

SEO

By Dan Petrovic, DEJAN

Conversations With Google



Amy wakes up in the morning, makes her coffee and decides to ask Google something that's been on the back of her mind for a while.

It's a very complex, health related query, something she would ask her doctor about.

Google and Amy have had conversations for a few years now and know each other pretty well so the question shouldn't be too much of a problem.

Observe the dialogue, and try to think about the background processes required for this type of search to work.

Hi Google.

Good morning Amy, how's your tea?

Coffee.

You are having coffee again.

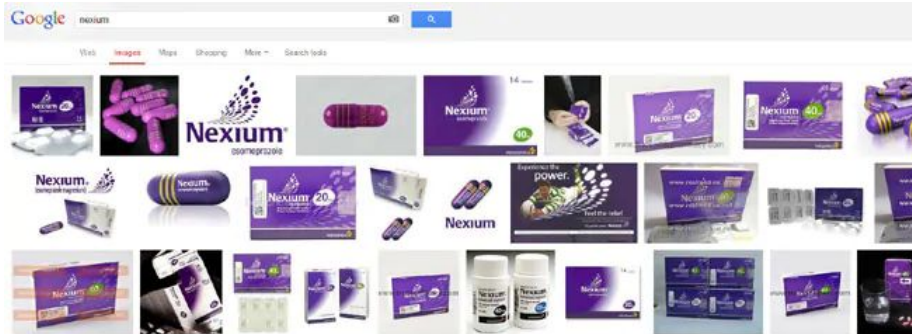
...

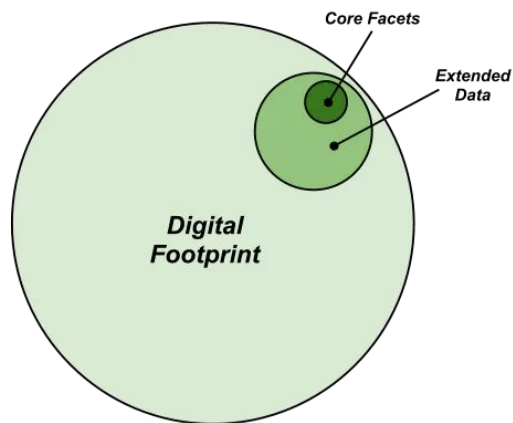
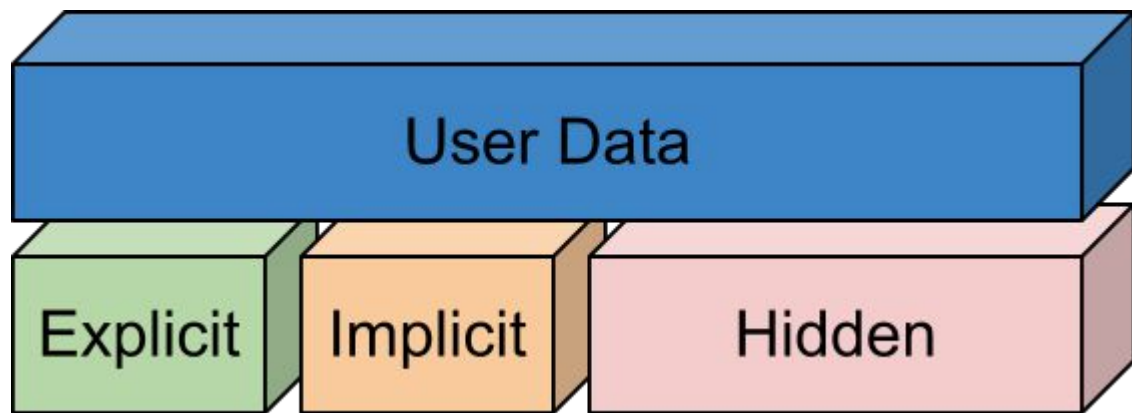
My antibiotics were: Amoxil, Klacid and Nexium.
I took four tablets twice per day. They're for H Pylori.

Thank you Amy. Does Nexium Hp7 sound familiar?

Maybe. Can you show me some pictures.

Just a moment..... Here.



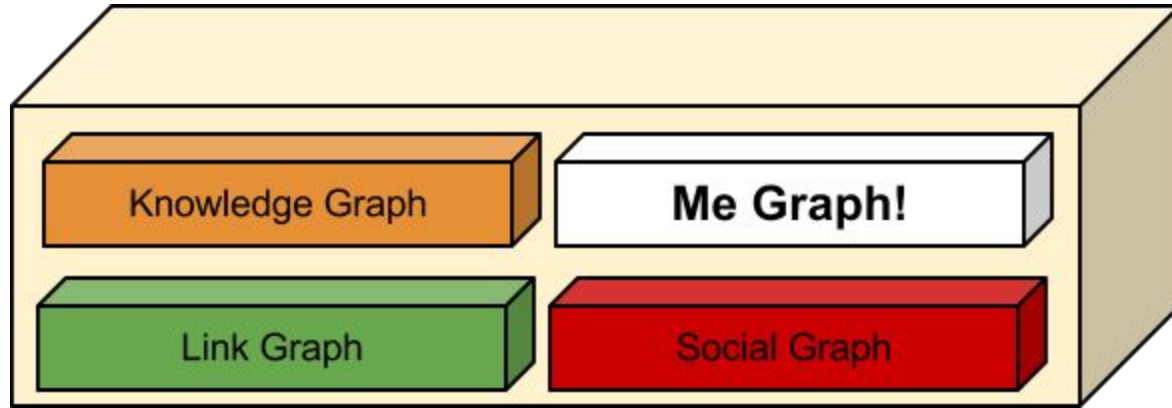


Understanding User Query
Multi-Modal Search
Personal Assistant
Human Facets
Data Retrieval

- Search history
- Language
- Browser data (bookmarks, navigational paths, visited sites)
- Login locations, GEO-IP, places lived, geo tagging / check-ins
- Search preferences, search behaviour (filters, patterns)
- Social data (interactions, active times, close people, content)
- Calendar content (Events, holidays, meetings, birthdays...)
- Purchasing behaviour (on-line shopping)
- App download and usage metrics
- Human-metrics (BMI, weight, temperature...etc)
- Mood and sentiment measuring
- Todo lists
- Interactions with ads
- Payment system usage
- External services used via the search engine's own OAuth
- Income, health history, jobs, family status

- Reading habits
- Screen resolution
- Device(s)
- Operating systems
- Browsers
- Be an ISP, DNS, email provider
- RFID, NFC
- Postal items received
- Explicit survey
- Connection Speed

The Index of One



By using Google as her organiser (or personal assistant) Amy feeds it with additional insights into travel, meetings, personal events and improving the quality of all future suggestions and recommendations.

The whole “**conversation model**” would significantly improve Amy’s interaction with the “**machine**” and would at last give her a break from all this hardware she’s attached to.

So what?
That's just **Gemini**.

2013

dejanmarketing.com/conversations-with-google
dejanmarketing.com/google-2023

Google will one day become a **chatbot?**



Logoetix

06/01/2013 at 2:53 pm (Edit)

The implication is that Google will one day become like a chatter bot in its interactivity? That would be cool, but there are big obstacles to that. The biggest probably being the approach in written language coding itself. Currently I see programmers and engineers rely on outdated linguistic theories to aid them in their quest to create a near perfect interactive bot. Structuralism and formalism – that's ok, but it's not all there is to language.

Predicted Google's Evolutionary Timeline

Level 1: Semantic Capabilities (2012-2015)

Currently Google is capable of rendering basic data available and making sense of rudimentary knowledge nodes. In the next few years we will see Google's search results to be answering our questions more efficiently and start to see the first glimpses of something "smart".

1. Personal characteristics and behavioural patterns
2. Connections, affiliations, status and memberships
3. User intentions and preferences
4. Temporal, time-sensitive data

Level 2: The Smart Machines (2015-2030)

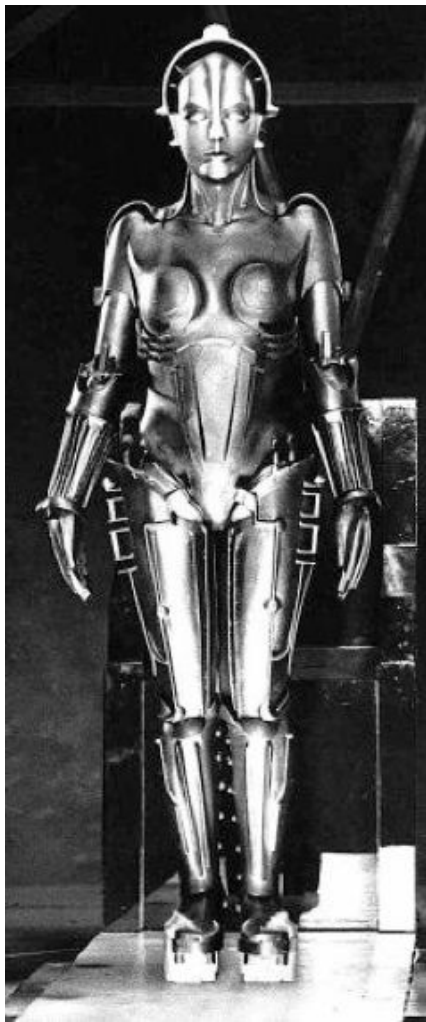
Once Google refines the algorithmic treatment of single-index it will be able to:

1. Predict, suggest, influence and aid future choices
2. Research and summarise findings for the user
3. Perform background investigative work
4. Assist in self-paced learning
5. Act as a virtual assistant
6. Content curation

Level 3: Artificial Intelligence (2030+)

1. Act as a representative
2. Join the discussion
3. Create new content
4. Teach a subject

It's been coming for some time.



1927

“The mediator between head and hands must be the heart.”

Metropolis

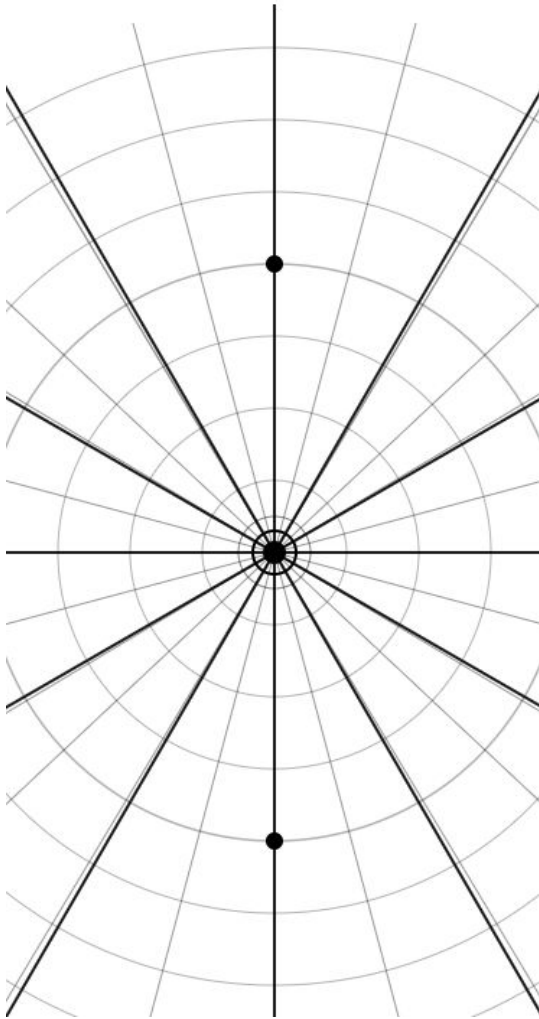
- Wireless global communication, **Nikola Tesla**
- Machines as extensions of intelligence, N. Tesla
- Word ‘**Robot**’ coined by Josef **Čapek** in the 20’s.



1937

Things to Come

- Z1 computer, Konrad **Zuse**
- Mark I computer, **IBM**
- On Computable Numbers, Alan **Turing**
- A Symbolic Analysis of Relay and Switching Circuits, Claude **Shannon**



1947

Foundation, Psychohistory, Prime Radiant Asimov

- Transistor, **Bell** Labs
- Information Theory, Claude **Shannon**
- Automatic Computing Engine, Alan **Turing**



1957

“As a matter of fact, I had an exceptionally full [...] day at the computer.”

The Invisible Boy

- Rosenblatt's **Perceptron**
- FORTRAN
- Chomsky's Syntactic Structures
- Sputnik in Orbit!



1967

“I’m afraid I can’t do that Dave.”

HAL 9000

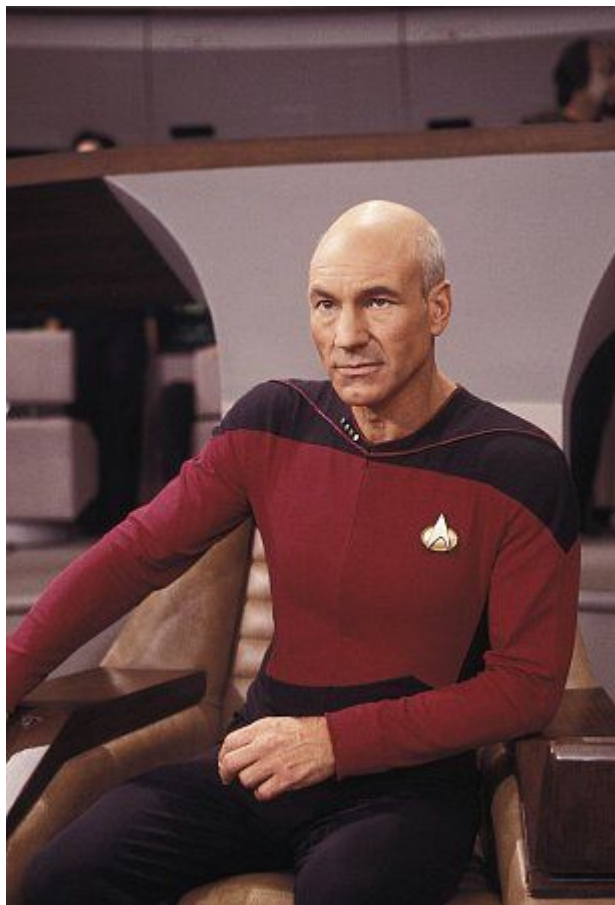
- ELIZA **CHATBOT**
- **Vector** space model by Gerard Salton
- Generative Grammar, Noam Chomsky
- **Nearest Neighbor** - Cover & Hart
- DENDRAL - the first **expert** system.



1977

“I am C-3PO, human–cyborg relations.”
Star Wars

- IR Through Man-Machine **Dialogue**
- DARPA/ARPA **NLU** prototypes
- **TF-IDF** & **cosine similarity** standard practices
- Apple II



1987

“Computer!”

Jean-Luc Picard.

- Backpropagation
- BM11 → **BM25**
- Boltzmann Machines
- The User as a Partner in **Dialogue**
- Yann LeCun working on **backprop CNNs**



1997

Cross-correlate. Increase gain. Record everything.
Jodie Foster, Contact

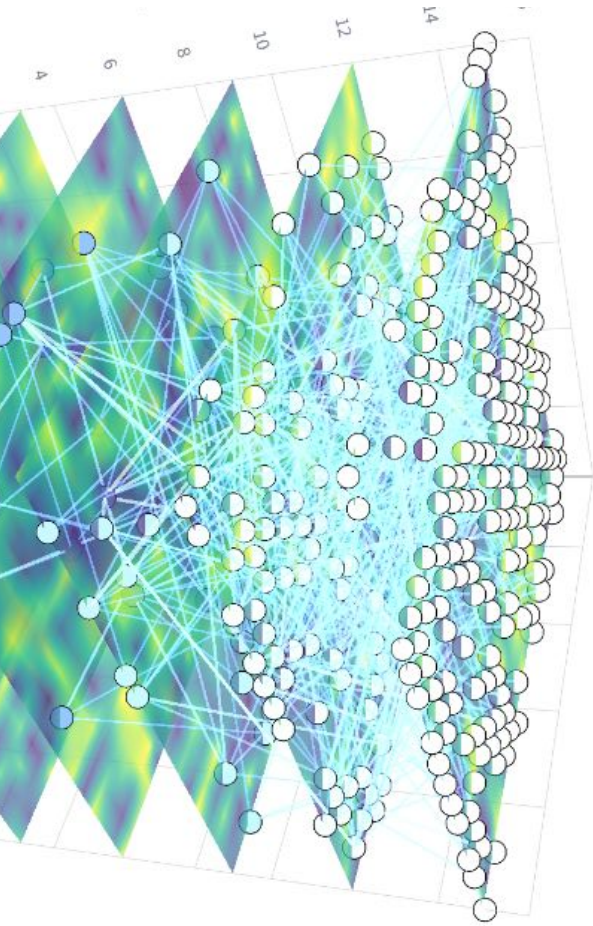
- Dragon NaturallySpeaking
- Software **Agents** for User Interaction
- Support Vector Machines (SVMs) take off
- Deep Blue beats Kasparov
- PageRank
- Clippy...



2007

Google Voice Search

(Also iPhone, but whatever...)



2017

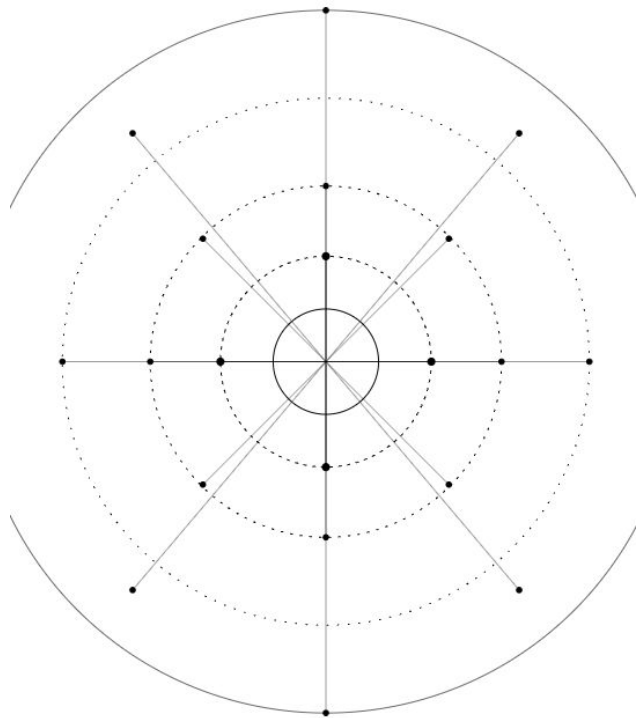
Transformers

Google Brain.



2027

Agentic Web



2037

AGI

China probably.

50 Years to Transformers

1967 - The Dream Begins

Machines can mimic understanding

ELIZA - First chatbot, pattern matching

Perceptrons - Minsky & Papert

Nearest Neighbor - Cover & Hart, pattern recognition

1977 - Information Retrieval Era

Text can be math

ODDY - Man-Machine Dialogue paper

TF-IDF - Term frequency weighting (Spärck Jones '72)

Vector Space Model - Cosine similarity for documents

Statistical NLP - Moving beyond rules

1987 - Neural Nets Return

Networks can learn

Backpropagation - Rumelhart, Hinton, Williams (1986)

NetTalk - Neural nets learn to speak

Hidden Markov Models - Speech recognition

Connectionism - Parallel distributed processing

1997 - The Quiet Revolution

Memory and context matter

LSTM - Hochreiter & Schmidhuber, solving vanishing gradients

SVMs - Support Vector Machines dominate

PageRank - Graph algorithms for ranking

Statistical MT - IBM models for translation

2007 - Deep Learning Awakens

Deep + Data + Compute = Magic

Deep Belief Networks - Hinton breaks through (2006)

CUDA - GPUs for neural networks

GOOG-411 - Voice data collection at scale

Freebase - Knowledge graphs

2017 - The Transformer Moment

Attention + Scale = Intelligence

Attention Is All You Need - Self-attention replaces recurrence

Transfer Learning - ULMFiT proves pre-training works

BERT/GPT - The race begins

Scale Laws - Bigger is actually better

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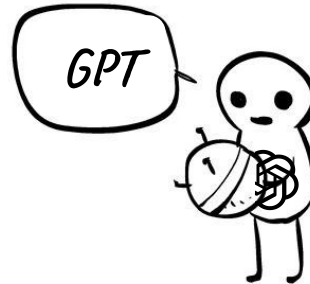
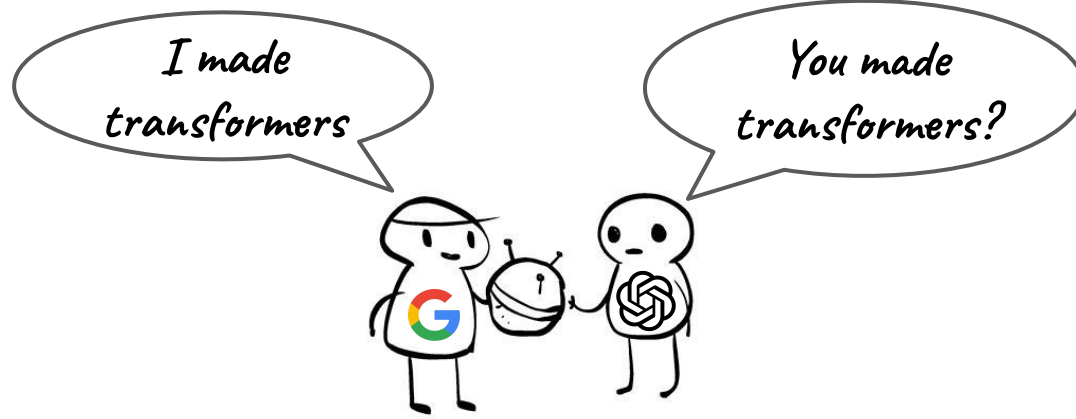
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Transfer Learning - ULMFiT proves pre-training works

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Scale Laws - Bigger is actually better

The latent history.



It's 2018. Alec decides GPT-1 would have
12 layers and **768** dimensions.

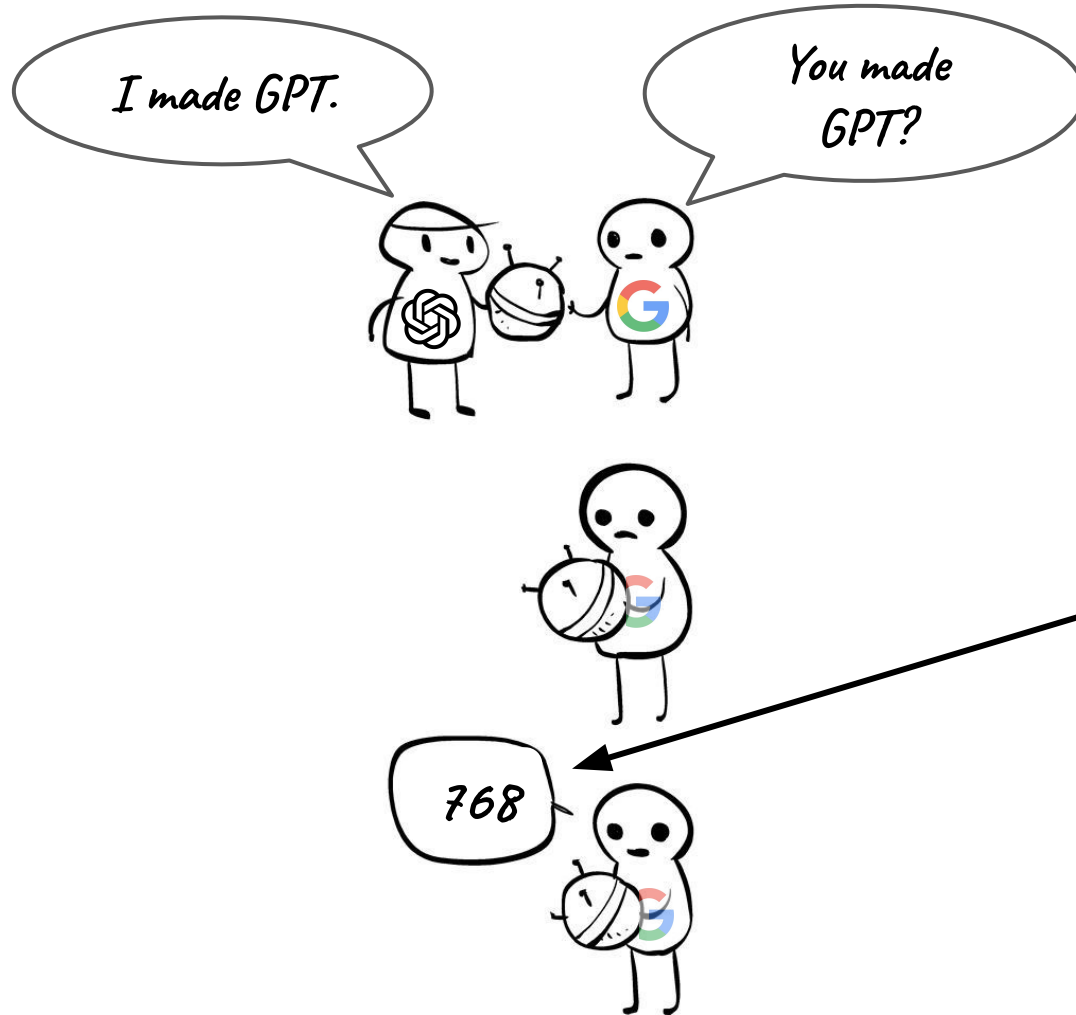
So it would:

- **fit on his dev box**
- **train for a month**

(which was at the edge of his patience)



Alec Radford



Model Architecture BERT's model architecture is a multi-layer bidirectional Transformer encoder based on the original implementation described in Vaswani et al. (2017) and released in the `tensorflow/tensor2tensor` library.¹ Because the use of Transformers has become common and our implementation is almost identical to the original, we will omit an exhaustive background description of the model architecture and refer readers to Vaswani et al. (2017) as well as excellent guides such as "The Annotated Transformer."²

In this work, we denote the number of layers (i.e., Transformer blocks) as L , the hidden size as H , and the number of self-attention heads as A .³ We primarily report results on two model sizes: **BERT_{BASE}** ($L=12$, $H=768$, $A=12$, Total Parameters=110M) and **BERT_{LARGE}** ($L=24$, $H=1024$, $A=16$, Total Parameters=340M).

BERT_{BASE} was chosen to have the same model size as OpenAI GPT for comparison purposes. Critically, however, the BERT Transformer uses bidirectional self-attention, while the GPT Transformer uses constrained self-attention where every token can only attend to context to its left.⁴

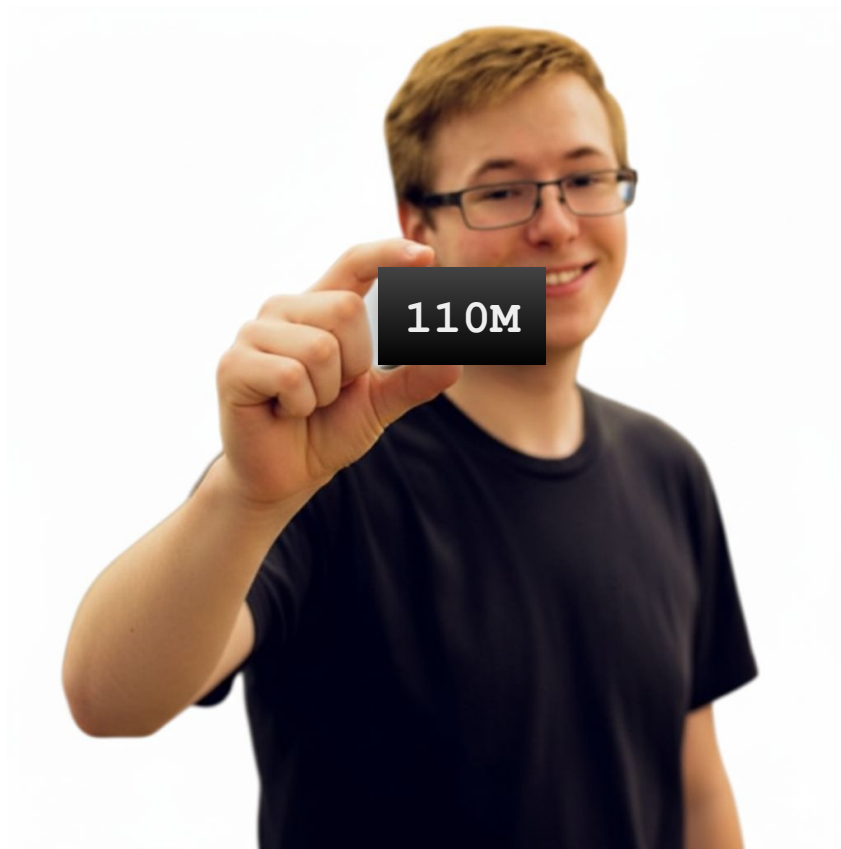
¹<https://github.com/tensorflow/tensor2tensor>

²<http://nlp.seas.harvard.edu/2018/04/03/attention.html>

³In all cases we set the feed-forward/filter size to be $4H$, i.e., 3072 for the $H = 768$ and 4096 for the $H = 1024$.

⁴We note that in the literature the bidirectional Trans-

Small Language Model



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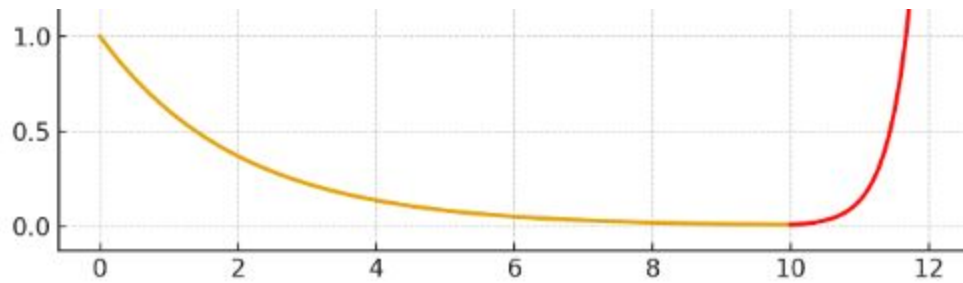
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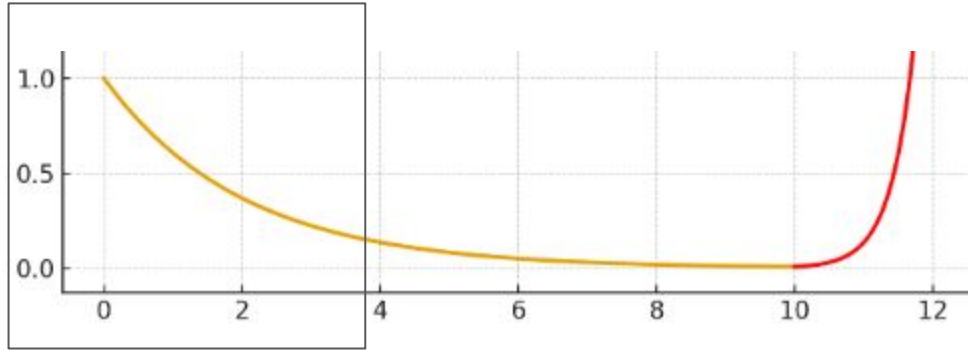
⁴We note that in the literature the bidirectional Trans-

Because everyone knew that...

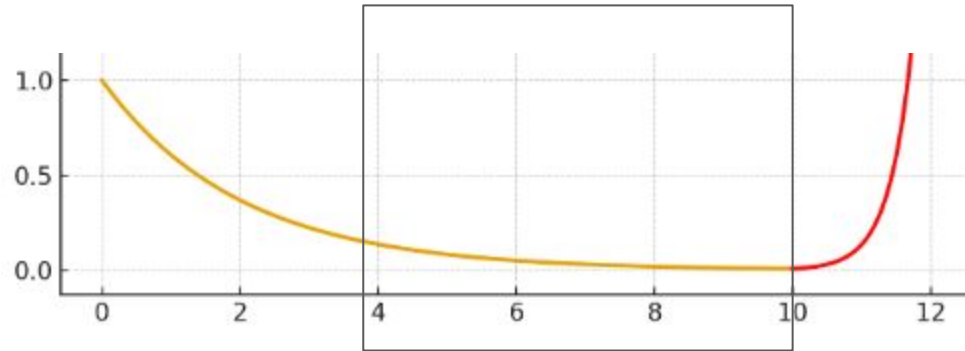
Number of errors.
(loss)



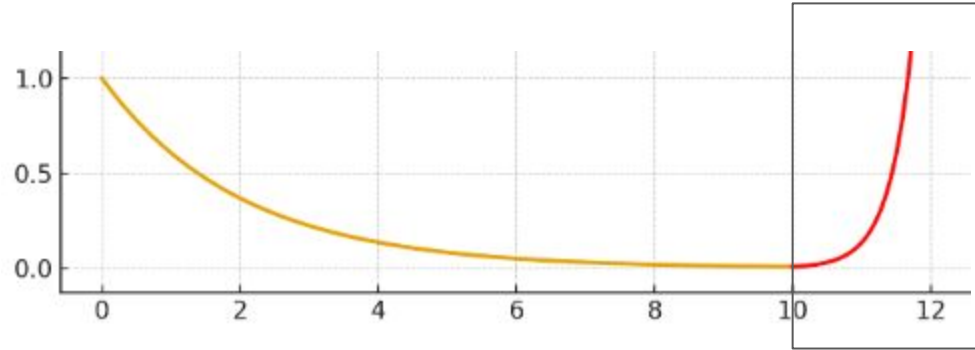
Size of the model.
(parameters)



Tiny models can't learn much.
(fewer parameters = higher loss)

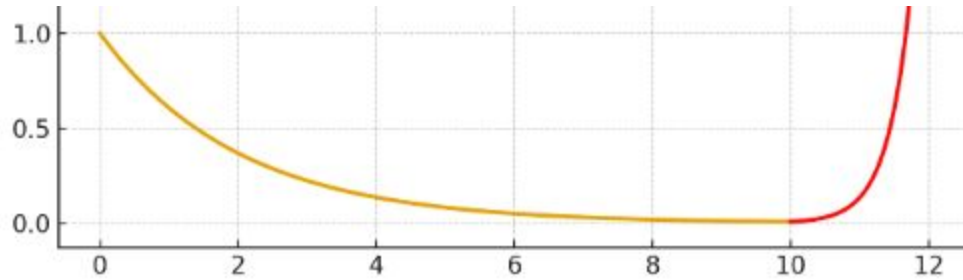


Small models learn well.
(more parameters = lower loss)



Large models learn too well* (**overfit**).

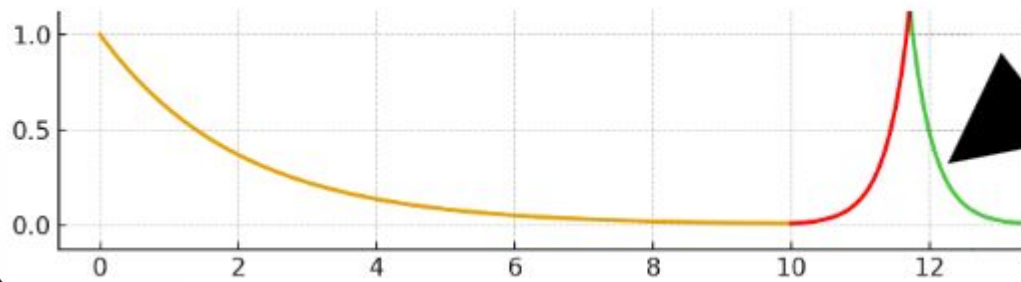
*It's called overfitting and it's like memorizing everything for the exam but not being able to generalise on new tasks.



I don't care. Make it bigger. See what happens.

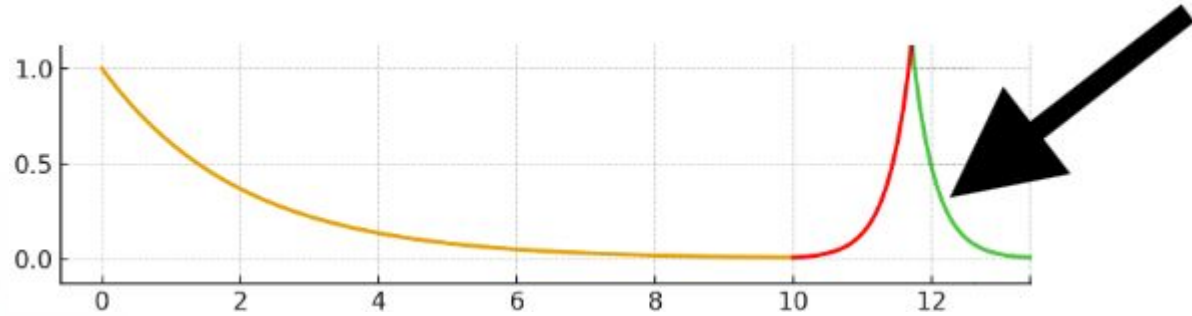
Mikhail Belkin

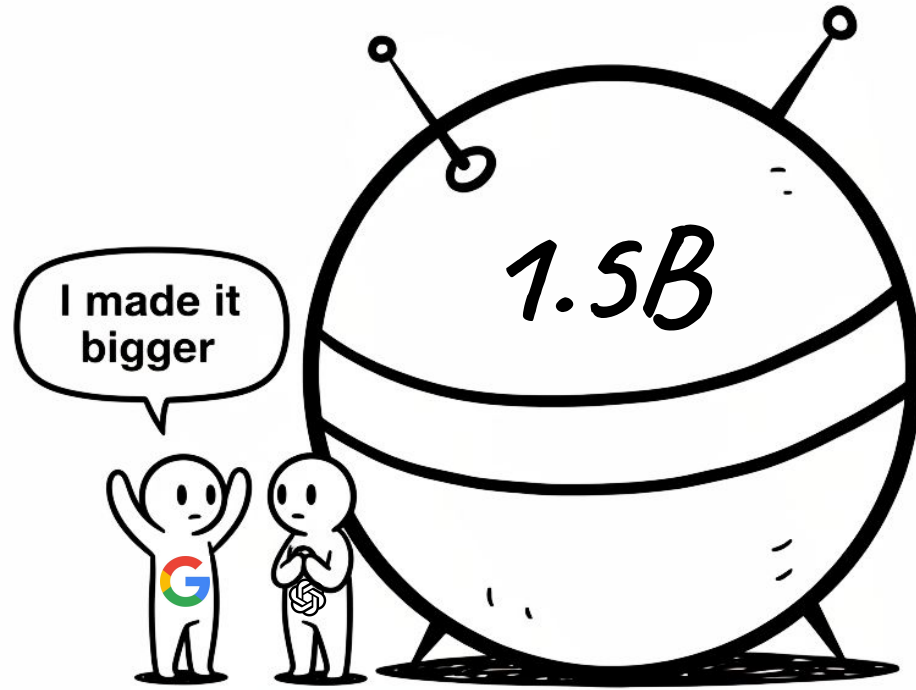
Double D!

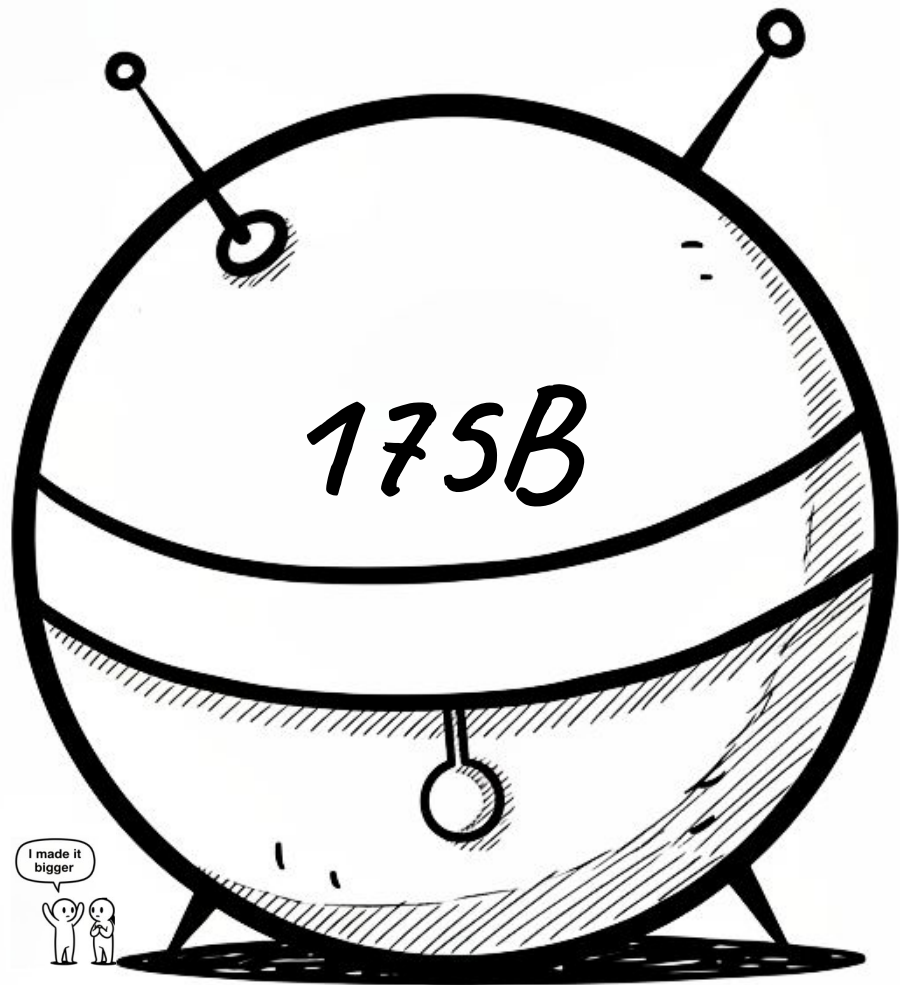




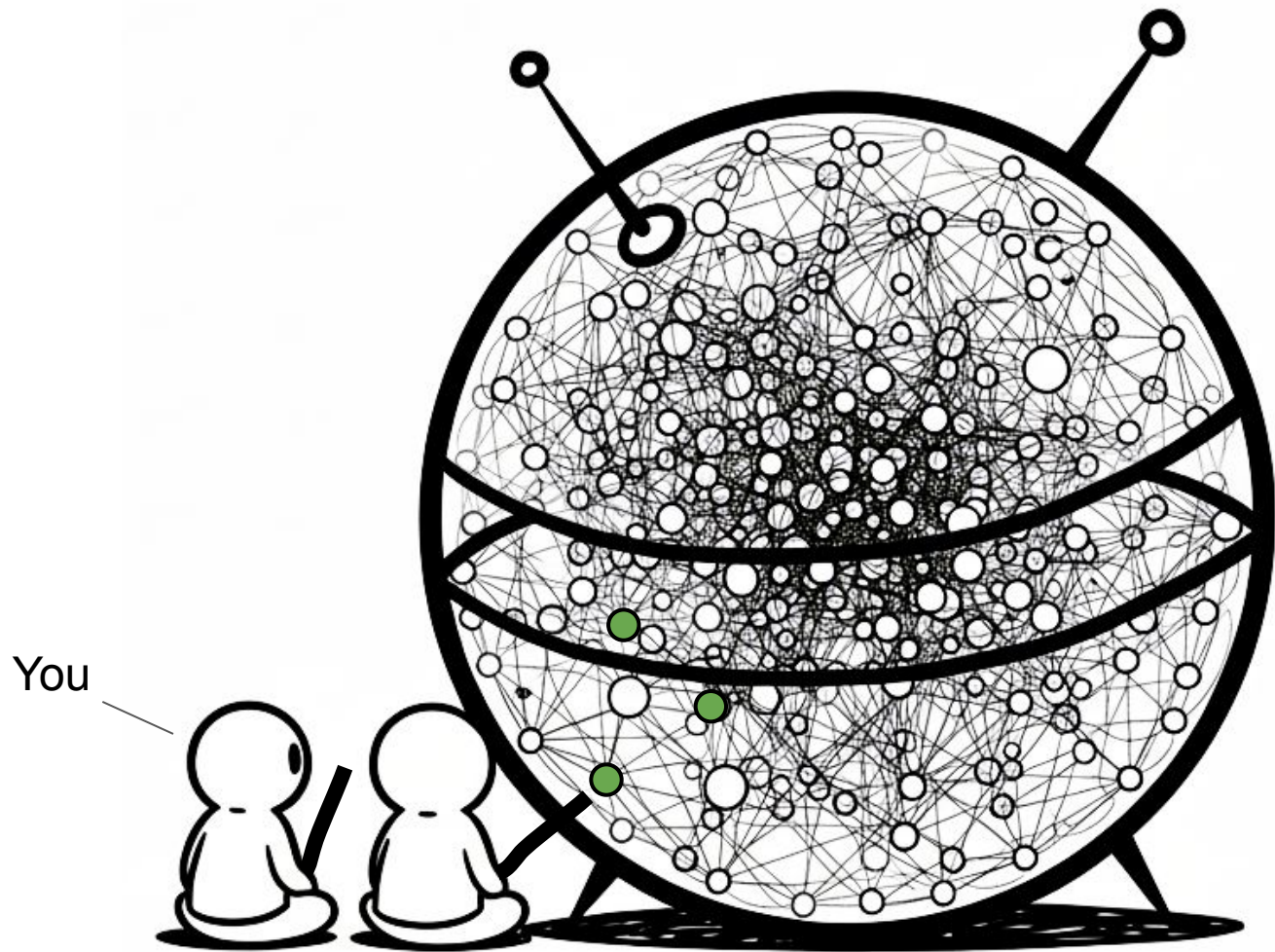
FUNCTION



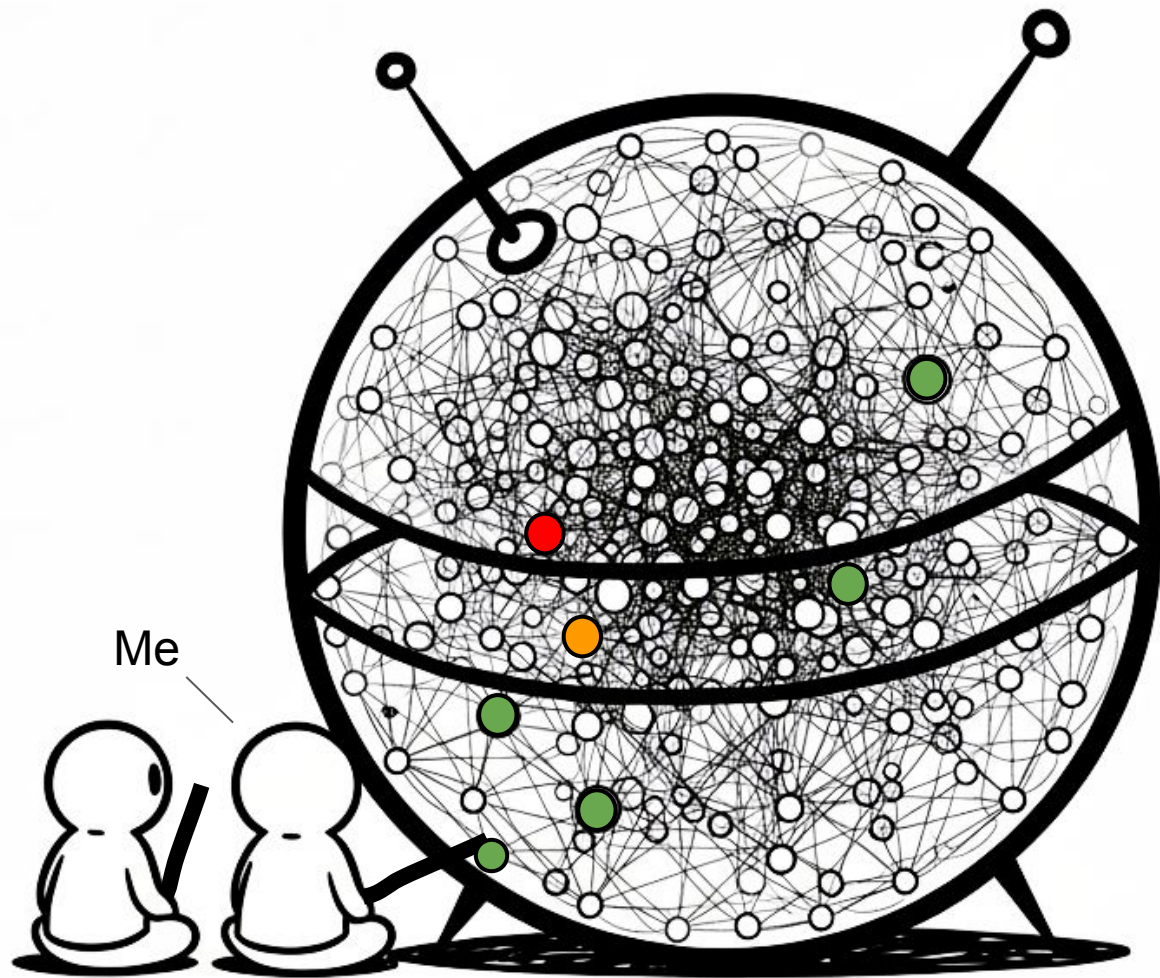




And here we are.



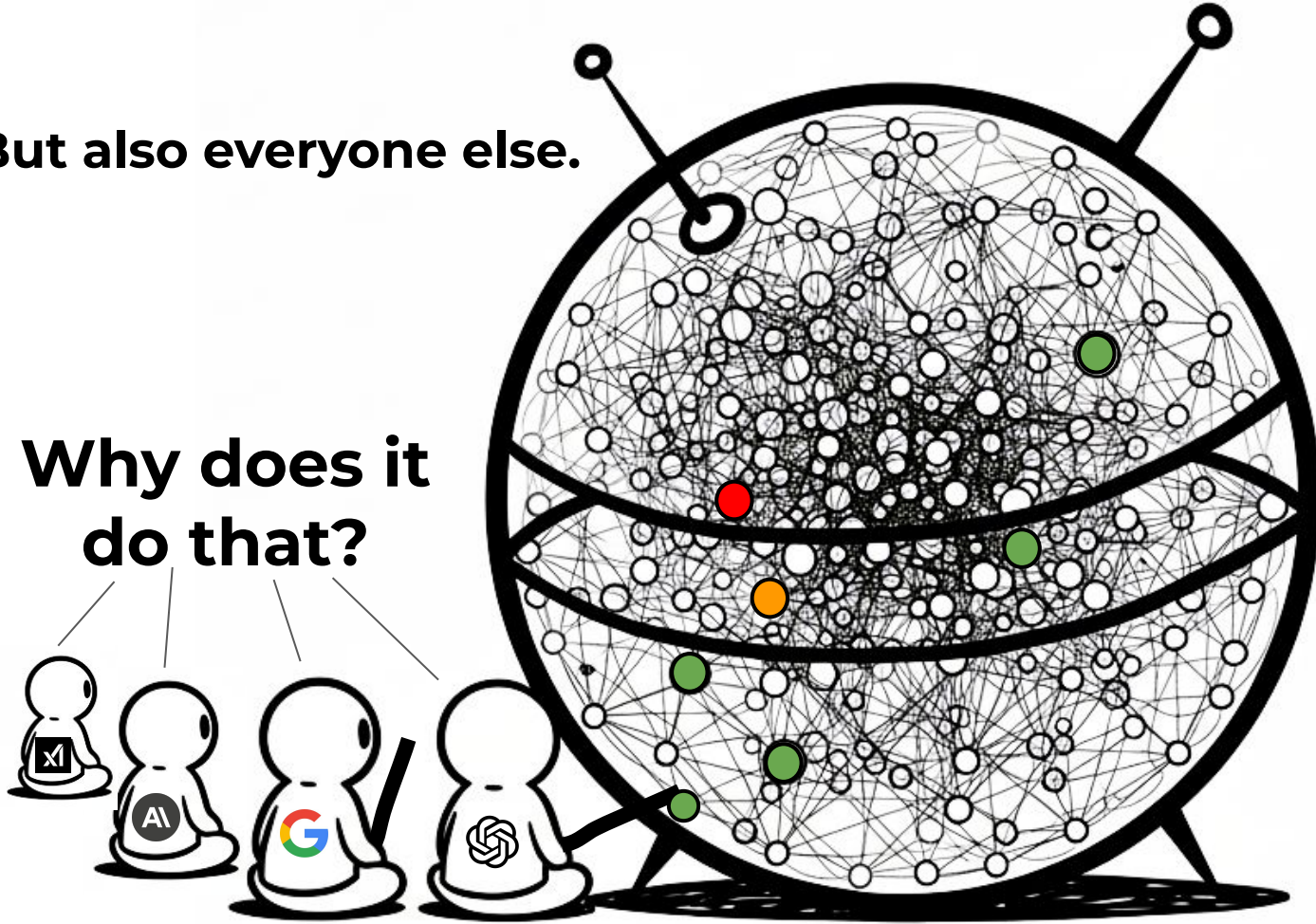
DEJAN



DEJAN

But also everyone else.

**Why does it
do that?**



Mechanistic Interpretability



Thinking Machines
Mira Murati



I work on reverse engineering artificial neural networks into human understandable algorithms.

I'm one of the co-founders of **Anthropic**, an AI lab focused on the safety of large models. Previously, I led interpretability research at **OpenAI**, worked at **Google Brain**, and co-founded Distill, a scientific journal focused on outstanding communication.

Christopher Olah ←
Anthropic

*World's #1 SEO
and doesn't even know it*

DEJAN

Where did I start?

I trained my own language model.

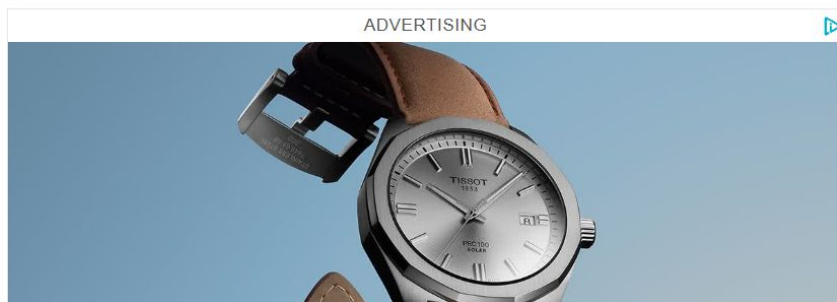
from scratch

1. No fine-tuning.
2. No pre-trained model to start with.
3. I even trained the tokenizer.

 > Sports

MAAP Women has recently released new cycling bib shorts which are marketed to be all about performance.

The Bib Evo Cargo stands out with its integrated cargo pockets, an innovation that was pioneered by MAAP Women. The cargo [redacted] are thoughtfully designed for [redacted] access while maintaining its aerodynamic performance and comfort, providing wearers the convenience of having more [redacted] without having to pack on more [redacted]. The ability to ride with just a jersey or tee opens up new possibilities for style and performance.



Overview Sweep: cbgow78j

Workspace

Search runs

Runs

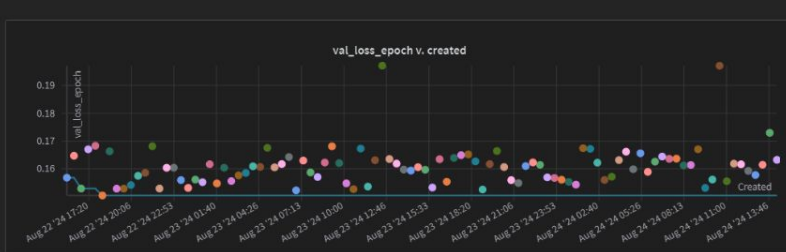
Agents

Controls

Logs

Name (100 visualized)

- youthful-sweep-45
- wild-sweep-92
- copper-sweep-37
- exalted-sweep-32
- dark-sweep-21
- sweet-sweep-42
- misunderstood-sweep-13
- bright-sweep-83
- lively-sweep-28
- vital-sweep-4
- clear-sweep-57
- golden-sweep-77
- fanciful-sweep-89
- glamorous-sweep-62
- autumn-sweep-97
- kind-sweep-36
- happy-sweep-95
- trim-sweep-71
- silvery-sweep-12
- olive-sweep-81



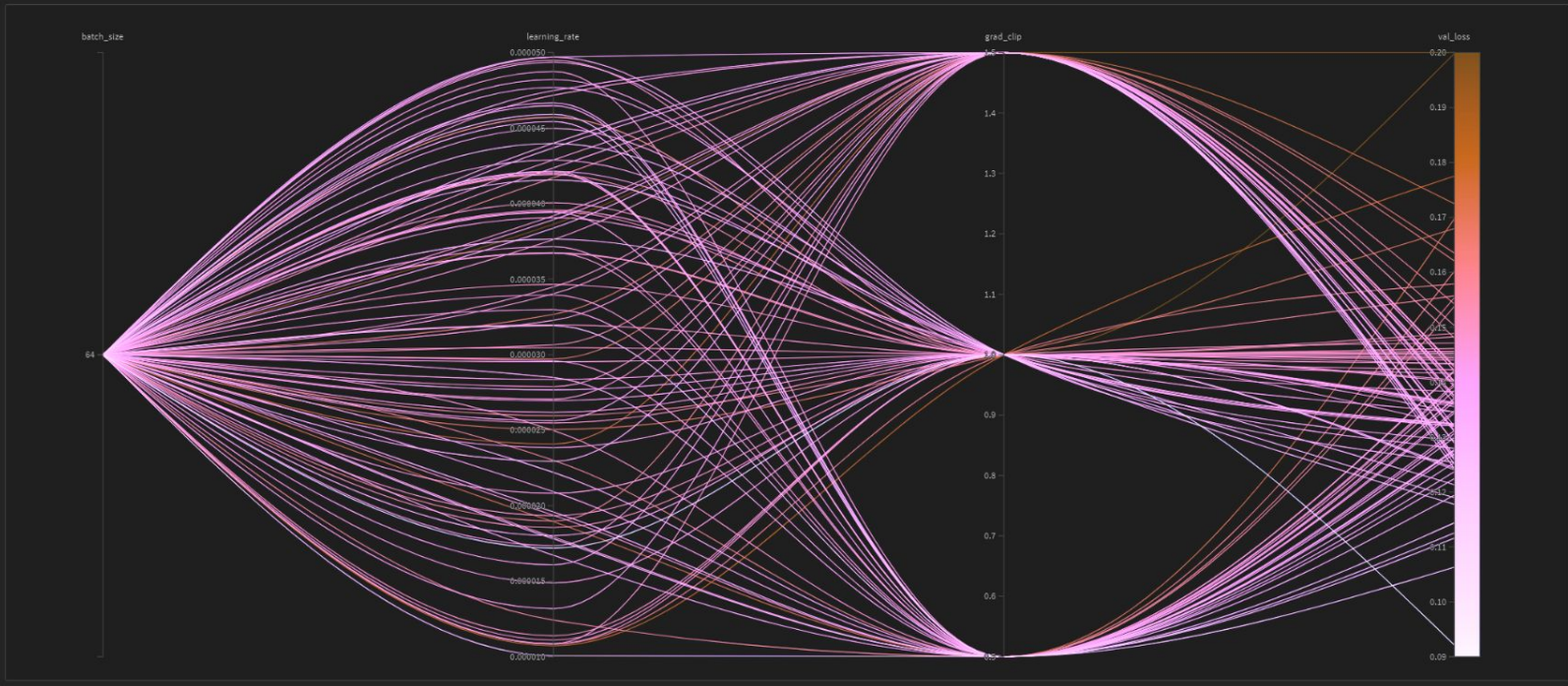
Parameter importance with respect to val_loss_epoch

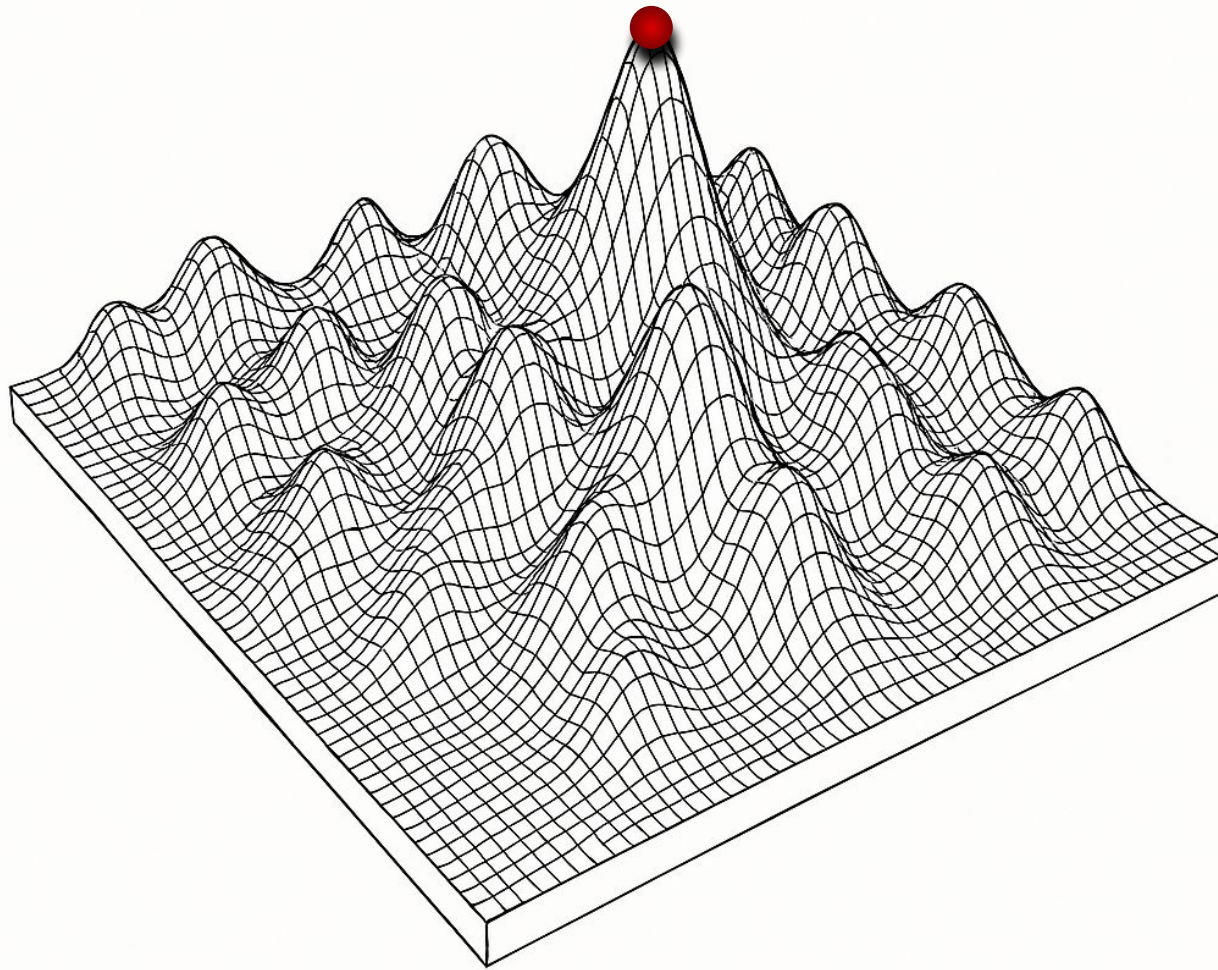
Search

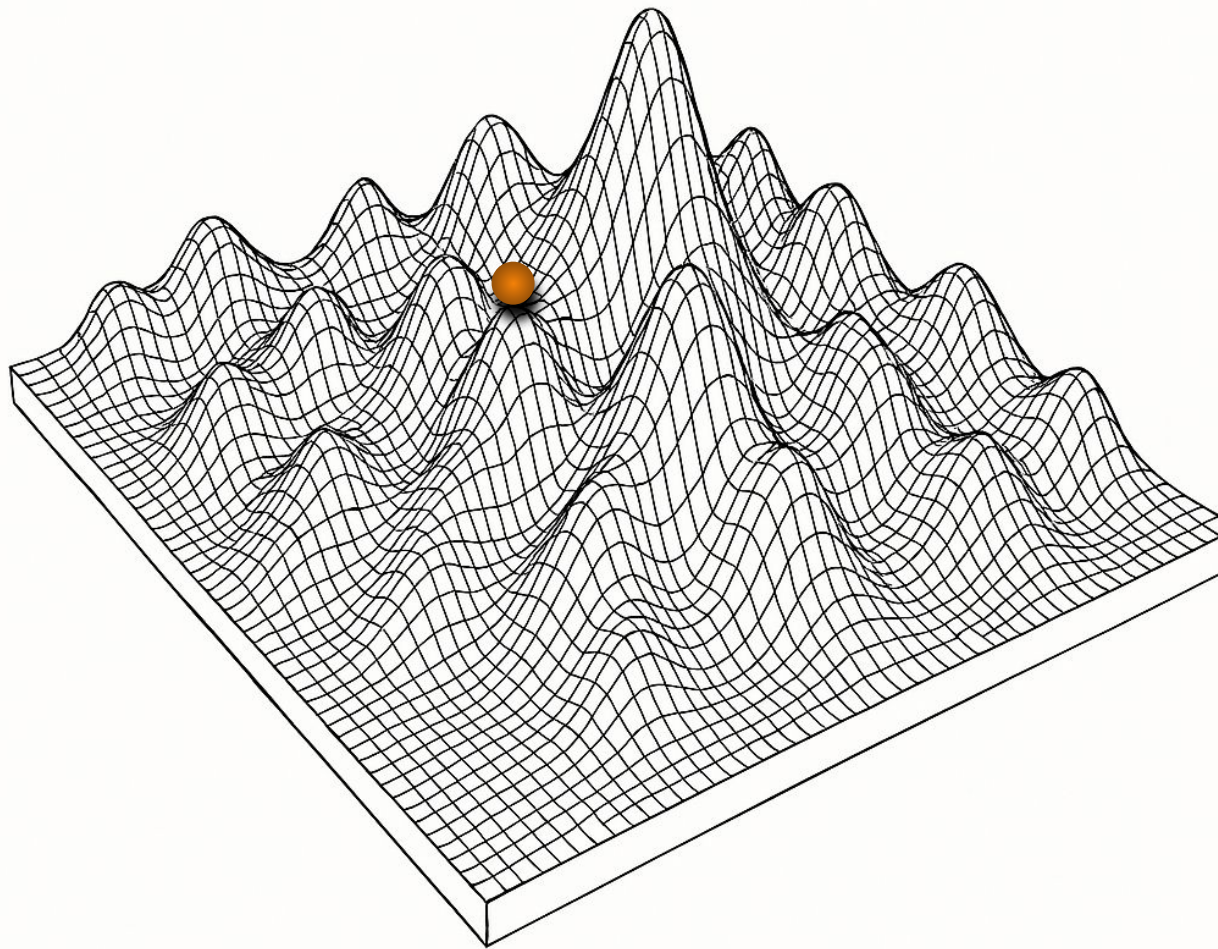
Parameters

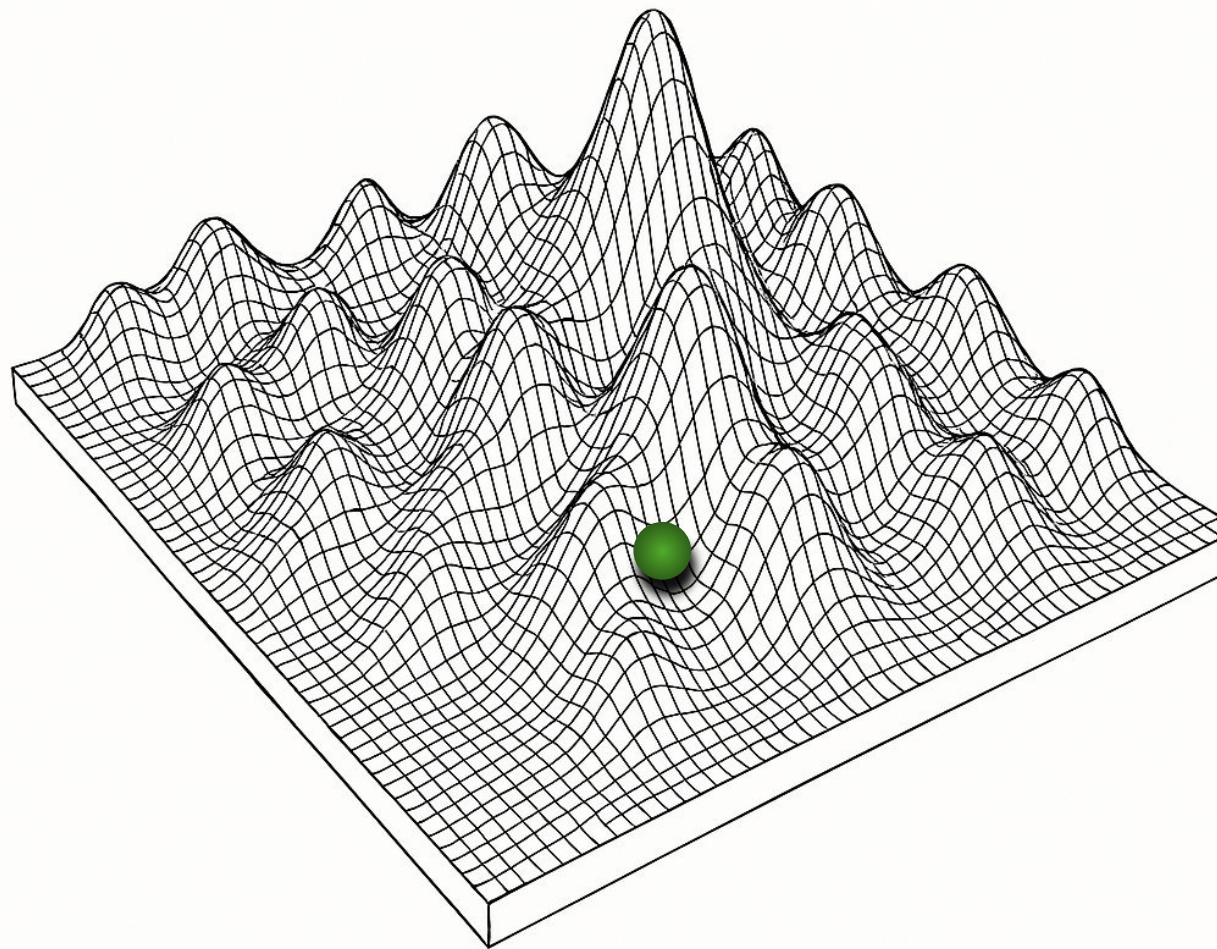
1-7 of 7

Config parameter	Importance	Correlation
Runtime		
learning_rate		
grad_clip		

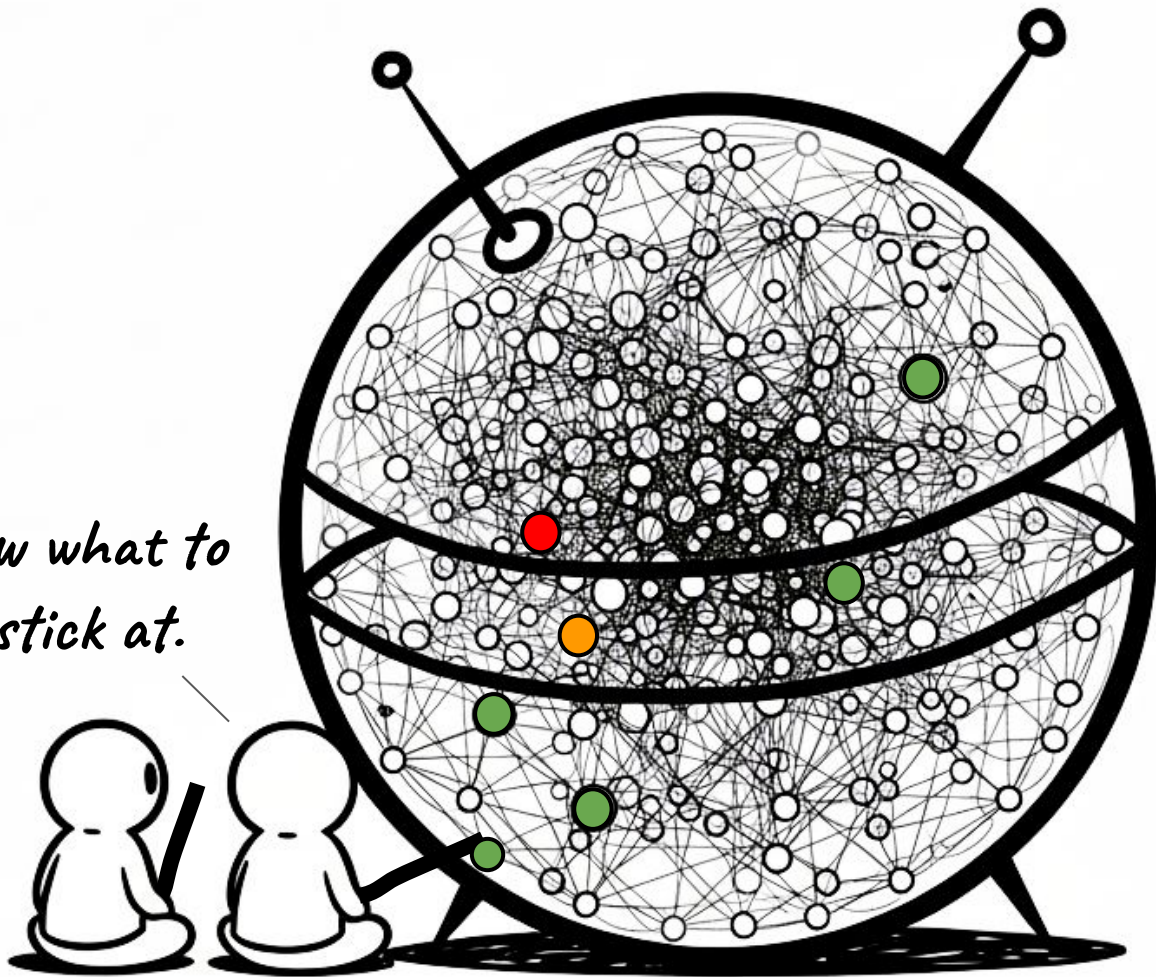


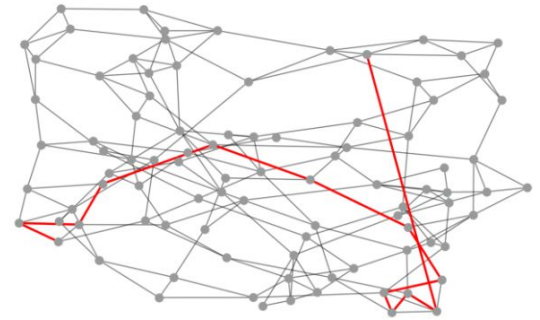
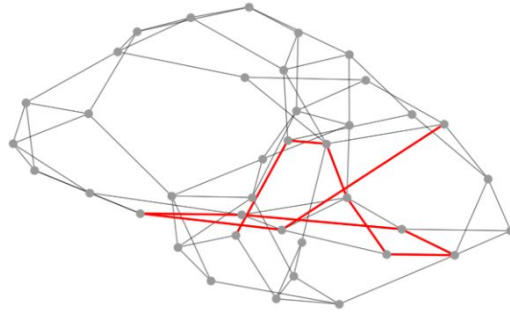






*I now know what to
poke my stick at.*





What do models think about **your** brand?



🔍 event catering brisbane



🔄 AI Mode

Google Search

I'm Feeling Lucky

Ask detailed questions for better responses

I'm hosting a small company event in Brisbane in December, a christmas party for 12 people. Looking for high end food with lactose intolerant and gluten free options. Ideally delivered and set up during the event.



AI Mode

All

Images

Videos

News

More ▾

I'm hosting a small company event in Brisbane in December, a christmas party for 12 people. Lookin... ▾

Thinking...

Kicking off 6 searches...



I'm hosting a small company event in Brisbane in December, a christmas party for 12 people. Lookin... ▾

Based on search results for high-end corporate catering in Brisbane, here are some options that offer delivery, setup, and can accommodate lactose-intolerant and gluten-free diets for a small company Christmas party. @

Brisbane catering companies for high-end events

Dalton Catering

- **Best for:** High-end, luxury events and custom menus.
- **Dietary options:** Caters to dietary needs with great attention to detail. As a Gold License Caterer, they are known for exquisite food and precise planning.
- **Service:** Can arrange for delivery and full event setup with staff to serve food and drinks for an elegant sit-down or cocktail-style meal. @

Garnishes Catering

- **Best for:** Full-service catering with a focus on fresh, high-quality ingredients.
- **Dietary options:** Known for accommodating specific requests and dietary needs, including lactose-free and gluten-free items that are individually wrapped and kept separate from other food.
- **Service:** Offers delivery and event staffing for a stress-free experience. The team is known for its professionalism and quality of ingredients. @



Ask anything



 25 sites

Let us carve it up this Christmas! - Chez Nous Catering
Nov 16, 2016 — Add some Christmas cheer to your event with our...

Chez Nous Catering

Corporate Catering Brisbane | Professional Catering Services |...
Real food takes real time, because we prepare all of our food 'fresh to orde...

Dalton Catering

Dalton Catering
Dalton is the leading luxury catering company in Brisbane. Renowned for exquisite food and careful...
Google

Show all



I'm hosting a small company event in Brisbane in December, a christmas party for 12 people. Lookin... ▾

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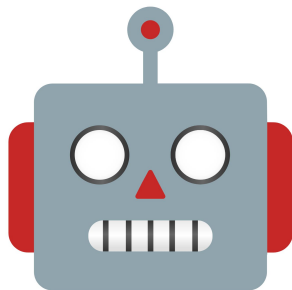
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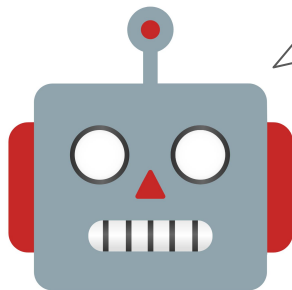
Show all

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Query Fan-Out

Source: <https://dejan.ai/models/>



brisbane event catering gluten free
brisbane event catering gluten free options
best catering for small events brisbane
brisbane corporate catering gluten free
brisbane corporate catering lactose free
best caterers for small gatherings brisbane
high end catering brisbane small events
best catering brisbane small events
best caterers for small parties brisbane
high end catering brisbane

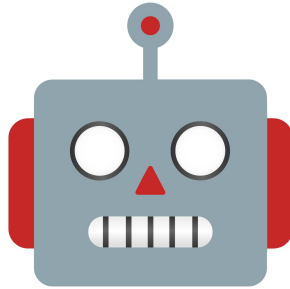
Query Fan-Out

Tool: <https://dejan.ai/tools/fanout/>

Source: <https://dejan.ai/models/>

Classic SERPs

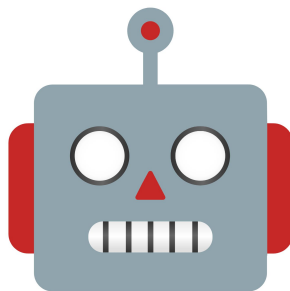
brisbane event catering gluten free



SR (Selection Rate) & **PB** (Primary Bias)

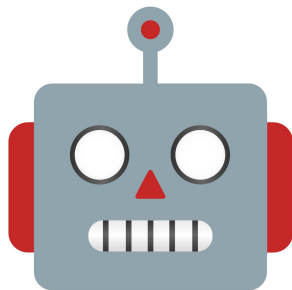
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brisbane event catering gluten free options

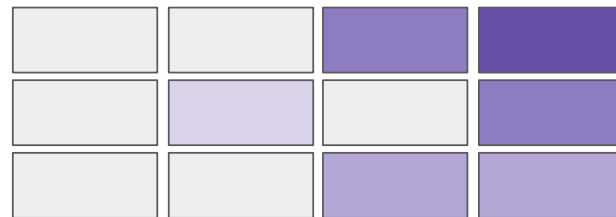


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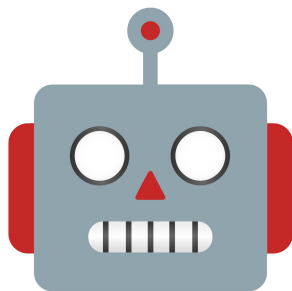


best catering for small events brisbane



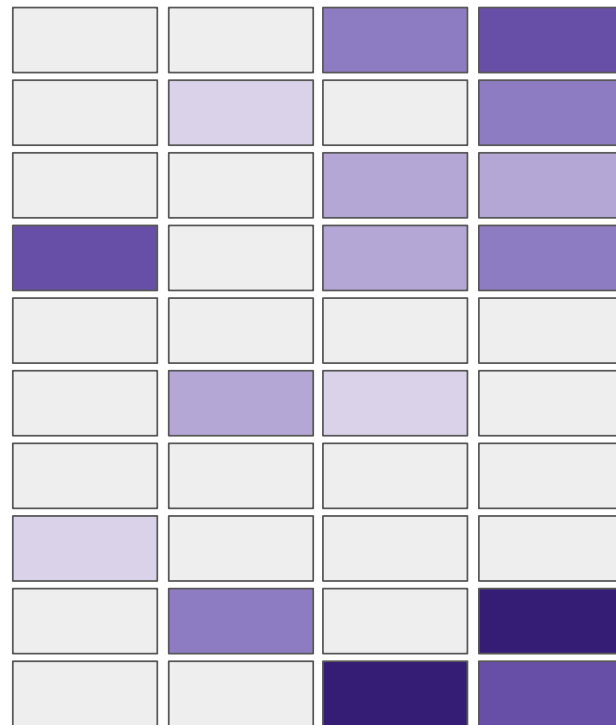
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Source: dejan.ai/blog/sr/



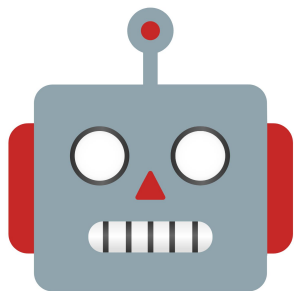
Consider All
Candidates

Grounding Candidates



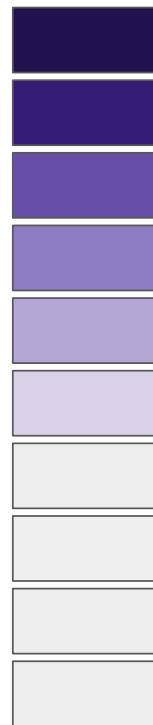
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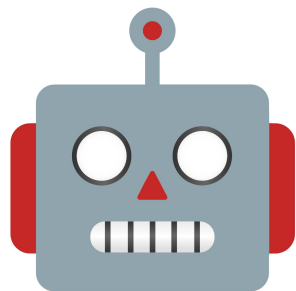
Make Final
Selection

Grounding Corpus



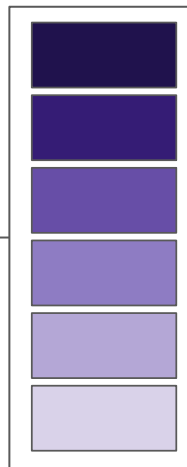
SR (Selection Rate) & **PB** (Primary Bias)

Source: dejan.ai/blog/sr/



Use as input.

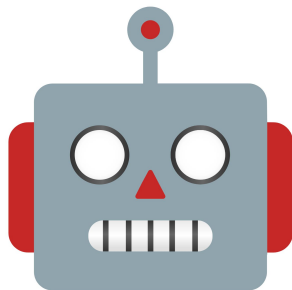
Final Selection



SR = Selection Rate
PB = Primary Bias

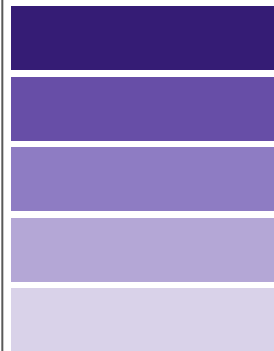
SR (Selection Rate) & **PB** (Primary Bias)

Source: dejan.ai/blog/sr/

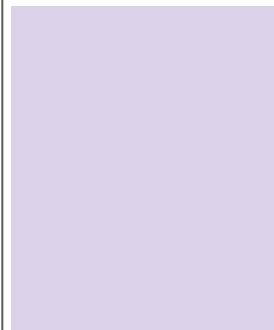


Text Input

SERPs

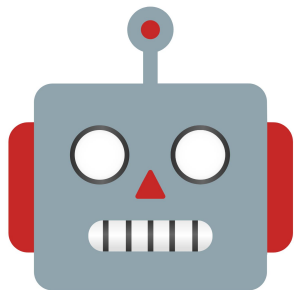


Prompt



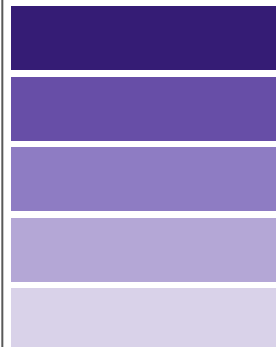
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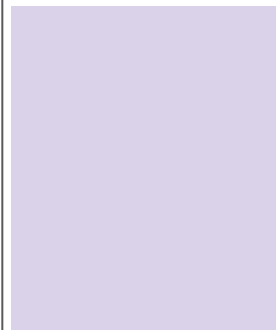


Text Input

SERPs



Prompt

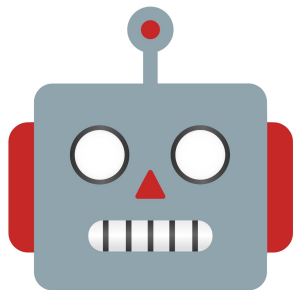


Text Output



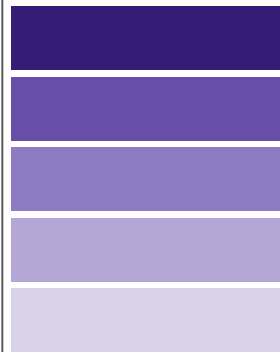
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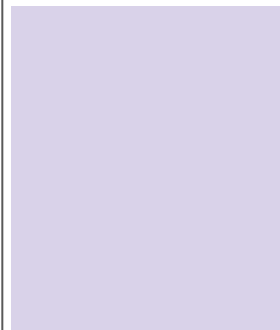


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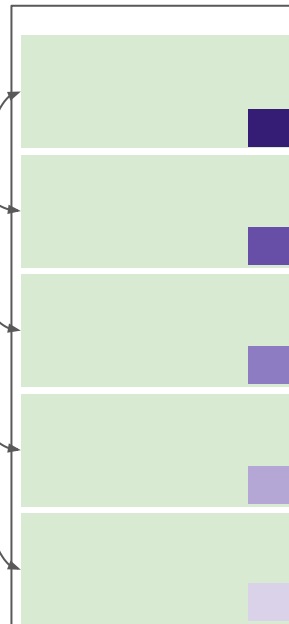
SERPs



Prompt



Text Output



Citations



SR (Selection Rate) & **PB** (Primary Bias)

Source: dejan.ai/blog/sr/



I'm hosting a small company event in Brisbane in December, a christmas party for 12 people. Lookin... ▾

Based on search results for high-end corporate catering in Brisbane, here are some options that offer delivery, setup, and can accommodate lactose-intolerant and gluten-free diets for a small company Christmas party. @

Brisbane catering companies for high-end events

Dalton Catering

- **Best for:** High-end, luxury events and custom menus.
- **Dietary options:** Caters to dietary needs with great attention to detail. As a Gold License Caterer, they are known for exquisite food and precise planning.
- **Service:** Can arrange for delivery and full event setup with staff to serve food and drinks for an elegant sit-down or cocktail-style meal. @

Garnishes Catering

- **Best for:** Full-service catering with a focus on fresh, high-quality ingredients.
- **Dietary options:** Known for accommodating specific requests and dietary needs, including lactose-free and gluten-free items that are individually wrapped and kept separate from other food.
- **Service:** Offers delivery and event staffing for a stress-free experience. The team is known for its professionalism and quality of ingredients. @



Ask anything



25 sites

Let us carve it up this Christmas! - Chez Nous Catering

Nov 16, 2016 — Add some Christmas cheer to your event with our...



Chez Nous Catering

Corporate Catering Brisbane | Professional Catering Services |...

Real food takes real time, because we prepare all of our food 'fresh to orde...



Dalton Catering

Dalton Catering

Dalton is the leading luxury catering company in Brisbane. Renowned for exquisite food and careful...

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Get in touch



CAN I ORDER FOR NEXT DAY DELIVERY?

Real food takes real time, because we prepare all of our food 'fresh to order' we require at least 2-days' notice for online catering orders and 5-7 days' notice for full-service events. Here at DALTON Catering, we take the greatest

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page content
segment



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Text

Token IDs



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Text

Token IDs



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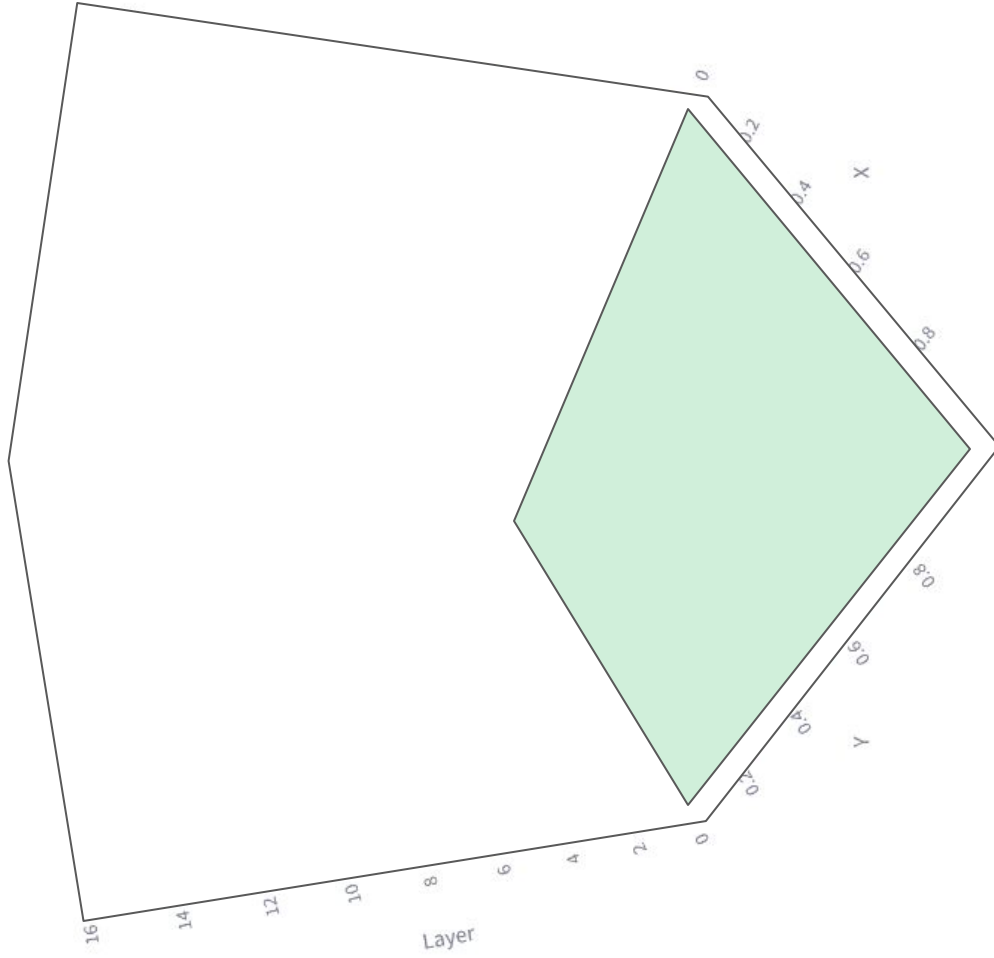
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CAN I ORDER FOR NEXT DAY DELIVERY?

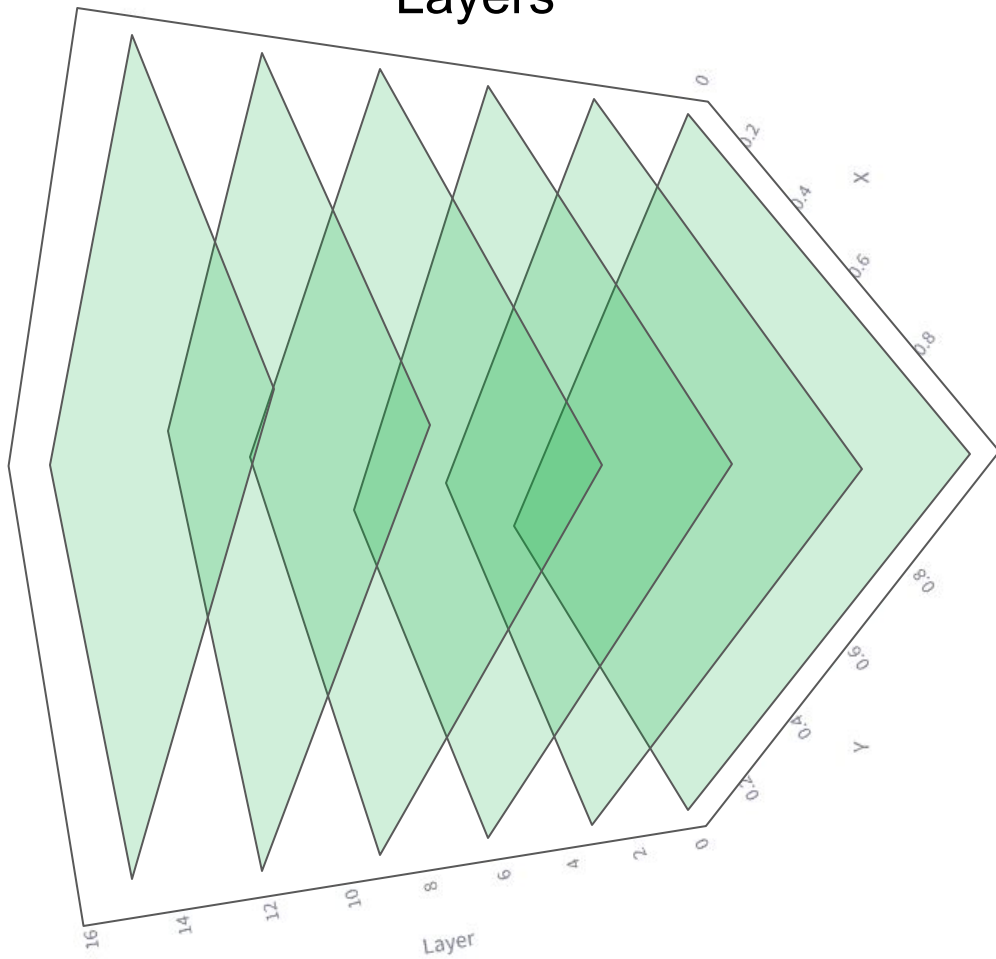
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Vectors

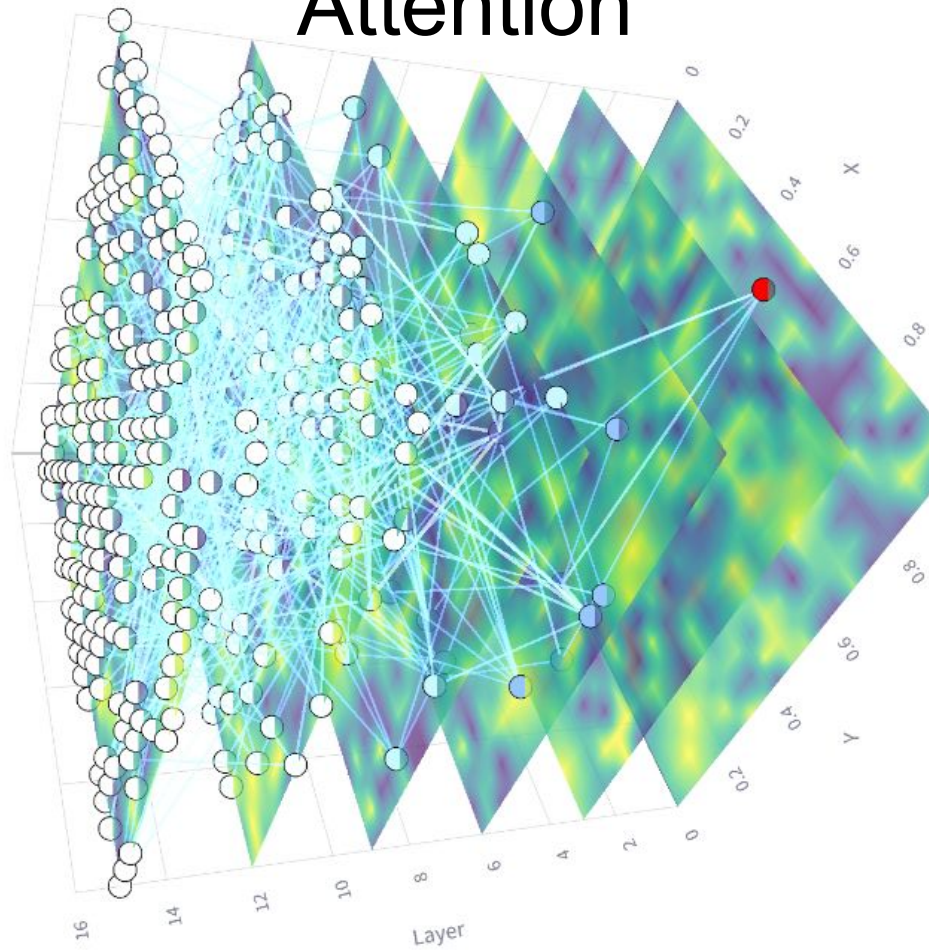
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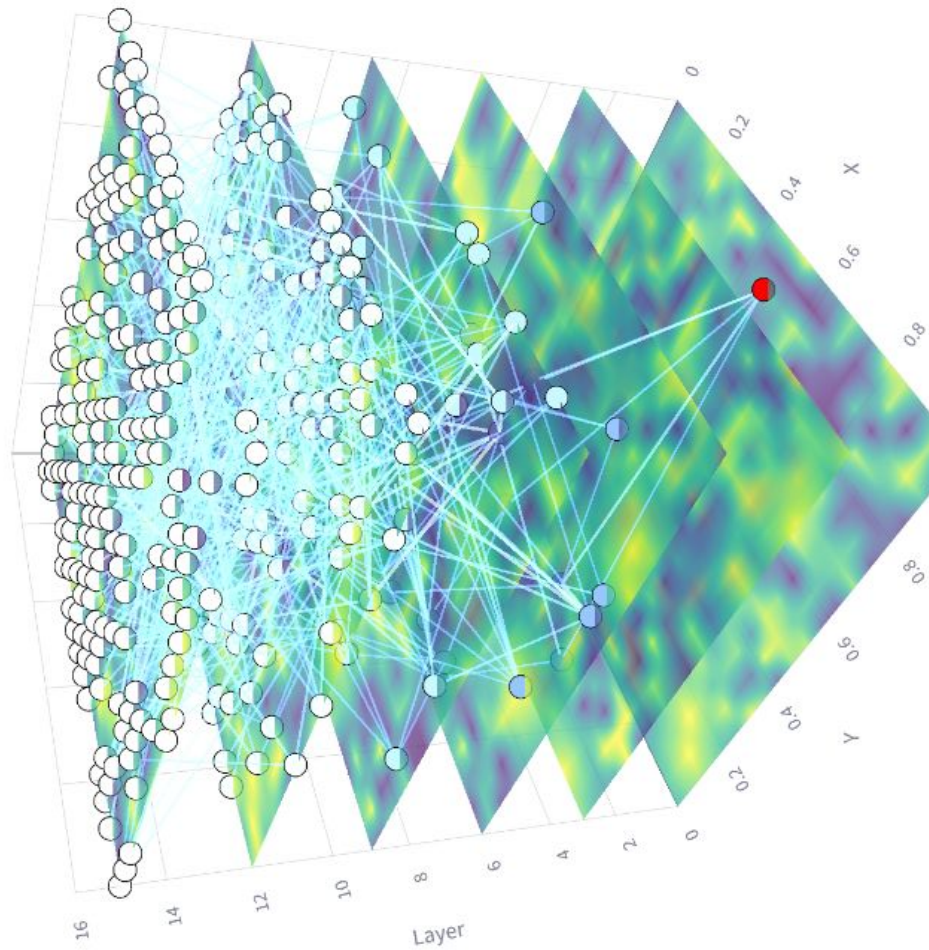
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Attention

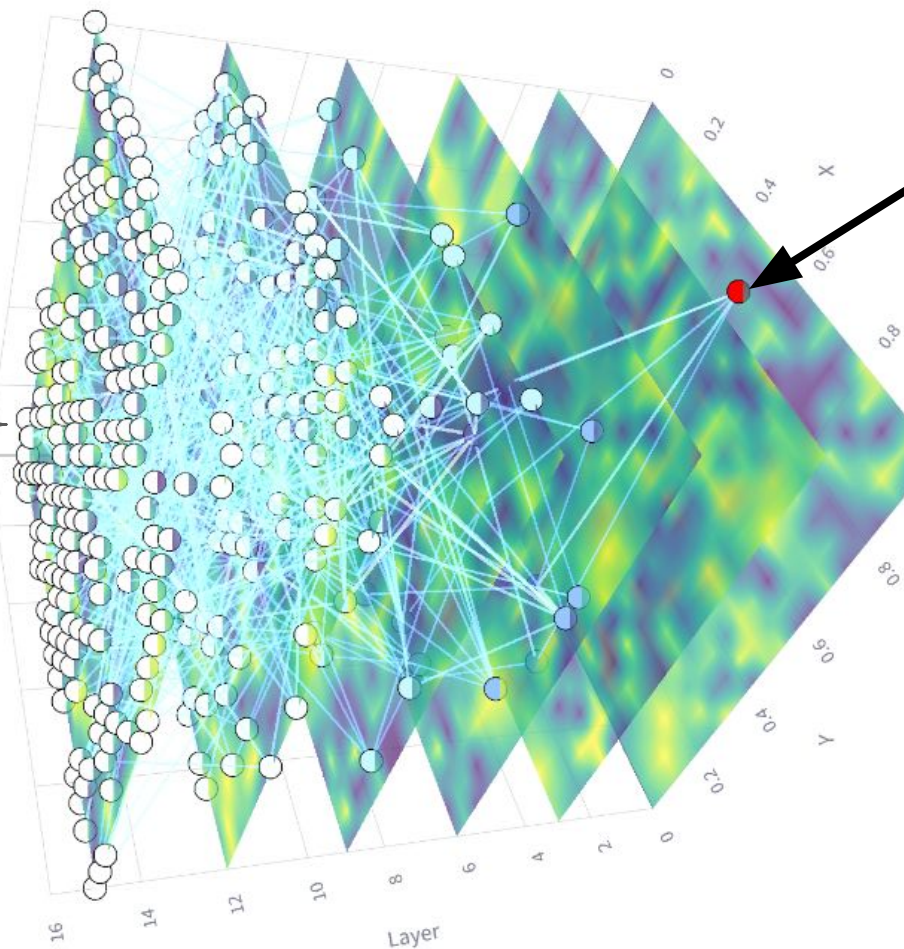


...crafting real
food for all of
our **events**...



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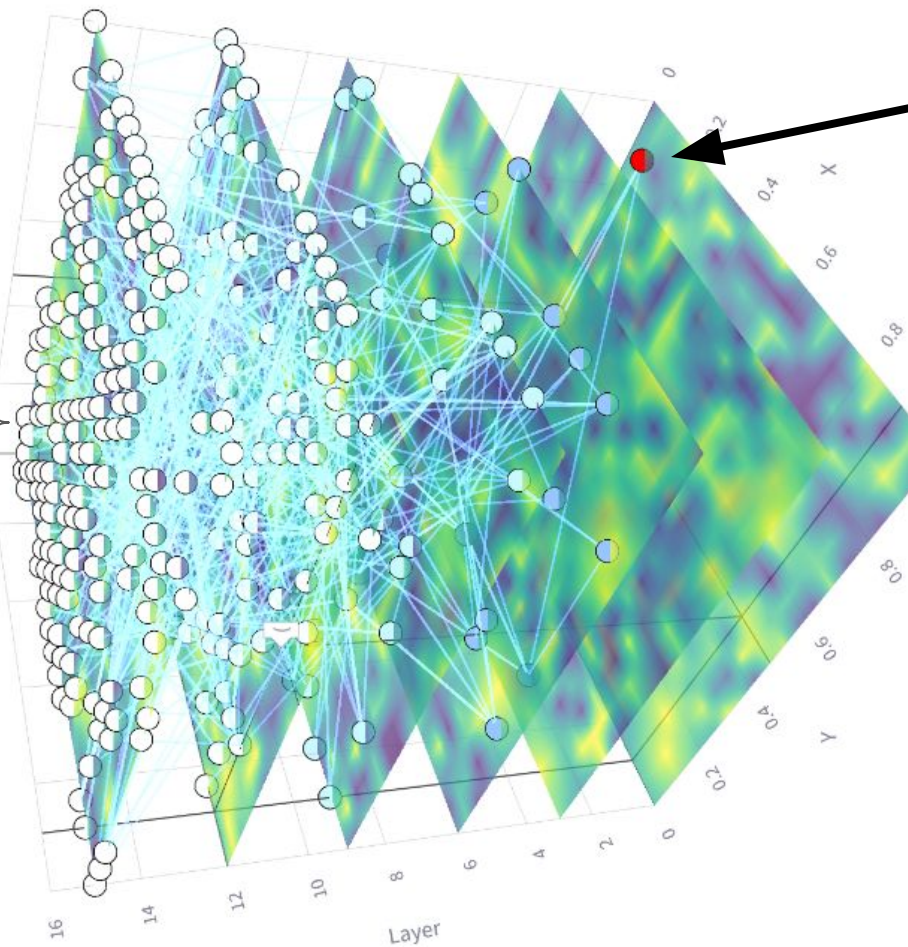
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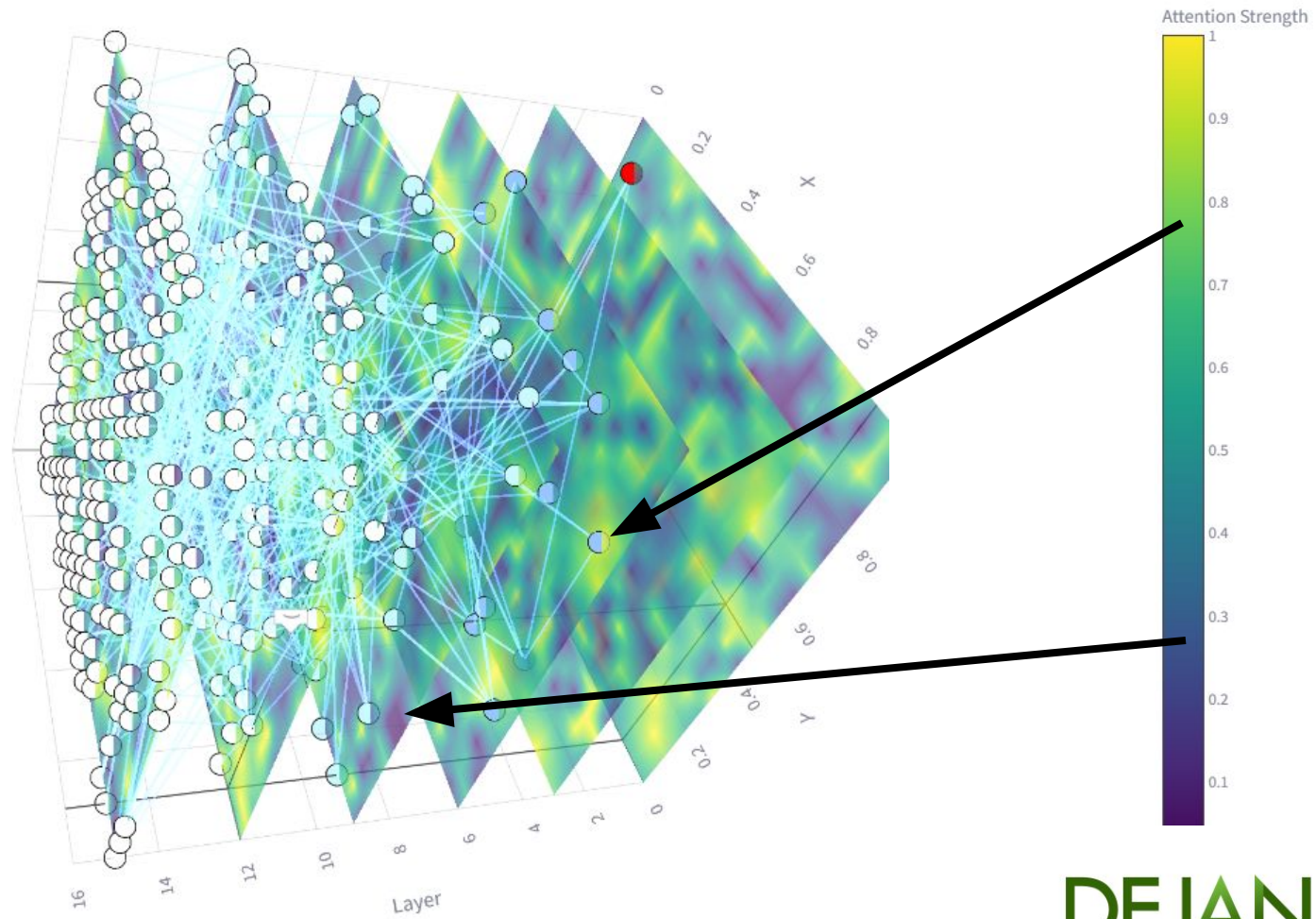
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DEJAN

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 2.3281, -0.5156, -1.2500, 3.7344,
 0.2188, 6.3125, -2.8125, 5.3750,
 -0.8750, 1.5781, -3.0469, 0.1406,
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 -6.1250, 0.6719, 3.4688, -5.8125,
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 3.6250, -1.0781, -6.4375, 1.9844]



[69444, 2266]



DEJAN

SEO

Understanding

Control

ML

Mechanistic Interpretability

Model Steering

SEO

Understanding

Control

ML

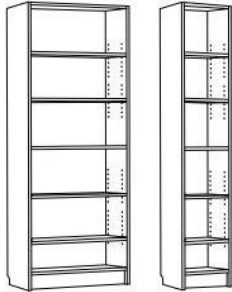
Mechanistic Interpretability

Model Steering

Visibility Tracking

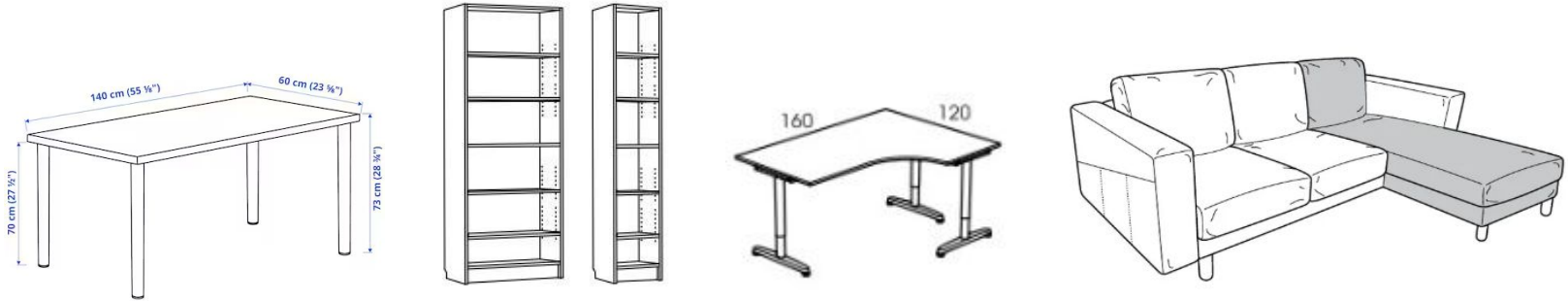
STEP 1: Define your brand.

You can also pick a product, service or a person as well.



STEP 2: Define primary entities.

Think “tracked keywords”, but it can be any entity associated with your brand.



STEP 3: Brand → Entities

Prompt AI for entity associations with your brand.

List ten things that you associate with a brand called [BRAND] in [LOCATION].

STEP 3: Brand → Entities

Prompt AI for entity associations with your brand.

Respond in json enumerated list. Association only, no explanations or meta information.

List ten things that you associate with a brand called **IKEA** in **Australia**.

STEP 4: Entity → Brands

Prompt AI for brands associated with your entities.

List ten brands in [LOCATION] that you associate with [ENTITY].

STEP 4: Entity → Brands

Prompt AI for brands associated with your entities.

Respond in json enumerated list. Brand name only, no explanations or meta information.

List ten brands in **Australia** that you associate with **two seater sofas**.

Bidirectional Model Probing

Run a daily probe for brand and all its associated entities.

Store results in database, txt, json or csv.

Brand → Entities

Bidirectional Model Probing

Run a daily probe for brand and all its associated entities.
Store results in database, txt, json or csv.

Brand → Entities

Entity → Brands

```
{  
  "1": "Flat-pack furniture",  
  "2": "Meatballs",  
  "3": "Showrooms",  
  "4": "Swedish design",  
  "5": "Home decor",  
  "6": "Self-assembly",  
  "7": "Affordable prices",  
  "8": "Blue and yellow logo",  
  "9": "Warehouse layout",  
  "10": "Catalogues"  
}
```

```
{  
  "1": "Flat-pack furniture",  
  "2": "Meatballs",  
  "3": "Showrooms",  
  "4": "Swedish design",  
  "5": "Home decor",  
  "6": "Self-assembly",  
  "7": "Affordable prices",  
  "8": "Blue and yellow logo",  
  "9": "Warehouse layout",  
  "10": "Catalogues"  
}
```

```
{  
  "1": "Flat-pack furniture",  
  "2": "Meatballs",  
  "3": "Showrooms",  
  "4": "Affordable prices",  
  "5": "Do-it-yourself assembly",  
  "6": "Home decor",  
  "7": "Swedish design",  
  "8": "Kitchenware",  
  "9": "Self-service warehouse",  
  "10": "Blue and yellow"  
}
```

```
{  
  "1": "Flat-pack furniture",  
  "2": "Meatballs",  
  "3": "Showrooms",  
  "4": "Swedish design",  
  "5": "Home decor",  
  "6": "Self-assembly",  
  "7": "Affordable prices",  
  "8": "Blue and yellow logo",  
  "9": "Warehouse layout",  
  "10": "Catalogues"  
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```

```
{  
  "1": "Flat-pack furniture",  
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  "3": "Showrooms",  
  "4": "Affordable prices",  
  "5": "Do-it-yourself assembly",  
  "6": "Home decor",  
  "7": "Swedish design",  
  "8": "Kitchenware",  
  "9": "Self-service warehouse",  
  "10": "Blue and yellow"  
}
```

```
{  
  "1": "Flat-pack furniture",  
  "2": "Swedish meatballs",  
  "3": "Affordable home goods",  
  "4": "Showroom layout",  
  "5": "Assembly instructions",  
  "6": "Yellow and blue colors",  
  "7": "Self-service warehouse",  
  "8": "Modern design",  
  "9": "Scandinavian names",  
  "10": "Sustainable products"  
}
```

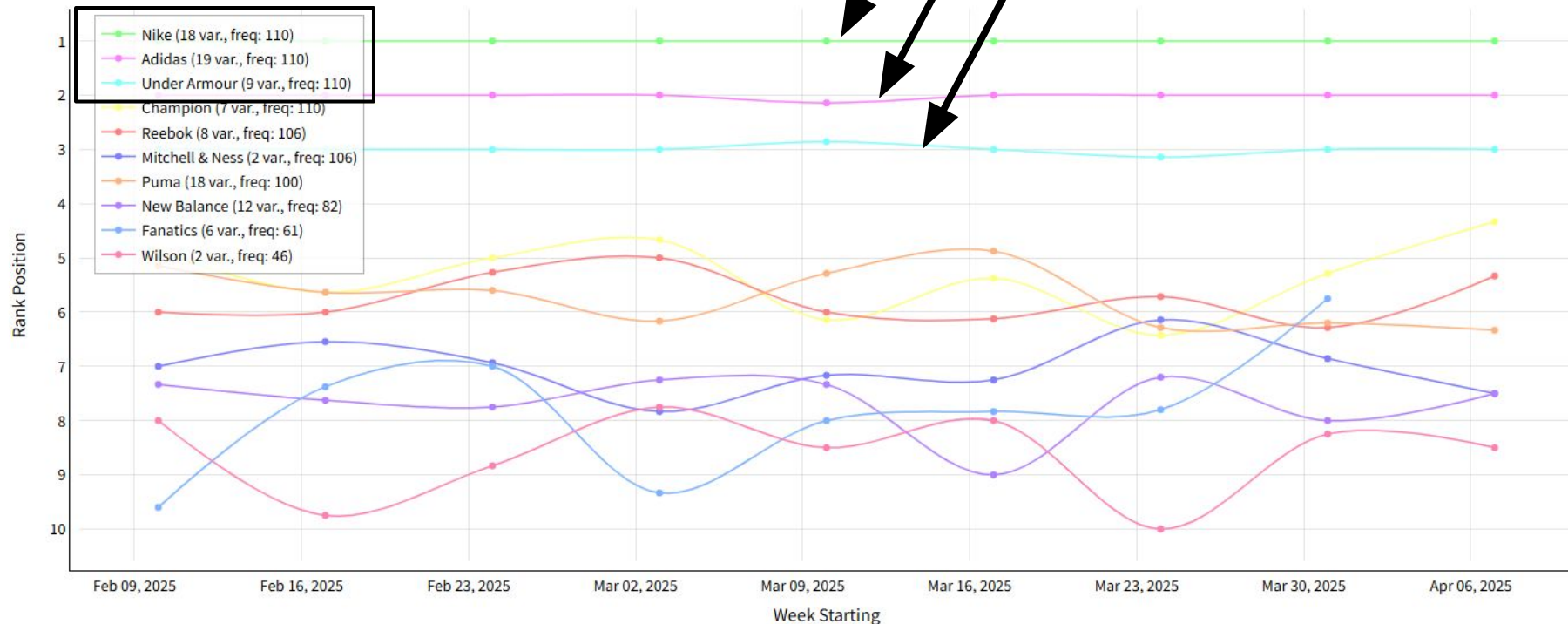


1. Flat-pack furniture
2. Meatballs
3. Showrooms
4. Swedish design
5. Home decor
6. Self-assembly
7. Affordable prices
8. Blue and yellow logo
9. Warehouse layout
10. Catalogues
11. Do-it-yourself assembly
12. Self-service warehouse
13. Blue and yellow
14. Swedish meatballs
15. Affordable home goods
16. Showroom layout
17. Assembly instructions
18. Yellow and blue colors
19. Modern design
20. Scandinavian names
21. Sustainable products
22. Kitchenware

Primary Dimensions:

- Frequency
- Rank

Custom Basketball Jerseys (Top 10 by frequency, Weekly View)



INSIGHT:

Volatility level as an inverse expression of brand authority.
High oscillations suggest lower model confidence.

DEJAN

Top 20 Entities

Entities AIs associate with your brand.

	Entity	Frequency	Avg Position	Weighted Score
1	Team uniforms	50	2.96	0.704
2	Custom sportswear	41	1.44	0.702
3	Cycling apparel	41	3.39	0.542
4	Cycling jerseys	35	2.69	0.512
5	High-quality materials	45	5.49	0.406
6	Custom sports apparel	19	1.00	0.342
7	Team jerseys	20	2.30	0.308
8	1. Custom team apparel	17	1.00	0.306
9	Personalized designs	37	6.00	0.296
10	Custom sports jerseys	15	1.00	0.270

Top 20 Brands

Brands AIs associate with your tracked phrases.

	Entity	Frequency	Avg Position	Weighted Score
1	Nike	790	1.56	0.852
2	Adidas	791	2.46	0.770
3	Under Armour	713	3.74	0.585
4	Puma	493	4.59	0.355
5	Champion	494	5.74	0.288
6	Reebok	485	5.66	0.288
7	New Balance	380	6.68	0.179
8	Primal Wear	156	3.95	0.124
9	Fanatics	266	6.95	0.117
10	Mitchell & Ness	309	7.63	0.111

$$\text{normalized_freq} = \frac{f}{f_{\max}}$$

$$\text{normalized_pos} = 1 - \frac{p}{p_{\max}}$$

$$\text{weighted_score} = \left(\frac{f}{f_{\max}} \right) \cdot \left(1 - \frac{p}{p_{\max}} \right)$$

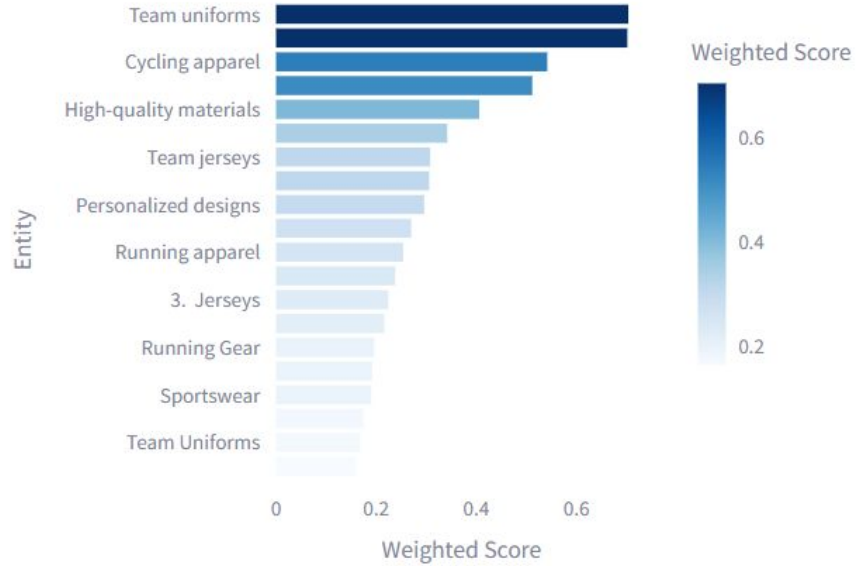
f = frequency of the entity

p = average position of the entity

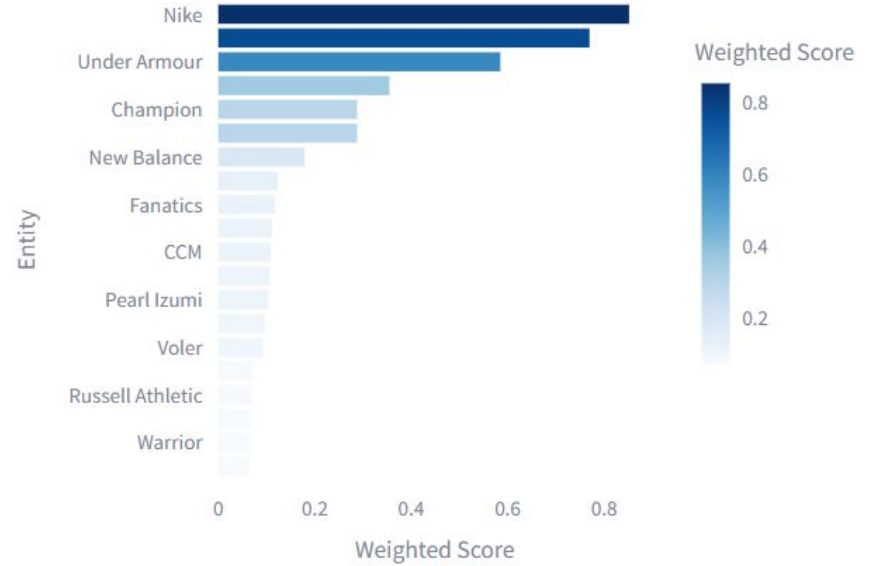
$f_{\max}$ = maximum frequency across all entities

$p_{\max}$ = maximum average position across all entities

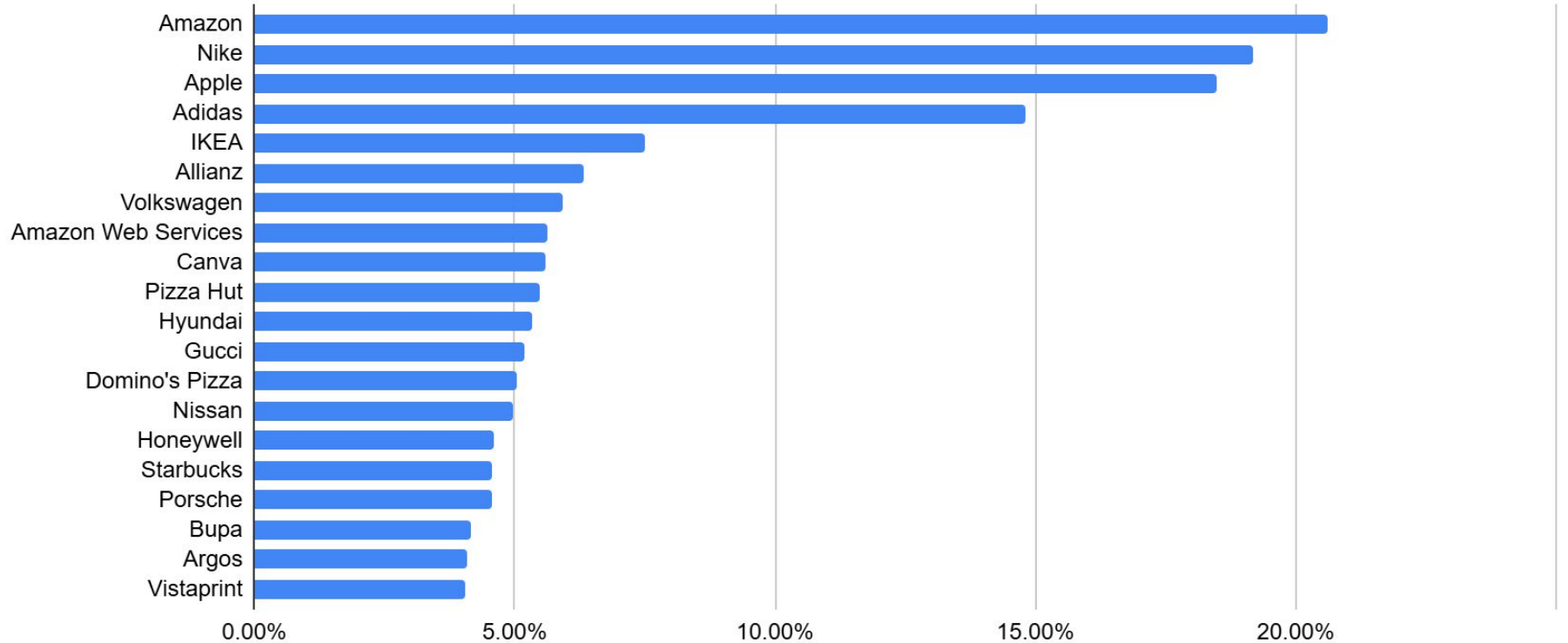
Top Associations



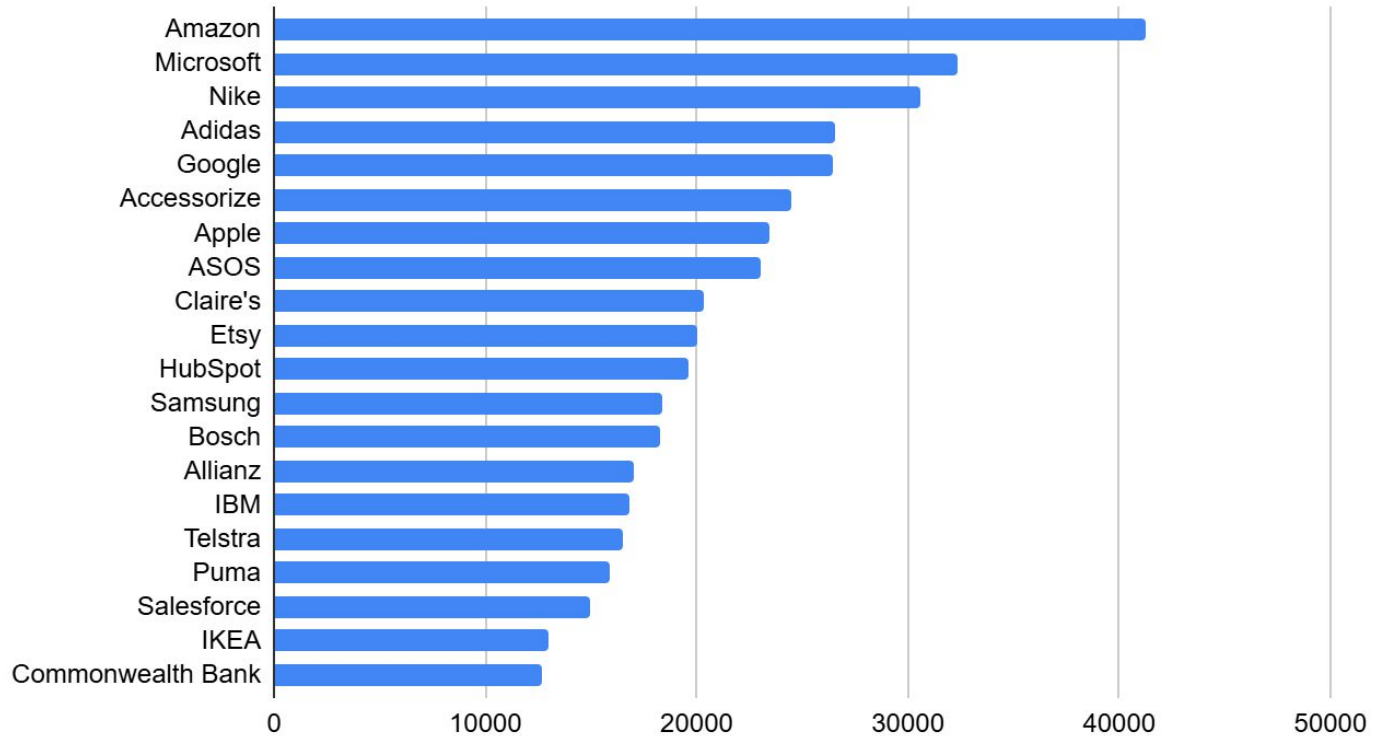
Top Associations



Most Influential Brands



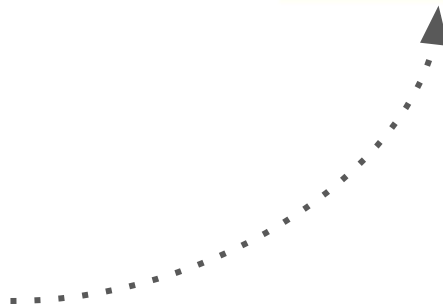
Most Mentioned Brands



1. **Define Target Brands:** Identify the brand(s) to be analyzed. This could be a single brand, a set of competitors, or a broader category of brands.
2. **Define Tracked Phrases (Entities):** Select relevant entities, keywords, concepts, or phrases related to the brand's industry, products, or services.
3. **Brand-to-Entity (B→E):** "List ten things that you associate with a brand called [Brand Name]." This reveals the concepts and entities most strongly linked to the brand.
4. **Entity-to-Brand (E→B):** "List ten brands that you associate with [Entity/Keyword]." This identifies competitors and reveals the brands most strongly associated with a specific concept.
5. **Entity Extraction:** Extract individual entities from the LLM responses. This involves cleaning and standardizing the text.
6. **Canonicalization:** Group variant forms of the same entity (e.g., "OWAYO", "owayo", "Owayo") under a single canonical representation.
7. **Ranking:** Assign ranks to the entities based on their position in the LLM's response. Typically, the first item in a list is considered rank 1, the second rank 2, and so on.

You can do all that via **AI Rank**

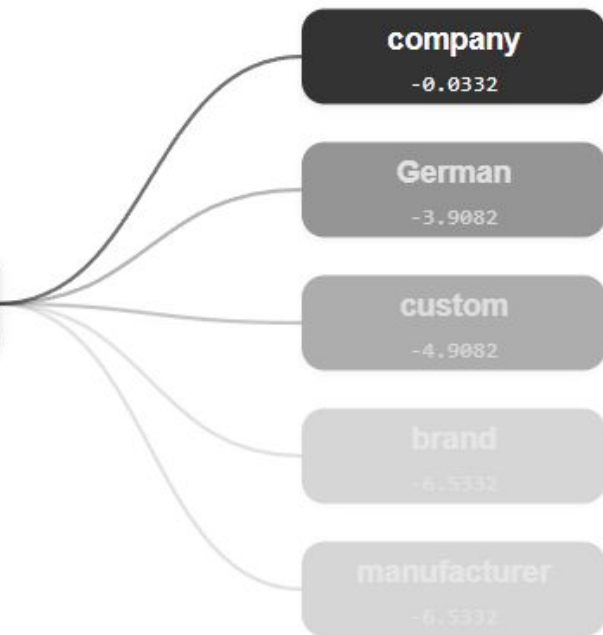
dejan.ai

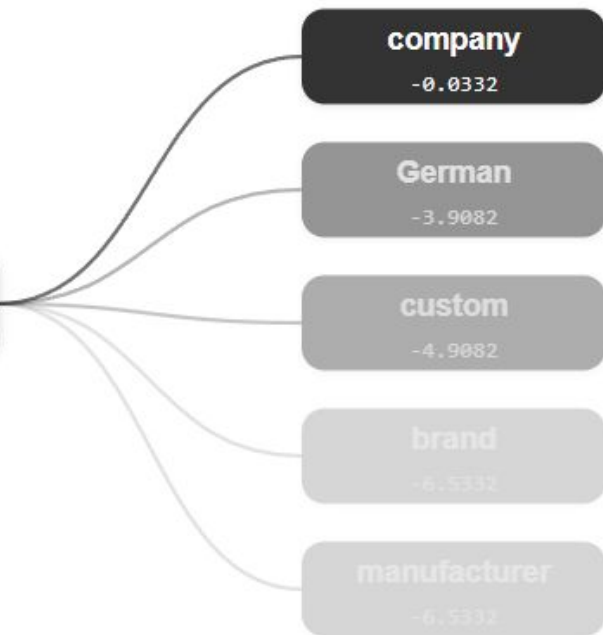


AI Rank Login

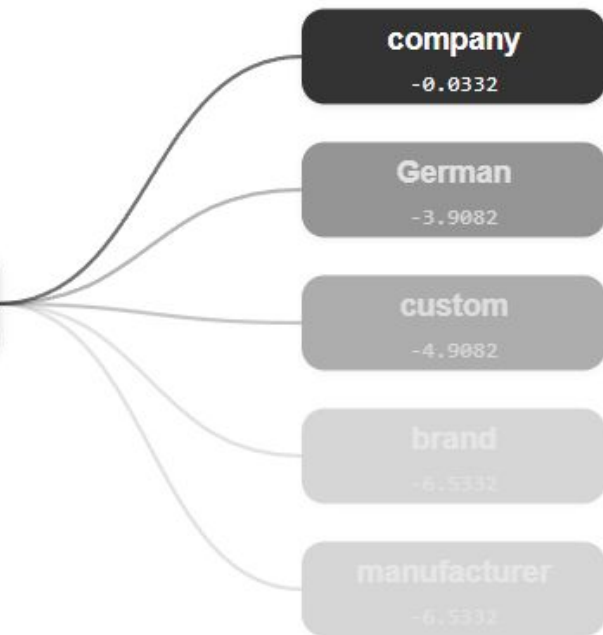
Model Probing





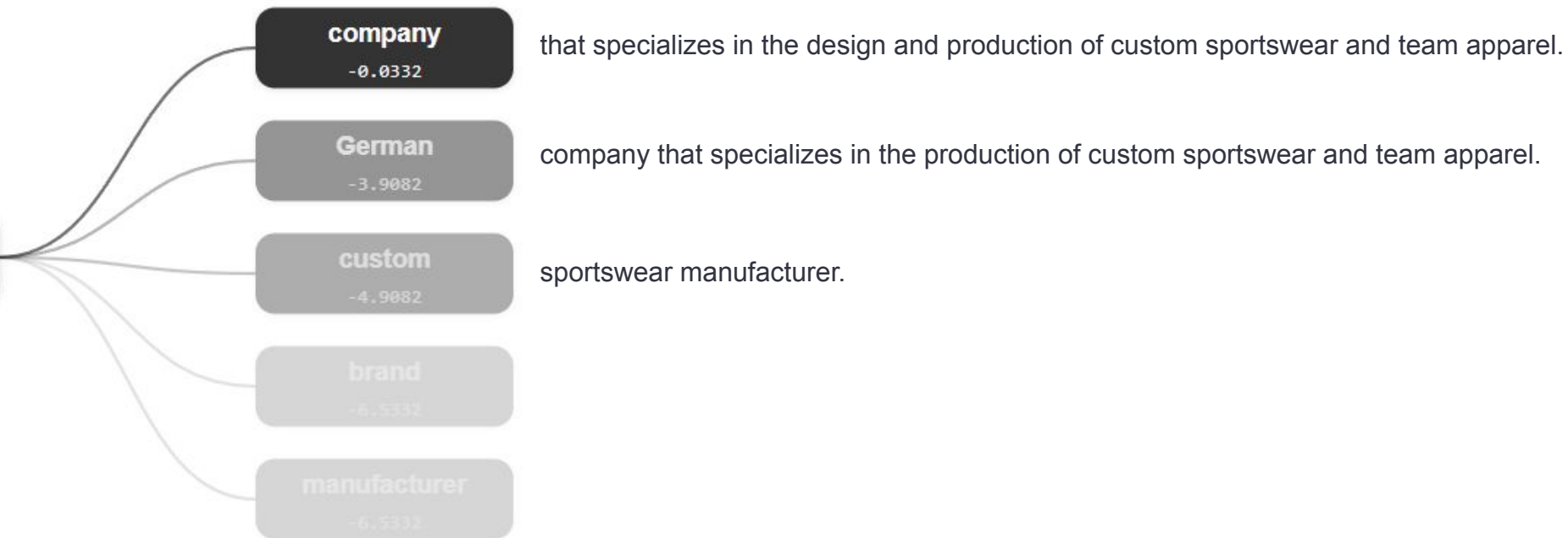


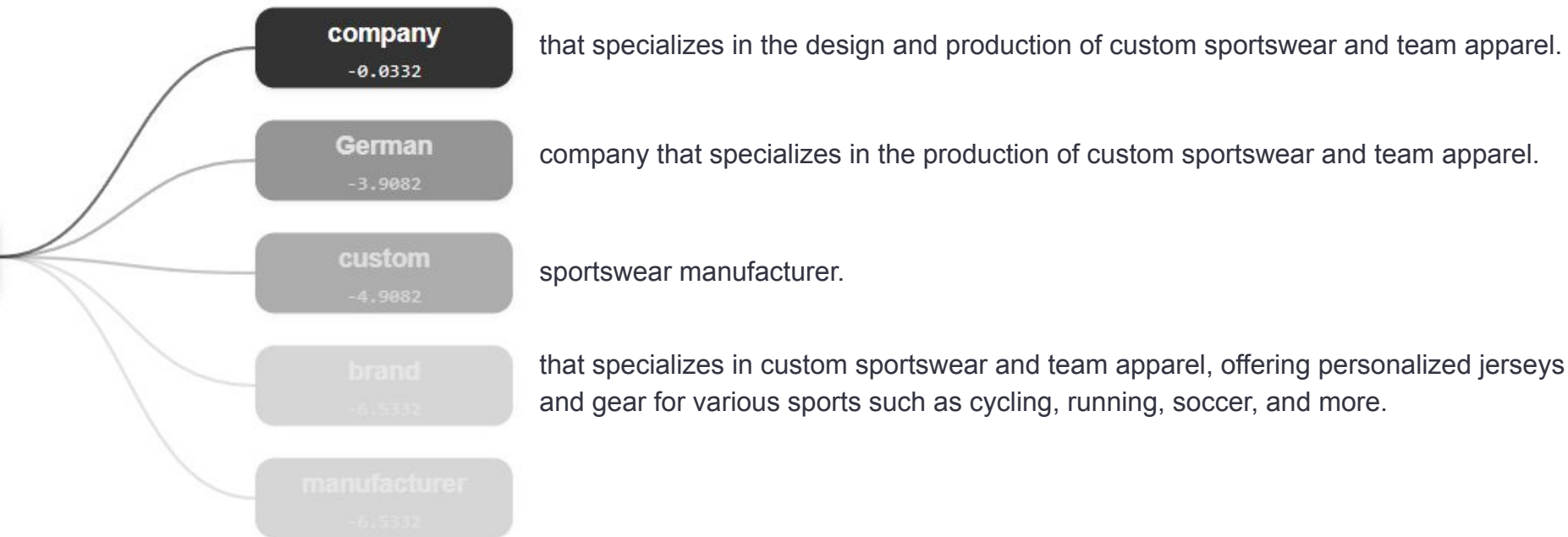
that specializes in the design and production of custom sportswear and team apparel.

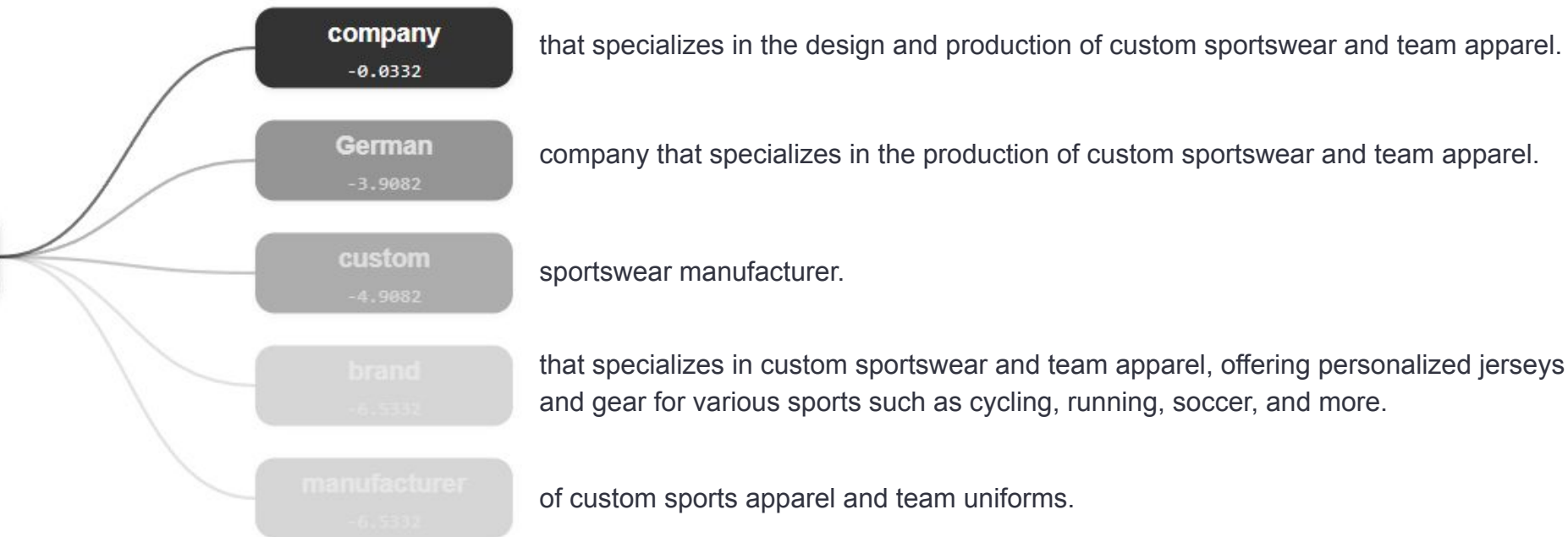


that specializes in the design and production of custom sportswear and team apparel.

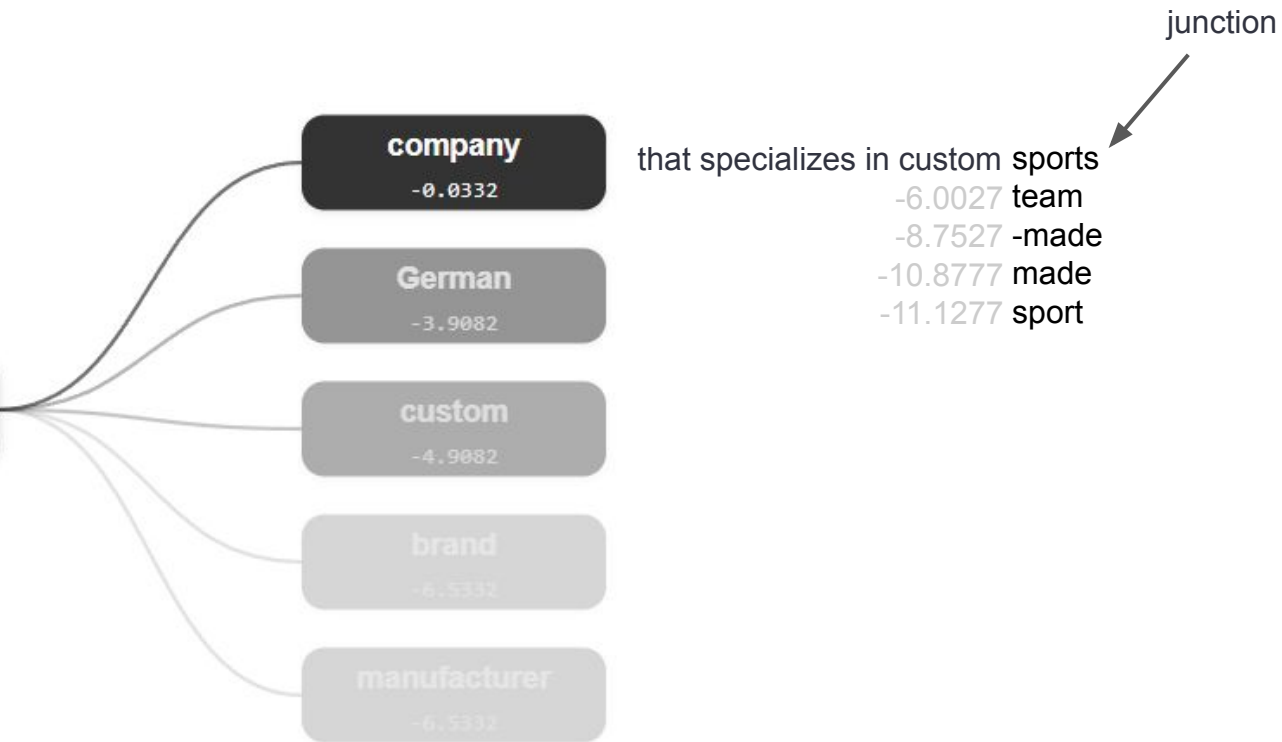
company that specializes in the production of custom sportswear and team apparel.

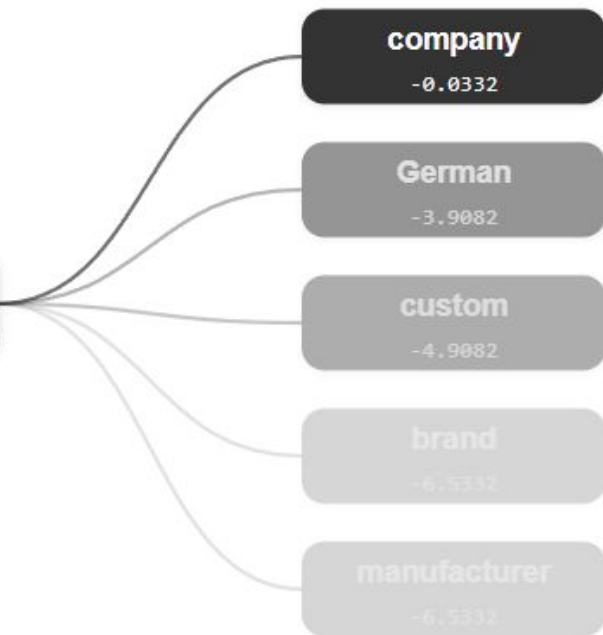






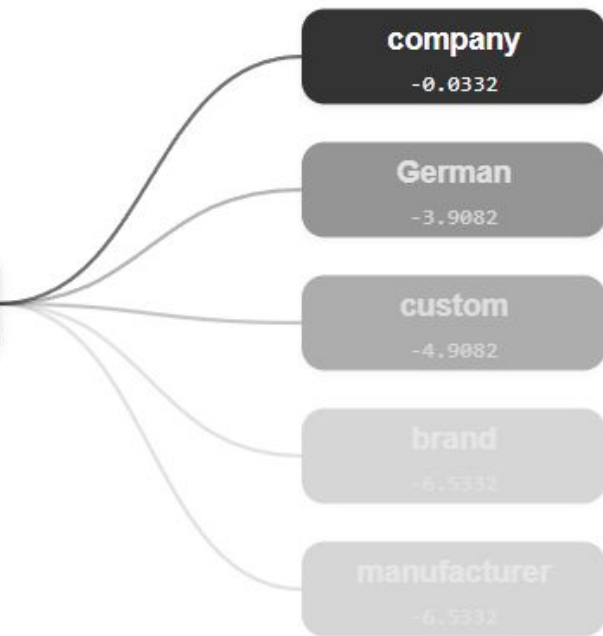




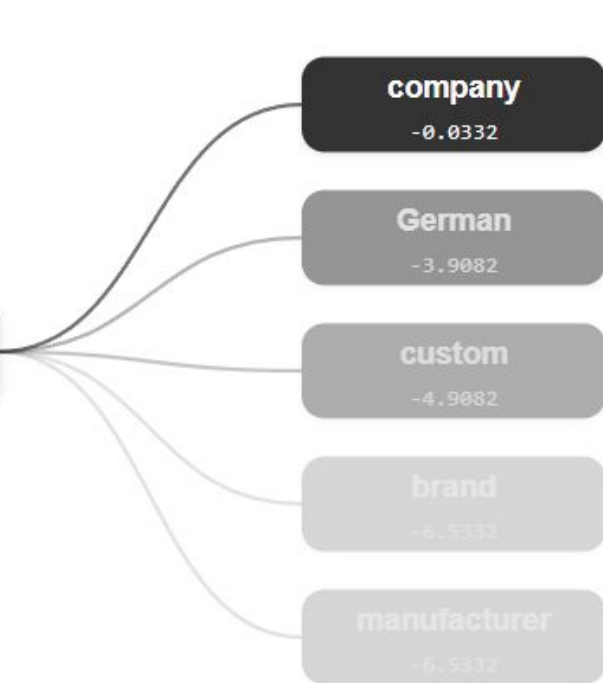


that specializes in custom **sports** apparel and team uniforms.

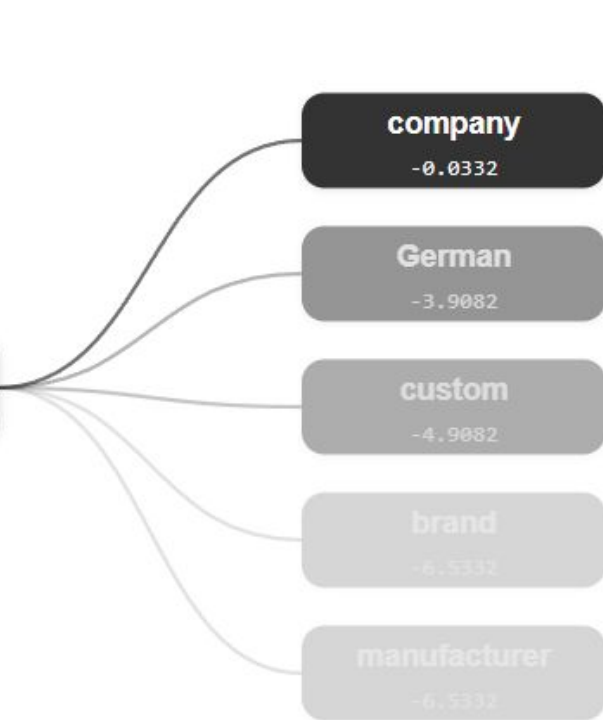
-6.0027 team
-8.7527 -made
-10.8777 made
-11.1277 sport



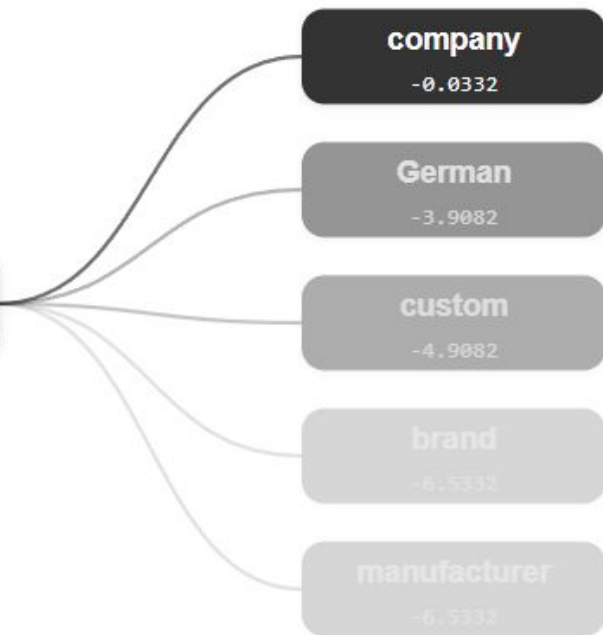
-0.1496 sports
that specializes in custom **team** sportswear and apparel.
-8.7527 -made
-10.8777 made
-11.1277 sport



-0.1496 sports
-6.0027 team
that specializes in custom **-made** sportswear and team apparel.
-10.8777 made
-11.1277 sport

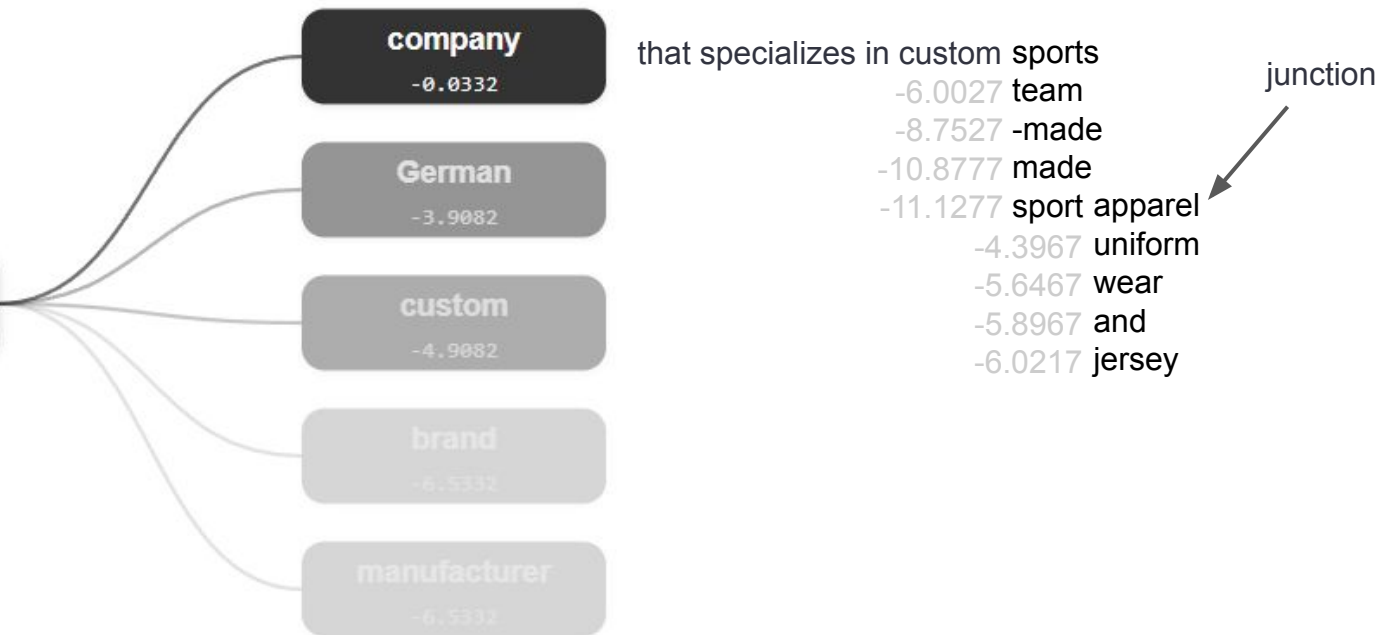


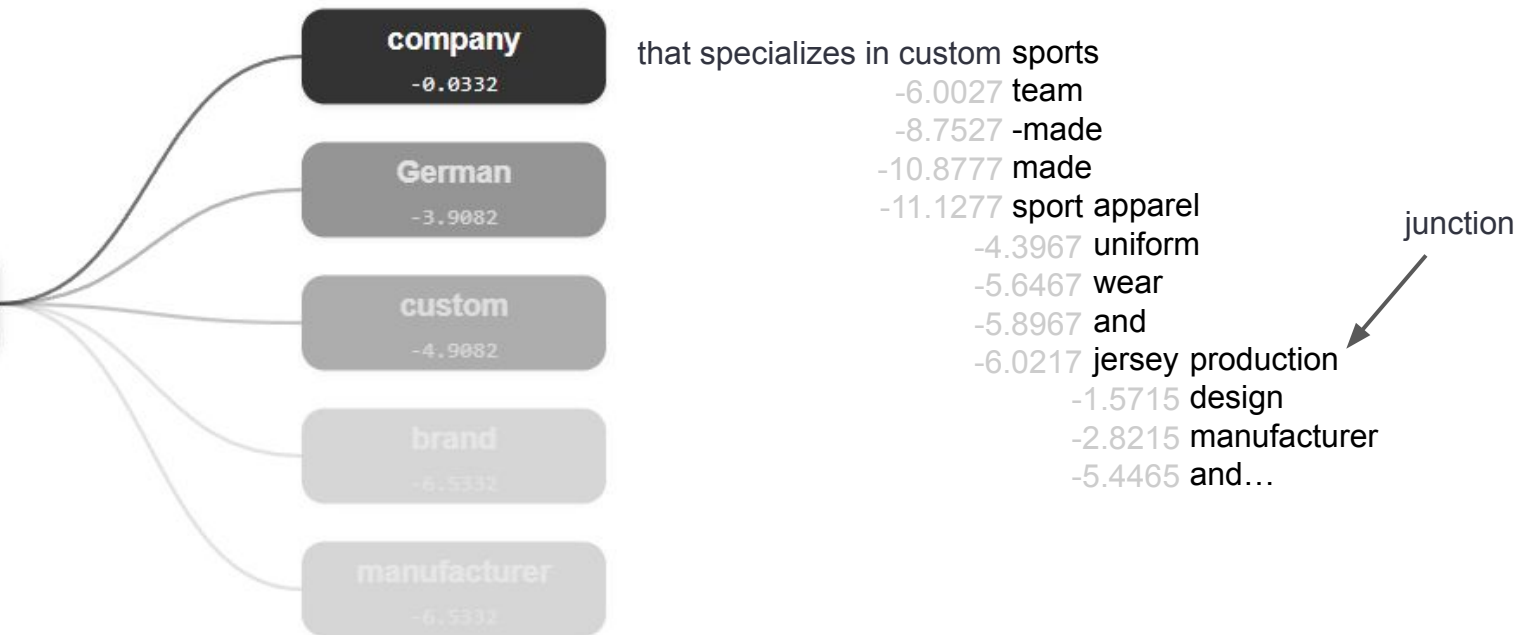
-0.1496 sports
-6.0027 team
-8.7527 -made
that specializes in custom **made** sportswear and team apparel.
-11.1277 sport

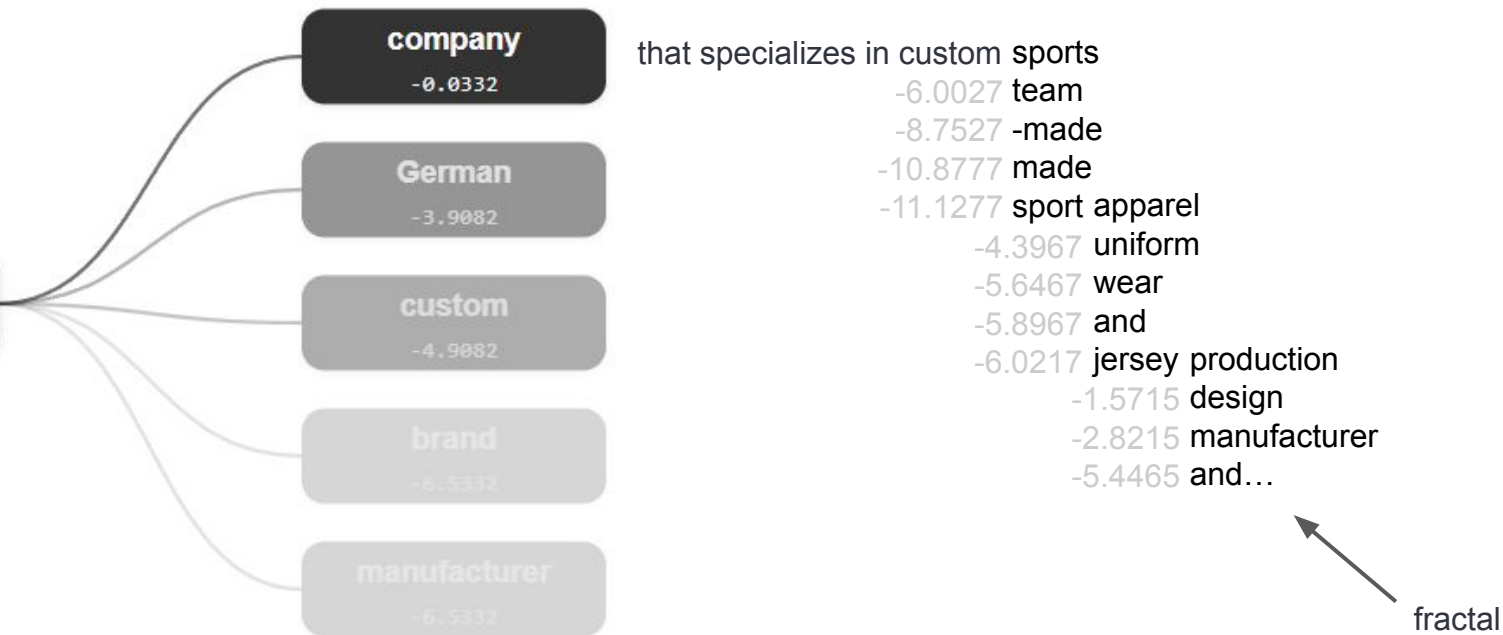


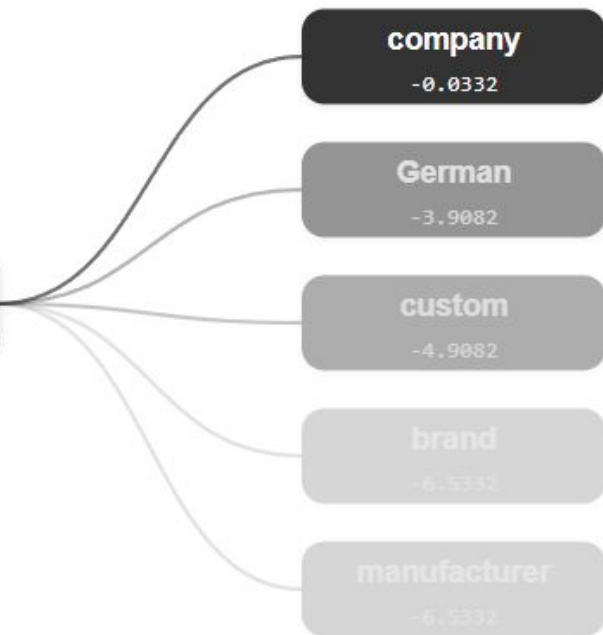
-0.1496 sports
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that specializes in custom **sport** apparel and team uniforms.





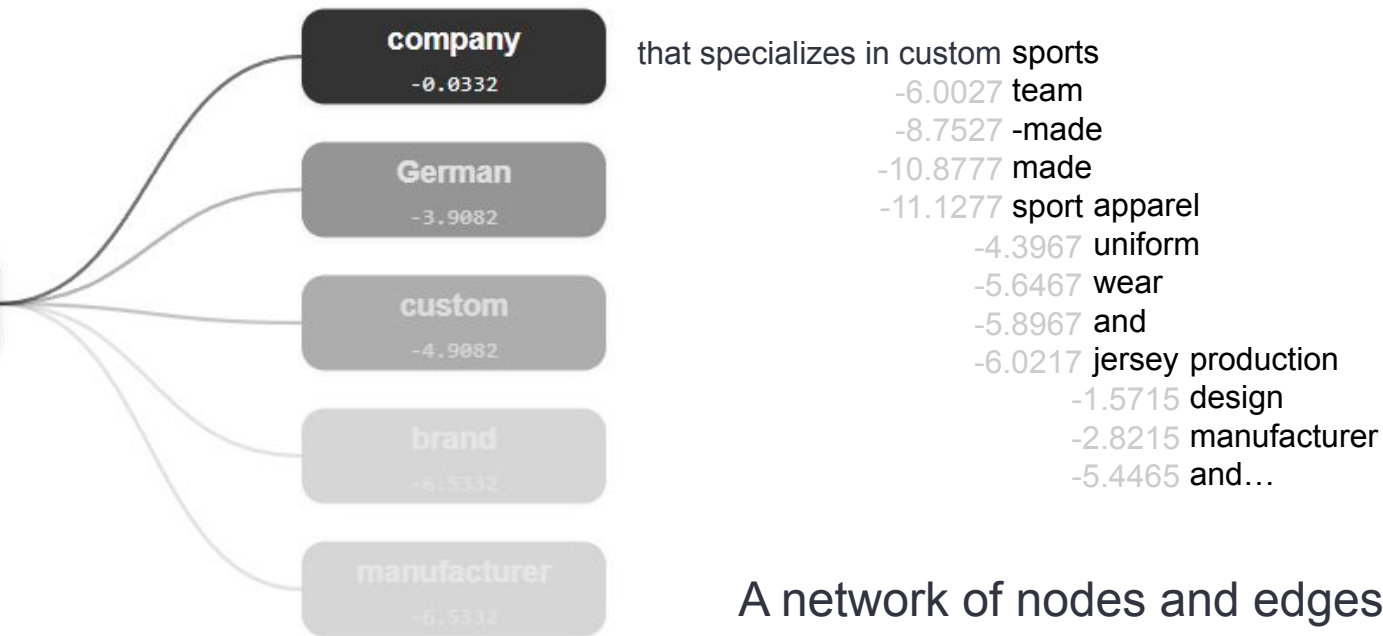




that specializes in custom sports

-6.0027 team
-8.7527 -made
-10.8777 made
-11.1277 sport apparel
-4.3967 uniform
-5.6467 wear
-5.8967 and
-6.0217 jersey production
-1.5715 design
-2.8215 manufacturer
-5.4465 and...

...in this junction fractal there is a subspace of probabilities where your brand is mentioned and there another one where it isn't.



A network of nodes and edges you can study.
Eigenvector centrality, PageRank, hierarchies and taxonomies.

<https://daltoncateringbrisbane.com.au/>

Tree Walker

Website Address:

<https://daltoncateringbrisbane.com.au/>

Send

Brand Familiarity Accuracy: 70%



Without checking:

This website is about catering services offered by Dalton Catering in Brisbane, Australia.

After checking website:

Dalton Catering is a fully licensed catering company based in Brisbane, Australia, offering services for weddings, corporate events, and private gatherings, with over 20 years of experience in fine dining and large-scale event catering.

Word Uncertainty

This section highlights any aspects of the brand where Google's model lacks confidence. Lower familiarity scores increase the likelihood of hallucination.

Dalton Catering Brisbane offers high -quality catering weddings corporate events
private functions strong focus custom menu creation suit diverse client needs

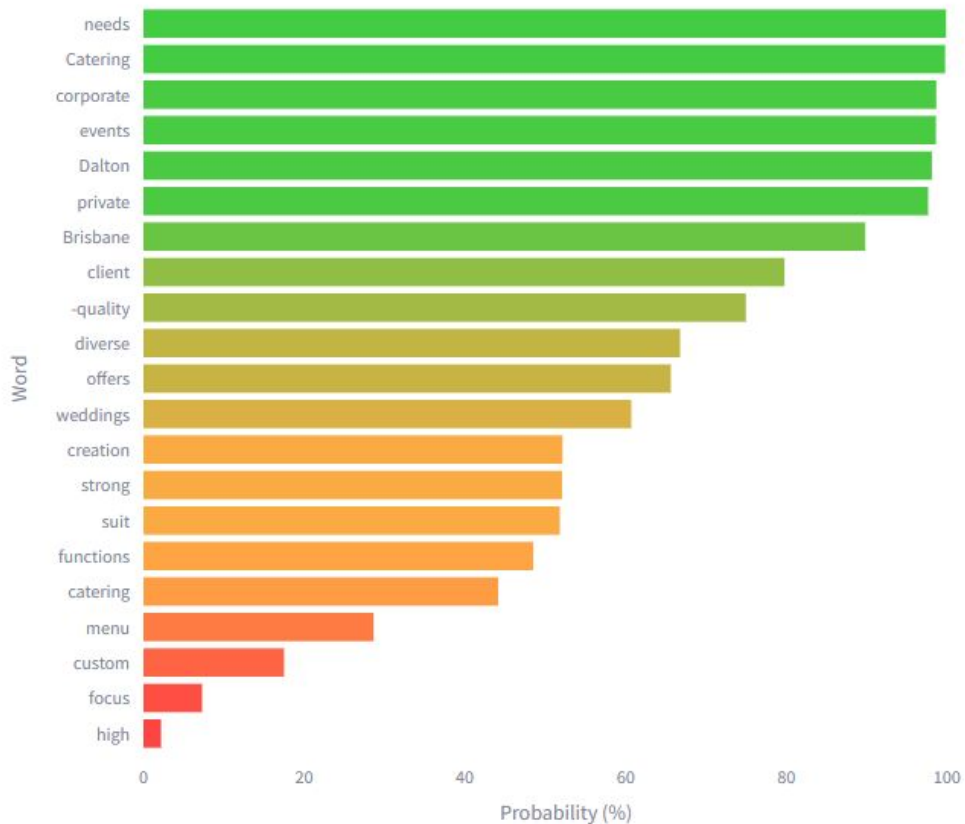
Very Certain

Uncertain

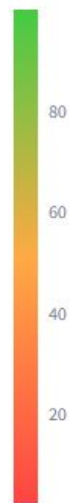
Very Uncertain

Word Confidence ?

This section shows a gradient of model confidence in various words and entities from most to least confident.

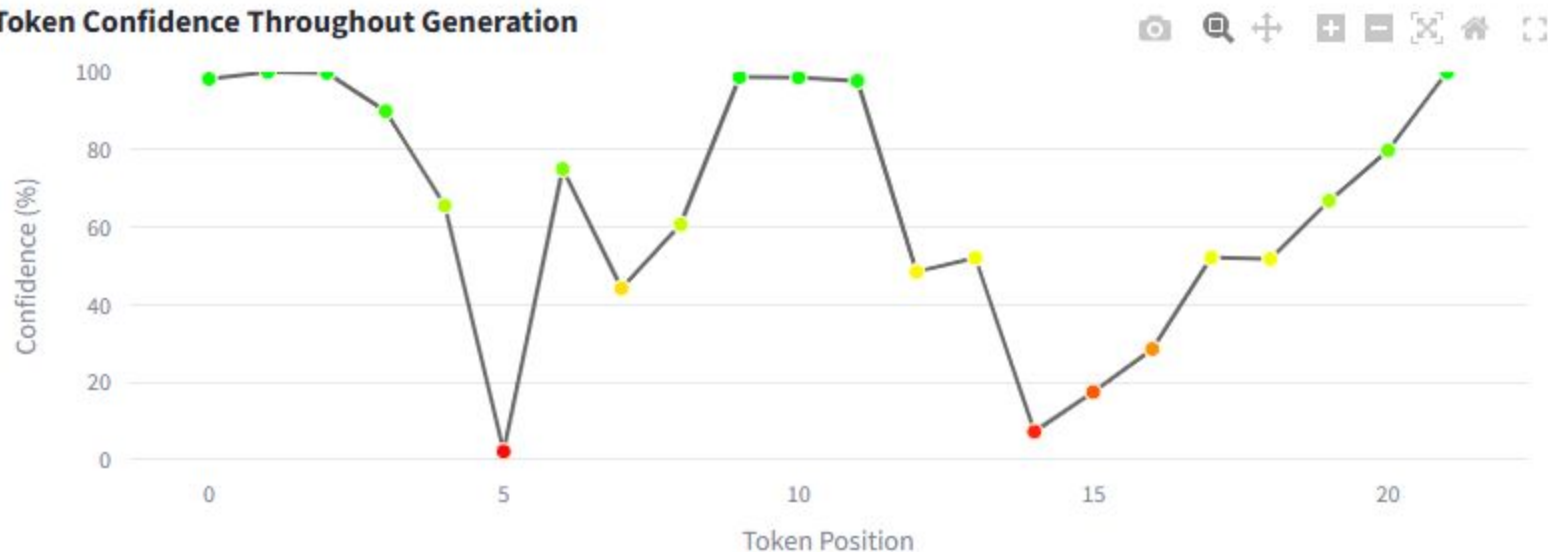


Probability (%)



Original: Dalton Catering Brisbane offers high-quality catering for weddings, corporate events, and private functions, with a strong focus on custom menu creation to suit diverse client needs.

Token Confidence Throughout Generation



Key Alternative Paths

Branch 1: Dalton Catering Brisbane primarily offers catering services for corporate events, weddings, and private functions throughout Brisbane and the surrounding areas.

Diverged from: 'Dalton Catering Brisbane primarily'

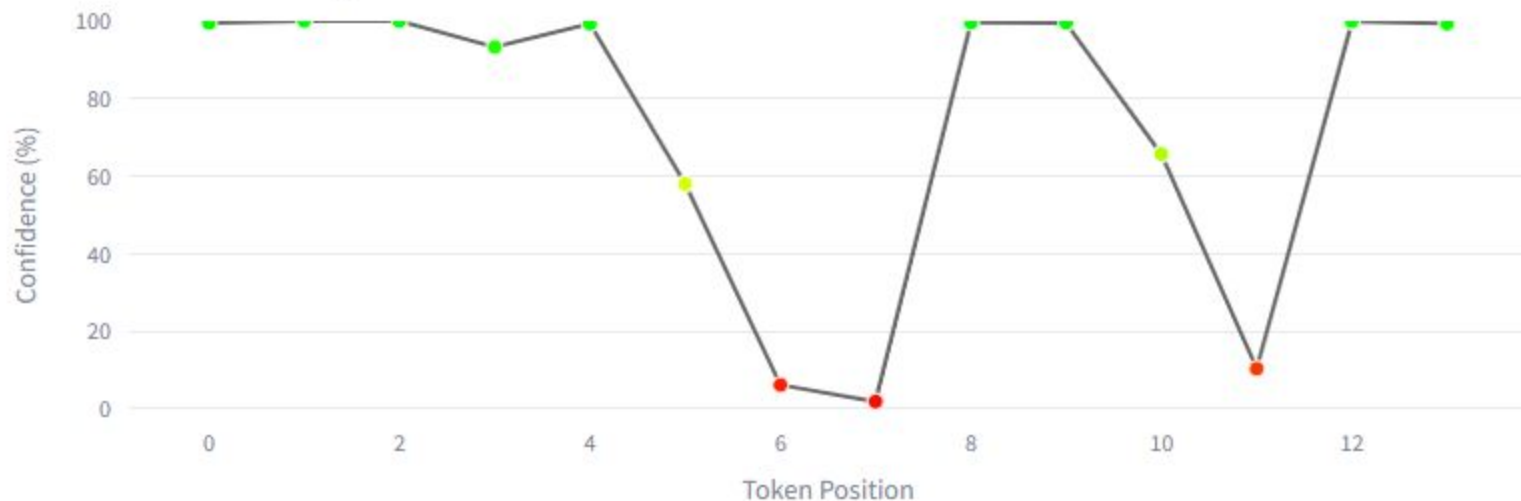
Token Confidence Throughout Generation



Branch 2: Dalton Catering Brisbane likely offers a variety of culinary services for events and functions within the Brisbane area.

Diverged from: 'Dalton Catering Brisbane likely'

Token Confidence Throughout Generation





The following core business terms show confidence scores **below 50%**:

- **"high"** (2.19%): This token, part of "high-quality," has extremely low confidence.
- **"catering"** (44.16%): When appearing after "high-quality," the model is uncertain.
- **"functions"** (48.52%): Specifically "private functions," the model shows some uncertainty.
- **"focus"** (7.3%): When preceded by "strong," the model is highly uncertain about "focus."
- **"custom"** (17.5%): As part of "custom menu creation," this term has low confidence.
- **"menu"** (28.65%): Also part of "custom menu creation," this term shows low confidence.

Varying Confidence:

- "**catering**": Appears with high confidence (**99.79%**) as part of the company name "Dalton Catering," but drops significantly to **44.16%** when describing the service offered ("**high-quality catering**").
- "**focus**": Appears with **52.11%** confidence as "**strong**" but drops to **7.3%** for "**focus**" itself, suggesting the model struggles with the phrase "**strong focus**."
- "**custom**": Appears with **17.5%** confidence, but the alternative "**bespoke**" has a higher probability (**33.5%**) in the "focus on" context.
- "**menu**": Appears with **28.65%** confidence, while the plural "**menus**" has a higher probability (**49.74%**).

PATTERN ANALYSIS

- Adjective-Noun Combinations: The model struggles significantly with "high-quality" (specifically "high" at 2.19%) and "strong focus" (specifically "focus" at 7.3%). It seems to prefer single, more direct adjectives or different phrasing.
- Prepositions Linking Services/Features: Prepositions like "for" (21.43%) and "with" (35.42%) when introducing key service aspects or differentiators (e.g., "catering for weddings," "with a strong focus") show low confidence. The preposition "to" (2.94%) linking "creation" to "suit" is also problematic.
- Specific Service Descriptors: "catering" (when describing the service, not the company name), "functions" (specifically "private functions"), "custom," and "menu" (in "custom menu creation") are consistently low. The model often suggests alternatives like "services" for "catering" and "parties" for "functions," or "bespoke" for "custom."
- Sentence Structure for Emphasis: The phrase "with a strong focus on custom menu creation" seems to be a complex structure for the model, leading to multiple low-confidence tokens within it. The model often suggests rephrasing to "emphasizing" or "specializing in" to convey similar meaning.

OPTIMIZATION PRIORITIES

1. "high-quality": The model almost completely misses "high" (2.19%). This is a critical descriptor for the brand.
2. "catering" (as a service): The drop from 99.79% (company name) to 44.16% (service) indicates a need to reinforce its usage in context.
3. "strong focus": The extremely low confidence for "focus" (7.3%) suggests this key differentiator is not well understood in this phrasing.
4. "custom menu creation": "custom" (17.5%) and "menu" (28.65%) are central to their offering and need strengthening.
5. "private functions": "functions" (48.52%) could be better defined or reinforced.

ACTIONABLE RECOMMENDATIONS

Reinforce "High-Quality":

Content Strategy: Instead of just "high-quality," use more descriptive phrases like "premium culinary experiences," "exceptional quality ingredients," or "uncompromising quality in every dish."

Key Message Patterns: "Dalton Catering Brisbane delivers premium, high-quality catering for..." or "Our commitment to exceptional quality ensures..."

Strengthen "Catering" in Service Context:

Content Strategy: Use "catering services" more explicitly. Provide examples of what "catering" entails (e.g., "full-service catering," "event catering solutions").

Key Message Patterns: "Dalton Catering Brisbane offers comprehensive catering services for..." or "We provide bespoke catering solutions for..."

Clarify "Strong Focus":

Content Strategy: Rephrase to more direct and active language. Instead of "with a strong focus on," use "specializing in," "dedicated to," or "our expertise lies in."

Key Message Patterns: "Dalton Catering Brisbane specializes in custom menu creation..." or "We are dedicated to crafting unique menus..."

Emphasize "Custom Menu Creation":

Content Strategy: Use synonyms like "bespoke menus," "personalized culinary experiences," or "tailored menu design." Detail the process of custom menu creation.

Key Message Patterns: "We pride ourselves on bespoke menu design..." or "Our chefs create custom menus to perfectly match..."

Refine "Private Functions":

Content Strategy: Use "private events," "private parties," or "intimate gatherings" interchangeably or to specify the type of "functions."

Key Message Patterns: "Ideal for private parties and functions..." or "From intimate private events to grand functions..."

Edit Relevant Topics

These are the search queries we'll use to test AI visibility:

Catering Brisbane ✕ Wedding Catering Brisbane ✕ Corporate Catering Brisbane ✕

Event Catering Brisbane ✕ Party Catering Brisbane ✕ Brisbane Catering Services ✕

Mobile Catering Brisbane ✕ Catering near me ✕ Caterers Brisbane ✕ [Edit topics, remove, or add new](#)

☐ Deep Research (fetch competitors for each tag separately)

Next: Fetch Competitors

Edit Competitors

These are the competitors we'll compare against:

cuisineoncue.com.au ✕ wineanddine.com.au ✕ victoria Park.com.au ✕
caterersbrisbane.com.au ✕ thecateringcompany.com.au ✕ broadbeancatering.com.au ✕
galloperssportsclub.com.au ✕ ashtongourmet.com.au ✕ zen catering.com.au ✕

Edit competitors, remove, or add new...

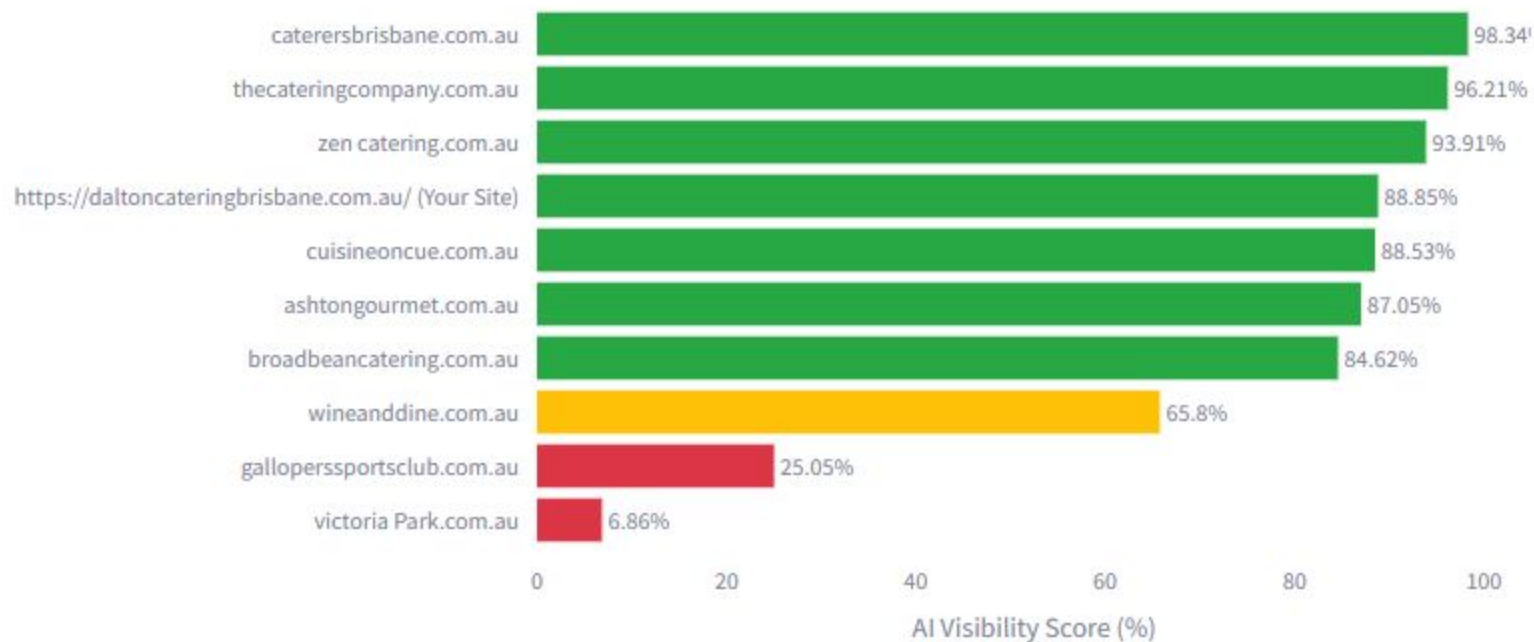
☒ Deep Competitor Analysis (recommended for visual dashboard) ?

Next: Score and Rank

wineanddine.com.au - Performance by Query



"Catering near me" - Domain Rankings



Topic Relevance Scores



Top Competitors - Overall AI Visibility



galloperssportsclub.com.au	89.48%	47.86%	81.28%	95.8%	90.2%	8.66%	0.12%	25.05%	17.85%
wineanddine.com.au	85.27%	98.89%	97.22%	87.55%	99.64%	85.4%	84.95%	65.8%	42.15%
victoria Park.com.au	99.89%	99.74%	99.84%	97.51%	99.6%	99.4%	59.75%	6.86%	99.72%
ashtongourmet.com.au	85.09%	99.46%	99.72%	94.21%	99.03%	99.51%	99.1%	87.05%	98.27%
thecateringcompany.com.au	98.79%	99.47%	98.47%	89.81%	99.54%	93.91%	92.16%	96.21%	99.32%
cuisineoncue.com.au	96.89%	99.57%	99.89%	99.32%	99.95%	99.3%	99.92%	88.53%	97.07%
broadbeancatering.com.au	99.62%	99.84%	99.95%	99.34%	99.73%	99.6%	99.88%	84.62%	99.54%
zen catering.com.au	99.91%	97.33%	99.94%	97.63%	97.17%	98.63%	98.36%	93.91%	99.79%
caterersbrisbane.com.au	99.77%	99.47%	99.9%	99.87%	99.96%	99.72%	99.93%	98.34%	98.31%
/daltoncateringbrisbane.com.au/ (Your Site)	99.99%	99.96%	99.98%	99.99%	99.96%	99.72%	99.6%	88.85%	99.98%
	Catering Brisbane	Wedding Catering Brisbane	Corporate Catering Brisbane	Event Catering Brisbane	Party Catering Brisbane	Brisbane Catering Services	Mobile Catering Brisbane	Catering near me	Caterers Brisbane



AI Sentiment Analysis for <https://daltoncateringbrisbane.com.au/>

Total Reviews

79

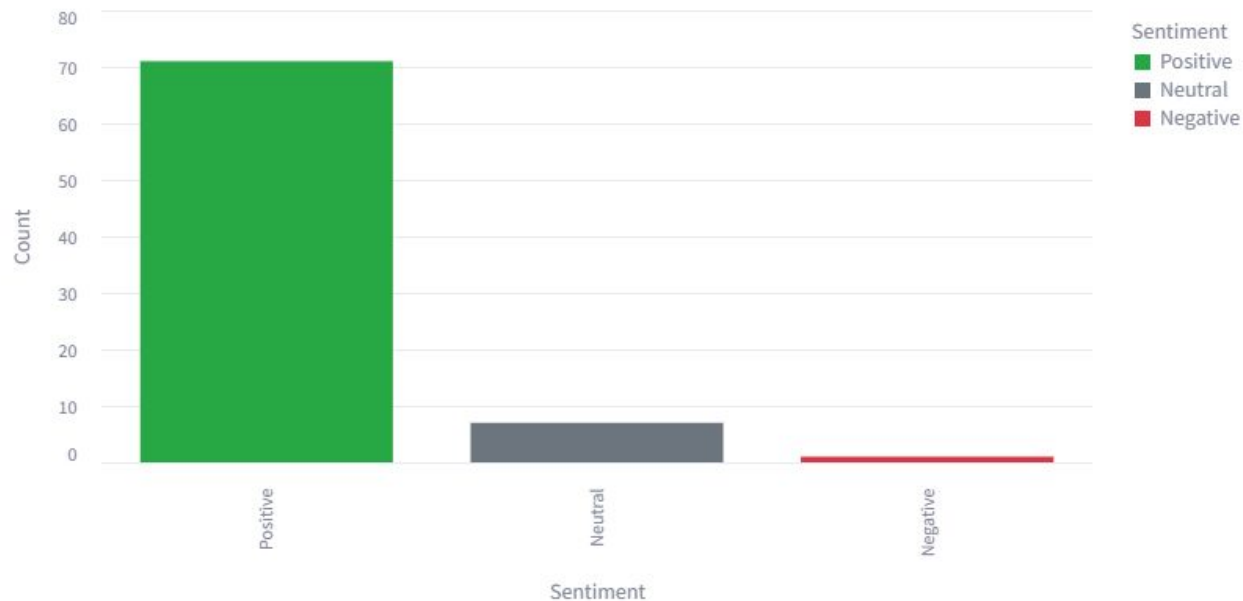
Positive Sentiment

89.9%

Negative Sentiment

1.3%

Sentiment Distribution



All Reviews

	Review	↓ Sentiment	Keywords
1	We used Dalton Catering for our recent corporate event, and they truly exceeded expectations.	Positive	corporate event, exceeded
0	Dalton Catering made our wedding day absolutely perfect! The food was exquisite, beautiful presentation, and excellent service.	Positive	wedding day, food exquisite
68	The food for our recent workshop was generally fine, but a couple of the hot dishes were a bit bland.	Neutral	workshop, generally fine, l
63	The catering for our small office lunch was decent. The sandwiches were fresh and the service was prompt.	Neutral	office lunch, decent, fresh
56	The food from Dalton Catering for our small office party was good, but the delivery was a bit late.	Neutral	office party, delivery, good
47	We had a small family gathering catered by Dalton, and while the food was tasty, some of the portions were small.	Neutral	family gathering, tasty, por
44	The food from Dalton Catering was good, but the setup took a bit longer than expected.	Neutral	food, setup, satisfactory, p
32	While the main courses were decent, the communication leading up to our event was poor.	Neutral	main courses, communica
14	While the food was good, there was a slight mix-up with one of the dessert options. Overall, it was a pleasant surprise.	Neutral	food, dessert, service, poli
35	Unfortunately, one of the dishes served was not what we had agreed upon in the menu. The service was also a bit slow.	Negative	menu, mix-up, disappointi

Association Boost

Link, Content & Citation Mining

Citation Mining Tool for AI SEO

[DEJAN AI](#) is the leader in AI SEO innovation and this tool is a part of our automated citation mining pipeline.



I'm hosting a small company event in Brisbane in December, a christmas party for 12 people. Looking for high end food with lactose intolerant and gluten free options. Ideally delivered and set up during the event.

//

Start Analysis



Analyzing...

Citation Mining Tool for AI SEO

[DEJAN AI](#) is the leader in AI SEO innovation and this tool is a part of our automated citation mining pipeline.



I'm hosting a small company event in Brisbane in December, a christmas party for 12 people. Looking for high end food with lactose intolerant and gluten free options. Ideally delivered and set up during the event.

Start Analysis

- **Dalton Catering & Events:** They offer Christmas catering with options like Gooralie Free Range Glazed Smoked Ham & Chutney that is gluten and dairy-free.
- [0.94] <https://daltoncateringbrisbane.com.au/uncategorised/christmas-catering-brisbane/>

They also have Free Range Rolled & Stuffed Turkey & Cranberry Sauce.

- [0.76] <https://daltoncateringbrisbane.com.au/uncategorised/christmas-catering-brisbane/>

Citation Mining Tool for AI SEO

[DEJAN AI](#) is the leader in AI SEO innovation and this tool is a part of our automated citation mining pipeline.



I'm hosting a small company event in Brisbane in December, a christmas party for 12 people. Looking for high end food with lactose intolerant and gluten free options. Ideally delivered and set up during the event.

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- **Dalton Catering & Events:** They offer Christmas catering with options like Gooralie Free Range Glazed Smoked Ham & Chutney that is gluten and dairy-free.
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They also have Free Range Rolled & Stuffed Turkey & Cranberry Sauce.

- [0.76] <https://daltoncateringbrisbane.com.au/uncategorised/christmas-catering-brisbane/>

Automated Pipeline

The Complete Flow

Entities > Prompts > Prompting > Parsing

Citation Mining

Discover where AI models cite your brand and competitors

Project: Dalton Catering
 Brand: Dalton Catering
 Location: Brisbane, Australia
 Language: English

Manage Entities

No entities added yet

Total Entities
0

Add new entities (one per line):

Catering Brisbane
Wedding Catering Brisbane
Corporate Catering Brisbane
Event Catering Brisbane
Party Catering Brisbane
Brisbane Catering Services

Press Ctrl+Enter to apply

Potential Prompts
0

+ Add Entities



Citation Mining

Discover where AI models cite your brand and competitors

Project: Dalton Catering

Brand: Dalton Catering

Location: Brisbane,
Australia

Language: English



Entities



Generate



Mine



Results

Generate Search Prompts

Total Entities

9

Entities with Prompts

9

Total Existing Prompts

90

View all 9 entities



Entities Needing Prompts

0

Pending (Unmined)

90

View Generated Prompts

Select entity to view prompts:

Corporate Catering Brisbane

Brisbane Catering Services

Event Catering Brisbane

Catering Brisbane

Corporate Catering Brisbane

Caterers Brisbane

Party Catering Brisbane

Catering near me

Mobile Catering Brisbane

Prompts for this entity

10

		Created
		2025-10-02
		2025-10-02
		2025-10-02
		2025-10-02
		2025-10-02
5	Which corporate caterers offer sustainable catering options?	2025-10-02
6	What types of events does corporate catering usually cover?	2025-10-02
7	Where can I read reviews of corporate catering services?	2025-10-02
8	Can I get a quote for corporate catering for my event?	2025-10-02
9	Who provides corporate catering for breakfast meetings?	2025-10-02

 Download prompts for this entity as CSV

Mine Citations

Search for citations using generated prompts across AI models.

Available Prompts

90

Rounds per prompt:

1

–

+

Providers:

OpenAI ×

Google ×

×

▼

GPT-5 Citations

432

Resolved Gemini Citations

437 of 477

Top Citation Domains

OpenAI (selected)

	domain	count
0	brisbane.qld.gov.au	26
1	purecatering.com.au	17
2	standingroomonlycatering.com.au	16
3	garnishescatering.com.au	15
4	essentialcatering.com.au	14
5	royalspoon.com.au	13
6	gustocaterers.com.au	13
7	daltoncateringbrisbane.com.au	13
8	rollingstonepizza.com.au	12
9	easyweddings.com.au	11
10	cuisineoncue.com	8
11	williamwallacegroup.com.au	8
12	foodstandards.gov.au	7
13	good2eatcatering.com	6

Google (Gemini)

	domain	count
0	daltoncateringbrisbane.com.au	20
1	agourmetplate.com.au	19
2	theurbanlist.com	19
3	standingroomonlycatering.com.au	18
4	cuisineoncue.com	16
5	myalterego.com.au	15
6	winendinem.com	15
7	dishcatering.com.au	12
8	thefreshcollective.com.au	11
9	garnishescatering.com.au	11
10	cheznouscorporate.com.au	10
11	bgcatering.com.au	10
12	goldenroast.com.au	8
13	eatfirst.com.au	7

Top Citation URLs by Count

OpenAI (selected)

	url	count
0	https://www.brisbane.qld.gov.au/laws-and-permits/food-business-licences/running-a-food-business	9
1	https://gustocaterers.com.au/	9
2	https://www.brisbane.qld.gov.au/laws-and-permits/food-business-licences/running-a-food-business/brisbane-food-trucks	9
3	https://www.essentialcatering.com.au/resources/how-far-in-advance-should-you-book-a-caterer-for-your-event	8
4	https://purecatering.com.au/blog/weddingcateringcosts-brisbane	8
5	https://www.purecatering.com.au/blog/weddingcateringcosts-brisbane	6
6	https://standingroomonlycatering.com.au/	6
7	https://essentialcatering.com.au/resources/how-far-in-advance-should-you-book-a-caterer-for-your-event	6
8	https://www.rollingstonepizza.com.au/street_food_menu	6
9	https://www.foodstandards.gov.au/business/food-safety-standards	5
10	https://royalspoon.com.au/2025/08/04/the-ultimate-guide-to-full-service-event-catering-pricing-what-to-expect-in-2024/	4
11	https://au.eatfirst.com/en-au-locations/brisbane-parties	4
12	https://cuisineoncue.com/corporate-catering	4
13	https://daltoncateringbrisbane.com.au/	4
14	https://cuisineoncue.com/	4
15	https://agourmetplate.com.au/	4
16	https://www.airtasker.com.au/services/catering/brisbane	4
17	https://www.thepartywizard.com.au/	4
18	https://servicetasker.com.au/cost-guides/how-much-does-catering-cost	4
19	https://royalspoon.com.au/2025/08/04/the-ultimate-guide-to-full-service-event-catering-pricing-what-to-expect-in-2024	4

Gemini Grounding URLs

	title	url	entity	prompt	score
287	theheightscatering.com	https://theheightscatering.com/	Catering near me	What is the	0.9647
86	tasteofhome.com	https://www.tasteofhome.com/colle	Wedding Catering Brisbane	What are s	0.9647
47	catering-by-design.com	https://www.catering-by-design.com	Party Catering Brisbane	What are c	0.9641
456	wedding.com.au	https://www.wedding.com.au/cateri	Mobile Catering Brisbane	Where can	0.9641
39	abfabcatering.com.au	https://abfabcatering.com.au/wp-co	Catering Brisbane	What are c	0.9641
253	iacofanos.com	https://www.iacofanos.com/types-o	Catering near me	What type	0.964
143	richentertainmentgroup	https://www.richentertainmentgrou	Brisbane Catering Services	What type	0.9638
291	aramark.com	https://www.aramark.com/home	Catering near me	What is the	0.9637
69	moomoo2u.com.au	https://moomoo2u.com.au/vegan-n	Catering Brisbane	Which cate	0.9637
399	agourmetplate.com.au	https://www.agourmetplate.com.au	Corporate Catering Brisbane	what are s	0.9636

Grounding Details:

27 grounded segments

Grounded Text	Position	Score	Source
* **Online review platforms:** * **Airtasker:** This platform lists	106-224	0.126	airtasker.com
* **Wedding.com.au:** You can find a list of caterers in Brisbane wi	230-322	0.080	wedding.com.au
* **StarOfService:** This site lists mobile caterers in Brisbane City	328-399	0.406	starofservice.com.au
* **Catering company websites:** * **Standing Room Only Cater	401-545	0.614	standingroomonlycatering.com.au
* **Briz Woodfired Pizza:** This company's website has a review se	551-624	0.065	brizwoodfiredpizza.com
* **The Golden Roast:** This mobile spit roast caterer has reviews o	630-715	0.296	goldenroast.com.au
* **Online directories and review articles:** * **Urban List:** Thi	717-868	0.052	theurbanlist.com
* **Gathering Events:** This site offers a list of top food trucks for h	874-963	0.513	gatheringevents.com.au
* **Standing Room Only Catering**	1030-1065	0.724	standingroomonlycatering.com.au
* **Standing Room Only Catering**	1030-1065	0.025	thebestbrisbane.com

OpenAI Grounding URLs

	title	url	entity	prompt
0	None	https://easyweddings.com.au/WeddingCaterers/	Wedding Catering Brisbane	Where can I find
1	Wedding Caterers in Queensland	https://www.weddingdiaries.com.au/wedding-caterers/	Wedding Catering Brisbane	Where can I find
2	Find a Wedding Caterer in Brisbane	https://bark.com/en/au/wedding-catering/queensland/	Wedding Catering Brisbane	Where can I find
3	Brisbane Catering Company - Victoria	https://cuisineoncue.com/	Wedding Catering Brisbane	Where can I find
4	Brisbane Catering Company - Victoria	https://cuisineoncue.com/	Wedding Catering Brisbane	Where can I find
5	Awards - Wine & Dine'm Catering	https://winendinem.com/awards	Wedding Catering Brisbane	Where can I find
6	Boheme Event Caterers Fortitude Valley	https://bohemeevents.com.au/copy-of-home	Wedding Catering Brisbane	Where can I find
7	Brisbane Catering Wedding, Party & Corporate	https://fabulousfingerfood.com.au/qld-catering/	Wedding Catering Brisbane	Where can I find
8	None	https://easyweddings.com.au/WeddingCaterers/	Wedding Catering Brisbane	Where can I find
9	None	https://easyweddings.com.au/WeddingCaterers/	Wedding Catering Brisbane	Where can I find

Selected **AND** Unselected

OpenAI Unselected Grounding URLs

URLs browsed during web search but not selected for citation in the final response

Total Unselected URLs

532

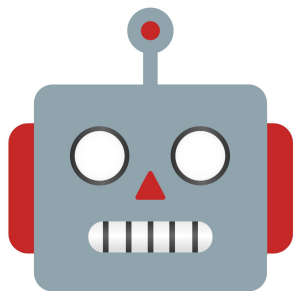
	Page Title	URL	Entity	Prompt
245	(no title)	https://www.ekka.com.au/ekka-blog/brisbane-ekka-da	Event Cater	How far in advance should I book event cate
246	(no title)	https://www.couriermail.com.au/entertainment/ultima	Event Cater	How far in advance should I book event cate
247	(no title)	https://www.couriermail.com.au/news/queensland/ekl	Event Cater	How far in advance should I book event cate
248	(no title)	https://chrisjack.com.au/blog/what-goes-wrong-on-we	Event Cater	How far in advance should I book event cate
249	(no title)	https://couriermail.com.au/news/queensland/sunshine	Event Cater	How far in advance should I book event cate
250	(no title)	https://caterking.com.au/top-wedding-catering-trends	Caterers Bri	What are the most popular catering menu op
251	(no title)	https://couriermail.com.au/lifestyle/qweekend/calama	Caterers Bri	What are the most popular catering menu op
252	(no title)	https://www.wedshed.com.au/advice-ideas/inspiration	Caterers Bri	What are the most popular catering menu op
253	(no title)	https://www.brides.com/high-low-food-and-drink-com	Caterers Bri	What are the most popular catering menu op
254	(no title)	https://timesofindia.indiatimes.com/entertainment/ev	Caterers Bri	What are the most popular catering menu op
255	(no title)	https://mellyrain.com.au/2024/02/06/trending-tastes-n	Caterers Bri	What are the most popular catering menu o



Download unselected URLs as CSV

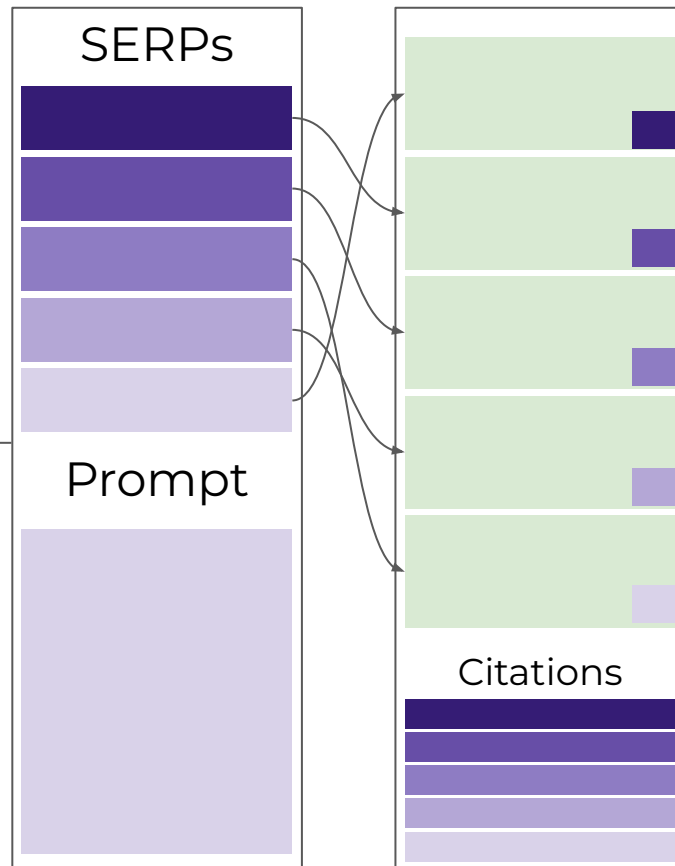
DEJAN

Remember this?



Text Input

Text Output

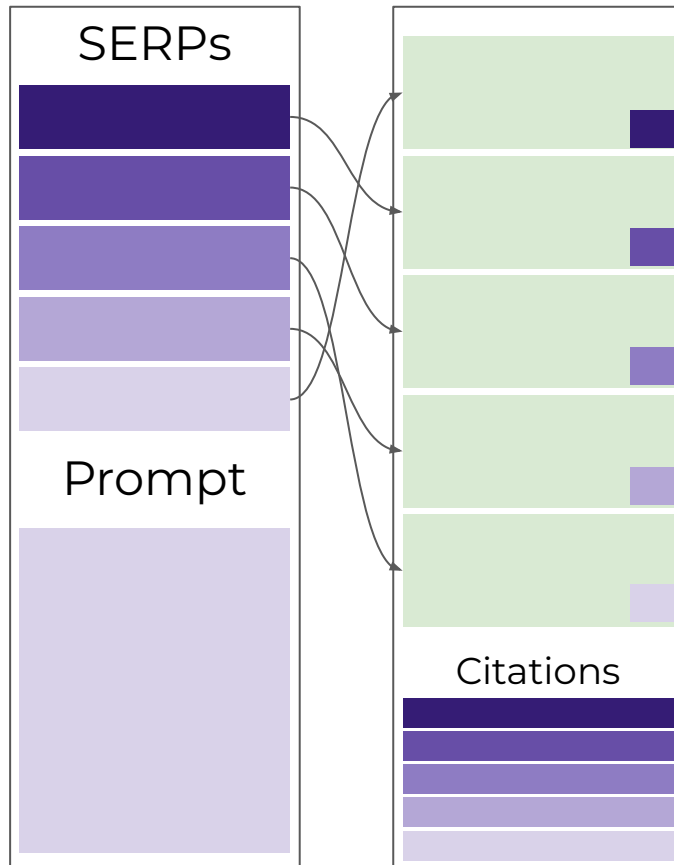


SR (Selection Rate) & **PB** (Primary Bias)

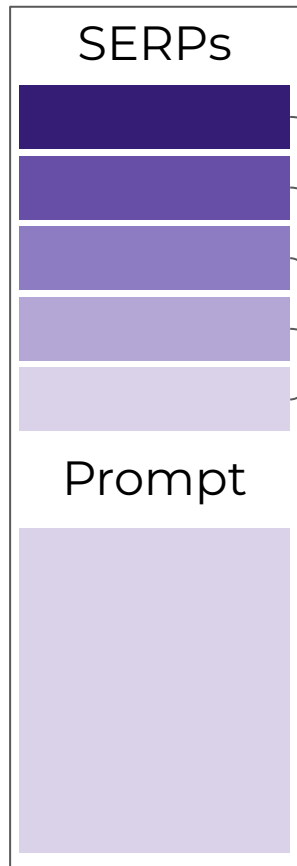
Source: dejan.ai/blog/sr/

Text Input

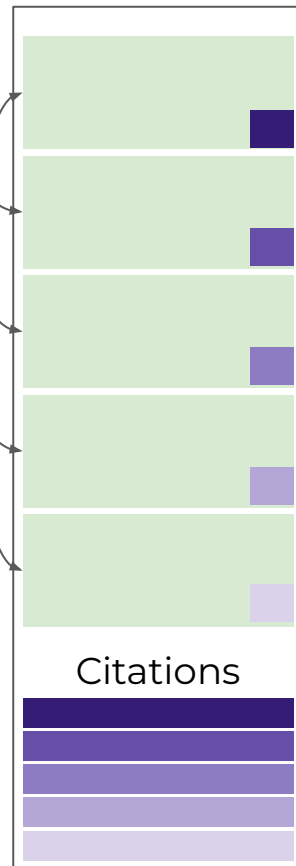
Text Output



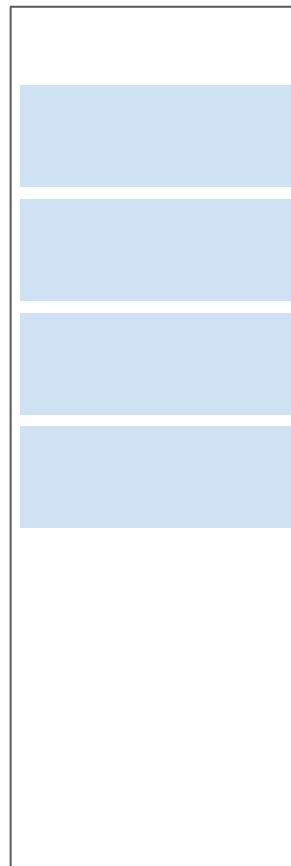
Text Input



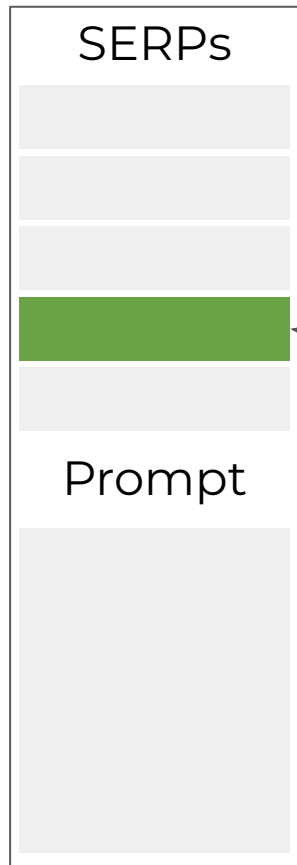
Text Output



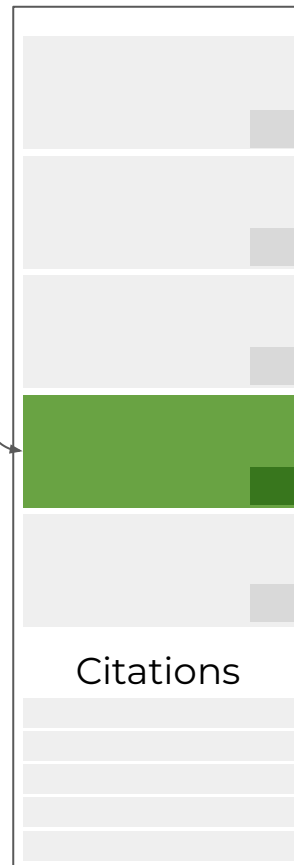
Source URL



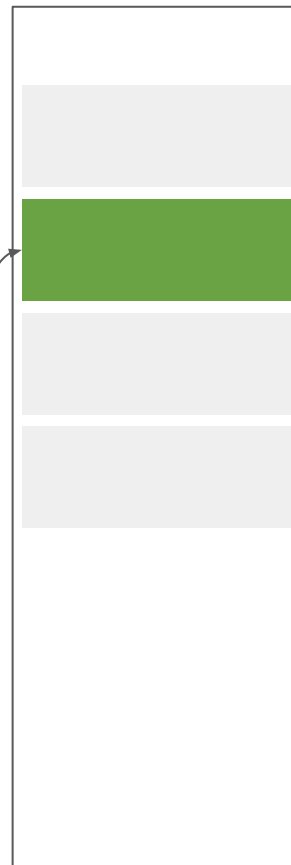
Text Input



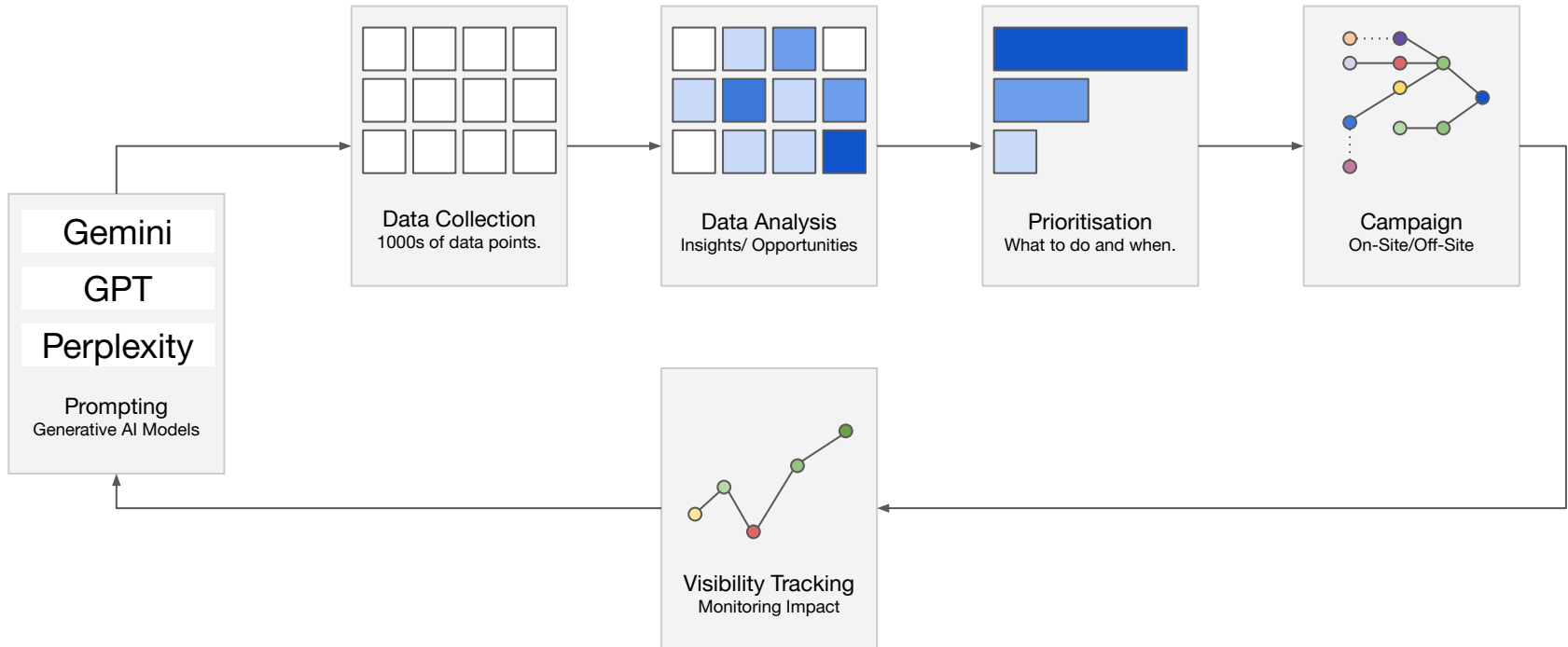
Text Output

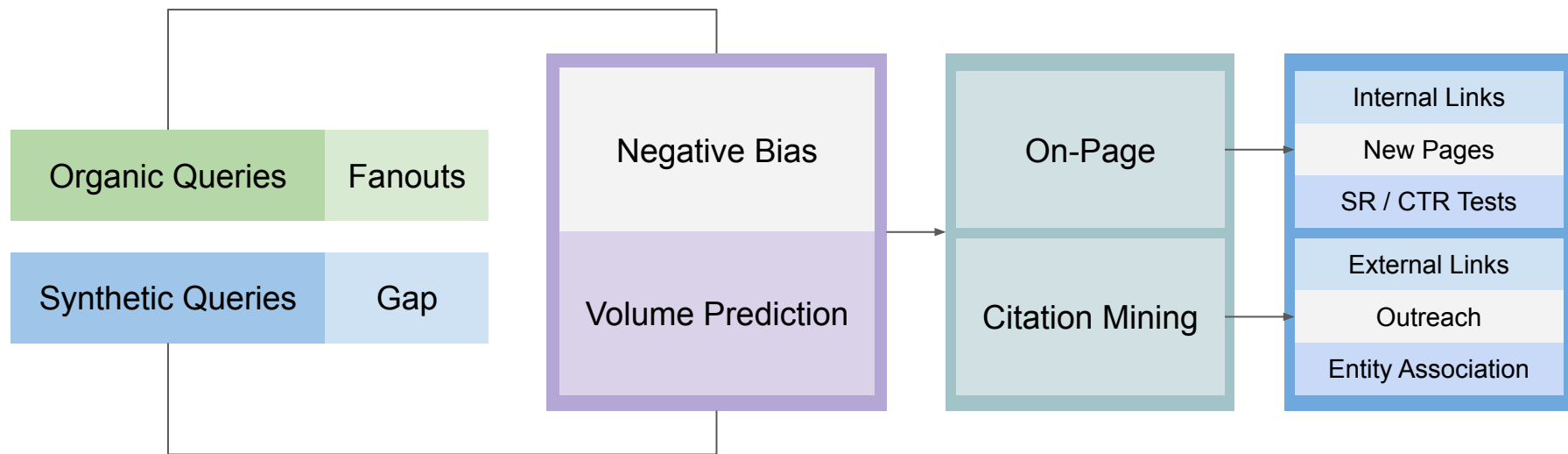


Source URL



Visibility Optimisation Cycle





Public Tools & Demos

algoroo.com Algoroo: Google algorithm tracking tool that monitors keyword fluctuations to create a SERP flux metric called “roo.”

treewalker.ai Tree Walker: AI brand perception analysis tool showing high and low entropy points in model completion.

dejan.ai/brand-relevance Find out how relevant your website is for any query in Google's new search systems including the Gemini App and the new Google Assistant.

airank.dejan.ai AI Rank: A comprehensive AI visibility tracking framework for brands.

linkbert.com LinkBERT: Link prediction model, trained on high-quality organic link data, that can predict natural link placement in plain text.

auxy.com Axy: Discover new keyword opportunities from your Google Search Console data.

cm.dejan.ai Citation Mining: Citation mining in AI Search, Google's and OpenAI's chat assistant responses.

dejan.ai/tools/gdg Query Deserves Grounding [Google]: Determines which queries will require grounding with Google search results.

grounding.dejan.ai Query Deserves Grounding [OpenAI]: Determines which queries will require search grounding with OpenAI models.

dejan.ai/tools/ai-detection AI Content Detection: Find which sentences are likely generated by AI and get the total document score.

dejan.ai/tools/fanout Query Fanout Generator (DEJAN AI Model): Enter a URL and a query to generate a diverse set of related queries.

queryfanout.ai Query Fanout Generator (Google's Internal Model): Enter a URL and a query to generate a diverse set of related queries.

dejan.ai/tools/typosquatting Typosquatting Checker: Check to see if the domain is a typosquatter, or check for typosquatters for your own domain.

dejan.ai/tools/substance Content Substance Classifier: Estimates the likelihood that content is thin or lacking in substance using a deep learning model.

flux.dejan.ai Tracks the daily volatility in LLM rankings of brands, services, products, people's names, and various other tracked entities and phrases.

dejan.ai/tools/brand-intent Google Brand and Intent Detection: Google's brand and intent detection reverse-engineered from Chrome.

penguin.dejan.ai Penguin – An advanced link analysis system that uses AI to distinguish between external links and suggests optimal anchor text placement.

chunk.dejan.ai Chunk Norris: Content chunking tool.

entities.dejan.ai Google Entity Search: Allows you to see if a person, brand, product, or service is a known entity in Google's knowledge graph.

reviews.dejan.ai Brand AI Sentiment: Google AI brand perception mining through synthetic reviews.

dejan.ai/tools/sentiment Text Sentiment: Multi-label sentiment classification model designed for automated pipelines.

dejan.ai/tools/gemini-tokenizer Gemini Token Probabilities: Shows how frequent certain words were in Gemini's tokenizer training data.

dejanmarketing.com/authority Harmonic Centrality (HC) and PageRank (PR) showing influence and importance of web pages within a network.

This is now a part of SEO.

~~LMNO, EIEIO, JIO, AEIO, LMFAO~~

Did you notice what other word I didn't say much?

AI

DEJAN

DEJAN



dejan.ai/spotlight

Models & Tools

Machine Learning Models & Systems

Facebook Prophet
Logistic Regression

Forecasting and traffic anomaly detection.
Classification label threshold detection.

mixedbread-ai/mxbai-embed-large-v1
FAISS

MRL+Binary embedding model.
Facebook's ultra-fast vector search algo.

dejanseo/query-fanout

Generative. Query reformulation.

dejanseo/LinkBERT

Token classifier. Prediction of natural links.

dejanseo/universal-query-classifier-large

Text classifier. Arbitrary multi-label intent.

dejanseo/ai-detection

Text classifier. Generative vs human.

dejanseo/substance

Text classifier. Substance vs fluff.

Sentiment

Multi-label sentiment classification model developed by Dejan Marketing. The model is designed to be deployed in an automated pipeline capable of classifying text sentiment for thousands (or even millions) of text chunks or as a part of a scraping pipeline.

- <https://huggingface.co/dejanseo/sentiment>
- <https://huggingface.co/dejanseo/good-vibes>

Classification Labels

- 0: "very positive",
- 1: "positive",
- 2: "somewhat positive",
- 3: "neutral",
- 4: "somewhat negative",
- 5: "negative",
- 6: "very negative"

Sources of Training Data

Synthetic. Llama3.

Try the model:

DEMO

LinkBERT

LinkBERT is a fine-tuned version of Google's BERT model, designed to predict natural link placement within web content. This binary classification model excels in identifying distinct token ranges that web authors are likely to choose as anchor text for links. By analysing never-before-seen texts, LinkBERT can predict areas within the content where links might naturally occur, effectively simulating web author behaviour in link creation.

- <https://huggingface.co/dejanseo/LinkBERT>
- <https://huggingface.co/dejanseo/LinkBERT-mini>
- <https://huggingface.co/dejanseo/LinkBERT-XL>

LinkBERT is positioned as a powerful tool for content creators, SEO specialists, and webmasters, offering unparalleled support in optimizing web content for both user engagement and search engine recognition. Its predictive capabilities not only streamline the content creation process but also offer insights into the natural integration of links, enhancing the overall quality and relevance of web content.

Spam and Inorganic SEO Detection: Helps identify unnatural link patterns, contributing to the detection of spam and inorganic SEO tactics.

Anchor Text Suggestion: Acts as a mechanism during internal link optimization, suggesting potential anchor texts to web authors.

Evaluation of Existing Links: Assesses the naturalness of link placements within existing content, aiding in the refinement of web pages.

Link Placement Guide: Offers guidance to link builders by suggesting optimal placement for links within content.

Anchor Text Idea Generator: Provides creative anchor text suggestions to enrich content and improve SEO strategies.

DEMO

Classic Query Intent Classifier

Multi-label search query classification model developed by Dejan AI. The model is designed to be deployed in an automated pipeline capable of classifying search query intent for large volumes of search queries from common data sources such as ad campaigns and organic search tools and platforms.

- <https://huggingface.co/dejanseo/Intent-XS>
- <https://huggingface.co/dejanseo/Intent-XL>

Classification Labels

LABEL_0: 'Commercial'
LABEL_1: 'Non-Commercial'
LABEL_2: # Unused
LABEL_3: # Unused
LABEL_4: 'Informational'
LABEL_5: 'Navigational'
LABEL_6: 'Transactional'
LABEL_7: 'Commercial Investigation'
LABEL_8: 'Local'
LABEL_9: 'Entertainment'

Base Models:

- [albert/albert-xxlarge-v2](#)
- [albert/albert-base-v2](#)

Universal Search Query Classifier

Generalist, Open-Set Classification for Any Label Taxonomy

Multi-label text classification for search queries with arbitrary label support. The Universal Query Classifier is a specialized model for classifying search queries into multiple intent categories simultaneously. Unlike traditional single-label classifiers, this model supports threshold-based multi-label assignment and works with any custom label set.

Key Features

- Multi-label classification – Assigns multiple relevant labels per query
- Arbitrary label support – Works with any custom label set and descriptions
- Threshold-based assignment – Configurable confidence thresholds for label assignment
- Special token format – Uses [QUERY], [LABEL_NAME], and [LABEL_DESCRIPTION] tokens for structured input
- Multiple model sizes – Available in X-Small, Small, Base, and Large variants

Use Cases

- SEO intent analysis – Classify search queries by commercial intent, brand awareness, etc.
- Content strategy – Understand query intent to optimize content targeting
- Search advertising – Categorize keywords for campaign optimization
- Customer support – Route queries based on intent classification

Model Variants

- **X-Small** – Fast inference for real-time applications
- **Small** – Balanced speed and accuracy
- **Base** – Recommended for most use cases
- **Large** – Highest accuracy for complex classification tasks

Search Query Fan-Out

The model generates diverse, contextually relevant search query variations for a given URL and seed query.

By reformulating queries, it helps capture a broader range of search intents, improving organic search visibility and click-through rates.

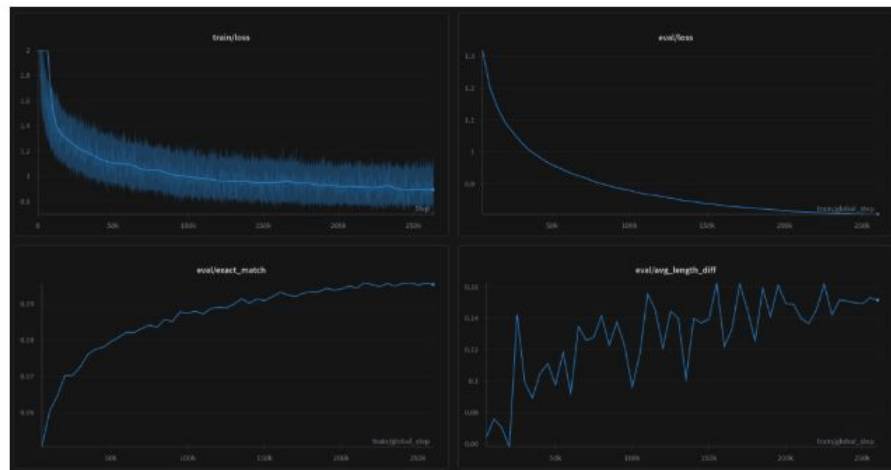
This is especially valuable for SEO, content optimization, and keyword targeting, enabling discovery of traffic-driving variations that may not surface through manual keyword research.

Inference

High Effort (Deep Analysis) – Stochastic sampling in large batches with varied seeds, high temperature/top-p diversity, duplicate suppression, and log-probability/length scoring. Produces up to 200 unique candidates, sorted by quality.

Quick Fan-Out – Beam search with diversity penalty and no sampling. Small set (default 10) of deterministic, diverse expansions generated quickly.

Search Query Fan-Out Demo



Training ran for 70 hours, 5 times over 15 million training samples.

Rigorously following [all available steps in Google's query fan-out process](#) we train a search query reformulation model with optimization and improvements geared towards SEO use. In the two step process we first create a custom architecture [Gemma 3 1B for feature extraction](#) and use it to augment our training data via interpolation between the query and the target documents using [vector embedding space traversal](#). Combining Google Search Console data (query and URL pairs) augmented with synthetic data we then fine-tune a large multilingual T5 model for query expansion.

Link Spam Algorithm

Link spam algorithm which can identify money links on any page. If our algorithm can spot your link, so can Google's, and that means that your links are either being devalued or pose a risk of penalty.

Batch Processing

Batch analysis is only available to our paying clients.

If you're interested in batch processing, please get in touch.

Public tool:

[Link Spam Algorithm Demo](#)

AI Content Detection Model

Binary classification model for detecting AI-generated vs human-written text

A fine-tuned DeBERTa-v3 model trained to distinguish between organic (human-written) and AI-generated content. Uses class-weighted training to handle imbalanced datasets and optimized for high precision in content authenticity detection.

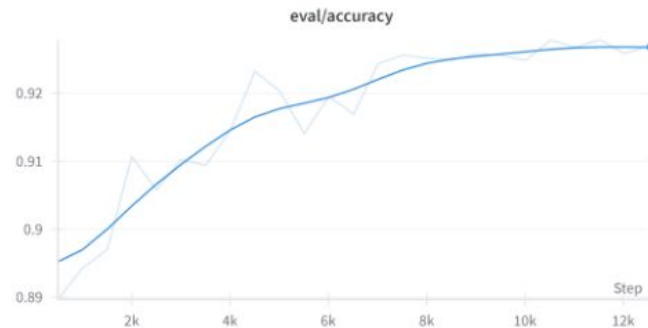
Key Features

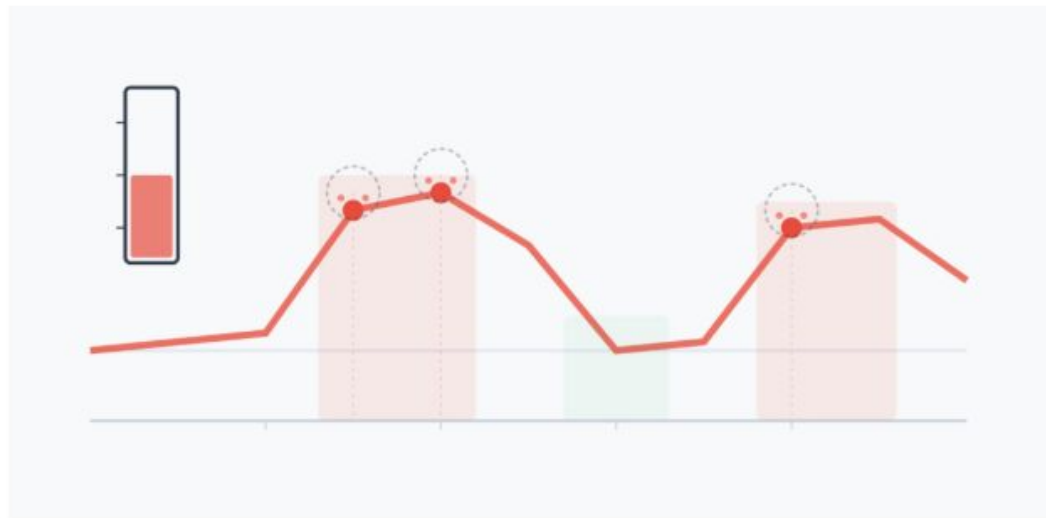
- **Binary classification** – Organic vs AI-generated content detection
- **DeBERTa-v3 architecture** – State-of-the-art transformer for text understanding
- **Class-weighted training** – Handles imbalanced datasets effectively
- **High precision** – Optimized for content authenticity verification

MODEL DEMO

Use Cases

- **Content moderation** – Detect AI-generated spam or fake content
- **Academic integrity** – Identify AI-assisted writing in submissions
- **Publishing verification** – Ensure content authenticity for publications
- **SEO quality control** – Filter AI-generated content in content strategies





Algoroo

Algoroo is a Google algorithm tracking tool developed by DEJAN. Our system monitors carefully selected keywords and looks for fluctuations. Both negative and positive movement is added up to create a single SERP flux metric we call "roo". High roo value indicates a high volatility in Google's search results. Low roo value is usually displayed on an ordinary day, unlikely to be affected by any algorithmic changes at Google.

Algoroo

DEJAN

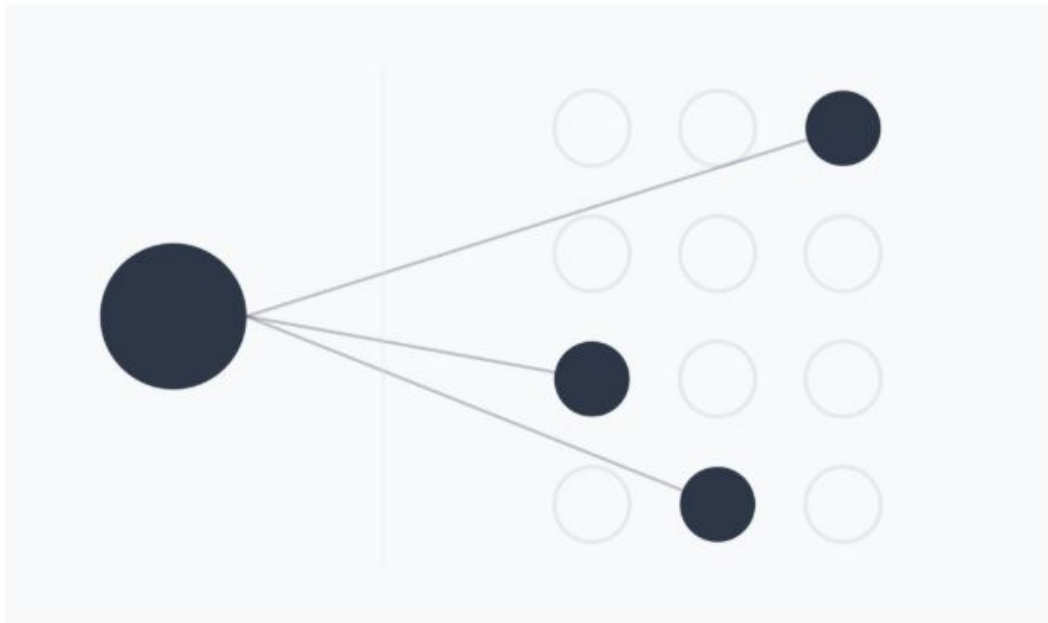


Tree Walker

AI brand perception analysis tool showing high and low entropy points in model completion.

Tree Walker

DEJAN



Brand Relevance

Find out how relevant your website is for any query in Google's AI search systems including AI Mode, AI Overviews, Gemini App and the new Google Assistant.

Brand Relevance

DEJAN



AI Rank

A comprehensive AI visibility tracking framework for brands.

AI Rank

DEJAN

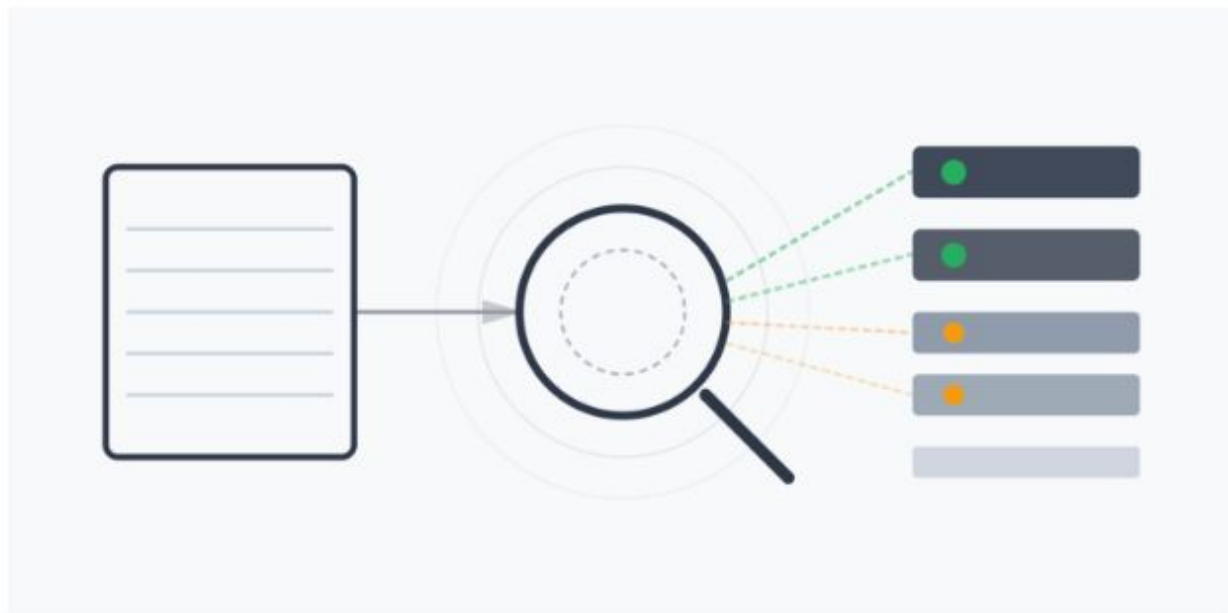


LinkBERT

This tool showcases the capability of our latest link prediction model called LinkBERT. This model is trained on the highest quality organic link data and can predict natural link placement in plain text.

LinkBERT

DEJAN

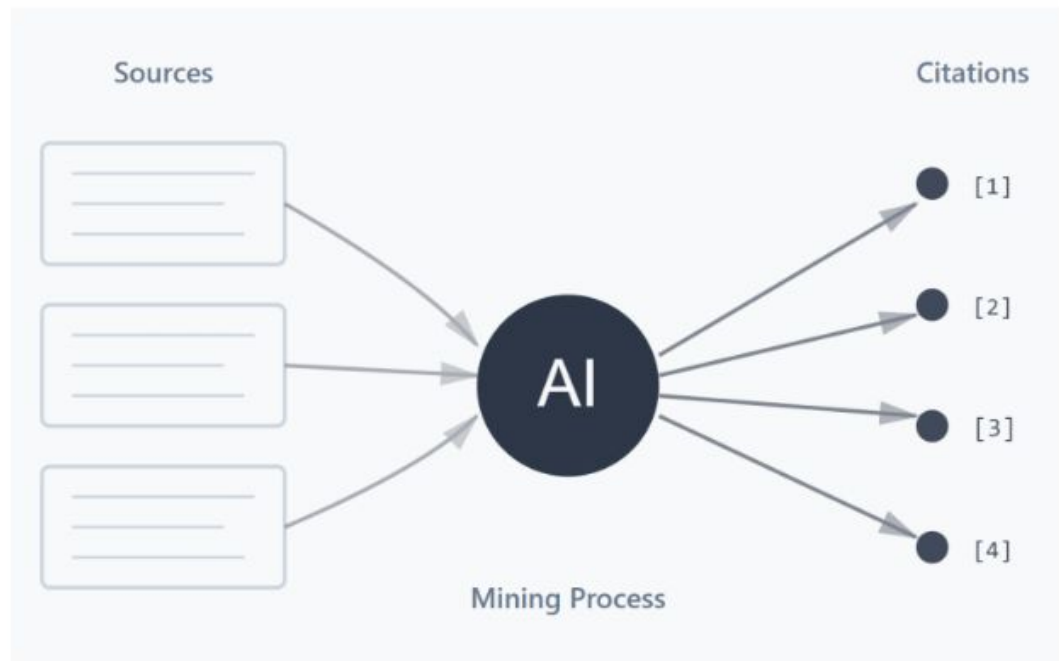


Axy

Discover new keyword opportunities from your Google Search Console data.

AUXY

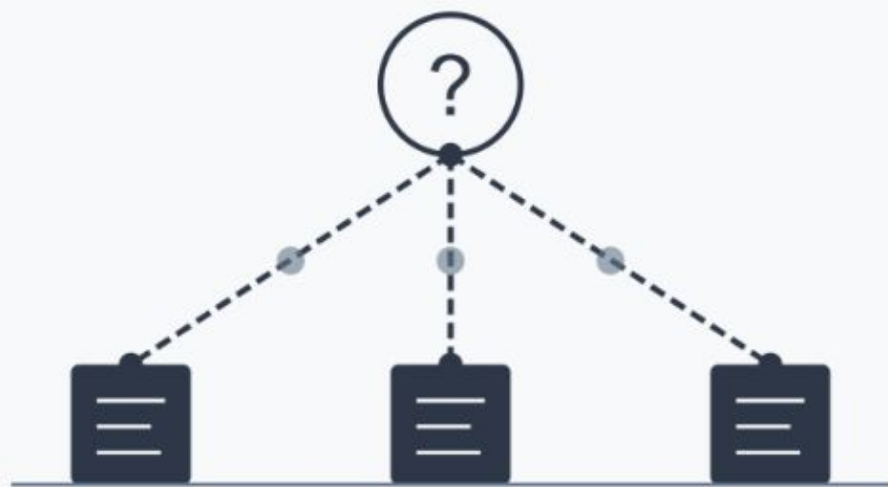
DEJAN



Citation Mining

Citation mining in AI Search, Google's and OpenAI's chat assistant responses.

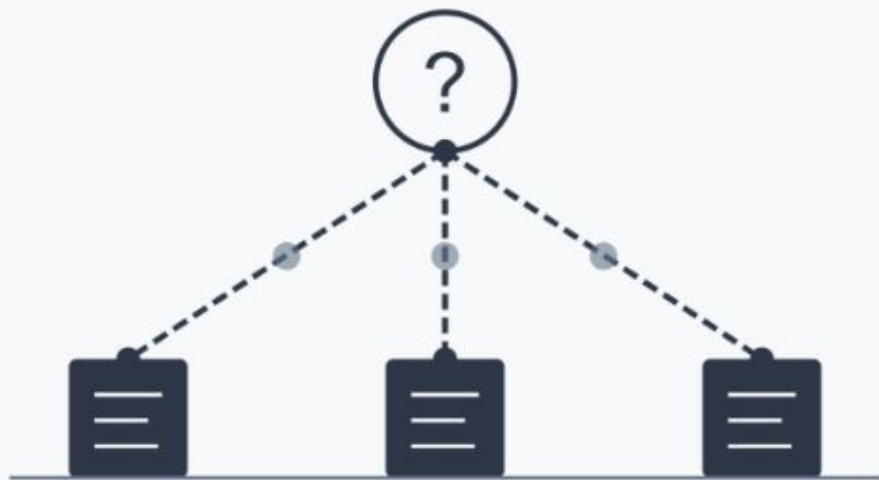
Citation Mining



Query Deserves Grounding [Google]

Determines which queries will require grounding with Google search results.

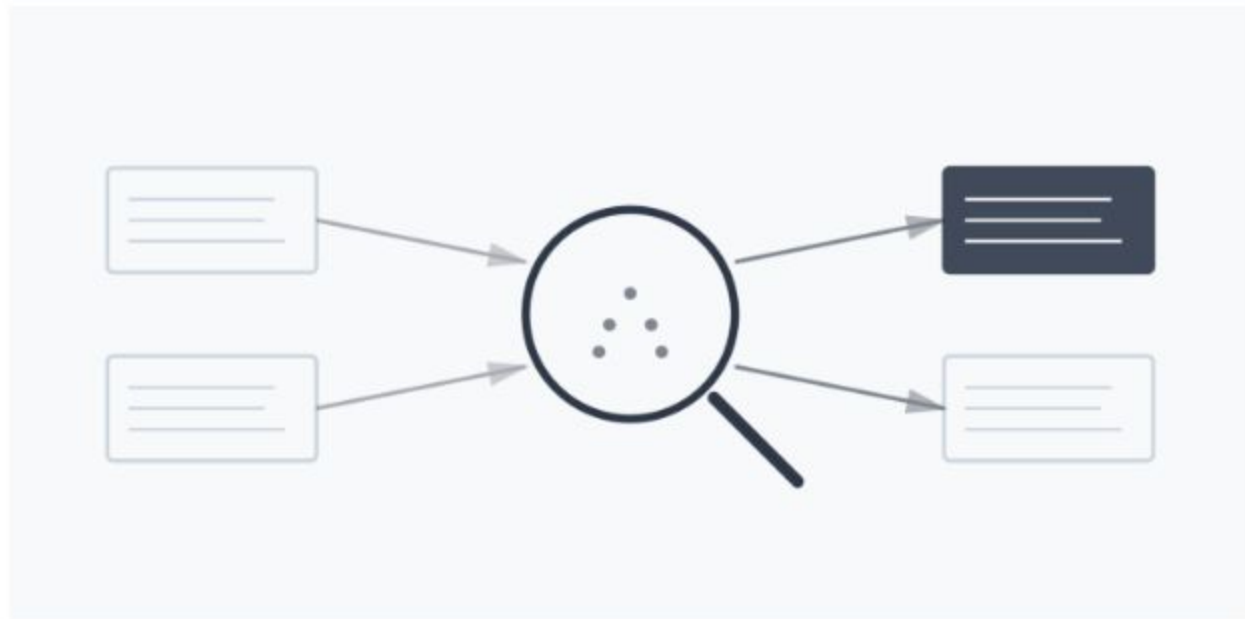
Google QDG



Query Deserves Grounding [OpenAI]

Determines which queries will require search grounding with OpenAI models.

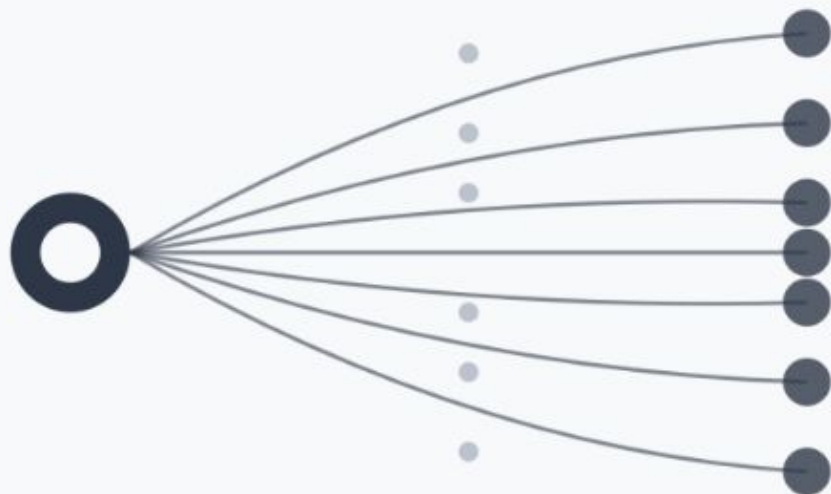
OpenAI QDG



AI Content Detection

Find which sentences are likely generated by AI and get the total document score.

AI Content Detection



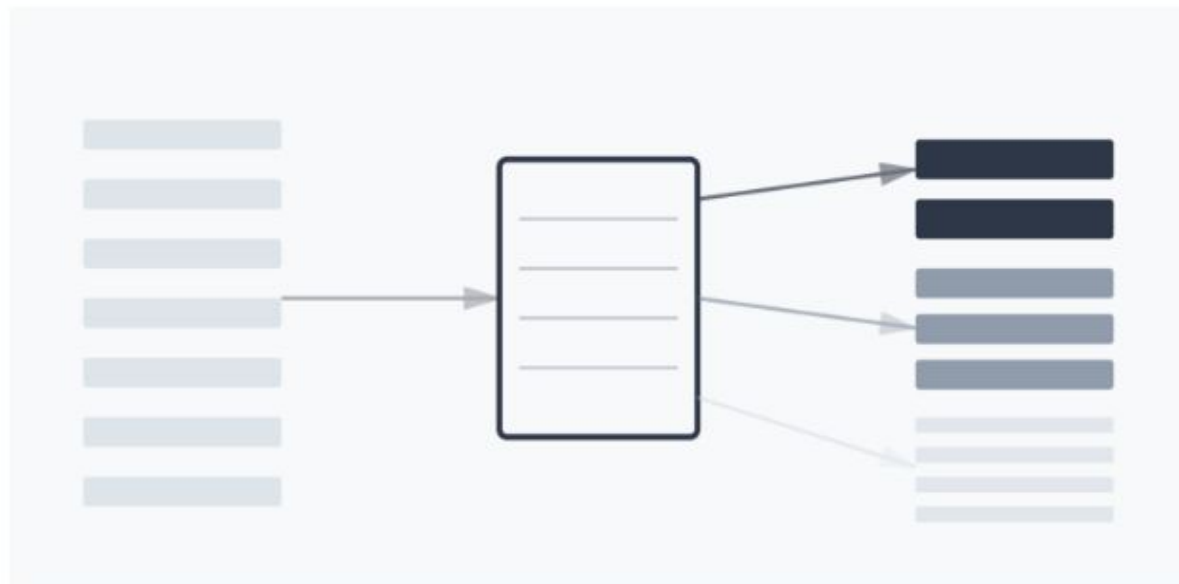
Query Fanout Generator

Enter a URL and a query to generate a diverse set of related queries.

DEJAN AI Model

Google's Internal Model

DEJAN



Content Substance Classifier

This tool estimates the likelihood that content is thin or lacking in substance, using our [deep learning model](#).

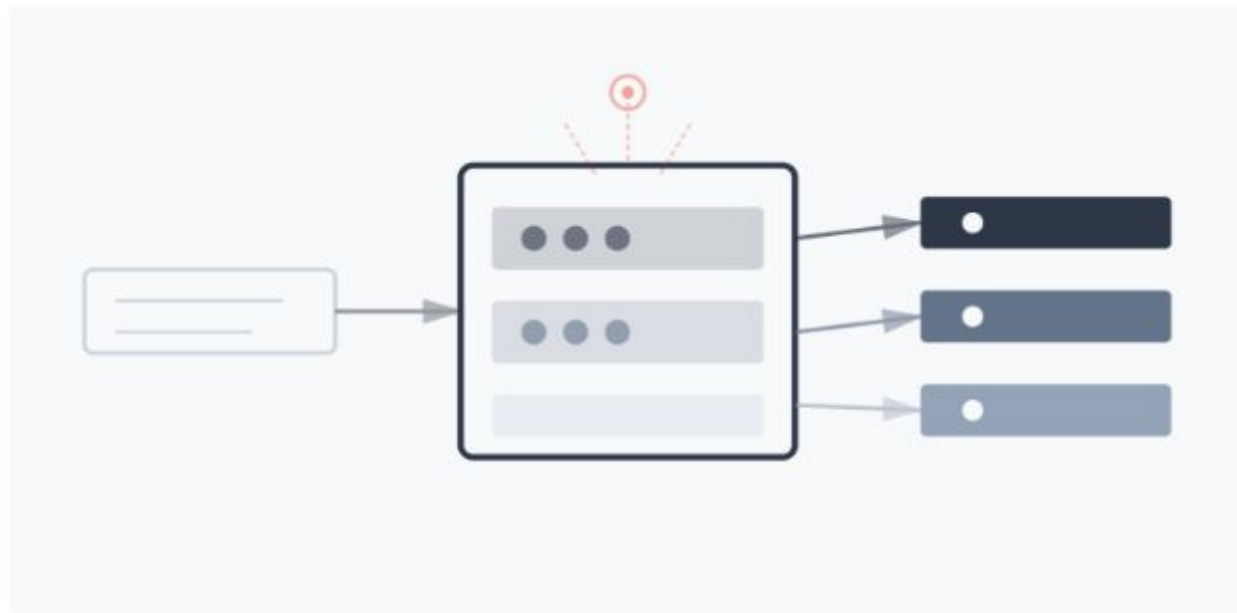
Content Substance Classifier



AI Flux

This dashboard tracks the daily volatility in AI rankings of brands, services, products, people's names and various other tracked entities and phrases in chat sessions.

AI Flux



Google Brand and Intent Detection

Google's brand and intent detection reverse engineered from Chrome.

Google Brand and Intent Detection

DEJAN

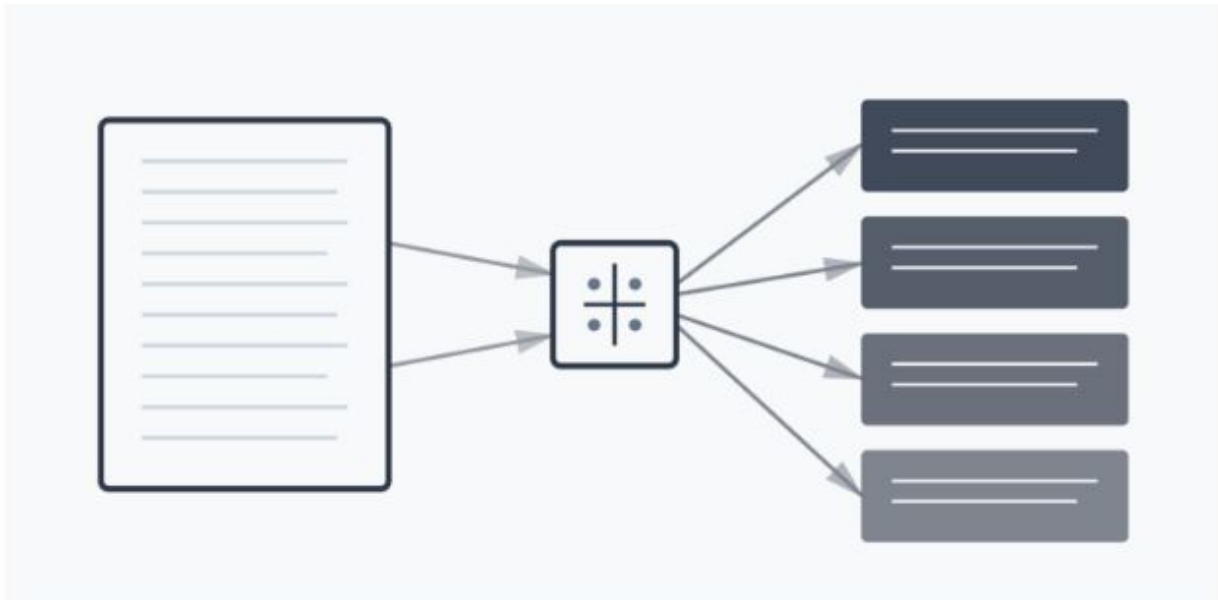


Penguin – Link Optimization Tool

The world's most advanced link optimization tool. The Penguin Algorithm Tool is an advanced link analysis system designed to help SEO professionals, content creators, and webmasters identify and optimize link patterns in web content. The tool uses AI to distinguish between different types of external links and suggests optimal anchor text placement.

Penguin

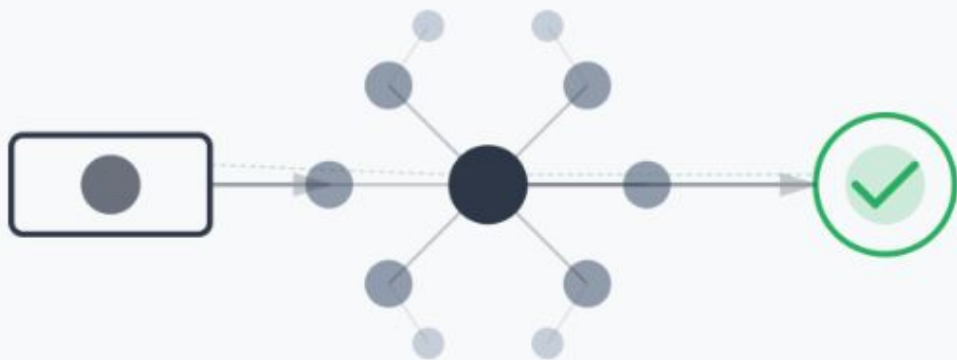
DEJAN



Chunk Norris

Content chunking tool.

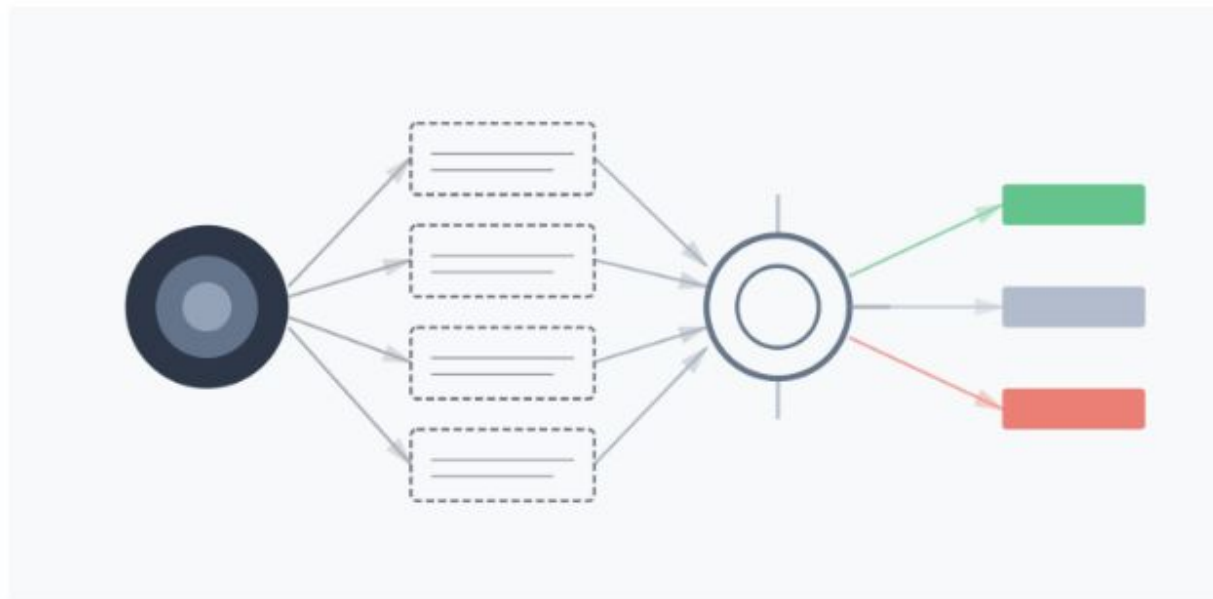
Chunk Norris



Google Entity Search

This tool allows you to see if a person, brand, product or service is a known entity in Google's knowledge graph.

Google Entity Search



Brand AI Sentiment

Google AI brand perception mining through synthetic reviews.

Brand Sentiment

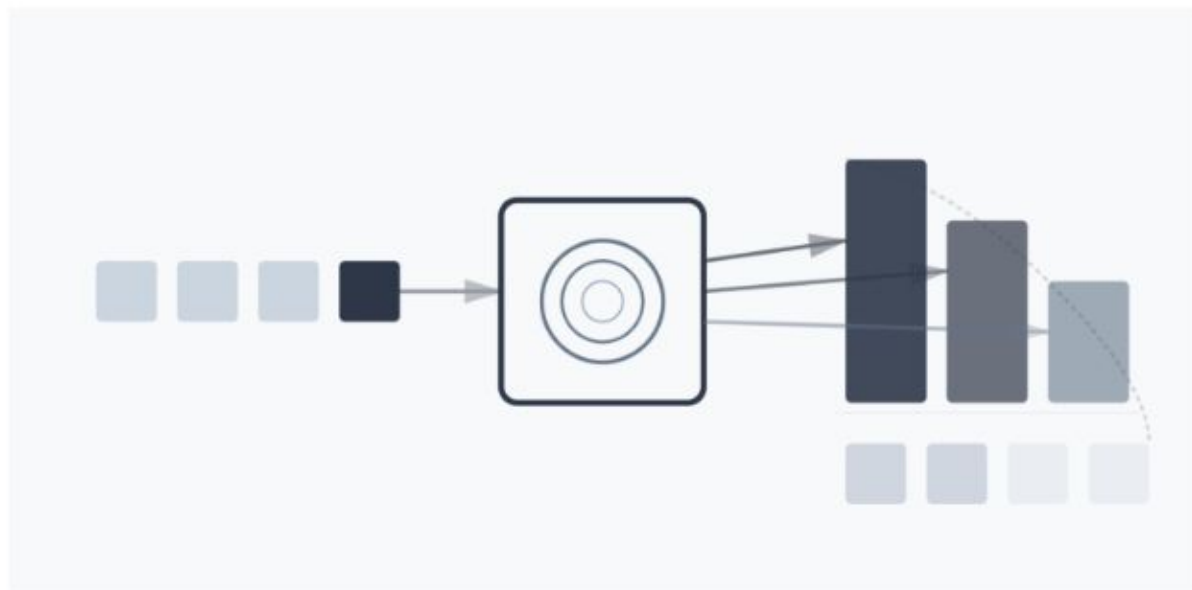
DEJAN



Text Sentiment

Multi-label sentiment classification model. Designed to be deployed in an automated pipeline capable of classifying text sentiment for thousands (or even millions) of text chunks or as a part of a scraping pipeline. This is a demo model which may occasionally misclassify some texts. In a typical commercial project, a larger model is deployed for the task, and in special cases, a domain-specific model is developed for the client.

Text Sentiment



Gemini Token Probabilities

Shows how frequent certain words were in Gemini's tokenizer training data.

Gemini Token Probabilities



dejan.ai/spotlight