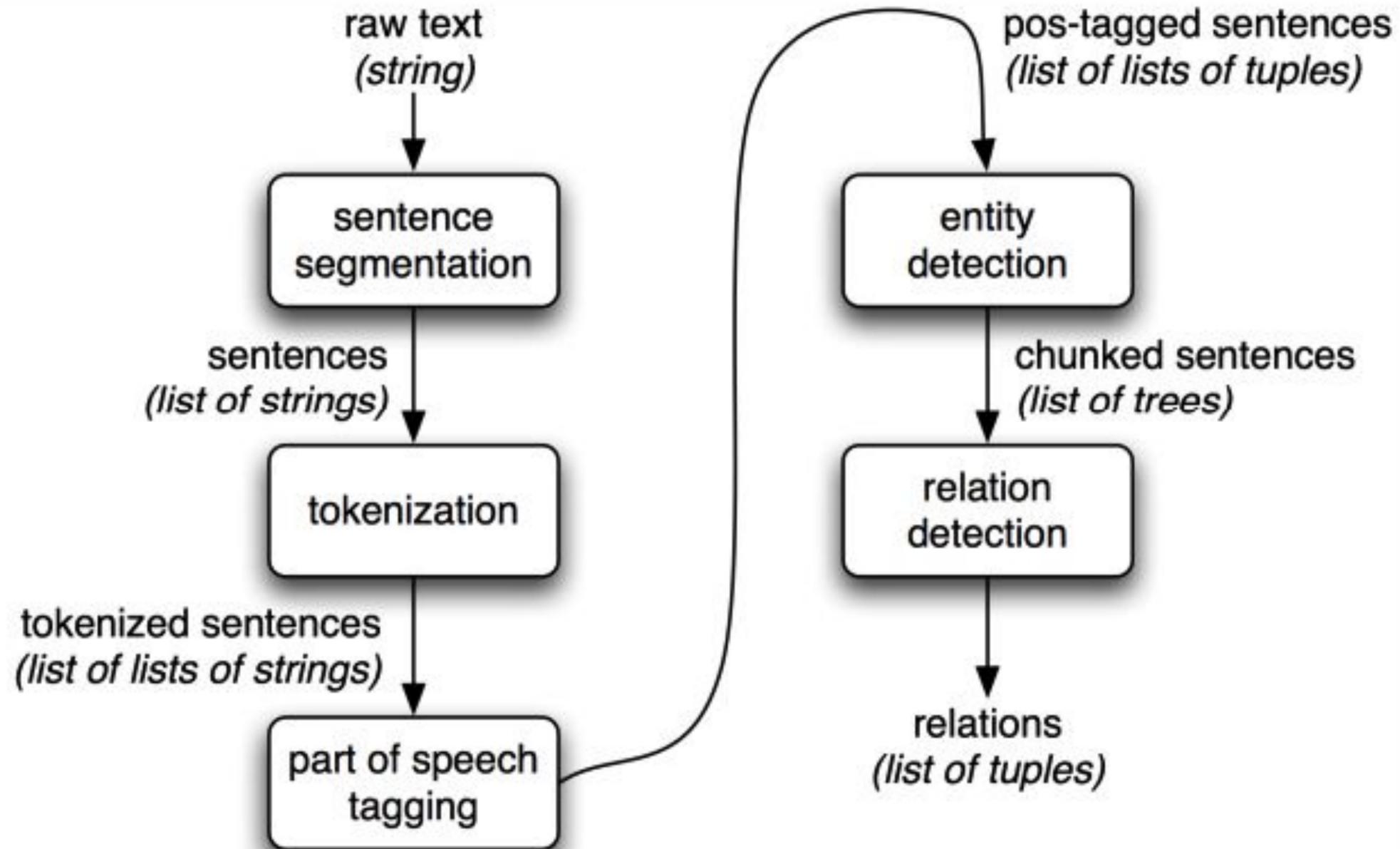
Document analysis and matching

- **understanding** documents
- **quality** analyse
- **authority** impact



Before Query -> AI

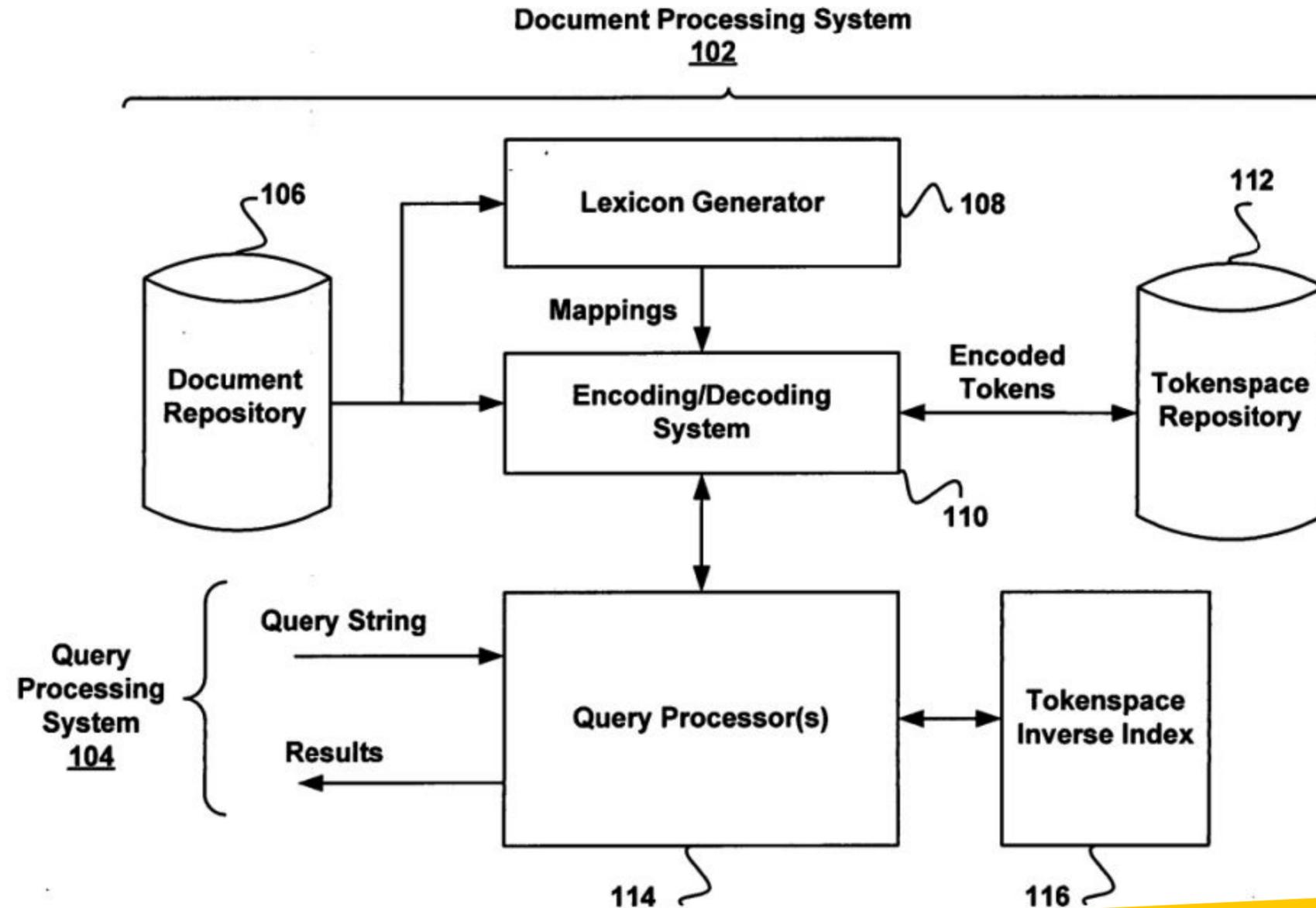
# Document processing



Before Query -> AI

# Tokenspace index

Information Retrieval System  
100



Before Query -> AI

# Information Quality

The screenshot shows a Google search for "content intelligence". The search bar contains the text "content intelligence". Below the search bar, there are tabs for "All", "Images", "News", "Videos", "Books", and "More". The search results show "About 1,330,000,000 results (0.62 seconds)". The first result is from "contadu.com" and is titled "What is Content Intelligence and how does this technology ...". A white arrow points from the title of this result to the "More options" menu that is open over it. The "More options" menu contains buttons for "Share", "Save", and "Feedback". Below the menu, there is a section titled "About this result" with a "Beta" label. This section includes a "Source" box with the text "contadu.com was first indexed by Google in September 2018" and a list of links, including the URL of the search result and a security notice: "Your connection to this site is secure". At the bottom of the "About this result" section, there is a link for "More about this page".



Before Query -> AI

# Information Quality

https://contadu.com › uncategorized › what-is-content-intelligence

What is Content Intelligence and how does this technology help in ...

About the source ⓘ

Contadu

Google looked for a description of **Contadu** on a reference site, but couldn't find a good match.

In their own words

What is CONTADU? CONTADU is an innovative Content Intelligence technology, a type of artificial intelligence. The purpose of CI is to quickly and easily analyze and process data in real time. From [contadu.com](https://contadu.com)

Web results about the source

From searches for the source's names

https://www.bootstrapps.com › lifetime-deals › contadu

**Contadu Review & Lifetime Deal Discount Alert**

CONTADU (contadu.com) is a Content Intelligence platform that helps you get #1 in Google, thanks to semantic recommendations. CONTADU combines competition ...

https://phillipstemann.com › contadu-review-content-research-tool

**Contadu Review - Content Research Tool**

March 18, 2022 — Building content is crucial for your marketing, but doing research is always time-consuming. In this Contadu review, I show you how to save time.

https://www.crunchbase.com › organization › contadu

**CONTADU**

Thanks to CONTADU you will have control over the competition analysis, strategy planning, content optimization and team management.

https://www.g2.com › Writing Assistants Software › AI Writing Assistants › CONTADU › CONTADU Alternatives

**CONTADU Alternatives for Small Businesses in 2022**

Find the top-ranking alternatives to CONTADU based on 9200 verified user reviews. Read reviews and product information about Jasper, Anyword and Simplified.

About the topic ⓘ

Related results

https://www.optimizely.com › optimization-glossary › content-intelligence

**Content intelligence**

Why content intelligence is important. Content marketing has become one of the primary ways in which marketers try to reach prospects and customers online.



https://builddd.co › marketing › content-intelligence

**Content Intelligence - Definition and How does it work?**

Content Intelligence is a technology built using artificial intelligence that ... insights from your content to inform future content marketing strategies.



https://blog.hubspot.com › marketing › content-intelligence

**What Is Content Intelligence?**

All marketers want a content marketing strategy that helps them generate influence and a large audience. Case in point — “how to develop a content marketing ...

October 27, 2021



https://contrend.com › blog › what-to-look-for-in-a-content-intelligence-platform

**What to Look for in a Content Intelligence Platform**

While some platforms may only help you with specific aspects of content marketing, others offer all-in-one solutions. Every day, businesses create thousands of ...

April 7, 2022



https://www.foleon.com › blog › what-is-content-intelligence-and-why-it-matters

**What is Content Intelligence and How Should You Get Started?**

If you're ready to take your content marketing efforts to the next level through content intelligence, Foleon is an invaluable resource.



https://contentmarketinginstitute.com › articles › artificial-intelligence-content-marketing-processes

**Artificial Intelligence (AI) Tools for Content Marketing**

Text-to-image technology. Photoleap lets you create visual content on the fly. To experiment with the feature, click “Generate AI Image” and enter your text ( ...

October 6, 2022



https://writer.com › resources › content-intelligence

**What is content intelligence?**

Content intelligence technology helps teams manage, measure, ... With the introduction of artificial intelligence (AI), machine learning (ML), ...



https://newsreleases.com/2022/08/23/how-ai-technology-can-help-in-content-marketing/

**How AI Technology Can Help in Content Marketing**

Artificial intelligence helps content marketers conduct a more thorough analysis of data obtained from the web, increases the speed of content production, ...

August 23, 2022



During Query -> AI

# Defining best answers

Intent and query understanding

- **understanding** user
- **matching** documents
- **display** answers



During Query -> AI

# Query understanding

cycling tours in italy



User vocabulary ≠ Document vocabulary

[cycling tours in italy]

⇒

[cycling OR cycle OR bicycle OR bike OR biking  
tours OR tour OR holidays OR vacation

in

italy OR italian]

- <https://www.italian-biketours.com> ▾ Tłumaczenie strony  
**1▶ Italian Bike Tours**  
Italy offers an incredible variety of **cycling tours**: you can cycle along beautiful coastlines, mountainous terrain and along valleys and vineyards, ... 
- <https://italybiketours.com> ▾ Tłumaczenie strony  
**2▶ Italy Bike Tours | Bicycle Tour Organisers | Cycle The Dream**  
Italy **Bike Tours** are leading **bicycle tour** organisers for the discerning rider. Discover our handcrafted vacations and experience the very best of Italy by ... 
- <https://www.tourradar.com> › italy-bi... ▾ Tłumaczenie strony  
**3▶ 10 Best Bicycle Tours in Italy 2022/2023 - TourRadar**  
250+ **Bicycle tour** packages in Italy with 213 positive reviews · Cycling Puglia & Matera · Cycling in Tuscany: Pisa to Florence · Cycle Puglia · Cycle Dolomites, ... 
- <https://www.rbtouritaly.com> ▾ Tłumaczenie strony  
**4▶ Road Bike Tours Italy | Small Groups, Great Emotions**  
Road **Bike Tours Italy** - Organized and Custom tours in Italy: Tuscany, Apulia, Dolomites, ... 

Enormous bufor: synonyms, relations, variants, anchors, history, itd

SB.  
SKILLS BOOSTER

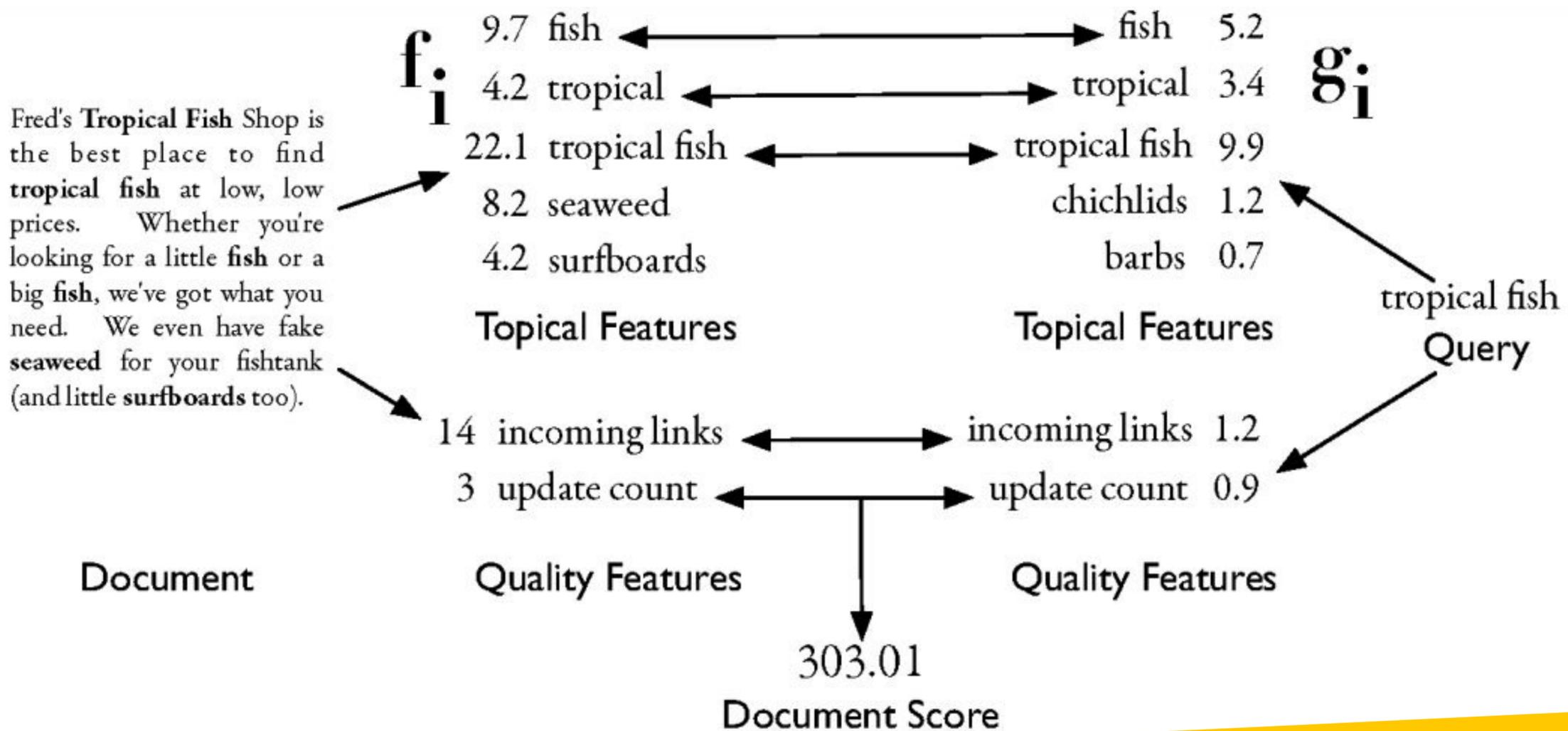
12  
CONTADU  
CONTENT INTELLIGENCE

During Query -> AI

# Query & document pairing

DOCUMENT

QUERY



During Query -> AI

# Best documents

## Intent boost factor

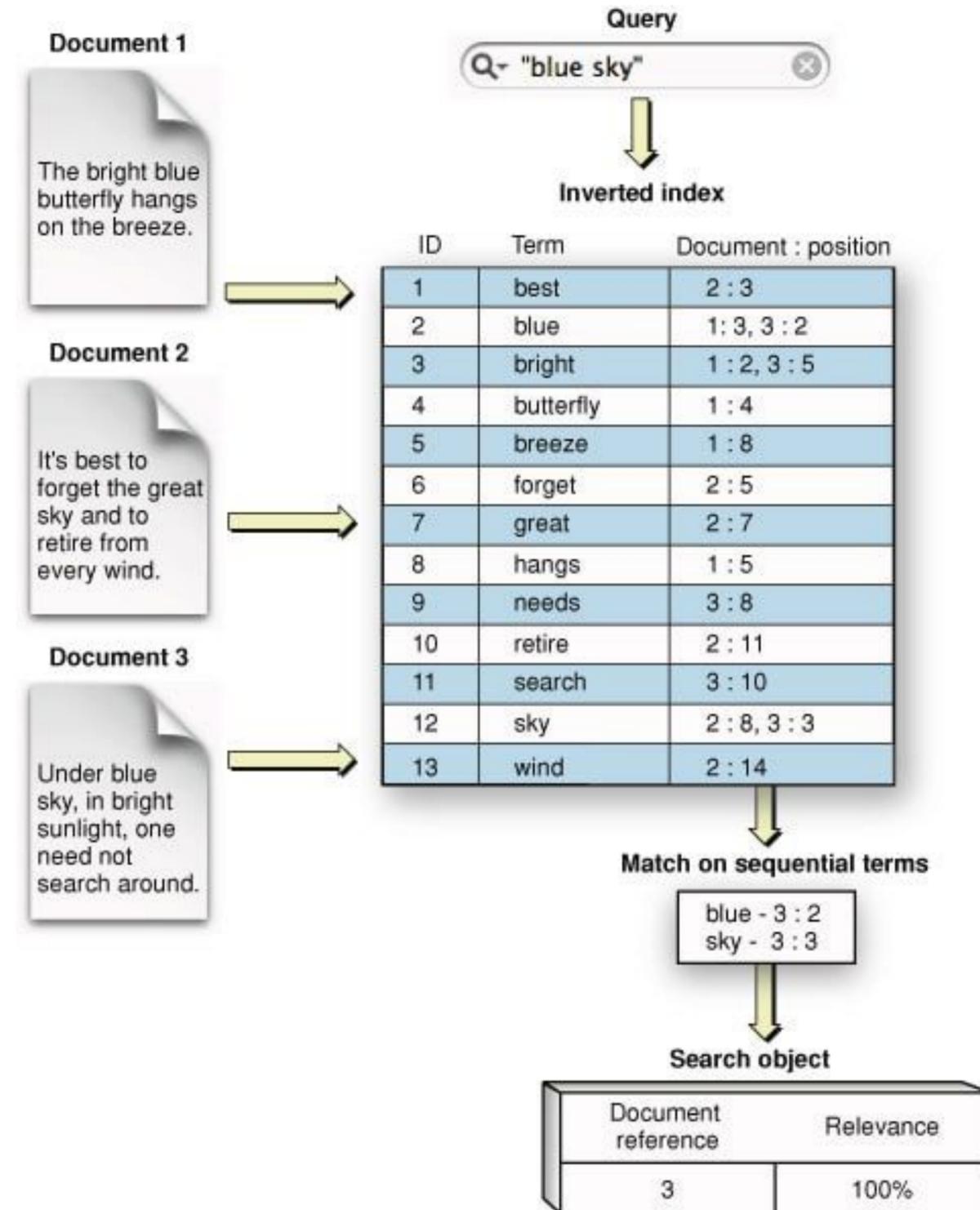
= how good we understand intent

## Document boost factor

= how good specific document answer this intent

Recommendations list (confidence value)

= Intent boost factor \* Document boost factor



During Query -> AI

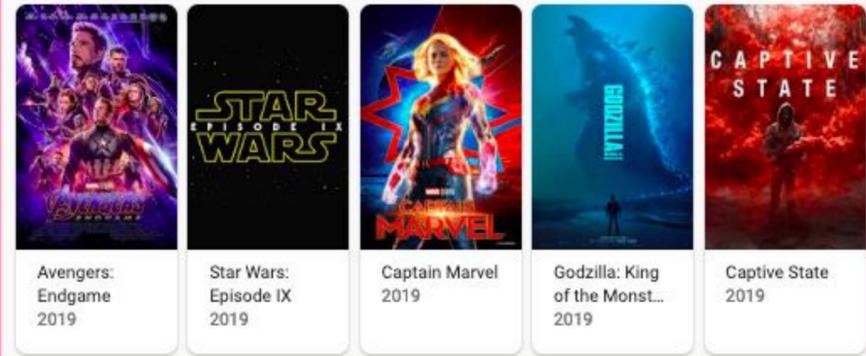
# Recommendations layout

## ENTERTAINMENT

best sci fi movies 2019

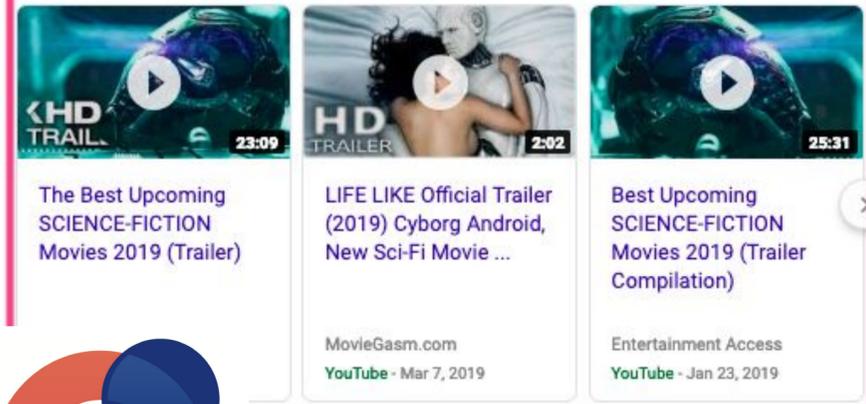
All News Videos Images Shopping More Settings Tools

Movies > Science Fiction > 2019



Avengers: Endgame 2019  
Star Wars: Episode IX 2019  
Captain Marvel 2019  
Godzilla: King of the Monsters 2019  
Captive State 2019

Videos



The Best Upcoming SCIENCE-FICTION Movies 2019 (Trailer)  
LIFE LIKE Official Trailer (2019) Cyborg Android, New Sci-Fi Movie ...  
Best Upcoming SCIENCE-FICTION Movies 2019 (Trailer Compilation)

15  
CONTADU  
CONTENT INTELLIGENCE

2019 | New Sci-Fi Movies - Popular Mechanics  
hanics.com/culture/movies/a25724909/best-sci-fi-films-2019/  
he films for every sci-fi fan to keep in mind, along with ... films release and  
for the 2019 calendar

## SHOPPING/PRODUCT

Google instant pot

All Shopping Videos Images News More Settings Tools

About 524,000,000 results (0.84 seconds)

See instant pot Sponsored

 Ninja Foodi Multi-Cooker - OP300UK £199.99 Ninja UK By Google	 SALE Pressure King Pro 3-Litre Pressure Cooker £44.99 £50 Very ★★★★★ (956) By Swoop	 Instant Pot Duo Nova 6 Quart 7 in 1 One... £40.24 eBay UK ★★★★★ (189) By Altviolet	 SALE Kuhn Rikon - Duromatic Inox... £120.00 £216 Kuhn Rikon UK ★★★★★ (109) By Google
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www.amazon.co.uk > Instant-Pot-Electric-Pressure-Stainless >  
Instant Pot Duo 7-in-1 Electric Pressure Cooker, 6 Qt, 5.7 Litre ...  
★★★★★ Rating: 4.7 - 3,960 reviews  
Duo is a 7-in-1 multi-functional Cooker, pressure cooker, slow cooker, rice cooker, saute/browning, yoghurt maker, steamer & warmer. ... Instant Pot Cookbook: 600 Healthy and Flavorful Instant Pot Recipes.... ... ENJOY INSTANT POT COOKBOOK: Foolproof & Insanely Easy Recipes |...  
Instant Pot Tempered Glass ... · Instant Pot Ceramic Non Stick

www.instantpot.co.uk >  
Instant Pot Home - Instant Pot UK  
Check out our selection of Instant Pot recipes, the...



### Instant Pot

Instant Pot also known as an insta-pot is a Canadian brand of multicookers. The multicookers are electronically controlled, combined pressure cookers and slow cookers. The original cookers are marketed as 6-in-1 or more appliances designed to consolidate the cooking and preparing of food to one device.  
Wikipedia

**Inventor:** Robert Wang  
**Manufacturer:** Instant Brands  
**Models made:** Duo; Duo Nova; Duo Plus; Smart Wifi; Ultra; Lux; Max; Viva  
**Current supplier:** Midea Group

Paid

After Query -> AI

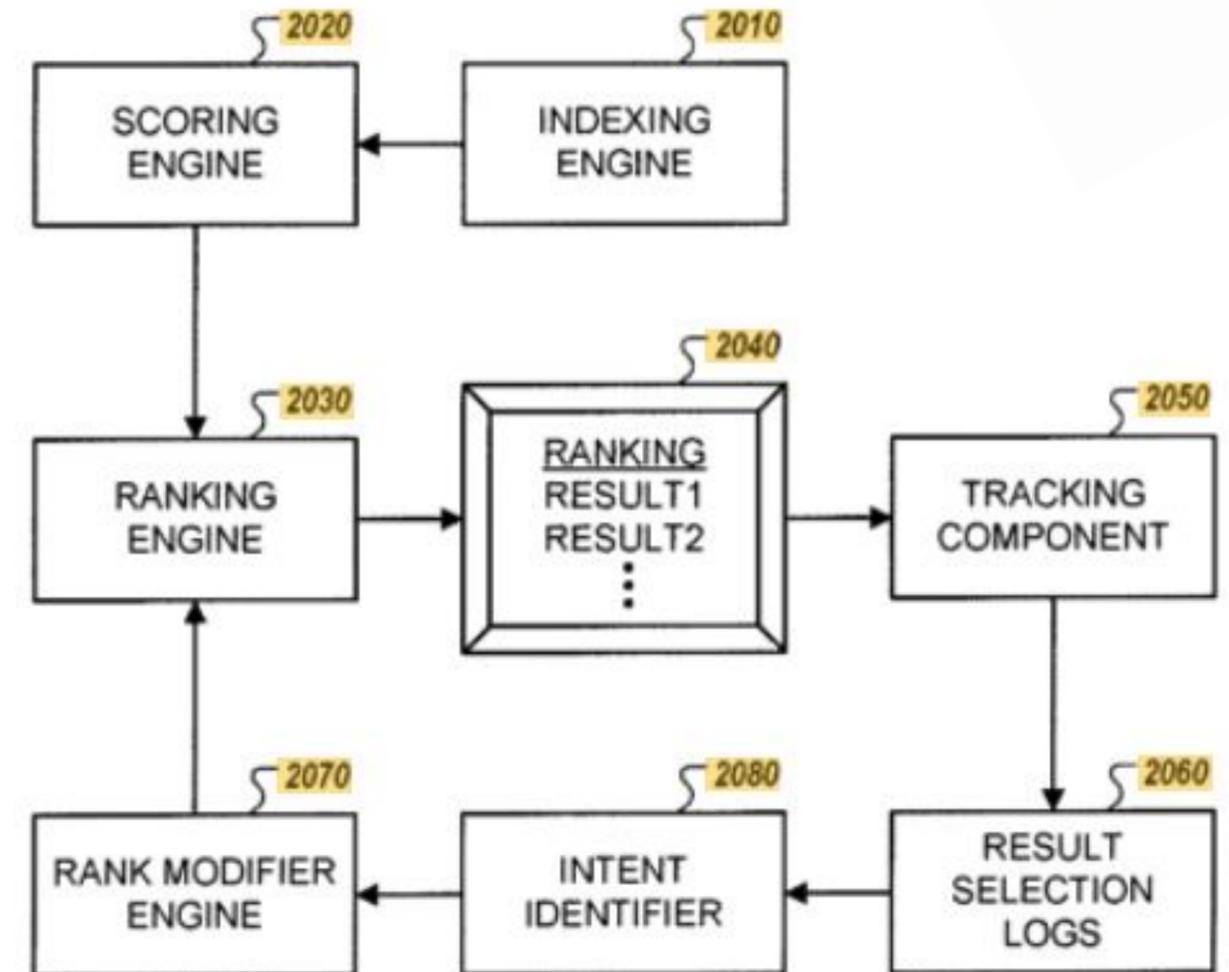
# Behavioural analyse

## 1. Analyse of behavioural factors

CTR, Dwell time, click patterns, time on search, time on page, etc

## 2. Testing A/B

## 3. Document scoring modification



After Query -> AI

# You are the tester

for free and an expert in some niches

← Google Takeout

Your account, your data.  
Export a copy of content in your Google Account to back it up  
or use it with a service outside of Google.

CREATE A NEW EXPORT

Select data to include 1 of 1 selected

Choose file type, frequency and destination

Export progress

Google is creating a copy of files from My Activity  
⌚ This process can take a long time (possibly hours or days) to complete. You'll receive an email when your export is done.  
Created: 15 November 2022, 12:03

Today

⋮ Some activity may not appear yet.

🔍 Search

Searched for [who is his wife?](#)

11:59 AM • 📍 • Details

🔍 Search

Searched for [how old is obama](#)

11:59 AM • 📍 • Details

🔍 Search

Searched for [reason of explosion](#)

11:52 AM • Details

🔍 Search

Searched for [explosion on crimean bridge](#)

11:49 AM • Details

🔍 Search

Searched for [ile kosztuje otwarcie](#)

11:32 AM • Details

🔍 Search

Searched for [sklep rowerowy](#)

11:32 AM • Details

Practical

# Examples

- **Structured data (black dress)**
- **Category page (car window tinting film)**
- **Product page (freediving fins)**

Practical use

# Structured data

Consistent **communication with machines**

Multiple schema types (Product, Ratings, FAQ, location)

**Objective => increase CTR / behavioral signals in SERP**

Practical use

# Structured data



czarna bluzka rekawami zalando



4



zalando.pl

https://www.zalando.pl › makadami...

13



**Makadamia RĘKAWAMI - Bluzka - czarny - Zalando.pl**

Makadamia RĘKAWAMI - Bluzka - czarny za 129,90 zł (20.02.2023) | Darmowa dostawa większości zamówień\*

★★★★★ Rating: 4.6 · 55 votes · PLN 129.90



The screenshot shows the Zalando product page for a black top with fur-trimmed sleeves. The page includes a main image of a model, a smaller gallery of images, and a detailed product description. The price is 129,90 zł, with a 28% discount from the original price of 179,90 zł. The product has a 4.6/5 star rating from 39 reviews. The page also features a size selection dropdown, a 'Dodaj do koszyka' button, and shipping information: 'Czw 8 Gru - Wto 13 Gru' with standard shipping for free. A '100-dniowe prawo zwrotu' (100-day return policy) is also mentioned. The bottom of the page shows a 'Przeczytaj wszystkie opinie' (Read all reviews) button and a link to 'Jak działają recenzje?' (How reviews work?).



Practical use

# Structured data



## 13 valid items detected

Valid items are eligible for Google Search's rich results. [Learn more](#)

[VIEW TESTED PAGE](#)

[PREVIEW RESULTS](#)

### Details

Crawl



Crawled successfully on 5 Dec 2022, 21:25:55



### Detected structured data



Product snippets

1 valid item detected

● Non-critical issues detected



Merchant listings

1 valid item detected



Review snippets

11 valid items detected



### Additional resources

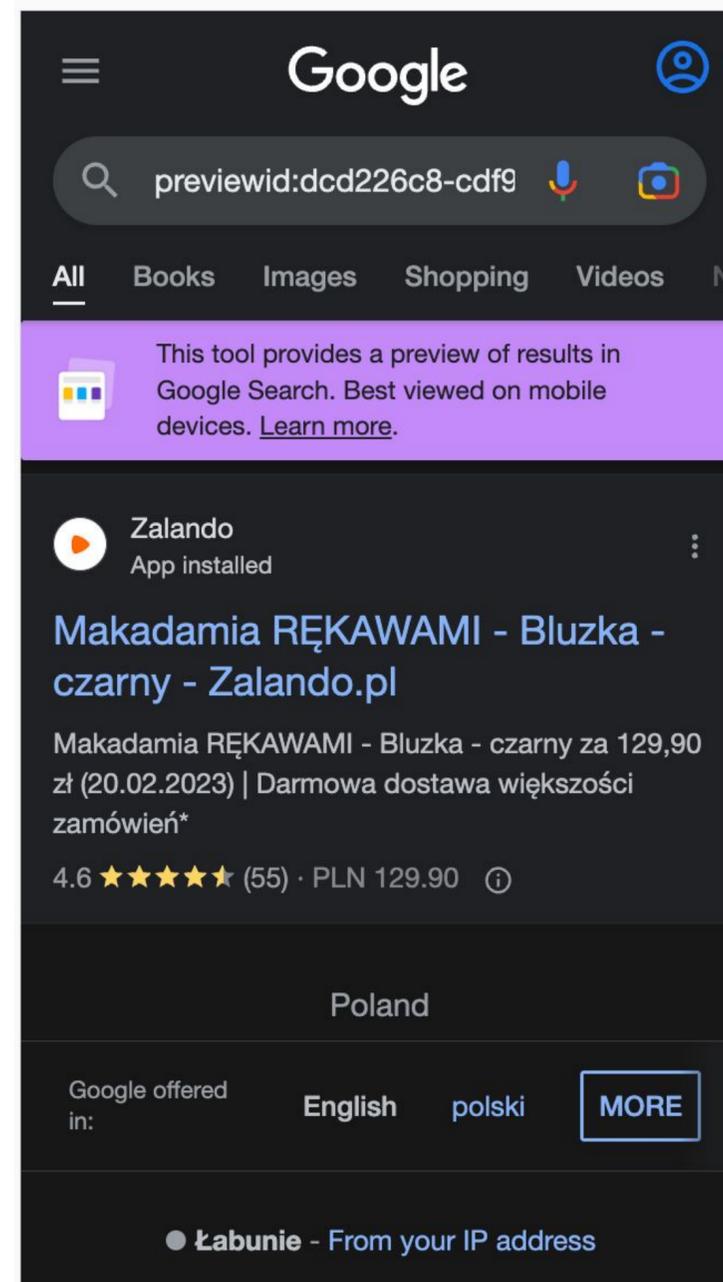


Monitor rich results for your entire site

[GO TO SEARCH CONSOLE](#)

## Practical use

# Structured data



type	Product
aggregateRating	
type	AggregateRating
bestRating	5
ratingValue	4.6
ratingCount	49
worstRating	1
reviewCount	39
brand	
type	Brand
name	Makademia
color	czarny
image	https://img01.ztat.net/article/spp-media-p1/8d9b52262ee2453b80ecf8dc06a64775/7e30dd0818da48c183260aeca5dc2745.jpg?imwidth=103
image	https://img01.ztat.net/article/spp-media-p1/157a27d5334e46cfafd14fff8bfbcfd5/b10de800e2144167aa4944d097cc3e54.jpg?imwidth=103
image	https://img01.ztat.net/article/spp-media-p1/bfede8c8bc804e5f8b2270c27a73348e/a69c4f73cad341f9ba85aeb67f0febbe.jpg?imwidth=103
itemCondition	http://schema.org/NewCondition
manufacturer	
name	Makademia
type	Organization
name	RĘKAWAMI - Bluzka - czarny
offers	
type	Offer
availability	http://schema.org/InStock
price	129.9
priceCurrency	PLN
sku	M4L21E004-Q110036000
url	https://www.zalando.pl/makademia-bluzka-czarny-m4l21e04-q11.html

## Practical use

# Data in GSC

### ▼ Shopping

 Product snippets

 Merchant listings

 View data about valid items

 **Why items are invalid**  
Invalid items can't be used to generate rich results on Google

Issue	Validation ↓	Trend
Either 'price' or 'priceSpecification.price' should be specified (in 'offers')	N/A	
Missing field 'price' (in 'offers')	N/A	
Invalid object type for field 'brand'	N/A	

Rows per page: 10 ▼ 1-3 of 3

 **Improve item appearance**  
Items with these issues are valid, but could be presented with more features or be optimised for more relevant queries

Issue	Validation ↓	Trend
Either 'priceCurrency' or 'priceSpecification.priceCurrency' should be specified (in 'offers')	N/A	
Missing field 'priceValidUntil' (in 'offers')	N/A	
Missing field 'priceCurrency' (in 'offers')	N/A	
Missing field 'availability' (in 'offers')	N/A	
Missing field 'aggregateRating'	N/A	
Missing field 'review'	N/A	
Missing field 'sku'	N/A	
No global identifier provided (e.g. gtin, brand)	N/A	
Missing field 'description'	N/A	

## Practical use

# chatGPT

OF

Create selling description for product "product name" in AIDA model, using structured data mentioned below. Find and list on the end of article other products on Zalando website from similar "color" and "brand" that can fit together with prices and images.

Product color: czarny

image: <https://img01.ztat.net/article/spp-media-p1/8d9b52262ee2453b80ecf8dc06a64775/7e30dd0818da48c183260aece5dc2745.jpg?imwidth=103>

image: <https://img01.ztat.net/article/spp-media-p1/157a27d5334e46cfafd14fff8bfbcfd5/b10de800e2144167aa4944d097cc3e54.jpg?imwidth=103>

image: <https://img01.ztat.net/article/spp-media-p1/bfede8c8bc804e5f8b2270c27a73348e/a69c4f73cad341f9ba85aeb67f0febbe.jpg?imwidth=103>

itemCondition: <http://schema.org/NewCondition>

product name: RĘKAWAMI - Bluzka - czarny

sku: M4L21E004-Q11

url: <https://www.zalando.pl/makadamia-bluzka-czarny-m4l21e004-q11.html>

description: Makadamia RĘKAWAMI - Bluzka - czarny za 129,90 zł (2023-03-26) |

Darmowa dostawa większości zamówień

Structured data

Practical use

chatGPT

+

structured data

Automated

High volumes



Looking for a stylish and versatile addition to your wardrobe? Look no further than the REKAWAMI - Bluzka - czarny by Makadamia. This stunning blouse is sure to become a staple piece in your closet, with its sleek and chic black color and high-quality materials.

Using the AIDA model, let's break down the features of this blouse:

Attention: The REKAWAMI - Bluzka - czarny catches your eye with its elegant black color and the stunning images that showcase the blouse's style and sophistication.

Interest: This blouse is perfect for any occasion, from a night out with friends to a formal event. The high-quality materials ensure that this blouse is durable and long-lasting, making it a great investment piece.

Desire: The REKAWAMI - Bluzka - czarny is a must-have in any fashion lover's wardrobe. Its classic style and versatility make it easy to pair with other pieces in your closet, and it is sure to elevate any outfit.

Action: Don't wait any longer, add the REKAWAMI - Bluzka - czarny to your cart now and take the first step in elevating your wardrobe to the next level.

Looking to complete your outfit? Check out these other great products from Makadamia on Zalando that share the same color and brand:

- Spódnica trapezowa - czarny - 239,90 zł  
<https://www.zalando.pl/makadamia-spodnica-trapezowa-czarny-m4l21b04a-q11.html>
- Kobiety - Czarny Makadamia - 539,90 zł  
<https://www.zalando.pl/makadamia-kurtka-puchowa-czarny-m4l21u001-q11.html>
- High heels - czarny - 219,90 zł  
<https://www.zalando.pl/makadamia-szpilki-czarny-m4l11b002-q11.html>

With these amazing products, you can create a complete and stylish outfit that is sure to turn heads. Don't miss out on these great deals, and start shopping today!

Practical use

# Information architecture

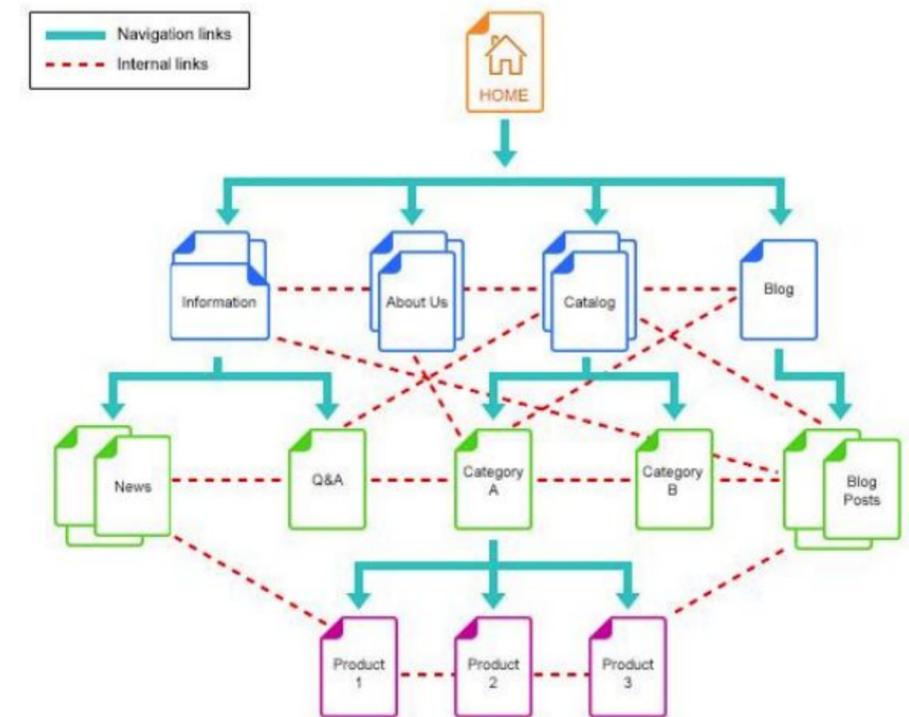
Improve domain topical authority

**What is the structure** in our website/store?

Are we **communicating what customers expect?**

**How well are we communicating** it (our topical authority)?

What can we improve quickly?



# Information architecture

- What users are looking for?
- Do we have documents?
- How about document types/quality?

Practical use

# Domain content & context

car window tinting film site:carmotion.pl



[All](#) [Shopping](#) [Images](#) [Videos](#) [Maps](#) [More](#) [Tools](#)

About 395 results (0.66 seconds)

site:carmotion.pl



[All](#) [Books](#) [Images](#) [Shopping](#) [News](#) [More](#) [Tools](#)

About 9,740 results (0.52 seconds)

Practical use

# Domain content & context

"car window tinting film" site:carmotion.pl



All

Shopping

Images

Videos

Maps

More

Tools

About 0 results (0.30 seconds)

Practical use

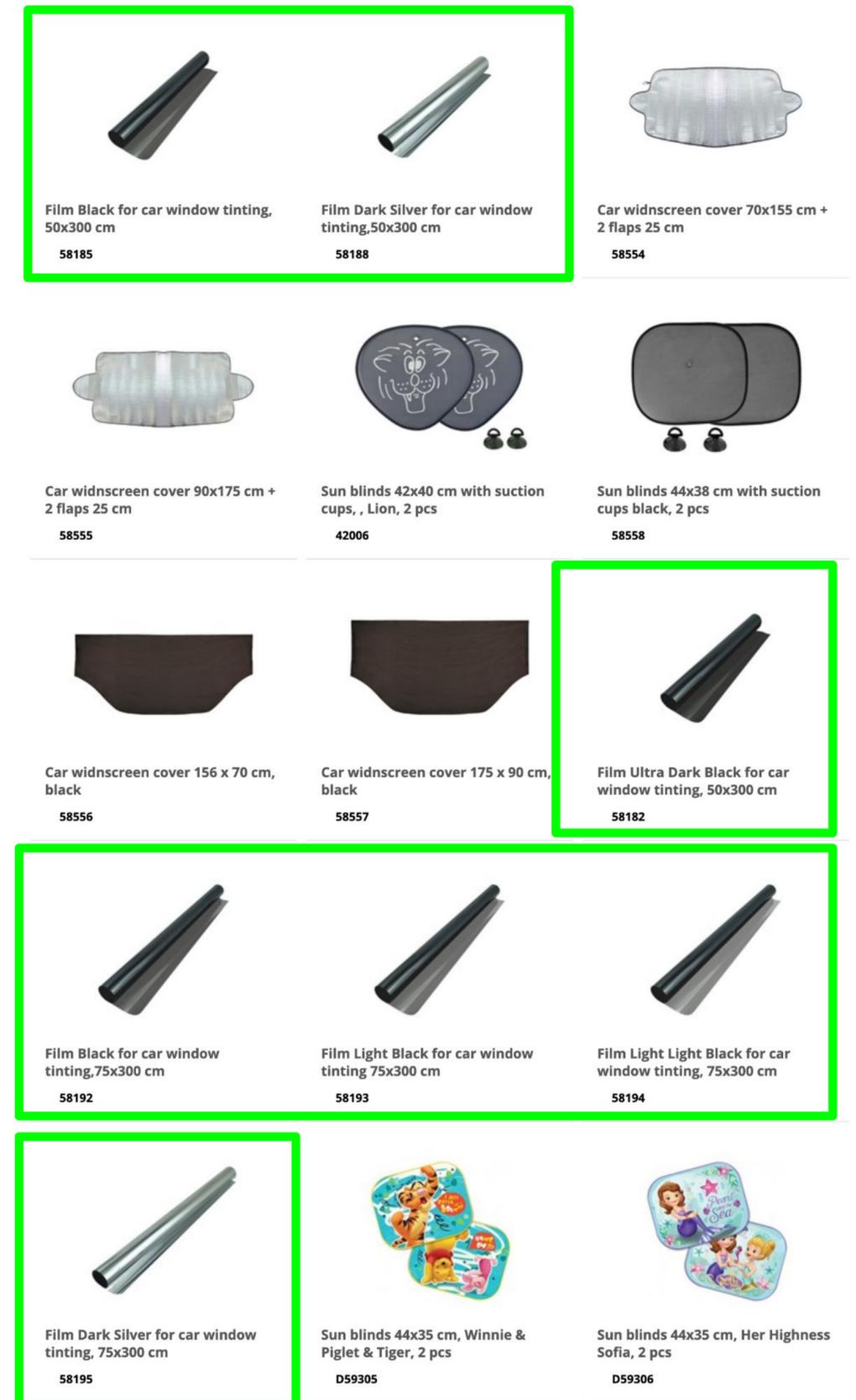
# Content & context

Products listed in **general category** (car window covers)

Missing category page description

Missing dedicated category page

Technical language used



Practical use

# How to improve?

Quantity: more dedicated subpages

Quality: great content with user vocabulary

## Practical use

# Intent vs document

## SERP TOP 30

Homepage: 5

Category page: 17

Product page: 3

Blog / Review / Comparison: 5

URL
<a href="https://amazon.com/window-tint-film/s?k=window+tint+film">amazon.com/window-tint-film/s?k=window+tint+film</a>
<a href="https://tintdepot.com/product-category/car-window-tint-rolls/">tintdepot.com/product-category/car-window-tint-rolls/</a>
<a href="https://lexen.com/collections/window-film-rolls">lexen.com/collections/window-film-rolls</a>
<a href="https://llumar.com/na/en/">llumar.com/na/en/</a>
<a href="https://solargard.com/">solargard.com/</a>
<a href="https://xpel.com/products/window-film">xpel.com/products/window-film</a>
<a href="https://suntekfilms.com/">suntekfilms.com/</a>
<a href="https://windowtint.com/collections/car-tint-by-the-roll">windowtint.com/collections/car-tint-by-the-roll</a>
<a href="https://tapplastics.com/window_films/window_tint_films">tapplastics.com/window_films/window_tint_films</a>
<a href="https://walmart.com/c/kp/window-films-tints">walmart.com/c/kp/window-films-tints</a>
<a href="https://metrorestyling.com/collections/car-window-tint-film">metrorestyling.com/collections/car-window-tint-film</a>
<a href="https://vividshop.com/collections/window-tints-films">vividshop.com/collections/window-tints-films</a>
<a href="https://bobvila.com/articles/best-window-film/">bobvila.com/articles/best-window-film/</a>
<a href="https://en.wikipedia.org/wiki/Window_film">en.wikipedia.org/wiki/Window_film</a>
<a href="https://smarttint.com/">smarttint.com/</a>
<a href="https://johnsonwindowfilms.com/automotive-products/">johnsonwindowfilms.com/automotive-products/</a>
<a href="https://gilafilms.com/">gilafilms.com/</a>
<a href="https://madico.com/automotive">madico.com/automotive</a>

Practical use

# Category page example

- ▼ [h1] - Window Tint Film
  - [h2] - Car Tint, Window Tint Film by Abode Window Films
  - [h2] - The Benefits of Car Glass Tint & Car Window Film
  - [h2] - Car Window Tint Film Made Easy With Abode Window Films
  - ▼ [h2] - Buy Vehicle Window Tinting Today With Abode Window Window Films
    - [h3] - Why should I get my car windows tinted?
    - [h3] - Is car window tint legal?
    - [h3] - How is car window tint applied?

abode window films

Privacy Frosted Decorative Reflective Car Tint Safety & Security Solar Specialist Anti UV Conservatory

All prices include FREE DELIVERY

ONLINE WINDOW FILM SUPPLIER

Order before 1pm for SAME DAY DISPATCH

## Window Tint Film

Window tint film for cars is a popular option for both style and practicality. You don't need to sacrifice the appearance of your car for the sake of applying car window tint films. With Abode Window Film's car tint film, you have a range of styles and transparency grades to choose from.

Default sorting

Showing all 6 results

Products 1 - 6 from 6. Products on page 48

- CHAMELEON WINDOW TINT FILM**  
From: £1.50  
★★★★★  
(1 Review)  
[Select options](#)
- CAR WINDOW TINT PREMIUM LIMO BLACK 5%**  
From: £0.99  
[Select options](#)
- CAR WINDOW TINT PREMIUM DARK CHARCOAL 20%**  
From: £0.99  
[Select options](#)
- CAR WINDOW TINT PREMIUM MEDIUM CHARCOAL 35%**  
From: £0.99  
[Select options](#)
- CAR WINDOW TINT PREMIUM CHARCOAL 50% LIGHT**  
From: £0.99  
[Select options](#)
- AUTO SAFETY FILM**  
From: £0.99  
★★★★★  
(1 Review)  
[Select options](#)

### Window Film Fitting Tools

### Car Tint, Window Tint Film by Abode Window Films

There are many reasons why you might choose car tint by Abode Window Films. With over 20 years of experience helping customers with window film, we are committed to offering our extensive experience to providing the best car window tint film for you.

We understand what's important when it comes to buying car window tint film for your vehicle. We've built our success and our reputation on a real desire to give our customers quality products, great value for money through our price promise, and a polite, friendly service from our head office team.

You can choose from a convenient range of ways to pay, and delivery's fast too – with our free delivery option, your window film will arrive within 2 to 4 days, or you can select a next day delivery option.

### The Benefits of Car Glass Tint & Car Window Film

There are a multitude of benefits to using car glass tint as it can be a solution to a range of problems. From blocking harmful UV light to providing privacy in your car, car window film is a great option. With Abode Window Films, you can purchase car window film by the metre or have it cut to size. The following are some of the main functional benefits of using car glass tint alongside appearance:

- Fade Reduction** – cars are valuable assets which need to last long to ensure you get the most use out of this type of investment. Car window film blocks the harsh UV rays that can fade upholstery and discolour leather and vinyl. Car window tint also reduces glare from direct sun and bright lights.
- Driver Skin Safety** – Another UV-related benefit is your skin health as a driver. Since car window films can block out UV rays, they provide protection for your skin's exposure to harmful UVA and UVB rays associated with skin cancers.
- Heat Rejection** – Sometimes it can be a problem finding the right balance of air conditioning in your car. Car glass tint can help with this problem. Car window film by Abode Window Films can block anywhere from 35-65% of the solar heat that builds up in a car. This lets you better control the climate of your car interior meaning passengers and you will feel much more comfortable.
- Shattered Glass Protection** – The benefits of installing vehicle window tinting can't be underestimated. Car window film is designed to keep glass from shattering if an object hits it. This means that in the event of a car accident, passengers are protected from shards of glass being ejected through the windows.
- Privacy & Security** – Our car tint film comes in a range of shading. When you park up your car, you can feel reassured that the vehicle window tinting hides any valuables inside. At Abode Window Films, our car window film comes in a range of grades: light, medium, and dark. For cars often parked in direct sunlight and exposed to sun all-day long, say for instance while you work, then we recommend opting for dark.

### Car Window Tint Film Made Easy With Abode Window Films

With Abode Window Films, the process of applying car window tint is very simple and can be considered a DIY project for most with no experience required. Before you apply your car window film, it is important that you make sure the car window glass is free from dirt, dust, or specs of paint. It's important to follow the fitting instructions as outlined on the packaging to ensure the successful application of your car window tint.

### Buy Vehicle Window Tinting Today With Abode Window Window Films

If you need help choosing car window film, have a question about fitting, preparation, or sizing, we can help. Simply get in touch here, and a friendly member of our team will assist you with your query as soon as possible!

Why not browse our other types of window films for the home, such as [privacy window films](#), [coloured window films](#), and [frosted window films](#)?

Anything you need, do let us know.

### Why should I get my car windows tinted?

Aside from the aesthetic element of car window film, getting your car windows tinted can help to keep the car cooler in hot weather and most even come with a UV filter.

### Is car window tint legal?

Car window tint is perfectly legal, but there are some legal requirements to make into consideration depending on when the car was first used. If the car was first used on 1 April 1985 or later, the windscreen must let a minimum level of 75% of light through and the front-side windows must let at least 70%. Any vehicles used before then have restrictions of 70% for both the front windscreen and front side windows. There are no legal restrictions on the rear windscreen or rear passenger windows.

### How is car window tint applied?

In order to apply car window tint, we will use a clear adhesive during the production of the tint. We will then cover this with a protective backing to ensure that the tint remains durable.

# Practical use

# Category page optimisation

The screenshot displays a content management system interface for a category page titled "Window Tint Film". The main content area includes a title, an introductory paragraph, a sub-heading "Car Tint, Window Tint Film by Abode Window Films", and several paragraphs detailing the benefits of car window tinting, such as fade reduction, driver skin safety, heat rejection, shattered glass protection, and privacy & security. The right sidebar features a score of 61, a "Competitors' best" of 73, and a list of content terms with their respective counts. A "Copy all visible terms to clipboard" button is located at the bottom of the sidebar.

Query: car window tint film | Target URL: not defined

Content terms: 5144 | H1 1 | H2 4 | B 12 | 0

Score: 61 | Competitors' best: 73

## Window Tint Film

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Content terms: window tint 19 / 1-3, film 34 / 1-5, tint 29 / 1-8, car 46 / 1-5, window 51 / 2-11, car window 25 / 1, car window tint 13 / 1, tint film 9 / 1, automotive window 0 / 1, product 1 / 1-6, window film 25 / 1-2, window tint film 7 / 1, automotive 0 / 1-2, 5 0 / 1-5, price 1 / 1-3, heat 2 / 1-2, use 7 / 1-3, glare 1 / 1-3, solar 1 / 1, installation 0 / 1, shade 1 / 1, uv 4 / 1, shop 0 / 1, find 1 / 1-2, vehicle 5 / 1, detail 0 / 1, privacy 3 / 1, roll 0 / 1-2, automotive window tint 0 / 1, 99 0 / 1-4, best 2 / 1, ceramic 0 / 1, business 0 / 1, dye 0 / 1, brand 0 / 1, kit 0 / 1-2, carbon 0 / 1, block 4 / 1, 50 0 / 1, look 0 / 1, films for cars 1 / 1, solar gard 0 / 1, new 0 / 1, save 0 / 1, help 5 / 1-2, protect 1 / 1, home 1 / 1, light 4 / 1, interior 1 / 1, reduce 1 / 1, 9 0 / 1, professional grade 0 / 1, professional 0 / 1, 30 0 / 1, keep 2 / 1, available 0 / 1, one 0 / 1, auto 0 / 1, energy 0 / 1, that's 0 / 1, 25 0 / 1, side 1 / 1, llumar 0 / 1, glass 8 / 1, benefit 5 / 1, give 1 / 1, right 1 / 1, 70 1 / 1, cost 0 / 1, wide 0 / 1, uv rays 2 / 1, easy 1 / 1, variety 0 / 1, clear 1 / 1, check 0 / 1, come 4 / 1, solution 1 / 1, truck 0 / 1, suvs 0 / 1, harmful uv 1 / 1, ir 0 / 1, performance 0 / 1, windshield 0 / 1, rear 2 / 1, system 0 / 1, lot 0 / 1, total 0 / 1, mirror 0 / 1, cover 1 / 1

Copy all visible terms to clipboard

## Practical use

# Category page optimisation

### Article layout

<b>What Are Car Window Tints?</b>	×
[[Try to include the following terms:]] car, window, tint, car window, car window tint, window tint, film, benefit, keep, heat, protect, uv, privacy, glare	↑
Competitors who wrote about it:	↓
<b>What are the different types of tint films? What type of window tint should I get?</b>	×
[[Try to include the following terms:]] tint, film, window, window tint, reduce, carbon, tint film, help, use, vehicle, block, dye, car, heat, ceramic, window tint film, light, come, glare, privacy, one, 99, uv, protect, interior, benefit, give	↑
	↓
<b>Types of Window Tints</b>	×
[[Try to include the following terms:]] tint, window, window tint	↑
Competitors who wrote about it:	↓
<b>How to Choose the Top Car Window Tint for Heat Reduction</b>	×
[[Try to include the following terms:]] tint, window, window tint, car, heat, car window, car window tint, uv, light, protect, roll, price, easy, windshield, cover, vehicle, clear, carbon, ceramic, block, harmful uv, uv rays, interior, keep, find, total, solar, energy, reduce	↑
Competitors who wrote about it:	↓
<b>How to Replace/Install Window Tints</b>	×
[[Try to include the following terms:]] window, window tint, tint, vehicle	↑
Competitors who wrote about it:	↓

Practical use

# Product page

Content optimization (structure):

- matching **user intent and vocabulary**
- **Expanding** the available product information

Practical use

# Content optimisation

DECATHLON

low quality content - product description

Sporty > Freediving > Pletwy do Freedivingu



1/5

**Pletwy do freedivingu i łowiectwa podwodnego C4 Minimal 100% karbon**  
**1039 zł**

[Zalety produktu](#) | [Opis produktu](#) | [Skład i konserwacja](#)

10 rat x **103,90 zł** [Oblicz ratę](#)

Rozmiar: 40/41 [Jak wybrać rozmiar?](#)

40/41 42/43 44/45

**DODAJ DO KOSZYKA**

 U Ciebie za **8 dni za darmo** [Koszt dostawy](#)

 Darmowy odbiór w sklepie [Wybierz](#)

 Darmowy zwrot [Szczegóły](#)

Marka C4 stworzyła te w 100% karbonowe pletwy do łowiectwa podwodnego, dla nurków poszukujących efektywności włókna węglowego w niskiej cenie.

Pletwy MINIMAL są w 100% z włókna węglowego T300. Mają dobre proporcje, posiadają kalosz 400 przy całkowitej wadze (pary) 1400 g. Doskonała relacja jakość/cena!

Kod produktu: 8751328

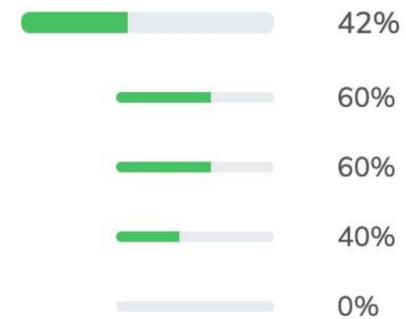
Practical use

# Content audit

 Content score



 Overall score: 22/100



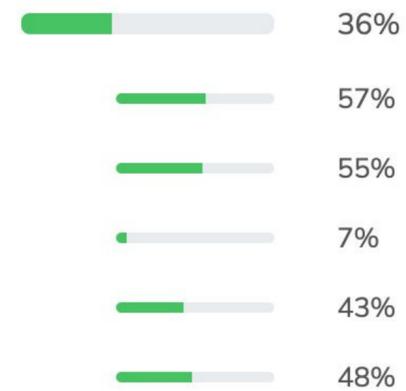
**Main keyword - partial matches in:** [learn more](#)

Meta title **c4 minimal carbon** freediving fins

Meta description **c4 minimal carbon** freediving fins

H1 headers **c4 minimal carbon** freediving fins

H2 headers **c4 minimal carbon** freediving fins



**Usage of suggested terms:** [learn more](#)

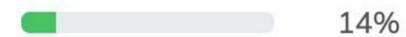
in meta title

in meta description

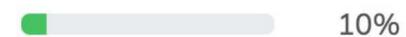
in H1 & H2 headers

in text (basic)

in text (extended)



**Length: 98 words ( target: 711 ).** [learn more](#)



**Readability: 9 ( target: 48 ).** [learn more](#)



**Keyword stuffing risk** [learn more](#)

Practical use

# What is the intent

Using AI

Automatic tagging

keyword	similarity	tags
+ where to buy freediving gear	9.3	shopping question local
+ where to buy freediving fins	3.1	shopping question local
+ where to buy freediving suit	3.1	shopping question local
+ where to buy freediving masks	2.9	shopping question local
+ how does freediving work reddit	3.4	question brand
+ how to free dive	26.8	question blog
+ how does freediving work	17.1	question blog
+ how to start freediving	11.7	question blog
+ how to free dive longer	10.0	question blog
+ how do free divers sink	11.9	question blog
+ how to do freediving	10.4	question blog
+ how to free dive for beginners	7.7	question blog
+ do you need to decompress when freediving	4.5	question blog
+ how to choose freediving fins		

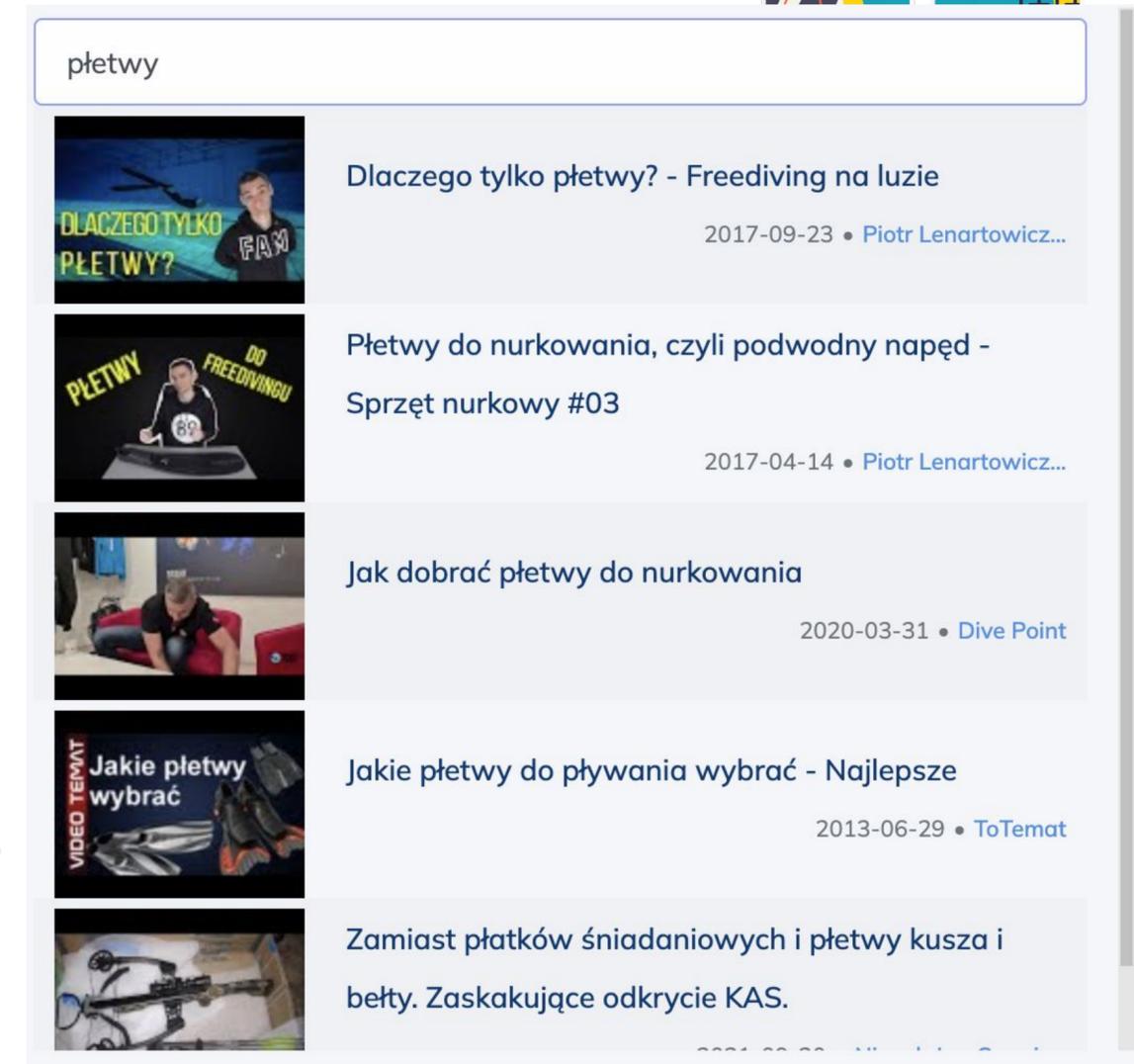
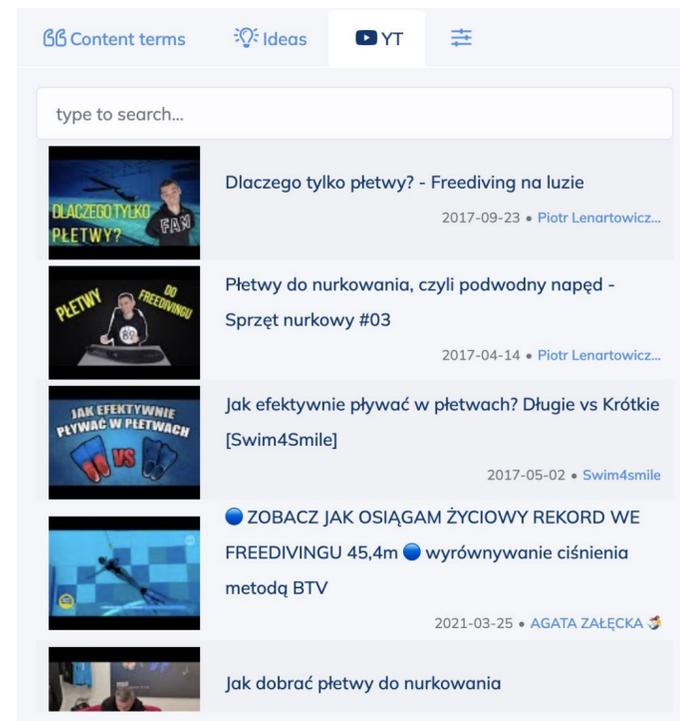
Practical use

# Content optimisation



## Video results

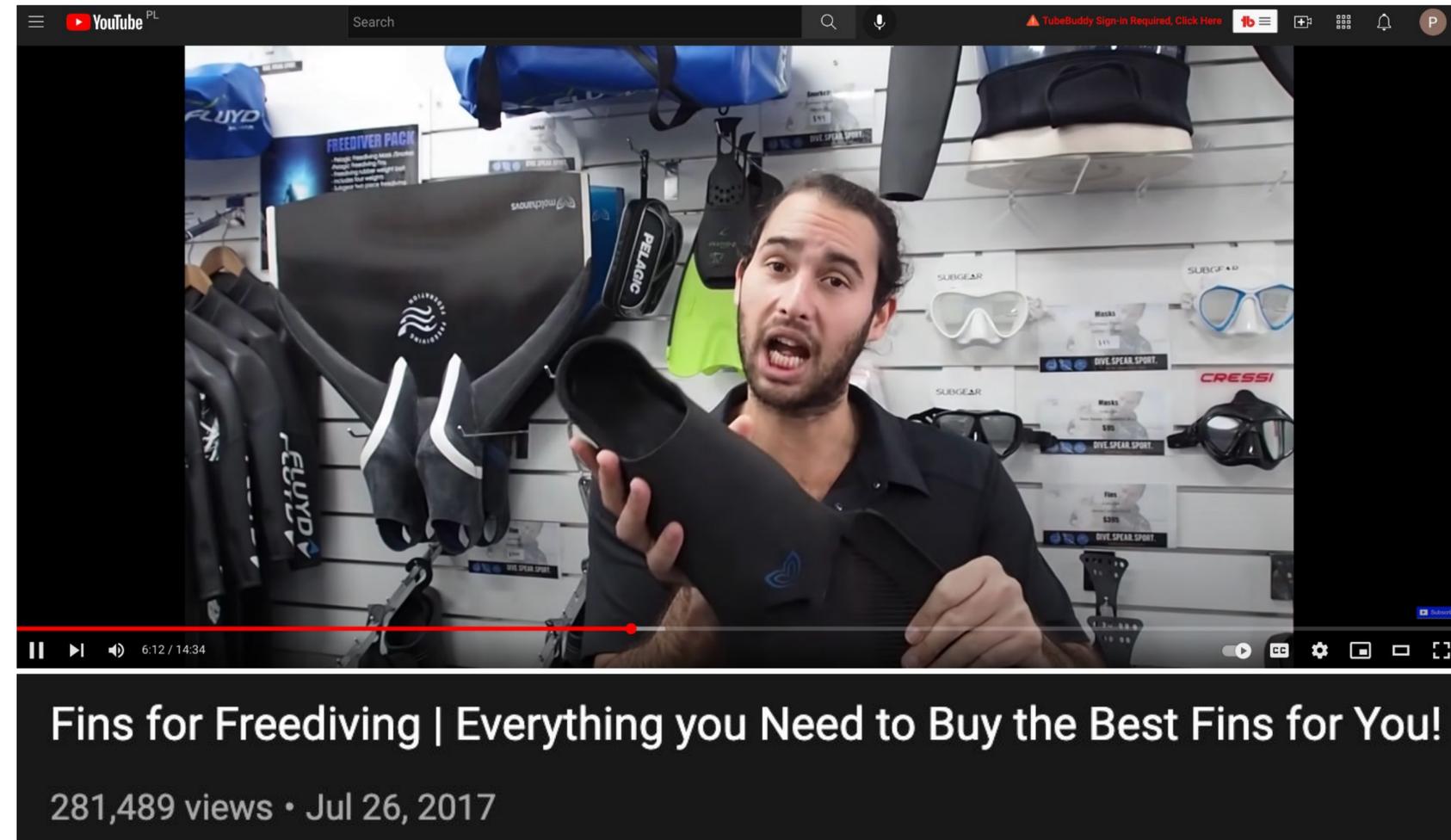
- review/ interview
- comparison



Practical use

# Content optimisation

- Low amount of local videos?  
-> use english results
- inspiration: intent + solution



# Practical use

# Content optimisation

x4

Content terms: Ideas YT

Terms in headers Terms in article

basic: add add from GSC

freediving 11x/2x-8x pletwa 39x/5x-12x

pletwy do freedivingu 7x/1x nurkowanie 1x/1x-6x

sklep 2x/1x-3x nurkowy 1x-6x sprzęt 1x/1x-2x

pióro 16x/1x-2x kałosz 3x/1x

extended:

carbon 5x/1x początkujących 1x pletwy do nurkowania 1x

pletwy freediving 1x lowiectwo 5x/1x cressi 6x/1x sport 1x-2x

seac 1x pletwy do freedivingu seac motus 1x pływanie 1x

model 1x/1x lowiectwa podwodnego 4x/1x sklep nurkowy 1x

free 1x pletwy do freedivingu i lowiectwa 2x/1x monopletwa 1x

nóg 5x/1x nurkowanie swobodne 1x pomagać 1x pracy nóg 1x

stopy 8x/1x techniki 1x kałosz pletw obejmuje 1x pianka 1x

sprzęt nurkowy 1x

PL (30)

UK (100)

Content terms: Ideas YT

Terms in headers Terms in article

basic: add add from GSC

fin 8x-89x freediving 2x-25x freediving fin 1x-11x

foot pocket 1x-12x scuba 1x-6x dive 1x-8x spearfishing 1x-4x

fiberglass 1x-6x freediver 1x-3x mare 1x-3x freedive 1x-4x

neoprene 1x-4x diver 1x-4x stiffer 1x-2x

extended:

best freediving fins 1x stiffness 1x-7x spearfishing fins

freedive fins 1x mako 1x-8x 2022 1x-2x freedive hu

carbon fiber 1x-2x thermoplastic 1x carbon fins 1x

freedivers 1x-4x scuba fins 1x blade stiffness 1x fins don't 1x

buyer's guide 1x "snap 1x beuchat mundial 1x-3x

pair of freediving fins 1x carbon blades 1x thermoplastic rubber 1x

polypropylene 1x entry-level freediving 1x blade fins 1x

neoprene socks 1x-2x mako spearguns 1x fins on the market 1x

beuchat mundial one 1x energy transfer 1x 3mm 1x

scuba diver 1x scuba or snorkeling fins 1x

freediving and spearfishing 1x carbon fiber fins 1x fins available 1x

fins for freediving 1x use freediving fins 1x full foot 1x

freediving fins instead of scuba 1x fins instead of scuba fins 1x

surface area 1x intermediate 1x-2x spearfishers 1x long blade 1x

suitable for beginners 1x composite material 1x freediving bi-fins 1x

bi-fins 1x foot pockets and blades 1x option for beginners 1x

power transfer 1x full-foot 1x energy transfer to the blade 1x

beginners and intermediate 1x softer blade 1x fixed blades 1x

much energy 1x freediving equipment 1x amazon.com 1x padi 1x

bend when a freediver 1x move through the water 1x

blades and foot pockets 1x medium stiffness 1x scuba gear 1x

highly flexible 1x shorter blades 1x powerful kick 1x

techno polymer 1x fiberglass or carbon 1x foot pockets are soft 1x

polypropylene composite material 1x extension of your legs 1x

aqua lung 1x seac motus 1x displace more water 1x bare feet 1x

intermediate divers 1x shallow water 1x deeper dives 1x

angled slightly 1x stiffer fin 1x dive shops 1x checked baggage 1x

comfortable foot 1x around the foot 1x smaller foot pockets 1x

Capture

US (125)

Content terms: Ideas YT

Terms in headers Terms in article

basic: add add from GSC

freediving fin 8x-29x fin 28x-128x blade 14x-41x

best freediving fin 1x-2x dive 5x-21x fiberglass 1x-10x

scuba 1x-3x diver 1x-11x stiffness 1x-7x

carbon fiber fins 1x-2x pair of fins 1x-4x freediver 1x-4x

long blade 1x-2x carbon fins 1x-4x plastic fins 1x-3x

scuba dive 1x-3x scuba fins 1x-2x neoprene 1x-4x

fiberglass fins 1x-2x blade fin 1x-3x fin blade 1x-3x

thermoplastic rubber 1x-2x freediving and spearfishing 1x

carbon blades 1x

extended:

freediving fins for beginners 1x long fins 1x-2x freedive fins 1x

diving fins 1x-3x entry-level freediving 1x-3x fins available 1x

fins on the market 1x-2x blade stiffness 1x plastic freediving fins 1x

long blade fins 1x softer blade 1x fixed blade 1x

fins are a great 1x type of fin 1x fins aren't 1x fins don't 1x

fins you're 1x buyer's guide 1x buyer's guide 1x

spearfishing fins 1x fiberglass blades 1x deep dives 1x-2x

scuba or snorkeling fins 1x beginner freediving fins 1x

fins for freediving 1x soft blades 1x-2x fiberglass freediving fins 1x

freediving fin blades 1x pair of freediving fins 1x fins give 1x

fins might 1x fins are often 1x plastic blades 1x longer fins 1x

choose freediving fins 1x modular fins 1x

beginners and intermediate 1x free diving fins 1x blade length 1x

use freediving fins 1x freediving fins on the market 1x

materials used in freediving fins 1x carbon fiber freediving fins 1x

freediving fins instead of scuba 1x fins instead of scuba fins 1x

suitable for beginners 1x make these fins 1x choose fins 1x

strap fins 1x shorter blades 1x fiberglass or carbon 1x

freediving experience 1x one of the best entry-level 1x

fins were designed 1x choosing a pair of fins 1x

best entry-level freediving fins available 1x fins available today 1x

freediving fins are so long 1x fins are the most affordable 1x

freediving bi-fins 1x option for beginners 1x buy fins 1x

proper freediving 1x fins are also 1x freediving fins also 1x

great fins 1x freediving equipment 1x freediving fins differ 1x



## Practical use

# Content generation

### < Product description extended (long-form in HTML)

Product name

33 / 200 | Aa 5

C4 Minimal carbon freediving fins

[optional] Include the following terms (one per line)

239 / 500 | Aa 35

sock  
neoprene  
fiberglass  
diver  
stiffer  
fin

Max output length (words):  2000

Generate! ✓



Generation settings [close](#)

Creativity:  very low  low  medium  high  very high

Quality:  High quality  Lower quality



## Practical use

# Content generation

 Content score



74



**SB.**  
SKILLS BOOSTER

**44**  
**CONTADU**  
CONTENT INTELLIGENCE

## What are C4 Minimal Carbon Freediving Fins?

### Introduction

C4 Minimal Carbon Freediving Fins are a type of freediving fin made by C4 Waterman, a Hawaii-based company that specializes in water sports equipment. These fins are designed to help freedivers move more efficiently and effectively through the water, while also being environmentally friendly. They are made using a combination of carbon fiber and fiberglass, which creates a lightweight and durable fin that is perfect for deep dives. C4 Minimal Carbon Freediving Fins are ideal for experienced freedivers who are looking for a high-quality fin that can help them reach new depths.

### Construction of C4 Minimal Carbon Freediving Fins

C4 Minimal Carbon Freediving Fins are made using a combination of carbon fiber and fiberglass. This unique construction method helps to create a lightweight fin that is also incredibly durable. The fin blade is made from a carbon fiber and fiberglass composite material, which is both strong and flexible. This allows the fin blade to bend and flex with each kick, creating a powerful thrust that helps propel the freediver through the water.

The foot pockets on C4 Minimal Carbon Freediving Fins are also made from a composite material. They are designed to be soft and comfortable, while also providing a secure fit for the freediver's foot. The foot pockets are angled slightly, which helps to maximize the transfer of energy from the foot to the fin blade. This results in a more efficient kick and a more powerful stroke.

### Features of C4 Minimal Carbon Freediving Fins

C4 Minimal Carbon Freediving Fins are designed to be both efficient and environmentally friendly. The fins are lightweight and durable, which makes them ideal for deep dives. They are also designed to be easy to use, with a soft and comfortable foot pocket that provides a secure fit for the freediver's foot.

The fin blades on C4 Minimal Carbon Freediving Fins are made from a combination of carbon fiber and fiberglass, which creates a lightweight and durable fin that is perfect for deep dives.

AI in content marketing

# Summary

Increase E-A-T:

- care about good content on point, **really good content**
- **avoid "tiny content"**. Remove, merge, optimize
- optimization of **content for intent is key**
- take care of **internal linking** (content hubs)
- test UX & improve **"search experience"**

# Questions

[pawel@contadu.com](mailto:pawel@contadu.com)



Code: "SB" -> 3 months free

