

Keywords Are Dead

Long Live *Humantics*!

Humantics

*The intersection of human action
& search engine understanding*

Humantics

*The intersection of human action
& search engine understanding*

Hummingbird | RankBrain | BERT | MUM

Driven by machine learning & AI

Humantics Theme?

Hummingbird | RankBrain | BERT | MUM



Humantics

Keywords Are Dead! Long Live User Intent!

Your brand's online presence needs to align around targeted customer intent, not keywords-focused optimization. Focus on tactics that will play to Google's more complex side: mapping queries to actions, intent research, and informed content creation.



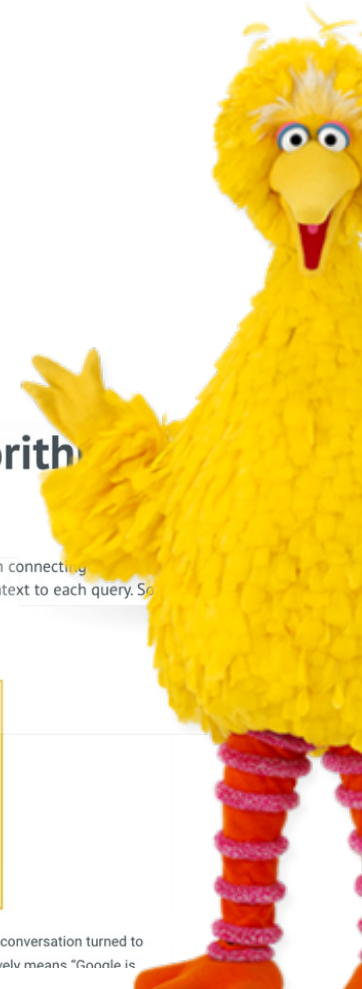
Why Google's Hummingbird Algorithm Isn't for the Birds

Hummingbird gives Google a better understanding of query meaning by recognizing and then connecting words and attributes contained within search queries to existing knowledge data, then applying context to each query. So what are SEO folks to do?

Author
Grant Simmons
Date published
November 13, 2013
Categories
SEO



I was moderating a roundtable session at [SES Chicago](#) last week when the conversation turned to Hummingbird and how – according to the young lady I spoke to – it effectively means "Google is



Humantics

*This is serious sh*t, not child's play*

As Google attempts to understand user queries better,
SEO tool-makers are leveraging AI to 'beat' Google's
algorithms through reverse-engineering SERP

Humantics

*This is serious sh*t, not child's play*

AI vs AI



RISE OF THE MACHINES

2021: Importance of Humantics



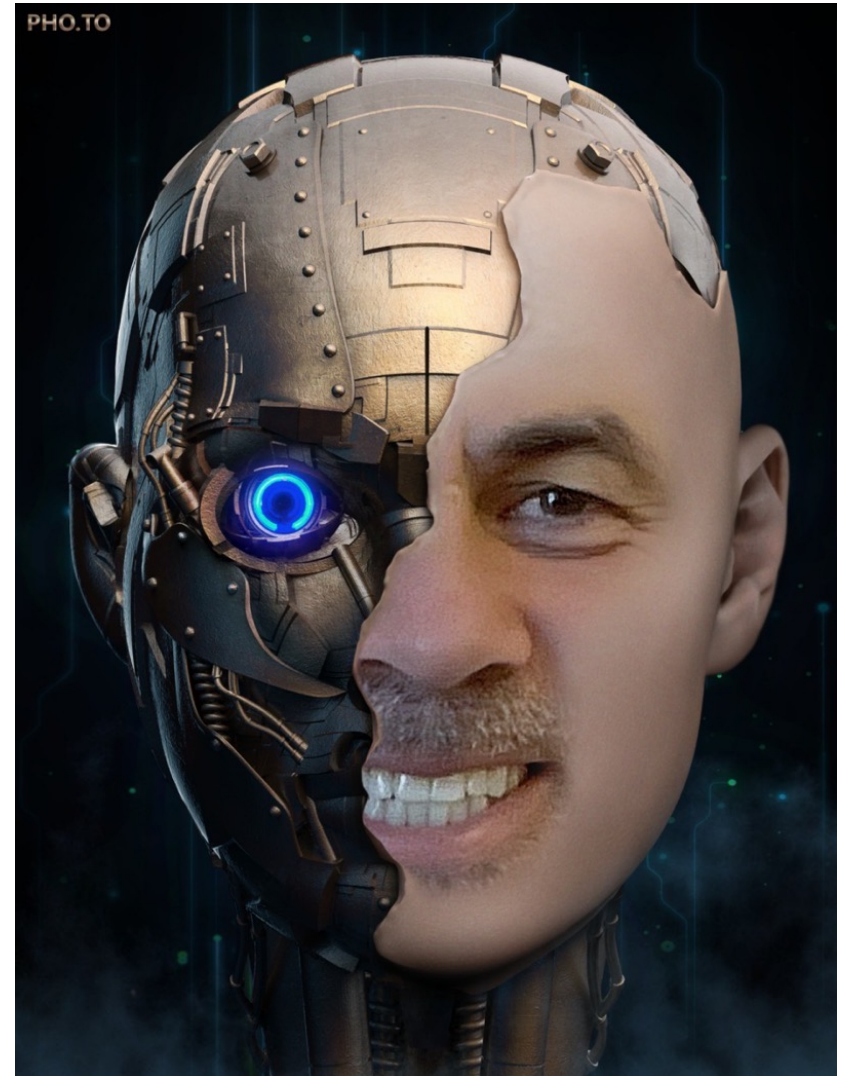
Oh, and yes... I'm from London

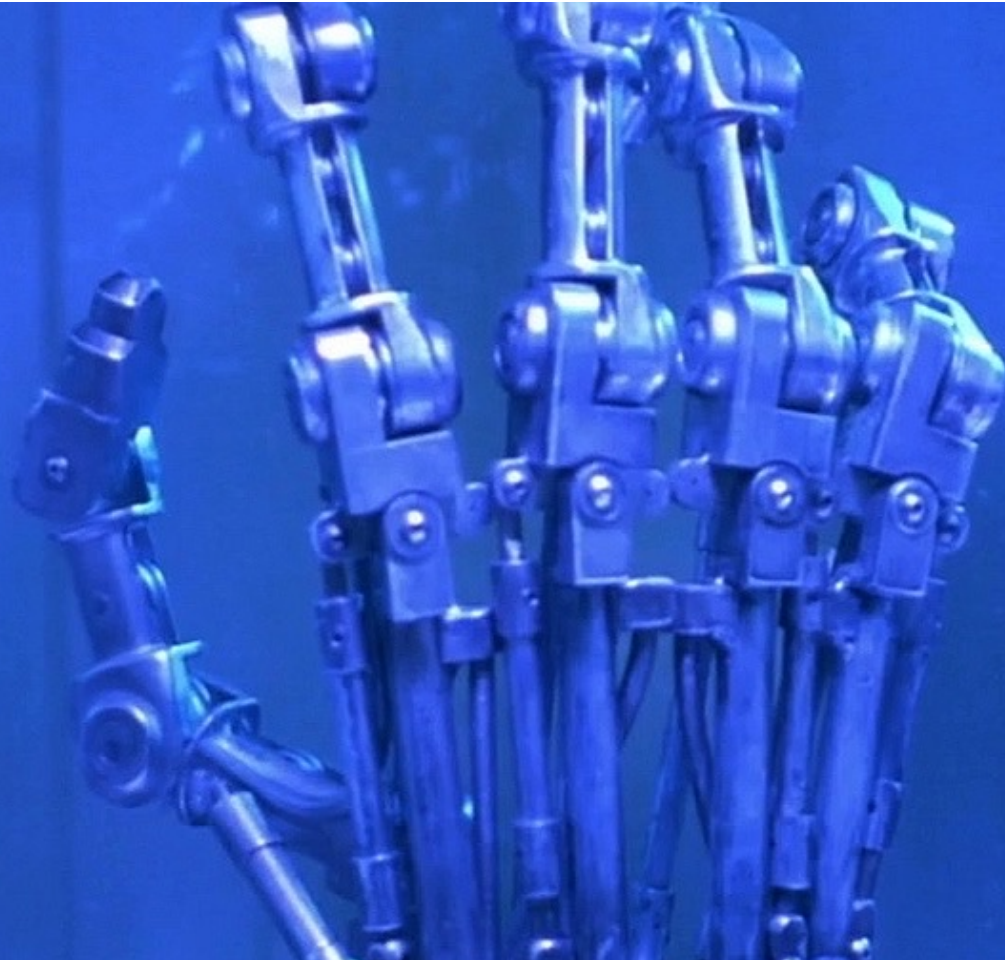
Grant Simmons

VP, Performance Marketing



Now part of the CoStar Group of Companies





Let's Start at the Beginning



TL:DR

AI Writing Tools



TL:DR

AI Writing Tools

Suck (mostly)

Jarvis

← Arnold Schwarzenegger, Muscle Man, Actor, Governor ...



✓ 310 words

Title

Arnold Schwarzenegger, Muscle Man, Actor, Governor & Humanitarian

67/150

Content description

Arnold Schwarzenegger's life as an actor, early days as a bodybuilder, time as the governor of California, and charity work

123/600

Keywords (optional) ⓘ

Arnold Schwarzenegger ×
bodybuilder × Governor ×

3/3

Output length

S M L

In the 1984 film, Arnold Schwarzenegger plays a machine from the future who is sent back in time to kill Sarah Connor before she can give birth to her son. In an effort to protect his mother, John Connor sends a message into the future for help and Kyle Reese volunteers as a protector. This movie has received mixed reviews but holds an 8/10 on IMDb and 8.8/10 on Rotten Tomatoes with over 280k ratings!

I enjoyed this movie because it is one that makes you think. It's an action-packed thriller with a great cast of actors and actresses. I would recommend watching the Terminator movies to anyone who loves suspenseful, high-intensity science fiction!

In this movie, Schwarzenegger plays a cyborg (half-man half-machine) who is sent back in time to assassinate the mother of John Connor before she can give birth to his son. When he arrives in Los Angeles, California on November 20th, 1984, Kyle Reese volunteers as a protector for Sarah and thereafter follows a cat-and-mouse series of chases as Reese tries to protect both Sarah and John.

I am glad I got the opportunity to watch this movie because it is one of my favorite action movies. It has a great cast and plotline, so if you're looking for an



Jarvis – Auto Author

- Movie Review of The Terminator
- 85% machine generated
- 15% edited / added
- Still not great

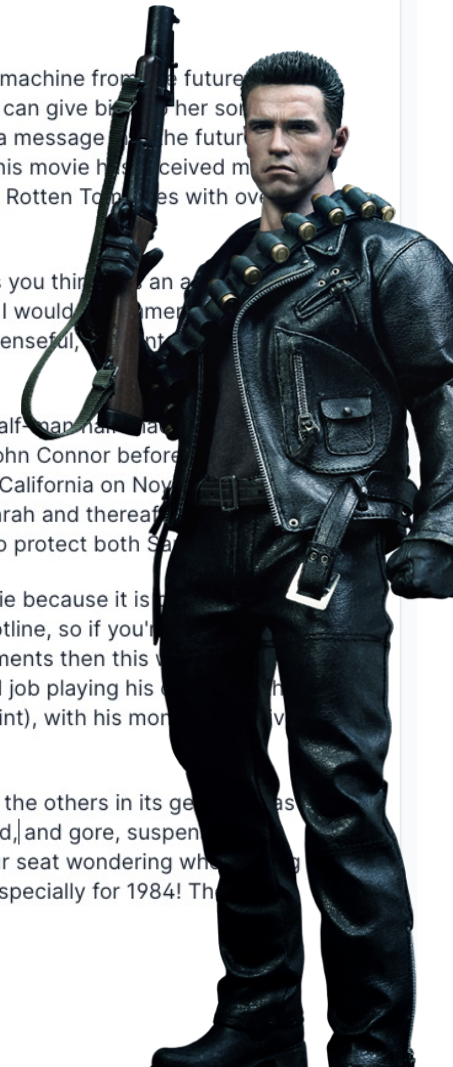
In the 1984 film, Arnold Schwarzenegger plays a machine from the future sent back in time to kill Sarah Connor before she can give birth to her son. In an effort to protect his mother, John Connor sends a message to the future for help and Kyle Reese volunteers as a protector. This movie has received many reviews but holds an 8/10 on IMDb and 8.8/10 on Rotten Tomatoes with over 280k ratings!

I enjoyed this movie because it is one that makes you think it is an action thriller with a great cast of actors and actresses. I would recommend the Terminator movies to anyone who loves suspenseful, action-packed fiction!

In this movie, Schwarzenegger plays a cyborg (half-man, half-machine) sent back in time to assassinate the mother of John Connor before he is born to his son. When he arrives in Los Angeles, California on November 1, 1984, Kyle Reese volunteers as a protector for Sarah and thereafter a cat-and-mouse series of chases as Reese tries to protect both Sarah and John.

I am glad I got the opportunity to watch this movie because it is one of my favorite action movies. It has a great cast and plotline, so if you're looking for an intense sci-fi film with some heart-pounding moments then this is definitely perfect! Arnold Schwarzenegger did such a good job playing his character that you almost feel like he is a robot (which is the point), with his monotone voice and subtle humor.

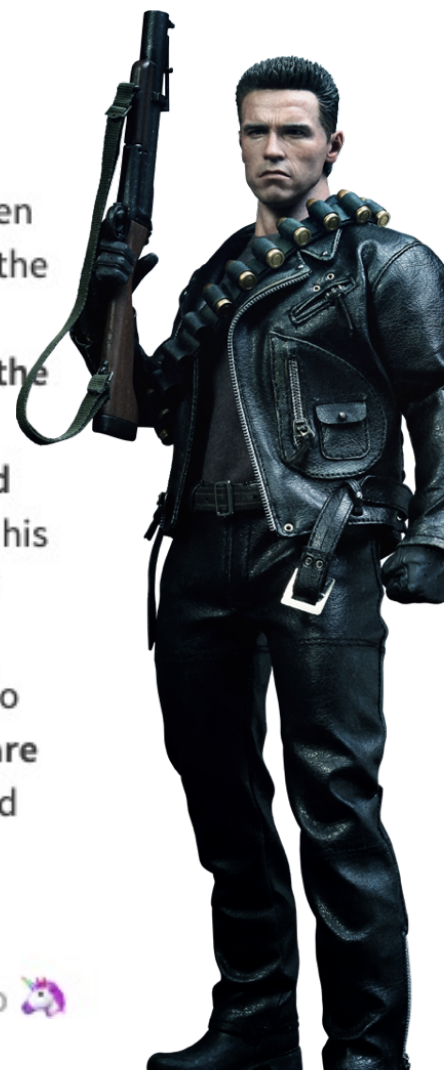
The action is what really sets this film apart from the others in its genre. It has everything you would want: violence, a little blood, and gore, suspenseful moments where you're sitting on the edge of your seat wondering who will live or die next. The special effects are great ... especially for 1984! The movie aged well.



Transformer – Auto Complete

The amazing thing about the Terminator movie franchise is that the stories are woven so tightly into each other that it's almost like one long movie. The manner in which the attacker robot becomes the robot guardian **for the entire universe is simply staggering, and the story of the android trying to save humanity with the help of the young kid makes it all the more fascinating.** Arnold Schwarzenegger gives a stellar performance as the cyborg who fights for both humanity and to become human **and we're introduced to his sister and the child that they care for.** Although ultimately his nascent humanity sees him terminating himself as the ultimate sacrifice, we see his humanity surface in so many other ways as humor becomes **a big theme.** In **Terminator Salvation, we learn that Arnold is not a man of action, he's a robot who knows his place in the hierarchy of the future world. We also learn that the robots are not just robots, they're the best and most dangerous robots in the past present and future.**

Written by Transformer · transformer.huggingface.co 🦄



HyperWrite – Auto Complete / Author

The Terminator Movie Franchise

The first Terminator movie was released in 1984 and began a franchise that includes six other movies including Terminator Salvation, Judgement Day, Rise of the Machines, Genisys, and Dark Fate. Each of these movies has a different story, although ultimately we come to see that the robots of the future become more like humans than the humans

The first movie, Terminator, begins when Kyle Reese is sent back in time by the resistance to protect Sarah Connor and her son, John Connor. Kyle tells Sarah about the future war between humans and the machines, which is led by a self-aware computer that becomes known as Skynet. Sarah doesn't believe him, but she soon discovers that the machines have sent back a terminator robot, which is a robot that kills humans. The terminator is programmed to kill Sarah's son, John Connor, who will be the leader of the human resistance in the future war.

The terminator is a machine that can mimic human form and function. The terminator is also intelligent, and it can learn and adapt to its environment. The terminator is designed to look like a normal human, so it can go anywhere and blend in with society. The terminator can also fight. It is strong and fast, and it is very difficult to defeat. The terminator is also made of a strong, nearly indestructible metal, as it is designed to withstand bullets and other weapons.



Looks like your text is 100% original.

We found no matching text in our databases or on the Internet.

www.HyperWrite.ai



ContentBot – Auto Authoring

Article Explorer

What is your article about?
Use at least 6 words to describe it.

The Terminator movie franchise

Sections

Enter a starting sentence or bullet point for each section.


Section #1

The Terminator Plc⁺

Section #2

The Movie Character

Word Count per Section

100 words (25s per section, ± 1 min per article) 

The higher the word count, the longer the delay with generation.

Advanced options

Source Language

English ▼

Target Language

English ▼

Translation Formality

Default

Only available for DeepL translations.

 [Get started](#)

Article Editor

Press **TAB** on your keyboard or the **@** button to **autocomplete your sentence**.

You can access previously saved articles in the [articles](#) section.

The Terminator Plot

The Terminator Plot: An unstoppable machine, the cyborg called "Terminator", is sent back to the past to possess him. In this timeline, his future is bleak and he is eventually terminated by John Connor (Edward Furlong), a genetically engineered human hero.

In the Terminator movie series, the Terminator is a robot created for a secret military program. The Terminator is designed to be impervious to all weapons except for the heat, electricity, and gas that kills with a loud hissing sound. The Terminator, the first one ever created for the project, was created by Dr. Robert

The Movie Characters

The Movie Characters List

The Terminator franchise revolves around the adventures of time-traveling cyborg Terminator Adam T. sent back to 1984 to stop Skynet (in hopes of saving the human race by destroying the machine) from destroying the world. At first, he was sent to stop his own mother's assassination, and then he was told to look for his own mother so he could stop the human/robot war of the future. He would kill the bad guys and try to prevent Skynet's destruction.

1. The Terminator

The first Terminator movie of the franchise is considered a masterpiece, by everyone

What Happens at the End of the Movie


What Happens at the End of the Movie

This is an interesting question that has been the subject of several debates about the future of the Terminator franchise: What happens at the end of the movie? The movie, in the end, contains what I hope is the biggest message from the series and the one which resonates most strongly with audiences today:

Terminator movies are meant to make money and be made, and that's why they always go in the way they do. If they aren't financially motivated to make money, then they'll spend the time and money on other, less noble things, like plot and character exploration

310 words

The Terminator Plot ConceptThe Terminator movie franchise: The Terminator Plot ConceptThe Terminator movie franchise: The Terminator Plot ConceptThe Terminator movie franchise: The Terminator Plot ConceptThe Terminator movie franchise: The Terminator Plot ConceptThe Terminator movie franchise: The Terminator Plot ConceptThe Terminator movie franchise: The Terminator Plot ConceptThe Terminator movie franchise: The Terminator Plot Concept



The Terminator was, in the beginning, a series of movies that started simply enough as a way for Arnold Schwarzenegger to make a killing. A killer from "mild," if slightly off-kilter, to top, of course. It wouldn't take long, before

103 words

Self



www.ContentBot.ai



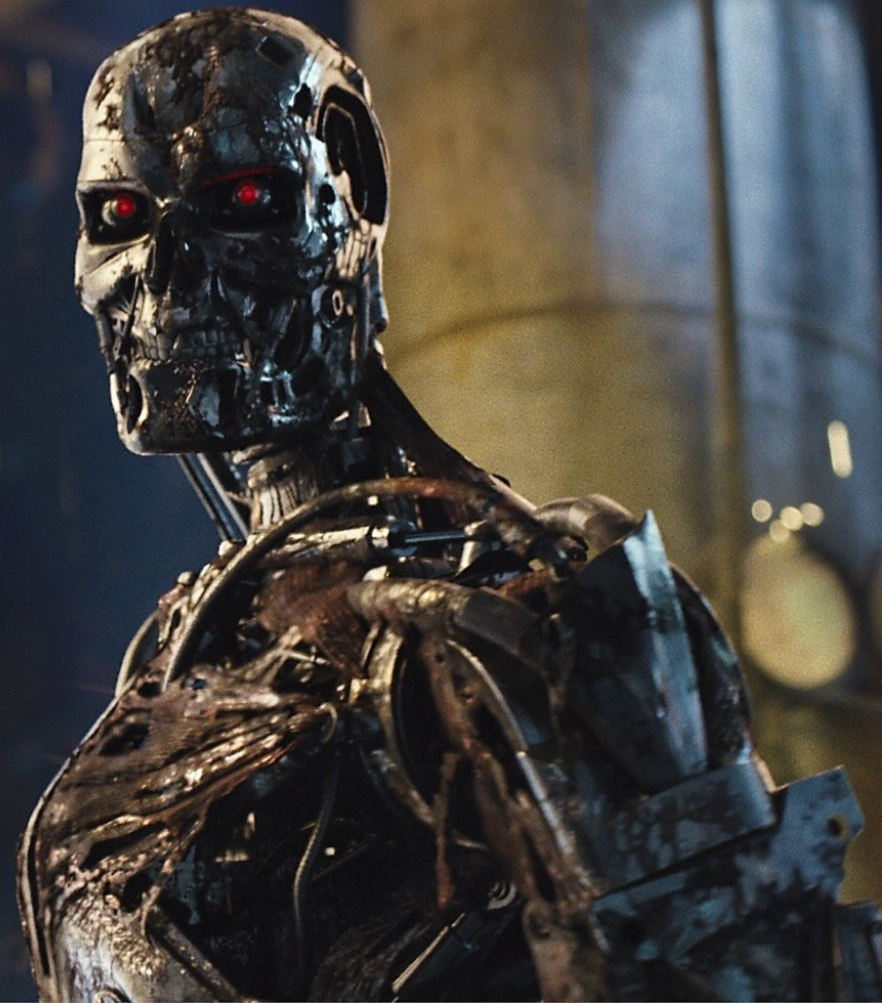
TL:DR

AI Writing Tools

Suck (mostly)

Right Now, Anyway

Truth:
Search Engines are
Smarter Than AI
Content Writing Tools
At Least Now
(with available tools)



Google

SKYNET

TAKING OVER THE WORLD ONE SERVER AT A TIME

Lets Dig In to Their Guts



(Super Simple) Google Search Primer

Search Query

- Query entered
- Understanding query

Web Content

- Content crawled
- Tokenize content
- Match understood query to tokenized content

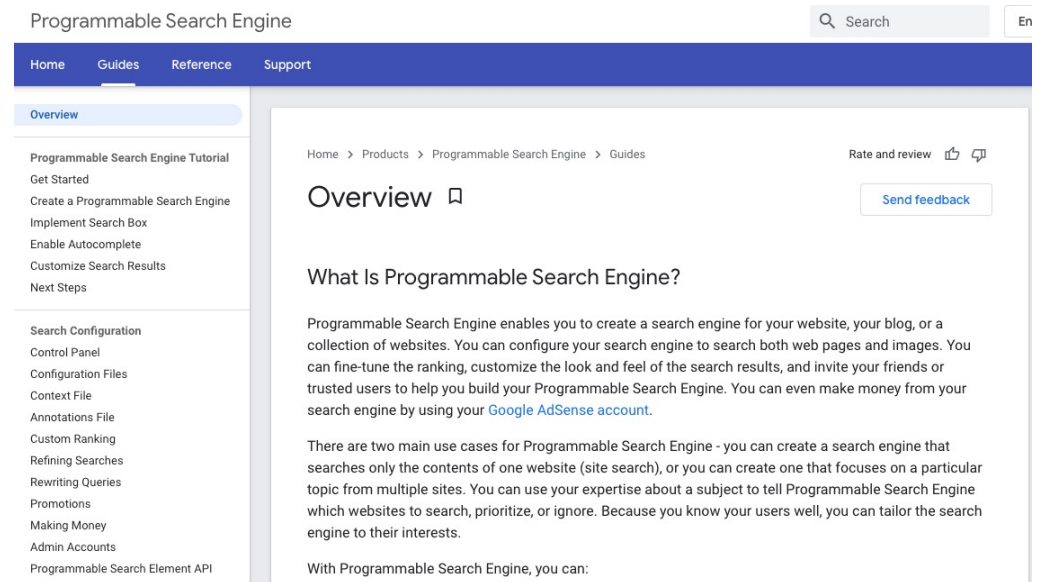
Search Engine Learnings

Look at other search engines (website based) or Google's offering, provides some fundamentals.

<https://www.algolia.com/>

<https://developers.google.com/custom-search>

(talk to Scott) 😊





Search Query Parsing

Google AI, ML & LooS

Queries | Search Engine Stuff

Query: What you type into search box
(or voice interface etc. this is only for text)

Not just 20 Questions

Queries can be quite complex

Query to Query expansion

+ similar queries (from large corpus)



Query Synonyms | Search Engine Stuff

Corpus learnings
(from the whole web)

Cyborg = Robot







Terminator = Arnold Robot Character

Google

Search: **arnold robot character**

Navigation: All Images Videos News Shopping More Settings Tools

Fictional Characters / **Arnold Schwarzenegger** / robot

					
Terminator	Skynet	Sarah Connor	John Connor	T-1000	Rev-9


[https://en.wikipedia.org/wiki/Terminator_\(character\)](https://en.wikipedia.org/wiki/Terminator_(character)) : **Terminator (character) - Wikipedia**

The Terminator, also known as a Cyberdyne Systems Model 101 or the T-800, is the name of several film characters from the Terminator franchise portrayed by **Arnold** ... In the context of the stories, the plot device of having various robots looking the same provides a certain continuity for the human characters by exploiting ...

First appearance: T... Last appearance: **Fortnite Battle Royale** (2021)
Created by: **James** ... Body doubles: **Roland Kickinger** (Salvation); B...

[Character nomenclature](#) · [Appearances](#) · [Concept and characteristics](#)

Images for arnold robot character :



Report images

[View all](#)

[https://en.wikipedia.org/wiki/Terminator_\(character\)](https://en.wikipedia.org/wiki/Terminator_(character)) : **Terminator (character concept) - Wikipedia**

In the Terminator film series, a Terminator is an autonomous cyborg, typically humanoid, ... Terminator" or "Cyberdyne Systems Model 101", portrayed by **Arnold Schwarzenegger**. ... A trait persistent throughout the series is the faint red glow of the "robotic eyes" when online, which

Query Synonyms (Regular) | Search Engine Stuff

Equivalents

Cyborg = Robot

Robot = Lost in Space (could be)

Robot = Mr. Robot (less confidence)

Higher

Lower



Query Synonyms

Plurals of Nouns

Equivalents

Cyborg = Robot, Robots

Robots \neq Cyborgs (not Cyborg)



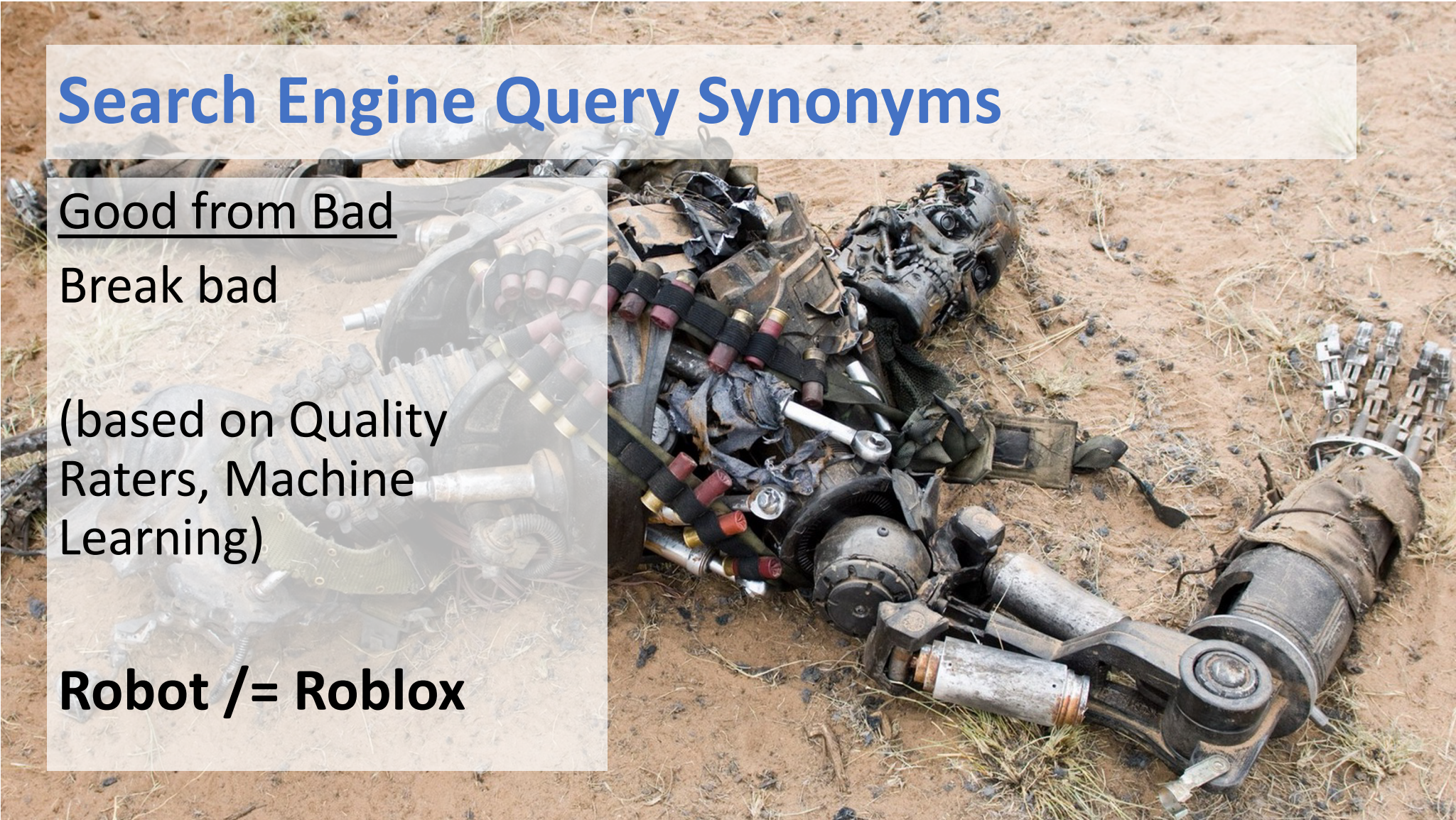
Search Engine Query Synonyms

Good from Bad

Break bad

(based on Quality
Raters, Machine
Learning)

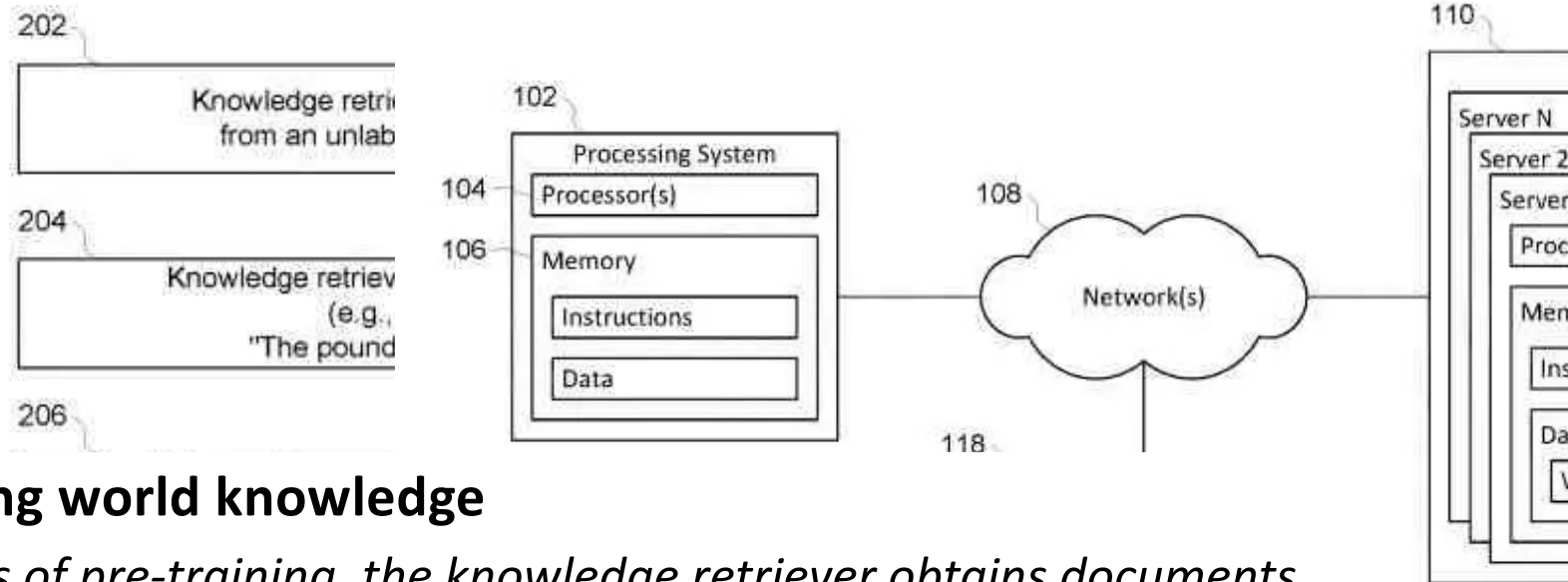
Robot /= Roblox



LooS



BERT



Pre-training using world knowledge

During the process of pre-training, the knowledge retriever obtains documents (or portions thereof) from an unlabeled pre-training corpus (e.g., one or more online encyclopedias). The knowledge retriever automatically generates a training example by sampling a passage of text from one of the retrieved documents & randomly masking one or more tokens in the sampled piece of text (e.g., “The Terminator is played by the actor [MASK]”)

Bidirectional Encoder Representations from Transformers (“BERT”)

Language Models – BERT (High Level)

Transformer
(not T-1000 transformer)

Attention scores look at all words
in a sentence to sort out
ambiguity and provide context
through relationship importance

Uses neural networks to look at
sentence words all at once



King is Context



Trying to Understand Meaning from the WWW (not easy)

MUM

1000x more
powerful

(ahem)

More Human

*Multitask Unified Model



Terminator Models – Not BERT/MUM

T-800 (prototype)

T-1 (robot tank)

T-1000 (policeman – liquid metal robot)

T-800 (Schwarzenegger)

T-850 (Schwarzenegger 2)

T-X

T-3000 (Terminator Genisys)

Rev-9

T-800 (Carl – Humanized Schwarzenegger)



CARL

CARL

**The Perfect mix of
man and machine**

Kinda

**He ultimately wins
& dies**





Still a Badass

We Get it. AI / ML is Bad. Is it All Bad?



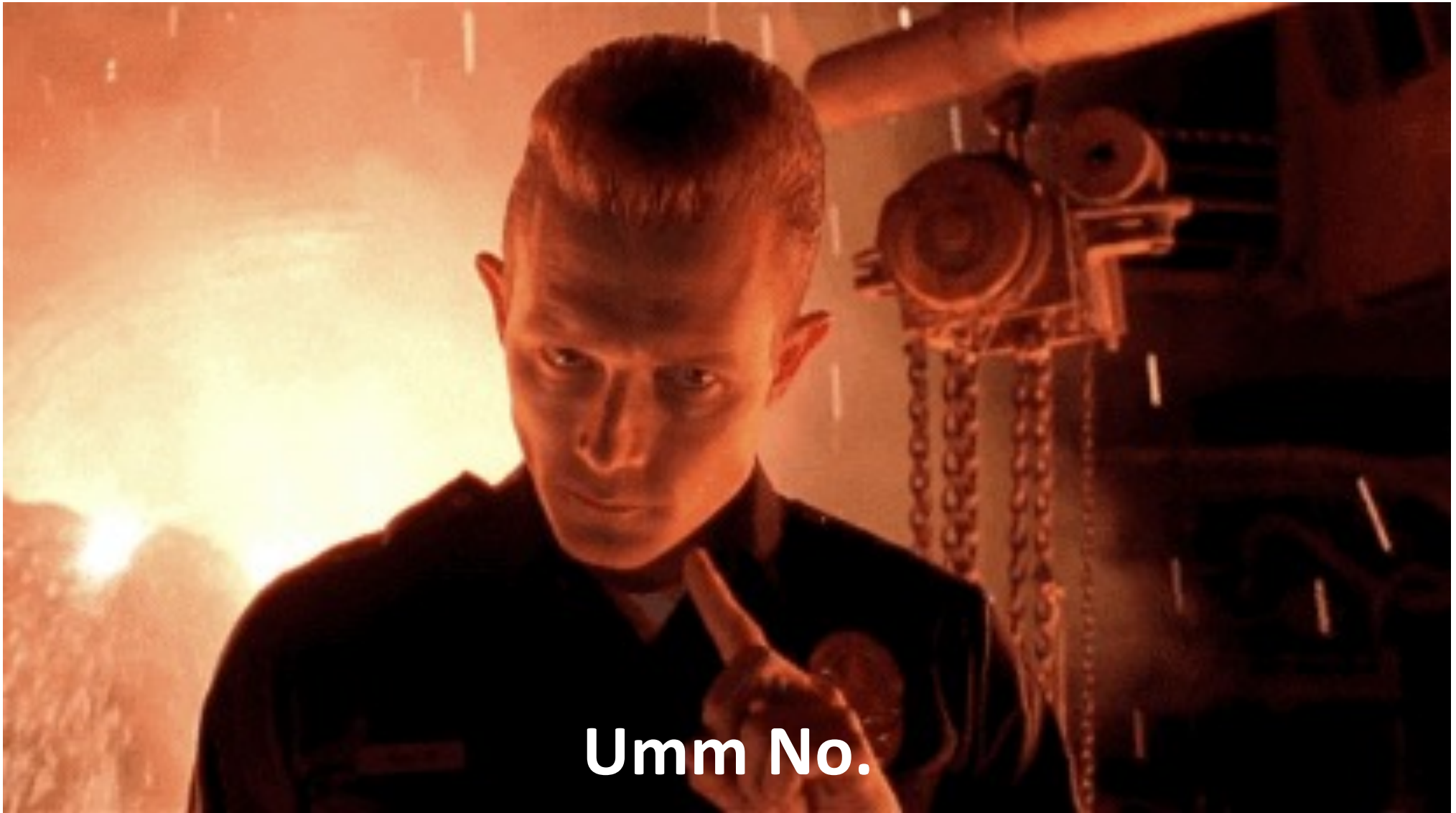
May 29, 2021 - Technology

The age of killer robots may have already begun



Bryan Walsh, author of [Future](#)







Good Stuff (for SEO)

**Search Engines
Learning from
Large Corporuses**

**All Your Base Are
Belong to Us ~ Google
(More BaD)**





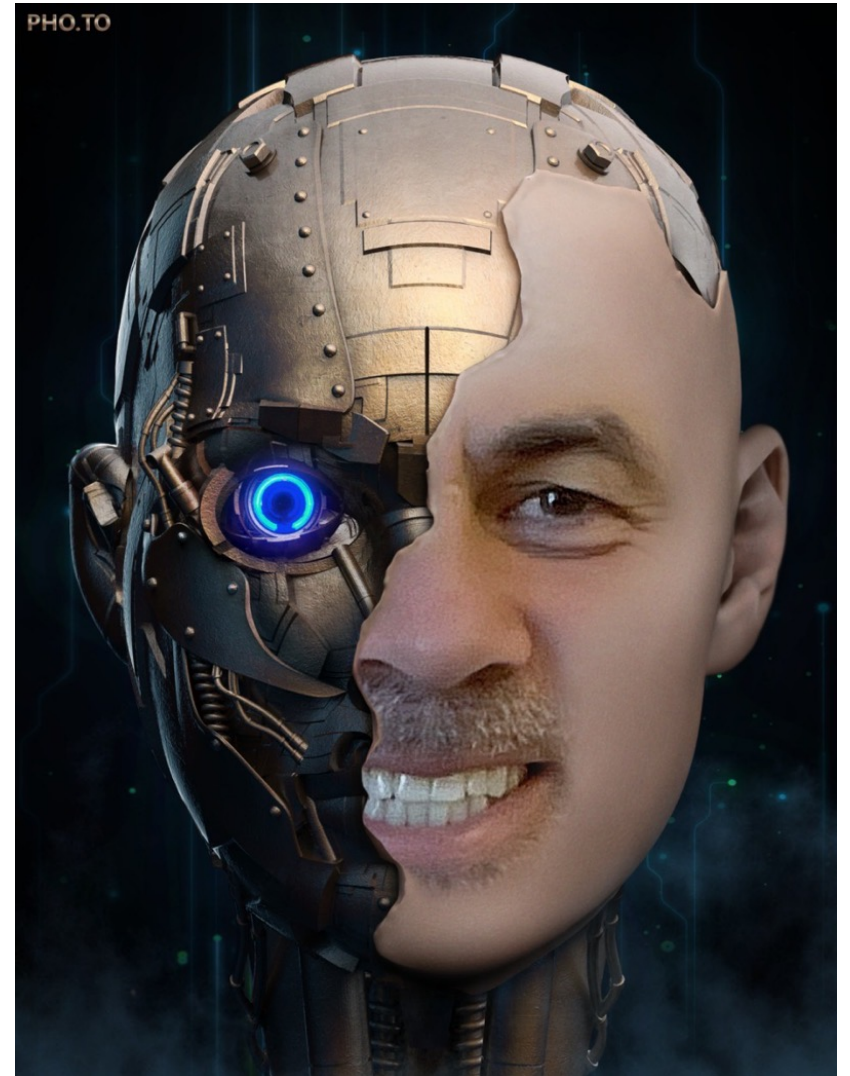
Creating Content that Search Engines 'Understand'

I'm keeping this Simple

Not because you are...

... but because I am...

:-)



How it Works

Web Content Tokenizing

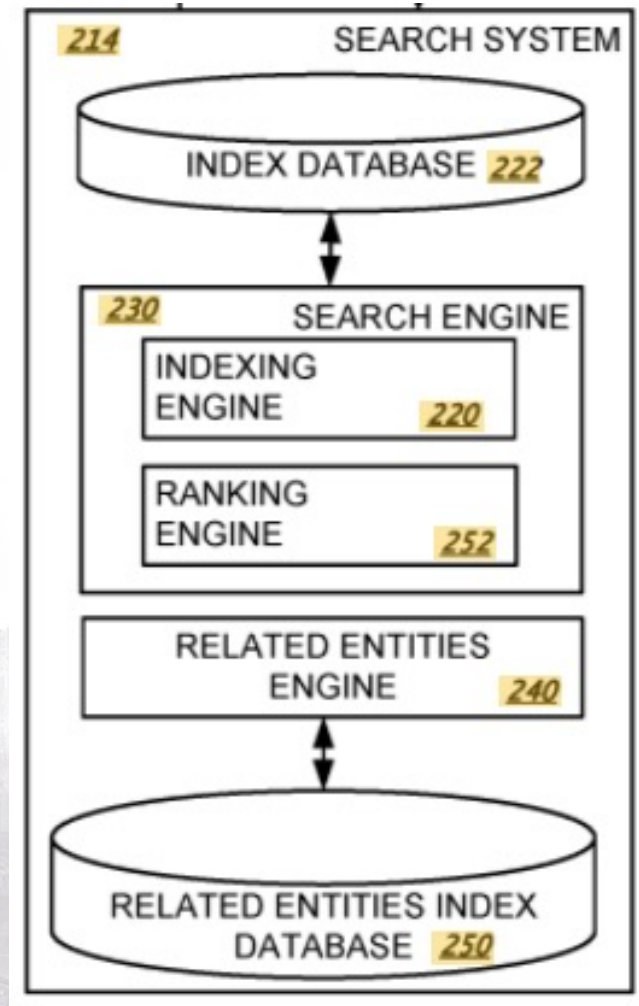
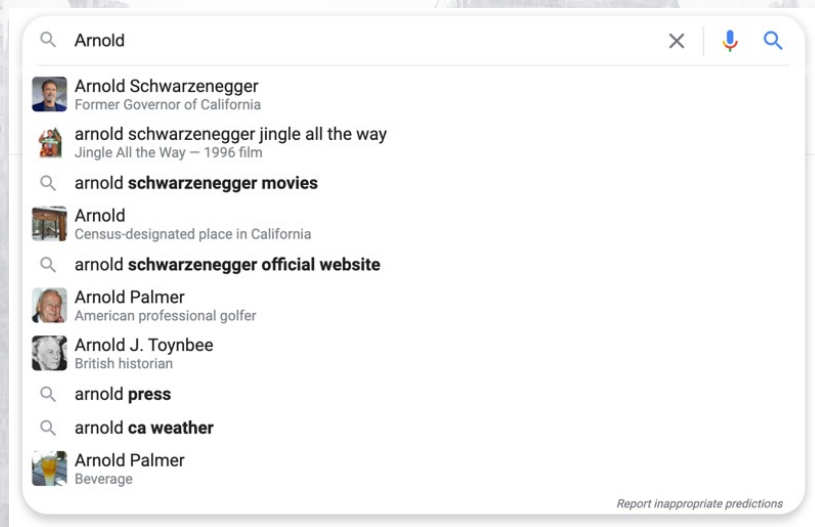
Entities → Connections & BaD



CONTEXT

Strings to Things (2012)

- Entities
- Knowledge Graph(s)
- Context Vectors



Strings to Things – Entities / Tool PoV

“Corpus Organized by Topical Entities”

“To optimize on-page and on-site SEO, we should be focusing on which underlying entities to use to help a search engine understand the underlying meaning of the content.”*

*InLinks: Entity Based SEO <https://inlinks.net/p/insight/entity-based-seo/>

Strings to Things – Entities / Google PoV

“Corpus Organized by Topical Entities”

“For most entity types, the associated metadata is a Wikipedia URL (wikipedia_url) and Knowledge Graph MID (mid).”*

* Google: Entity <https://cloud.google.com/natural-language/docs/reference/rest/v1/Entity#Type>

MID = Machine ID

Strings to Things

Wikidata to find MID (Freebase ID)

Freebase ID

/m/03c6jy

► 1 reference

* Wikidata <https://www.wikidata.org/wiki/Q1976616>

Item Discussion

Terminator (Q1976616)

fictional series of cyborgs portrayed by Arnold Schwarzenegger
T-800 | T-850

• In more languages

Language	Label	Description	Also known as
English	Terminator	fictional series of cyborgs portrayed by Arnold Schwarzenegger	T-800 T-850
Spanish	Terminator T-800	No description defined	Terminator T-800 T-101 CSM-101 T-850 T-101 T-800 T-800 T-850 CSM 101
Traditional Chinese	No label defined	No description defined	
Chinese	T-800	No description defined	

All entered languages

Statements

- Instance of
 - Terminator
 - 0 reference
 - literary chara
 - 0 reference
 - film character
 - 0 reference
- image
 - Terminator
 - Film character

Overview

Movies

Played by

Videos

Share

google.com/search?kgmid=/m/03c6jy

T-800

Google

About 5,290,000,000 results (0.66 seconds)

Images

More images

https://terminator.fandom.com/wiki/T-800

T-800 | Terminator Wiki | Fandom

Wiki Targeted (Entertainment) ... The Cyberdyne Systems Series 800 Terminator, or simply T-800, is a type of Terminator mass-produced by Skynet. The T-800 ...

Terminator 2: Judgment Day · T-800/List Terminator Wiki · T-RIP (character) · T-888

People also ask

Is T-800 a good guy?

How strong is the T-800?

What was the terminator made of?

Which Terminator is the most powerful?

https://terminator.fandom.com/wiki/T-800_(The_Te...

T-800 (The Terminator) | Terminator Wiki | Fandom

The Cyberdyne Systems Model 101 Series 800 Terminator was sent by Skynet in 2029 to Los

About

The Terminator, also known as a Cyberdyne Systems Model 101 or the T-800, is the name of several film characters from the Terminator franchise portrayed by Arnold Schwarzenegger and numerous actor stand-ins digitally overlaid with Schwarzenegger's likeness. [Wikipedia](#)

First appearance: *The Terminator* (1984)

Created by: James Cameron; Gale Anne Hurd

Last appearance: *Fortnite Battle Royale* (2021)

Played by: Arnold Schwarzenegger, Roland Kickinger, Brett Azar

Model number: 101 [wikipedia.org](#)

Weight

Lifespan

Personality

Carl death

Feedback

Movies

Strings to Things

- Using Google's KG Search API
- Find Entities and associated articles

(connections improve context)

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  "resultScore": "goog:resultScore",
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      "name": "Terminator Genisys",
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        "Movie"
      ]
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        "articleBody": "The Terminator, also known as a Cyberdyne Systems Model 101 or
```

*Knowledge Graph Search API: <https://developers.google.com/knowledge-graph/reference/rest/v1>

Other Tools (lots of them!)

Using Tools to Find Entities-ish:

- ClearScope
- Conversion.ai
- Frase.io
- Google API
- HyperWrite
- InLinks
- SurferSEO
- SEOClarity
- Transformer
- TextRazor
- WordLift



My Go To?
I Guess Google
(horse's mouth/free)





Google isn't Perfect. Doesn't Surface *Every* Entity
(other tools may surface more)

NLP

<https://cloud.google.com/natural-language/>

The Terminator

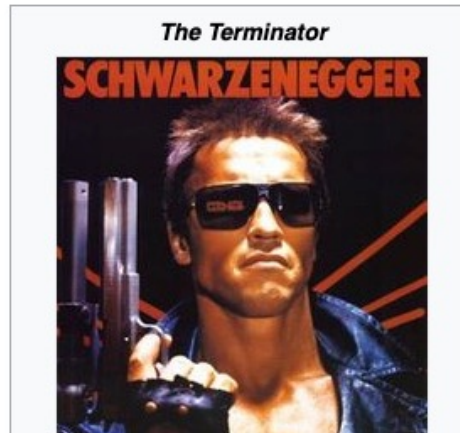


From Wikipedia, the free encyclopedia

This article is about the film. For the franchise, see [Terminator \(franchise\)](#). For the character, see [Terminator \(character\)](#). For the character concept, see [Terminator \(character concept\)](#). For other uses, see [Terminator \(disambiguation\)](#).

The Terminator is a 1984 [science fiction](#) film directed by [James Cameron](#). It stars [Arnold Schwarzenegger](#) as the [Terminator](#), a [cyborg](#) assassin sent back in time from 2029 to 1984 to kill [Sarah Connor](#) ([Linda Hamilton](#)), whose son will one day save mankind from extinction by a hostile [artificial intelligence](#) in a [post-apocalyptic](#) future. [Michael Biehn](#) plays [Kyle Reese](#), a soldier sent back in time to protect Sarah. The screenplay is credited to Cameron and producer [Gale Anne Hurd](#), while co-writer [William Wisher Jr.](#) received a credit for additional dialogue.

Cameron devised the premise of the film from a fever dream he experienced during the release of his first film, *[Piranha II: The Spawning](#)* (1982), in Rome, and developed the concept in collaboration with Wisher. He sold the rights to the project to fellow [New World Pictures](#) alumni Hurd on the condition that she



NLP - Entities

- Paste it
- Parse it

Entities	Sentiment	Syntax	Categories
<p>The <Terminator>₂ is a <1984>₈₁ <1984>₉₃ <science fiction film>₃ directed by <James Cameron>₁. It stars <Arnold Schwarzenegger>₇ as the <Terminator>₂, a <cyborg assassin>₁₁ sent back in time from <2029>₉₀ to <1984>₈₂ <1984>₉₈ to kill <Sarah Connor>₁₄ (<Linda Hamilton>₅), whose <son>₁₃ will <one>₉₇ day save <mankind>₁₂ from <extinction>₁₀ by a hostile <artificial intelligence>₂₀ in a post-apocalyptic future. <Michael Biehn>₄₁ plays <Kyle Reese>₁₆, a <soldier>₁₆ sent back in time to protect <Sarah>₁₄. The <screenplay>₂₂ is credited to <Cameron>₁ and <producer>₄ <Gale Anne Hurd>₄, while <co-writer>₈ <William Wisher Jr.>₈ received a <credit>₁₉ for additional <dialogue>₂₁. <Cameron>₁ devised the <premise>₂₃ of the <film>₆ from a <fever dream>₃₃ he experienced during the <release>₃₅ of his first <film>₁₈, <Piranha II: The Spawning>₅₆ (<1982>₈₃ <1982>₉₁), in <Rome>₅₅, and developed the <concept>₃₂ in <collaboration>₃₄ with <Wisher>₈. He sold the <rights>₃₇ to the <project>₃₆ to fellow <New World Pictures>₄₉ <alumni>₃₈ <Hurd>₄ on the <condition>₂₉ that she would produce the <film>₆ only if he were to direct it; <Hurd>₄ eventually secured a <distribution deal>₃₀ with <Orion Pictures>₄₈, while <executive producers>₂₆ <John Daly>₇₆ and <Derek Gibson>₅₃ of <Hemdale Film Corporation>₅₄ were instrumental in setting up the <film>₁₇'s <financing>₃₁ and <production>₂₅. Originally approached by <Orion>₅₀ for the <role>₃₉ of <Reese>₅₁, <Schwarzenegger>₇ agreed to play the <title character>₆₈ after befriending <Cameron>₁. <Filming>₉, which took <place>₂₈ mostly at night on <location>₄₀ in <Los Angeles>₅₈, was delayed because of <Schwarzenegger>₇'s <commitments>₁₅ to <Conan the Destroyer>₅₇ (<1984>₈₄ <1984>₉₅), during which <Cameron>₁ found time to work on the <scripts>₆₉ for <Rambo: First Blood Part II>₇₇ (<1985>₈₅ <1985>₁₀₀) and <Aliens>₇₈ (<1986>₈₆ <1986>₉₉). The <film>₅₉'s special <effects>₄₂, which included <miniatures>₇₀ and <stop-motion animation>₇₃, were created by a <team>₇₂ of <artists>₇₁ led by <Stan Winston>₈₀ and <Gene Warren Jr.>₇₉. Defying low pre-release <expectations>₄₄, <The Terminator>₂ topped the <United States>₆₇ <box office>₄₅ for <two>₉₆ weeks, eventually grossing <\$78.3 million>₈₈ <78.3 million>₉₂ against a modest <\$6.4 million>₈₉ <6.4 million>₁₀₁ <budget>₄₆. It is credited with launching <Cameron>₁'s <film career>₄₃ and solidifying <Schwarzenegger>₇'s <status>₅₂ as a leading <man>₄₇. The <film>₂₇'s <success>₂₄ led to a <franchise>₆₃ consisting of several <sequels>₆₀, a <television series>₆₅, <comic books>₆₁, <novels>₆₄ and <video games>₆₂. In <2008>₈₇ <2008>₉₄, <The Terminator>₂ was selected by the <Library of Congress>₇₅ for <preservation>₆₆ in the <National Film Registry>₇₄ as "culturally, historically, or aesthetically significant".</p>			

NLP - Entities

- Paste it
- Parse it
- Drag entities kicking and screaming out of it

Entity type	Keyword synonym	Corresponding entity
Person	Arnold	Arnold Schwarzenegger
Location	Thal	Thal, Austria
Organization	Cyberdyne	Skynet (Terminator)
Event	Judgement Day	Terminator (Franchise)
Concept / Thing	Terminator	The Terminator

1. The Terminator Wikipedia Article Saliency: 0.43	ORGANIZATION	2. Kyle Reese Wikipedia Article Saliency: 0.08	PERSON
3. film Saliency: 0.05	WORK OF ART	4. James Cameron Wikipedia Article Saliency: 0.04	PERSON
5. Sarah Connor Wikipedia Article Saliency: 0.03	PERSON	6. science fiction film Saliency: 0.03	WORK OF ART
7. Gale Anne Hurd Wikipedia Article Saliency: 0.02	PERSON	8. William Wisher Jr. Wikipedia Article Saliency: 0.02	PERSON
9. Linda Hamilton Wikipedia Article Saliency: 0.02	PERSON	10. Arnold Schwarzen... Wikipedia Article Saliency: 0.01	PERSON
11. Filming Saliency: 0.01	EVENT	12. film Saliency: 0.01	WORK OF ART
13. son Saliency: 0.01	PERSON	14. artificial intelligen... Saliency: 0.01	OTHER
15. cyborg assassin Saliency: 0.01	PERSON	16. credit Saliency: 0.01	OTHER
17. John Daly Wikipedia Article Saliency: 0.01	PERSON	18. mankind Saliency: 0.01	OTHER
	OTHER		OTHER

Remember This?

“For most entity types, the associated metadata is a Wikipedia URL (wikipedia_url) and Knowledge Graph MID (mid).”*

* Google: Entity <https://cloud.google.com/natural-language/docs/reference/rest/v1/Entity#Type>

MID = Machine ID

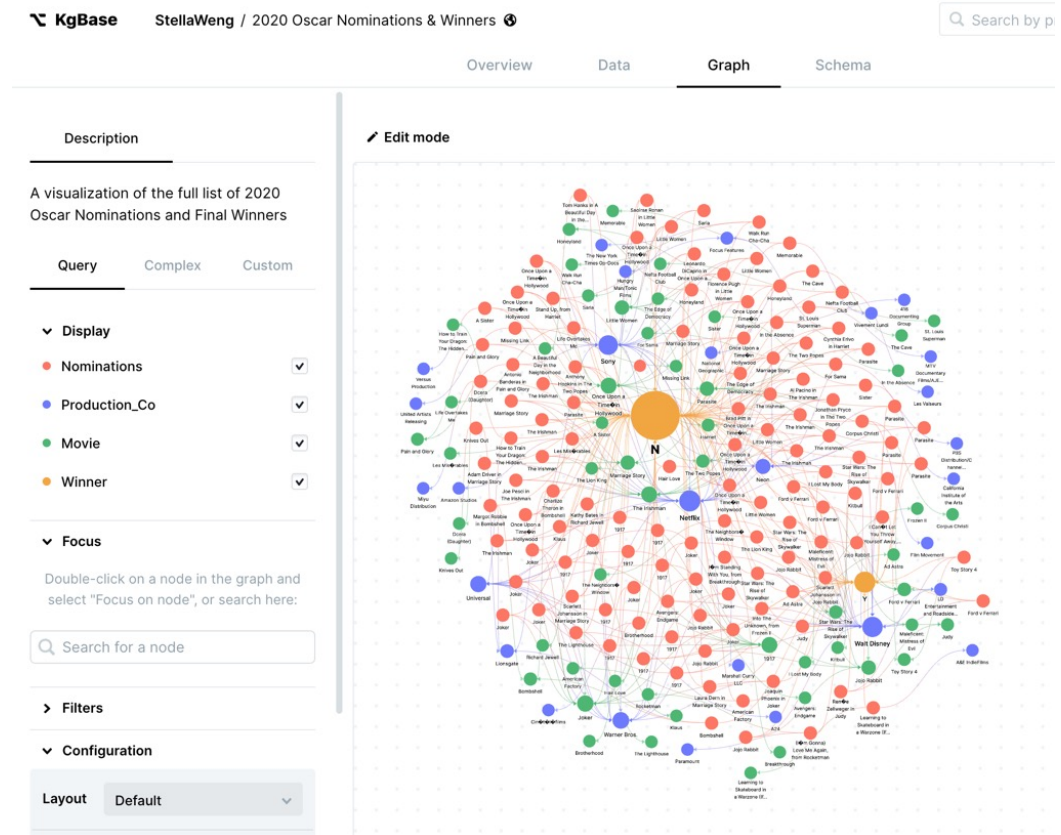
Entity Dimensions / Attributes

Connections are key to context:

Better “understood” content has better relevant entity connections.

We can reverse engineer to unearth connected entities in high-ranking content and their “relatedness” to add additional (and better) clarity.

Example: understanding connections between Oscar nominations / winners / companies



Entity Dimensions / Attributes

Connections are key to context:

Better “understood” content has better relevant entities

CONTEXT

actors / winners / companies

KgBase

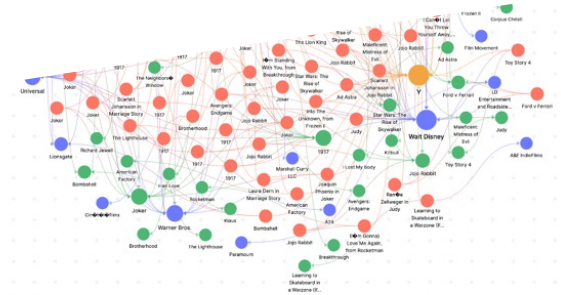
StellaWeng / 2020 Oscar Nominations & Winners

Search by p

> Filters

> Configuration

Layout Default



<https://www.kgbase.com/>

Context Definition

The parts of something written or spoken that immediately precede and follow a word or passage and clarify its meaning*



The various components (content, structure, linking, formatting etc.) of a website and / or webpage that help clarify its meaning, expertise, & authority**

* Oxford Dictionaries

** Grant Pontification

Such as When a Naked Man is in the Road



Context is King

Entity's context also comes from

'similar based on history' – Terminator was bad



Context is King

Entity's context also comes from
'similar based on history' – **Now Terminator Good!**
Not suggesting you die in molten metal for SEO..

But...



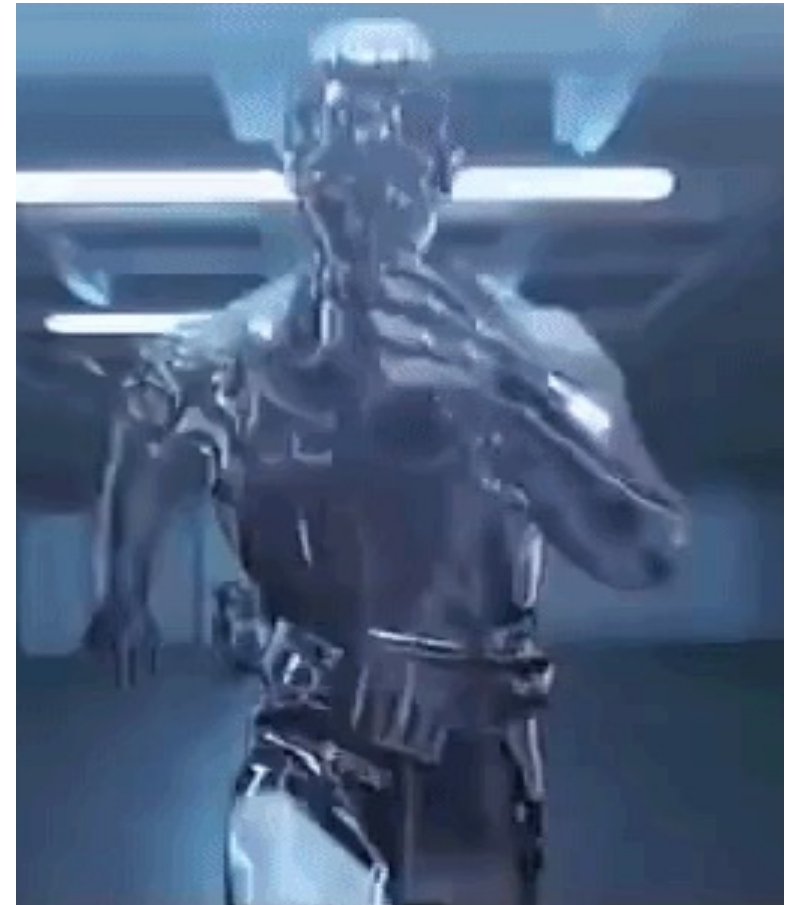
Web Content Structure for Context

Unstructured text is not really unstructured, it's just structured using a language model.

Punctuation & formatting all structure text so a human can process and understand. Computers don't work like us and need help processing a stream of text.

Structuring text using **schema** helps define words / phrases / hierarchy based on a set of consistent rules.

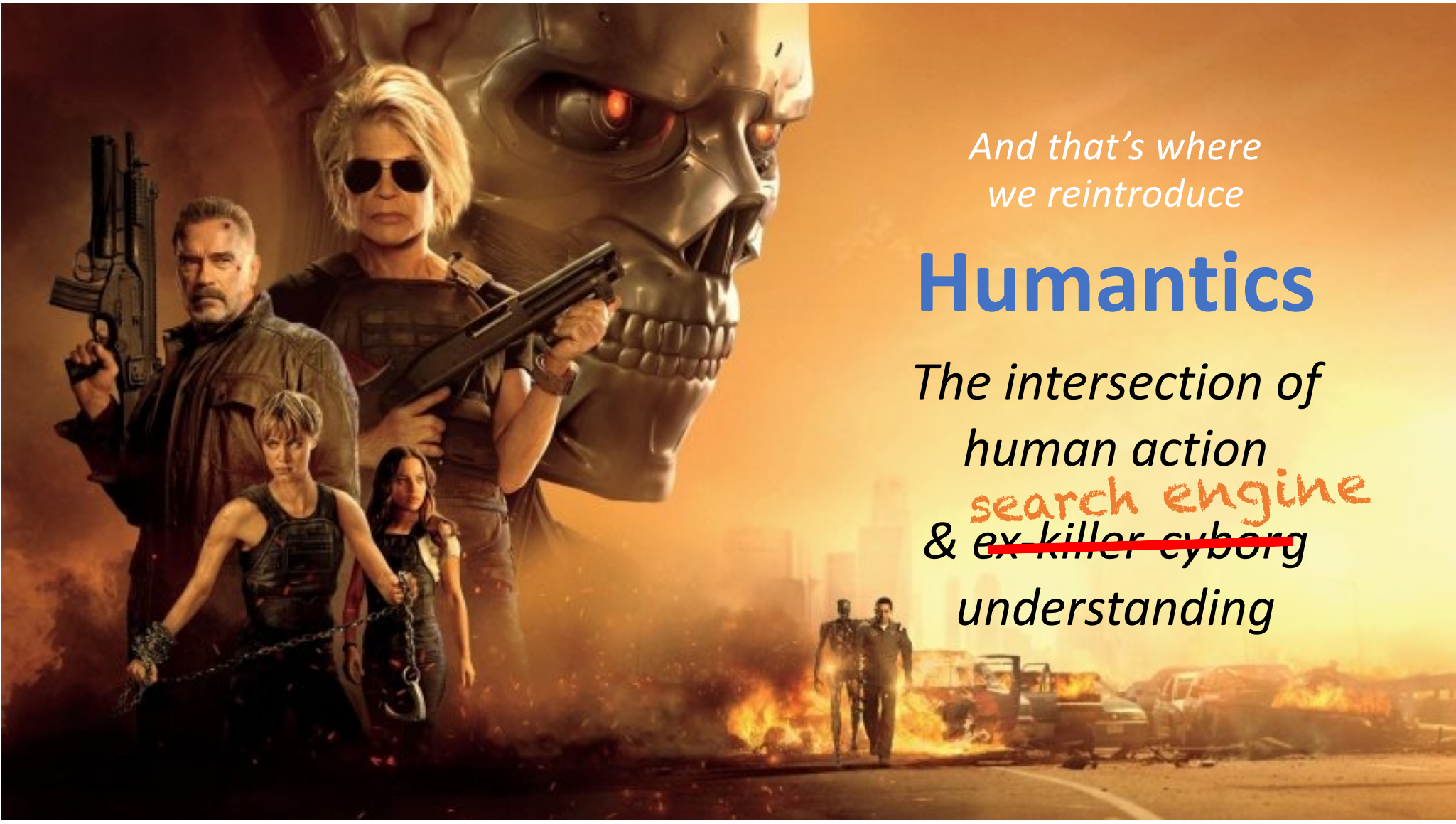
Context.





All to say...

**... ML Context drives
the semantic web**



*And that's where
we reintroduce*

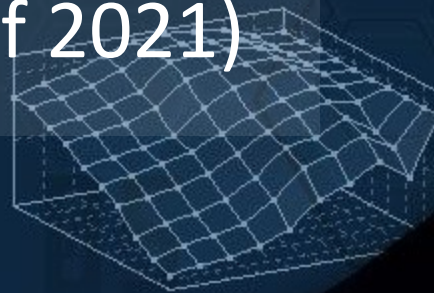
Humantics

*The intersection of
human action
search engine
& ~~ex-killer cyborg~~
understanding*

Humantics

That intersection requires
a great mix of human
insight & semantic
understanding derived
from AI/ML tools...

(at least in June of 2021)



CARL Framework

- Context
- Aim
- Relationships
- Links



Humantics Content Strategy

Building Content That Doesn't Suck
(is great for humans)

AND 'beats' Google's AI



Hey Google!

Humantics

Context – Does the copy around the entity, contain components that clarify, definitively and trustworthily, the entity meaning?



Humantics

Aim – Does the content target the right cohort, search intent, and satisfy their target query completely?



Humantics

Relationships – Does the structure of the site, page & schema defined, support the fullest understanding of the page topic?



Humantics

Links – Are links from within the page and to the page providing valuable signals of relevance & importance?



Context | Humantics

Keywords May Be Dead...

But...

We do have to consider words, sentences, and paragraph's content to provide context for entities for both users & search engines.

terminator [tur-muh-ney-ter] [SHOW IPA](#)  

noun

- 1 a person or thing that [terminates](#).
- 2 *Astronomy*. the dividing line between the illuminated and the unilluminated part of a satellite or planet, especially the moon.



We Want to Avoid Ambiguity / Confusion

Named Entity Recognition | **Humanities**

MOVIE

MONTH

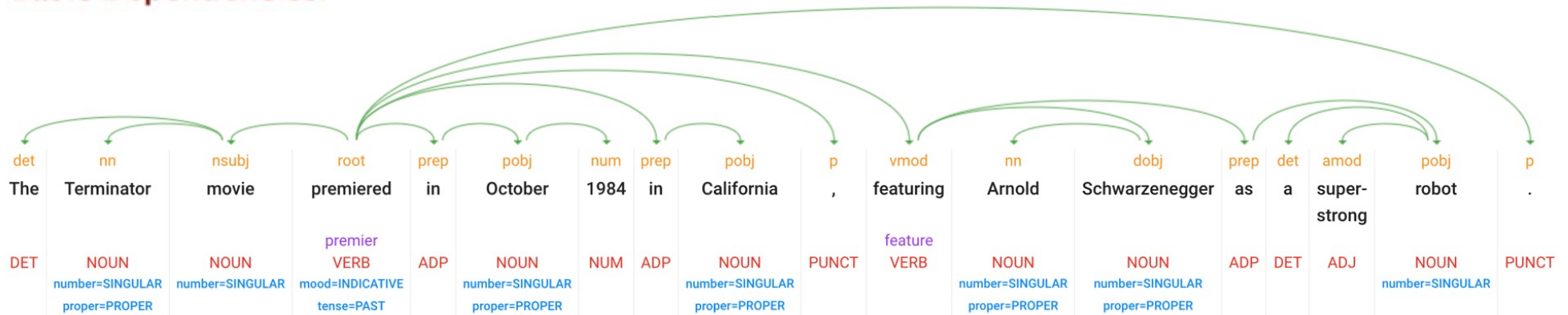
YEAR

LOCATION

PERSON

The Terminator movie premiered in October 1984 in California, featuring Arnold Schwarzenegger as a super-strong robot.

Basic Dependencies:





So... Let's Find Those Dang Entities & Dependents!

A dark, blue-tinted image showing a heavily damaged, skeletal structure, possibly a bridge or industrial framework, with a human skull in the foreground. The scene is desolate and appears to be the aftermath of a disaster.

Start with Keyword (Not Quite Dead Yet!)



Quick Fire!

Finding Entities | **Humantics**

• TextRazor (actually, my favorite, but not cheap)



The film opens with the depiction of the year 2029—a possible
intelligent machines, lead by the rebellious computer system

Words Phrases Relations Entities Meaning Dependence

This computer became sentient and started a nuclear war by
launching the ICBM's in a devastating attempt to annihilate humanity

Words Phrases Relations Entities Meaning Dependence

Subsequently, a post-apocalyptic war is waged in the future, with
their planet and survive the machine onslaught, lead by the

Words Phrases Relations Entities Meaning Dependence

future

Normalized Entity Id: Future

Normalized English Entity Id: Future

Wikipedia Link:

<http://en.wikipedia.org/wiki/Future>

Freebase Id:

/m/015n_w

Wikidata Id:

Q344

Confidence Score: 1.787

Relevance Score: 0.1951

Freebase types:

/book/book_subject

/cvlg/cvg_genre

/astronomy/galactic_interaction_status

/media_common/media_genre

/film/film_subject

by artificially

ar arsenal,

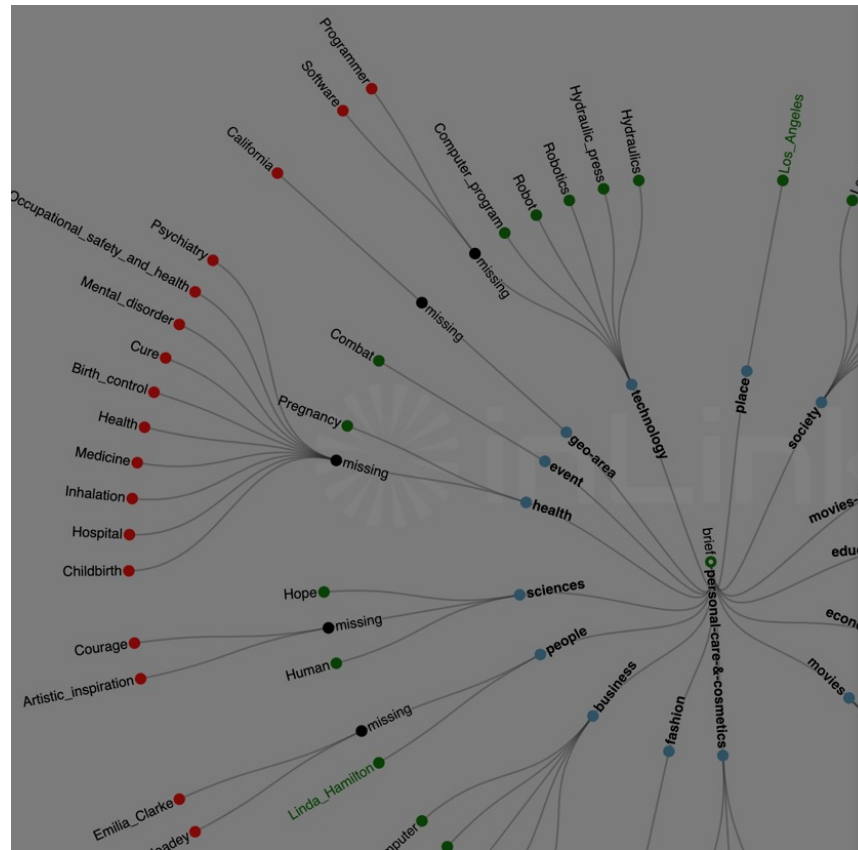
s try to win back

CATEGORIES

0.67	crime, law and justice>law enforcement>police
0.55	politics>government>defence>military equipment>military weaponry
0.54	science and technology
0.54	conflicts, war and peace>armed conflict>war
0.47	conflicts, war and peace
0.47	conflicts, war and peace>armed conflict
0.46	lifestyle and leisure>leisure>travel
0.39	economy, business and finance>economic sector>consumer goods>clothing
0.37	conflicts, war and peace>massacre
0.35	sport>competition

Finding Entities | Humantics

- Text Razor
- Google
- Inlinks



[+ Add](#) [Report an Error](#) [Close](#)

Topic: John Connor

John Connor is a fictional character and the main protagonist of the Terminator franchise.
[More on Wikipedia](#)

3 synonyms found during analysis for this entity

Synonym(s) John Connor Connor John

★ COMPETITORS' RELATED TOPICS

Click on a topic below to display related headings

Terminator: The Sarah Connor Chronicles

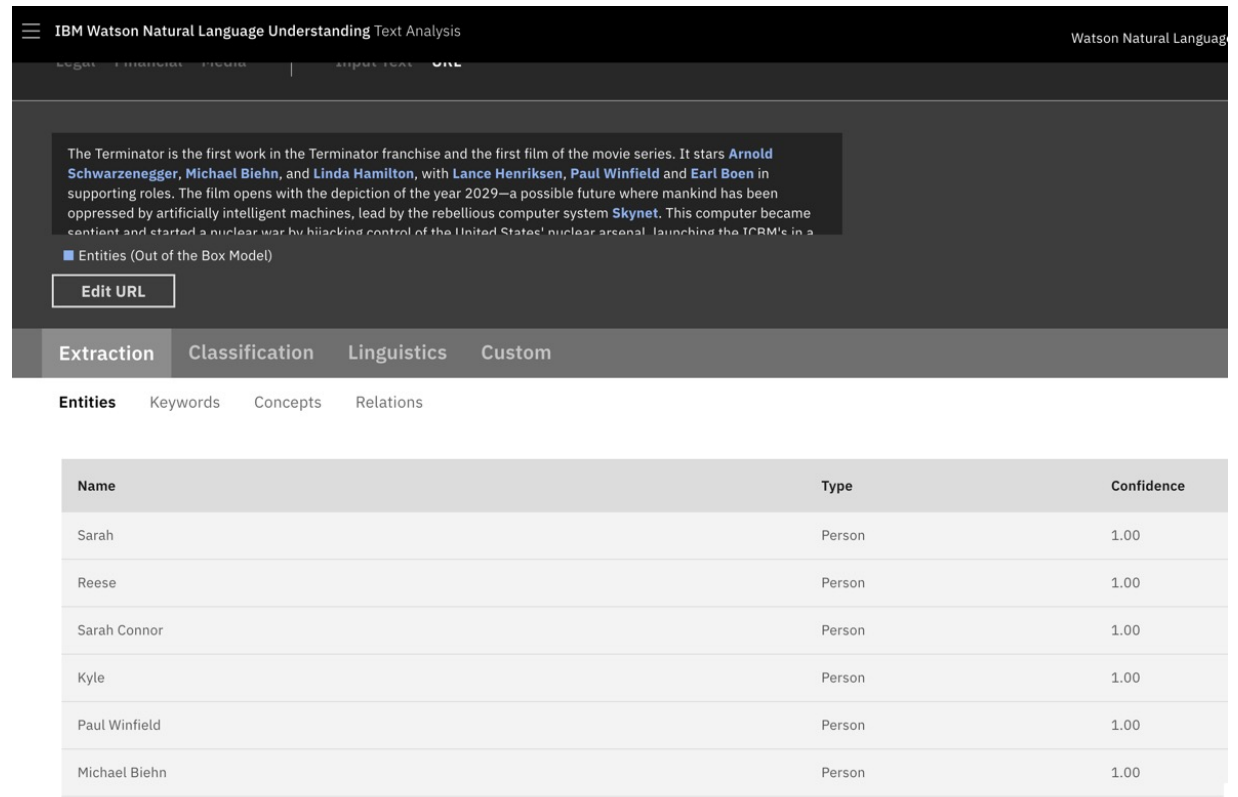
OTHER RELATED TOPICS

Terminator 3: Rise of the Machines ✓	The Terminator ✓		
Terminator 2: Judgment Day ✓	Terminator Genisys ✓	Terminator Salvation +	
Kyle Reese +	Steel (John Henry Irons) +	Lex Luthor +	Superman +
Terminator: The Sarah Connor Chronicles +	Chace Crawford +	Self-driving car +	
Ceramic matrix composite +	Student +	Human +	
The Wonderful Wizard of Oz +	Character (arts) +	Father Le Loutre's War +	

<https://www.inlinks.net>

Finding Entities | Humantics

- Text Razor
- Google
- Inlinks
- IBM



The screenshot displays the IBM Watson Natural Language Understanding Text Analysis interface. The top navigation bar includes the title "IBM Watson Natural Language Understanding Text Analysis" and the user "Watson Natural Language". The main content area shows a text snippet about the movie "The Terminator" with several names highlighted in blue. Below the text, a button labeled "Entities (Out of the Box Model)" is visible. A tabbed interface at the bottom allows switching between "Extraction", "Classification", "Linguistics", and "Custom". The "Extraction" tab is active, showing a table of extracted entities.

Name	Type	Confidence
Sarah	Person	1.00
Reese	Person	1.00
Sarah Connor	Person	1.00
Kyle	Person	1.00
Paul Winfield	Person	1.00
Michael Biehn	Person	1.00

<https://www.ibm.com/demos/live/natural-language-understanding/self-service/home>

Finding Entities | Humantics

- Text Razor
- Google
- Inlinks
- IBM
- Wikipedia

Sarah Connor (*Terminator*)

From Wikipedia, the free encyclopedia

Sarah Connor is a fictional character in the *Terminator* franchise. She is one of the protagonists of *The Terminator* (1984), *Terminator 2: Judgment Day* (1991), *Terminator Genisys* (2015) and *Terminator: Dark Fate* (2020). The character develops from a timid damsel in distress to a hardened warrior and mother who sacrificed everything for humanity, and a mentor preparing and protecting a protégée for her destiny. In the first film, she is a headstrong heroine determined to take control of her own destiny.

Sarah was portrayed by Linda Hamilton in *The Terminator*, *Terminator 2: Judgment Day* (voice only), and *Terminator: Dark Fate*; she was additionally portrayed by Emilia Clarke in *Terminator Genisys* and by Lena Headey in *Terminator: The Sarah Connor Chronicles*.

Terminator 2: Judgment Day is a 1991 American science fiction action film produced and directed by James Cameron, who co-wrote the script with William Wisher. The film stars Arnold Schwarzenegger, Linda Hamilton, Robert Patrick, Edward Furlong and Joe Morton as its principal cast. It is the sequel to *The Terminator*.

Contents [hide]

- 1 *Terminator* film series
 - 1.1 Sarah Connor's age
 - 1.2 *The Terminator* (1984)
 - 1.3 *Judgment Day* (1991)
 - 1.3.1 Alternate ending
 - 1.4 *Rise of the Machines* (2003)
 - 1.5 *Salvation* (2009)
 - 1.6 *Genisys* (2015)
 - 1.7 *Dark Fate* (2019)
- 2 *Terminator: The Sarah Connor Chronicles*
 - 2.1 Production background
 - 2.2 Season 1
 - 2.3 Season 2
- 3 Other appearances

Sarah Connor

Terminator character



Linda Hamilton as Sarah Connor in *Terminator 2: Judgment Day* (1991)

First appearance *The Terminator* (1984)

Created by James Cameron
Gale Anne Hurd

Portrayed by • **Adult:**
Linda Hamilton (*The Terminator*)

Finding Entities | Humantics

- Text Razor
- Google
- Inlinks
- IBM
- Wikipedia
- Wikidata
- SEOsUrfer

<https://www.surferseo.com>

The screenshot displays the Surfer Content Planner interface with six keyword research cards arranged in a 3x2 grid. Each card is for an 'INFORMATIONAL' query and includes a search volume, a list of keywords, and a '+X more' link. The cards are:

- how old is linda hamilton** (21.7k search volume): Keywords include 'how old is linda hamilton', 'linda hamilton age', 'linda hamilton in terminator', 'linda hamilton movies and tv shows', and 'linda hamilton movies'.
- sarah connor** (44.6k search volume): Keywords include 'sarah connor', 'sarah connor terminator', 'sarah connor terminator 2', 'sarah connor t2', and 'sarah connor in terminator genesisys'.
- sarah connor singer** (2,290 search volume): Keywords include 'sarah connor singer', 'sarah connor music', 'singer sarah connor', 'sarah connor song', and 'sarah connor german singer'.
- terminator: the sarah connor chronicles season 2** (890 search volume): Keywords include 'terminator: the sarah connor chronicles season 2', 'terminator the sarah connor chronicles episodes', 'sarah connor chronicles season 2', 'the terminator sarah connor chronicles season 3', and 'terminator sarah connor chronicles season 1'.
- john connor** (24.9k search volume): Keywords include 'john connor'.
- cameron phillips** (5,730 search volume): Keywords include 'cameron phillips'.

Each card has a purple icon with a pencil and a question mark in the bottom right corner.

Surfer Content Planner

Finding Entities | Humantics

- Text Razor
- Google
- Inlinks
- IBM
- Wikipedia
- Wikidata
- SEOSurfer

<https://www.surferseo.com>

The screenshot shows the Google NLP interface with the 'BRIEF' tab selected. A search bar contains 'sarah connor'. Below the search bar, a list of entity suggestions is displayed, each with a score and a range. The suggestions include: 'sarah connor' (0/6-14), 'john connor' (0/2-4), 'dvd' (0/6-27), 'items' (0/8-31), 'the terminator' (0/3-8), 'english' (0/1), 'name' (0/1), 'photo' (0/3-16), 'movies' (0/9-26), 'content' (1/1-5), 'tv' (0/23-47), 'list' (0/17-78), 'character' (0/1-4), 'cookies' (0/1-6), 'producer' (0/7-38), 'films' (0/1-3), 'browser' (0/1-2), 'characters' (0/1), 'ads' (0/1-6), 'show' (0/4-16), 'skynet' (0/3-11), 'page' (0/8-26), 'all' (0/13-31), 't 800' (0/2-5), and 'son' (0/2-5). The 'content' suggestion is highlighted in green.

Google NLP

The screenshot shows the Surfer NLP interface with the 'BRIEF' tab selected. A search bar contains 'sarah connor'. Below the search bar, a list of entity suggestions is displayed, each with a score and a range. The suggestions include: 'sarah connor' (0/4-12), 'john connor' (0/2-6), 'sarah's future son' (0/1-2), 'linda hamilton' (0/1-2), 'son john' (0/1-3), 'sarah's psychologist states' (0/1-2), 'birth date' (0/1-4), 'fight skynet' (0/1-2), 'world's military hardware' (0/1-2), 'special edition dvd' (0/1-2), 'normal life' (0/1-2), 'military software developers' (0/1-2), 'alternate ending' (0/1-2), 'personalize content' (0/1-2), 'terminator films' (0/2-9), and 'relentless killer' (0/1-2). The 'john connor' suggestion is highlighted in green.

Surfer NLP

The screenshot shows a text snippet from a document. The text is: "s Top 10 ↑ Per Maddy Curley's credit as "Sarah (age 33) stunt double". ↑ In the episode "Gnothi Seauton ", Cameron Phillips mentions that Sarah would have died from cancer in 2005, had they did not jump forward in time she would not be able to help fight Skynet. Cameron also mentions that **John Connor** sent Cameron back in time to let Sarah jump to 2007. More Information Top Contributors Categories Pages using ISBN magic links Comic characters Connor Family Merchandise Reese Family Targeted by Skynet The Terminator characters Terminator 2: Judgment Day characters Heroines Deceased Other Languages". The text is displayed in a light blue box with a close button in the top right corner.

Finding Entities | Humantics

- Text Razor
- Google
- Inlinks
- IBM
- Wikipedia
- Wikidata
- SEOSurfer
- SEMRush

<https://www.semrush.com>

Key recommendations (based on your Google top 10 rivals)

Semantically related words	<ul style="list-style-type: none">Enrich your text with the following semantically related words: sarah connor linda hamilton linda hamilton sarah connor chronicles kyle reese michael biehn sci fi terminator the sarah connor pop culture terminator franchise human resistance miles dyson post apocalyptic 20th century terminator 2 judgment day james cameron cyborg assassin terminator dark fate protect sarah john connor kyle reese son john
Backlinks	<ul style="list-style-type: none">Try to acquire backlinks from the following domains: fandom.com edwardbetts.com umdiafuaocinema.com graffiotech.com planetdp.org lookingtogod.org binge.co techswitchcf.com subfactory.fr bcmoney-mobiletv.com ipcyb.org mynewplaidpants.com businessinsider.com.au nwcitizen.com electricferret.com listchallenges.com pagetable.com sakura.ne.jp wikia.com latimes.com
Readability	<ul style="list-style-type: none">Average readability score of top 10 URLs: 54
Text length	<ul style="list-style-type: none">Recommended text length: 1339 words

See how your competitors use your target keywords

[sarah connor](#) [terminator](#)

1. [Sarah Connor \(Terminator\) - Wikipedia](https://en.wikipedia.org/wiki/Sarah_Connor_(Terminator))
[https://en.wikipedia.org/wiki/Sarah_Connor_\(Terminator\)](https://en.wikipedia.org/wiki/Sarah_Connor_(Terminator))

Sarah Connor is a fictional character in the **Terminator** franchise . She is one of the protagonists of The **Terminator** (1984), **Terminator 2: Judgment Day** (1991), **Terminator** Genisys (2015) and **Terminator: Dark Fate** (2019), as well as the television series **Terminator: The Sarah Connor Chronicles** (2008–2009). The character develops from a timid damsel in distress victim in the first film to a wanted fugitive committing acts of terrorism, a hardened warrior and mother who sacrificed everything for her son's future and is on the verge of losing touch with her own humanity, and a mentor preparing and protecting a protégée for her destiny. In another timeline, depicted in **Terminator** Genisys she is a young, headstrong heroine determined to take control of her own destiny.

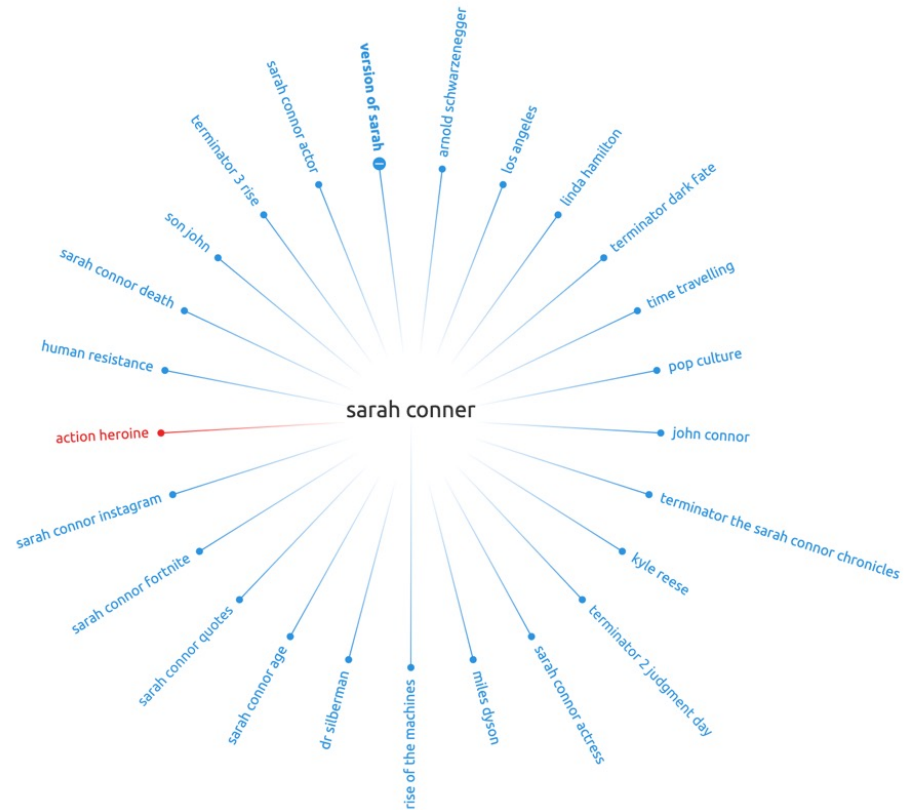
Sarah was portrayed by Linda Hamilton in The **Terminator**, **Terminator 2: Judgment Day**, T2-3D: Battle Across Time, **Terminator** Salvation (voice only), and **Terminator: Dark Fate**; she was additionally portrayed by Emilia Clarke , Willa Taylor as a younger **Sarah** Connor in **Terminator** Genisys and by Lena Headey in **Terminator: The Sarah Connor Chronicles** .

[Show more \(192 occurrences\)](#)

Finding Connections | Humantics

Cards Explorer Overview **Mind Map**

- Google
- SEMRush



Finding Connections | Humantics

- Google
- SEMRush


The screenshot displays the Humantics interface with a top navigation bar containing tabs for 'Cards', 'Explorer', 'Overview', and 'Mind Map'. A toggle for 'Trending subtopics first' is set to 'off'. On the right, a dropdown menu for 'Prioritize topics by:' is set to 'Volume'. The main content area is a grid of nine topic cards, each with a title, volume, and a list of related topics.

Topic	Volume	Related Topics
Arnold Schwarzenegger	823.0k	<ul style="list-style-type: none">The TerminatorArnold Schwarzenegger in The Terminator (1984)Sarah Connor (Terminator)
Los Angeles	823.0k	<ul style="list-style-type: none">Terminator: The Sarah Connor ChroniclesSarah Connor Terminator WikiON COLOUR GROUND
Linda Hamilton	165.0k	<ul style="list-style-type: none">Linda HamiltonSarah Connor (Terminator)The "Terminator" Franchise Has Let Sarah Connor Down
Terminator Dark Fate	165.0k	<ul style="list-style-type: none">Terminator: Dark Fate (2019)Terminator: Dark FateHow 'Terminator: Dark Fate' revived Sarah Connor
Time Travelling	60.5k	<ul style="list-style-type: none">Sarah Connor (Terminator)How The Terminator's Time Travel WorksTime travel Terminator Wiki
Pop Culture	49.5k	<ul style="list-style-type: none">Terminator (franchise)Linda Hamilton: 'I was afraid to let Sarah Connor down'Sarah Connor (Terminator) Ultimate Pop Culture Wiki
John Connor	14.8k	<ul style="list-style-type: none">John ConnorSarah Connor (Terminator)John Connor Terminator Wiki
Terminator The Sarah Connor Chronicles	9.9k	<ul style="list-style-type: none">Terminator: The Sarah Connor ChroniclesSarah Connor (Terminator)Sarah Connor Terminator Wiki
Kyle Reese	6.6k	<ul style="list-style-type: none">Kyle ReeseKyle Reese Terminator WikiHow Terminator 2 Erased Kyle Reese (And No One Notic...

Finding Connections | Humantics




- Google
- SEMRush

Top subtopics

Top  Trending Volume Difficulty Topic Efficiency

Arnold Schwarzenegger




Volume: 823.0k

-  The Terminator
-  Arnold Schwarzenegger in The Terminator (1984)
-  Sarah Connor (Terminator)

[Show more](#) ▼

Los Angeles




Volume: 823.0k

-  Terminator: The Sarah Connor Chronicles
-  Sarah Connor | Terminator Wiki
-  ON COLOUR GROUND

[Show more](#) ▼

Linda Hamilton

Volume: 165.0k

-  Linda Hamilton
-  Sarah Connor (Terminator)
-  The "Terminator" Franchise Has Let Sarah Connor Down

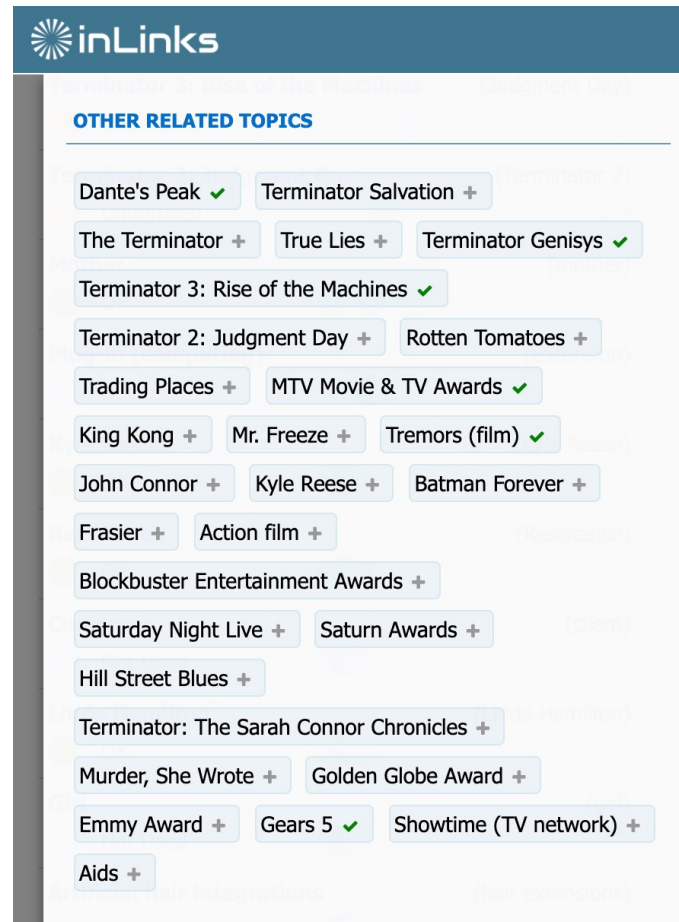
[Show more](#) ▼

Top 10 Related searches

John Connor Sarah Connor Linda Hamilton 2021 terminator: dark fate cast terminator time travel paradox sarah connor actress Kyle Reese terminator: the sarah connor chronicles season 3
Sarah Connor Terminator Sarah Connor Terminator 2 pull-ups

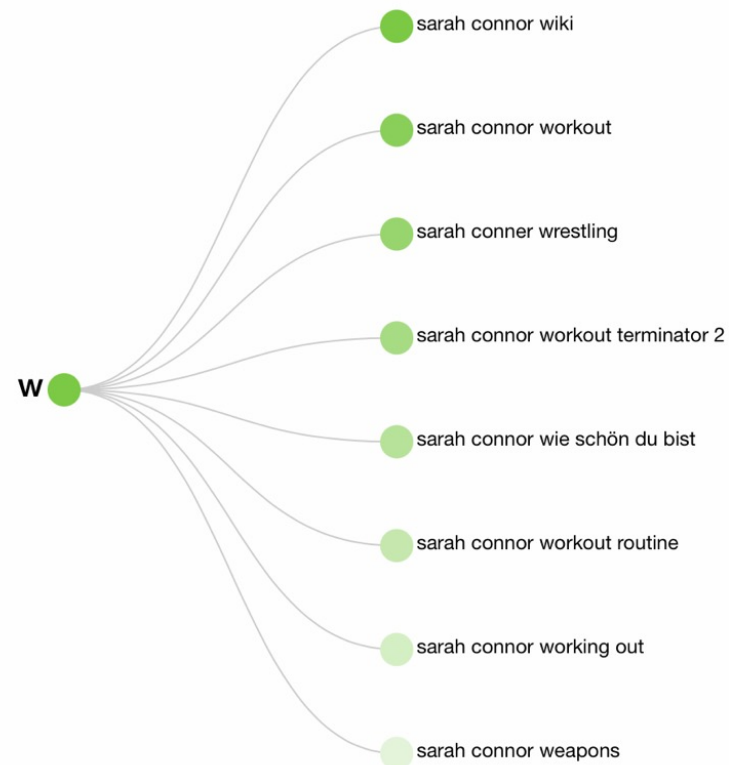
Finding Connections | Humantics

- Google
- SEMRush
- InLinks



Finding Connections | **Humantics**

- Google
- SEMRush
- InLinks
- SurferSEO
- Wikipedia
- **AnswerThePublic**



Aim | Humantics



Aim | Humantics

Does the content target the right cohort, search intent, and satisfy the target query?

Is it “salient”



Does it connect intent to content?

*Copyright Grant Simmons 2015 ☺

A close-up, high-contrast photograph of a man's face, focusing on his eyes and nose. He is wearing dark-rimmed glasses. The lighting is dramatic, with strong highlights on his forehead and nose, and deep shadows elsewhere. The background is blurred and has a cool, blueish tint.

Salience... Does the content not suck?

Intent: Google SERP | Humantics

sarah conner terminator

SERP features

AllImagesVideosNewsMapsMoreSettingsTools

About 4,600,000 results (0.96 seconds)

Showing results for **sarah conner terminator**

Search instead for **sarah conner terminator**

https://en.wikipedia.org › wiki › Sarah_Connor_(Terminator) - Wikipedia

Sarah Connor is a Los Angeles college student and waitress who is pursued by a relentless android killer, the Cyberdyne Systems Model 101 Terminator (Arnold ...

First appearance: T... Created by: James Cameron; Gale Anne Hurd

Significant others: ... Voiced by: Linda Hamilton (Salvation, Gears 5)

Terminator film series · Sarah Connor's age · Terminator: The Sarah... · Season 1

People also ask

How does Sarah Connor die?

Who plays Sarah Connor in The Terminator?

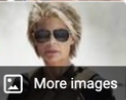



Where did Sarah Connor go at the end of Terminator?

Does Sarah Connor die in Terminator 3?

Feedback

https://en.wikipedia.org › wiki › Terminator:_The_Sarah_Connor_Chronicles - Wikipedia

Sarah Connor is a major character in the Terminator series. She is the mother of John Connor,



Sarah Connor

Fictional character

Sarah Connor is a fictional character in the Terminator franchise. She is one of the protagonists of The Terminator, Terminator 2: Judgment Day, Terminator Genisys and Terminator: Dark Fate, as well as the television series Terminator: The Sarah Connor Chronicles. [Wikipedia](#)

Children: John Connor (son)

Movies: [The Terminator](#), [Terminator 2: Judgment Day](#), [MORE](#)

TV show: [Terminator: The Sarah Connor Chronicles](#)

Parents: [Sarah Connor's mother](#), [Sarah Connor's father](#)

Death: 1997 [wikipedia.org](#)

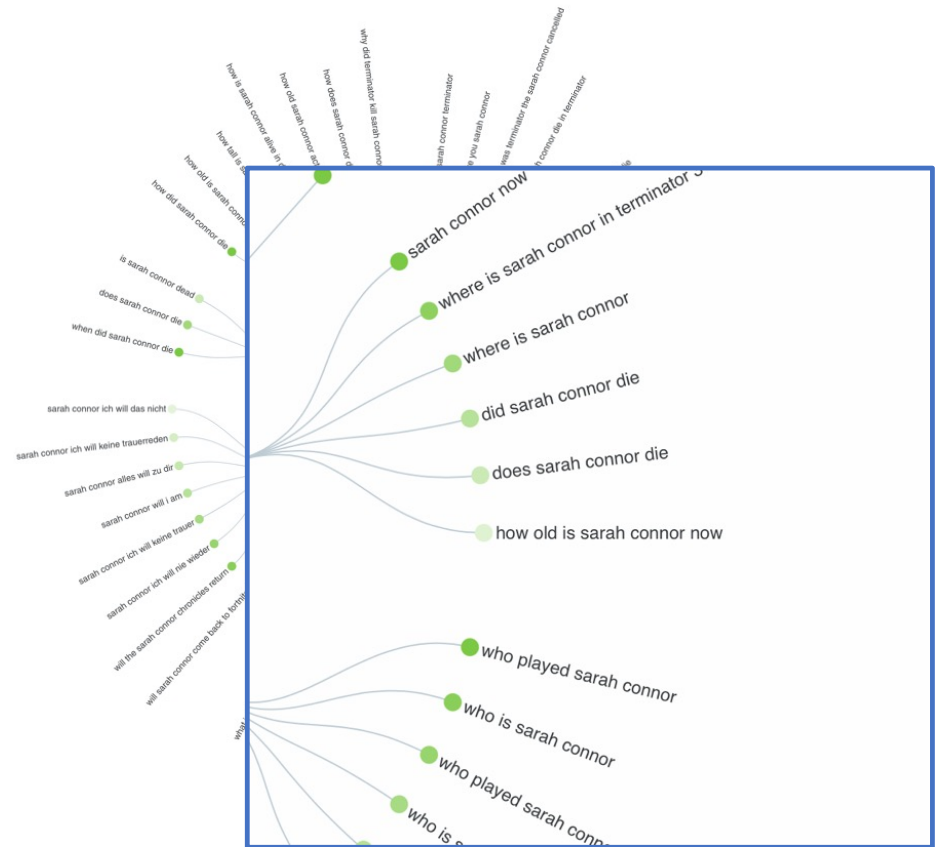
Intent Satisfaction | Humantics

- Do (wants to do an action)
- Website (seeking specific destination online)
- Visit in Person (location / destination)
- Know (wants to know specific information)
- Know Simple (wants / deserves a quick answer)

Satisfaction is key

Finding Questions | **Humantics**

- Google (People Also Ask)
 - These are not always people



Finding Questions | Humantics

- Google (People Also Ask)
 - These are not always people
- SurferSEO
- AnswerThePublic
- **KeywordTool.io**

The screenshot displays the Keyword Tool interface. At the top, there's a navigation bar with 'Keyword Tool' and three tabs: 'Find Keywords', 'Analyze Competitors', and 'Check Search Volume'. Below this is a platform selection bar with buttons for Google, YouTube, Bing, Amazon, eBay, Play Store, Instagram, and Twitter. The main search area has a dropdown menu set to 'All', a search input field containing 'sarah conner', a location dropdown set to 'United States / English', and a red search button. Below the search bar, there are three tabs: 'Keyword Suggestions', 'Questions', and 'Prepositions'. The 'Questions' tab is active, showing the text 'Search for "sarah conner" found 72 questions'. On the left side, there are two expandable sections: 'Filter Results' and 'Negative Keywords'.

Questions from different platforms

Finding Questions | Humantics

- Google (People Also Ask)
 - These are not always people
- SurferSEO
- AnswerThePublic
- KeywordTool.io
- SEMRush

10 Interesting Questions

Why was T-800 a good guy in Terminator 2?

Where was the first Terminator movie fil

Why did Terminator Dark Fate flop?

What's wrong with Terminator Dark Fate

Who or what created the time machine in

How could Kyle Reese be the father of Jc

Why did the terminator have to kill Sarah

In terminator 2, what happened to the ps

Why was Terminator 3 so disliked?

Who is your favorite and least favorite Yc

Question
did sarah conner save agent
did sarah conner save ellison
how did sarah conner escape
how did sarah o conner die terminator
how old is sarah conner in terminator
how old is the actress sarah conner in terminator
is there a cocktail named sarah conner
was james cameron associated with the sarah conner chronicles
was teminqtor tge sarah conner chronicles any good
what actress played sarah conner
what did sarah conner play in
what if the terminator killed sarah conner
what kind of scooter did sarah conner use in terminator
what terminator does sarah conner die
what terminator does sarah conner get killed
what terminator does sarah conner get shot
what terminator protocol tries to kill sarah conner in terminator
what type of scooter did sarah conner drive
what was sarah conner's age in terminator 2
where did john henry go in sarah conner chronicles
which movie did sarah conner die in
who played sarah conner in last terminator
who played sarah conner in terminator genesis
who plays sarah conner in the new terminator
why did kyle reese have a picture of sarah conner
why does sarah conner want to kill arnold
why was terminator sarah conner chronicles cancelled
why was terminator the sarah conner chronicles cancelled
will they make another terminator the sarah conner chronicles

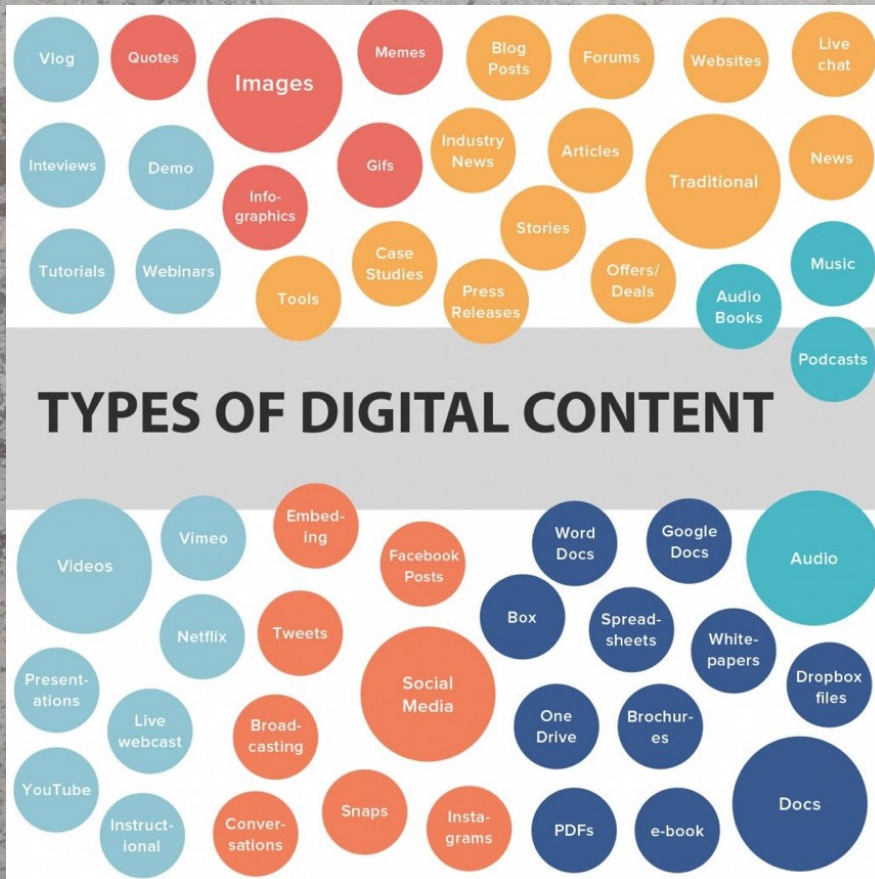
Finding Questions | **Humantics**

- Google (People Also Ask)
 - These are not always people
- SurferSEO
- AnswerThePublic
- KeywordTool.io
- SEMRush
- AHREFS
- Inlinks

RELATED QUESTIONS

- > Why linda hamilton left beauty and the beast ?
- > Why did linda hamilton leave beauty and the beast ?
- > Why wasn't linda hamilton in terminator 3 ?
- > What's linda hamilton doing now ?
- > What has linda hamilton been in ?
- > What does linda hamilton look like ?
- > What was linda hamilton in ?
- > How much is linda hamilton worth ?
- > How rich is linda hamilton ?
- > What is linda hamilton worth ?
- > Why did linda hamilton quit beauty and the beast ?
- > What is linda hamilton doing today ?
- > What movies has linda hamilton been in ?
- > What films has linda hamilton been in ?
- > What shows has linda hamilton been in ?
- > What tv shows has linda hamilton been in ?
- > What does linda hamilton look like now ?
- > What movies was linda hamilton in ?
- > What shows was linda hamilton in ?
- > How much money is linda hamilton worth ?
- > How is linda hamilton ?

Right Type of Content to Satisfy | Humantics





Find Pain Points With Real Humans. Test.

Relationships | Humantics

Does the structure of the site, page & schema defined, support the fullest understanding of the page topic?



Site hierarchy, page structure, positions of words / headers, relevant schema and LooS

Relationships | Humantics

On-Page Organization

Break content into sections, semantically organized, used for answers (passage ranking) and overall page relevance.

Heading Vectors

Logically 'section-nizing' long form content for different intent / depth of answer satisfaction



Relationships | Humantics

Schema - InLinks JS Code

They can & will add a snippet.

Mentions. About. SameAs.

<https://schema.org/mentions>

<https://schema.org/about>

<https://schema.org/sameas>

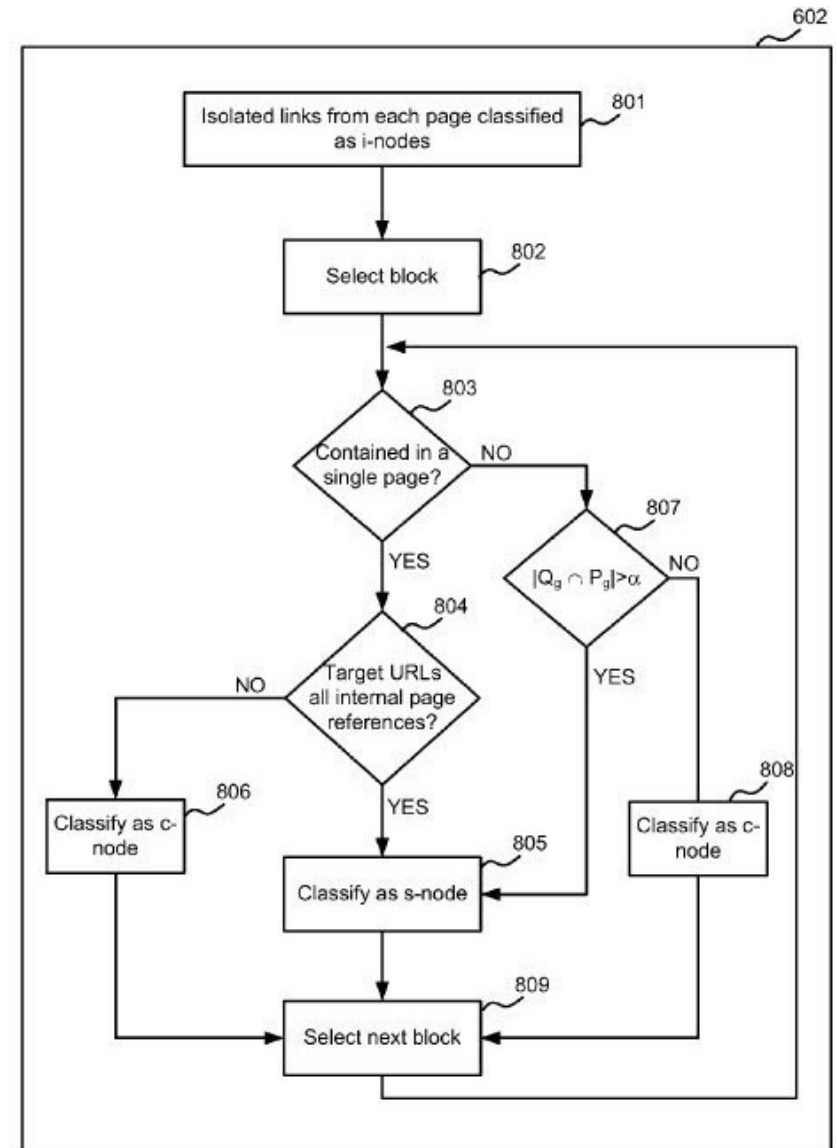
You may & can need to edit.

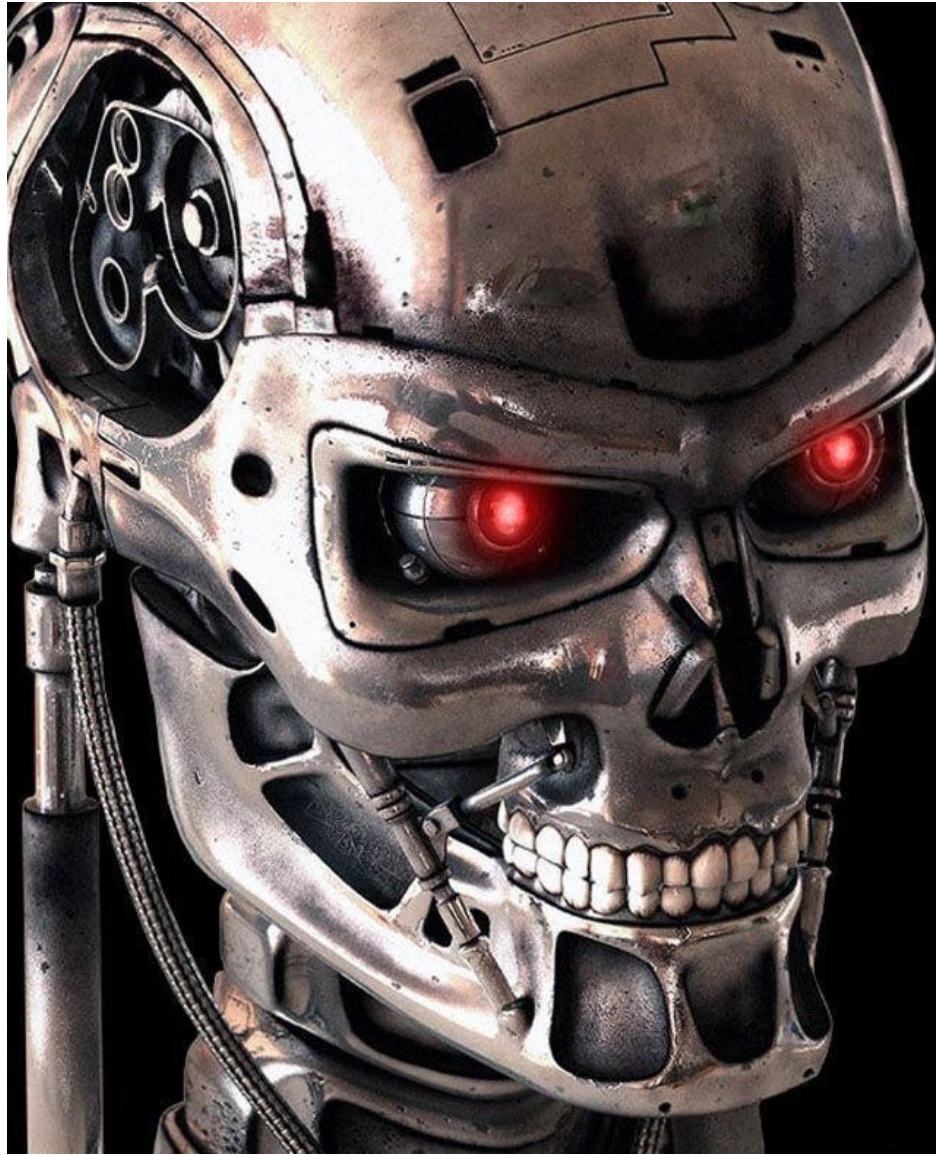


Links | Humantics

Are links from within the page, and to the page, providing valuable signals of relevance & importance?

Link Classification



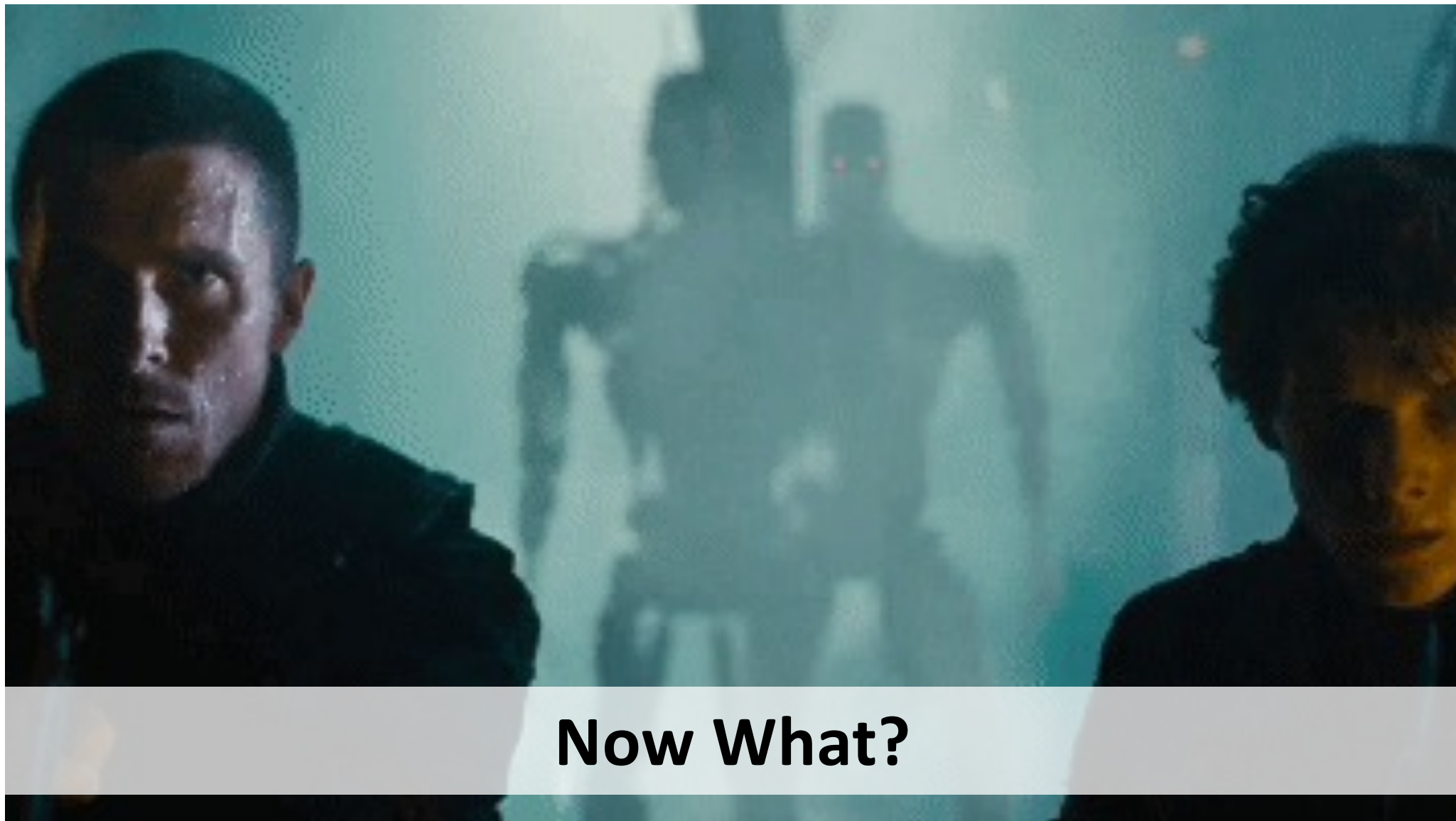


Internal Linking | **Humantics**

Reasonable Surfer Model

“Not all links are created equal”

- Location
- Frequency
- Format
- Attributes
- Anchor text
- Cluster / context / LooS



Now What?



Data Paralysis. There is a Crap Ton* of Data.



Simplify. One Entity / Topic at a Time.

CARL Framework

- Context
- Aim
- Relationships
- Links

Humantics

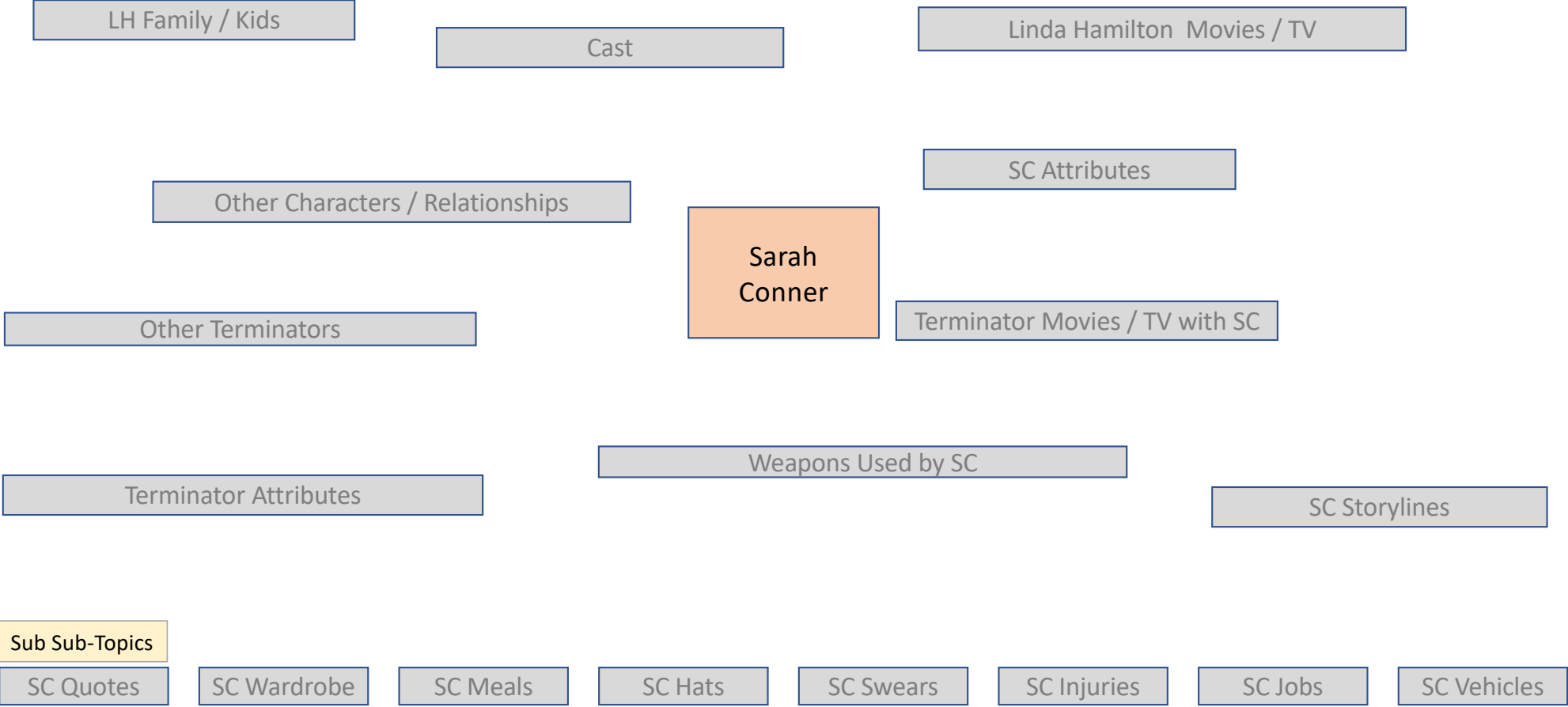


Context

Does the copy around the entity, contain components that clarify, definitively and trustworthily, the entity meaning?

Build an Entity / Topic Map

Entity / Topic / Question Map | **Humantics**



Aim

Does the content target the right cohort, search intent, and satisfy their target query completely?

(Plan to) Satisfy Relevant Questions Completely

Author a Crap Ton* of Brilliant Answers



*Very technical term

Entity / Topic / Question Map | Humantics

Who is Linda Hamilton Married to?

Does Linda Hamilton Have any Kids?

How Old Are Linda Hamilton's Kids?

How Long Has Linda Hamilton Been Married?

Who Played Sarah Conner in Terminator

Who Co-starred with Linda Hamilton in Terminator?

What was Linda Hamilton's first Terminator movie?

How much did Linda Hamilton get paid for Terminator movie?

What is Linda Hamilton net worth?

What movies has Linda Hamilton played in?

What's Linda Hamilton's most famous movie?

Which Linda Hamilton movie grossed the most?

How old is Sarah Conner?

Where was Sarah Conner born?

When is Sarah Conner's birthday?

What other characters are in the Terminator movies with Sarah Conner?

Is Kyle older than Sarah Conner?

Is John Conner really Sarah Conner's son?

Sarah
Conner

How many terminator movies feature Sarah Conner?

Is Sarah Conner in the Terminator TV series?

How many minutes was Sarah Connect in Terminator RotM?

When did Sarah Connect Chronicles get released?

What was Sarah Conner's favorite weapon?

When did Sarah Conner use a rocket launcher?

How many robots has Sarah Conner killed with a shotgun?

Did Sarah Conner reload a shot gun with only one hand?

When did Sarah Connor first meet the Terminator?

How many love interests has Sarah Conner?

When did Sarah Conner first kiss Kyle?

When did Sarah Conner die?

Sub Sub Topics

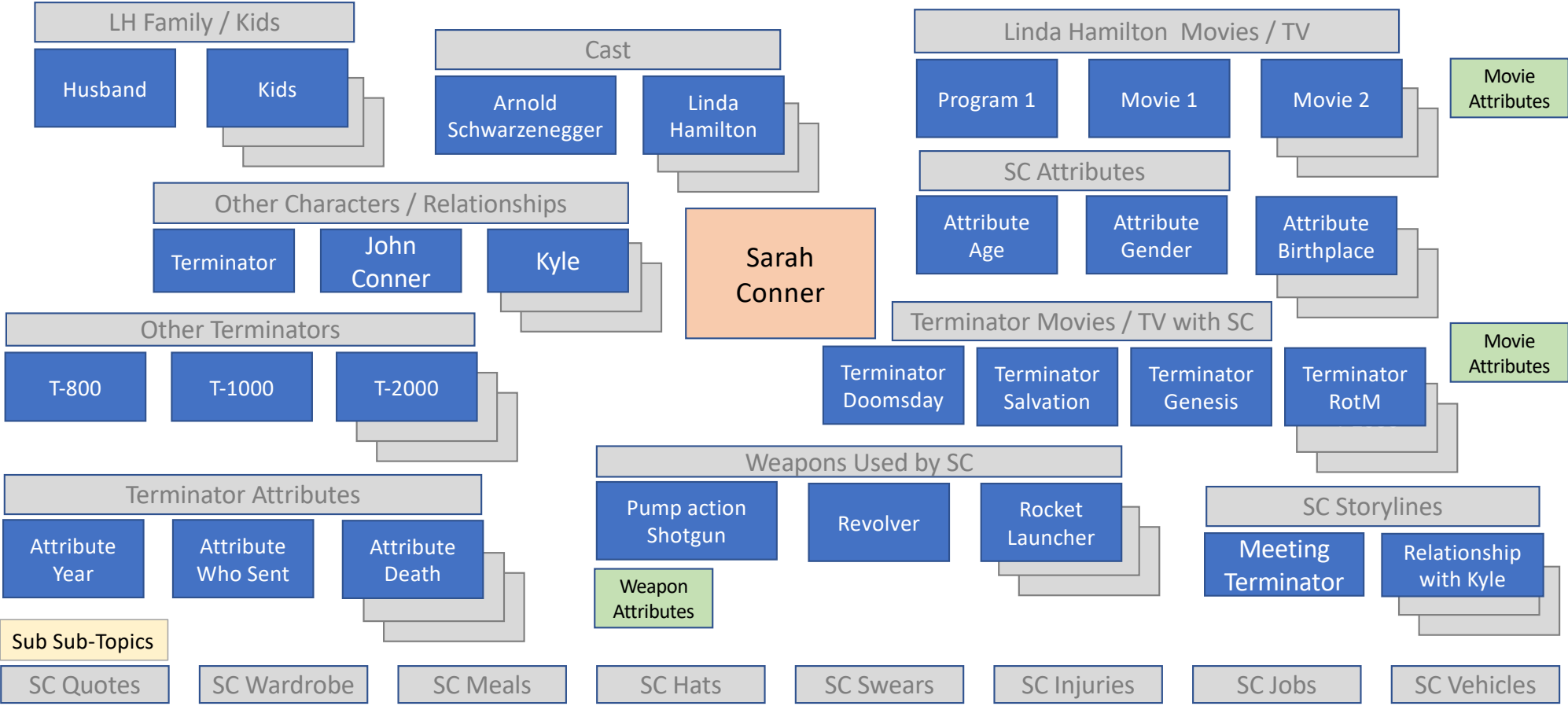
Lots and lots and lots and lots and lots and lots and lots and lots and lots and lots and lot and lots and lots and lots and lots and lots and lot and lots and lots and lots of other questions / answers

Relationships

Does the structure of the site, page & schema defined, support the fullest understanding of the page topic?

Build Logical Hierarchy / Page Structure

Entity <> Topic / Question Map | Humantics

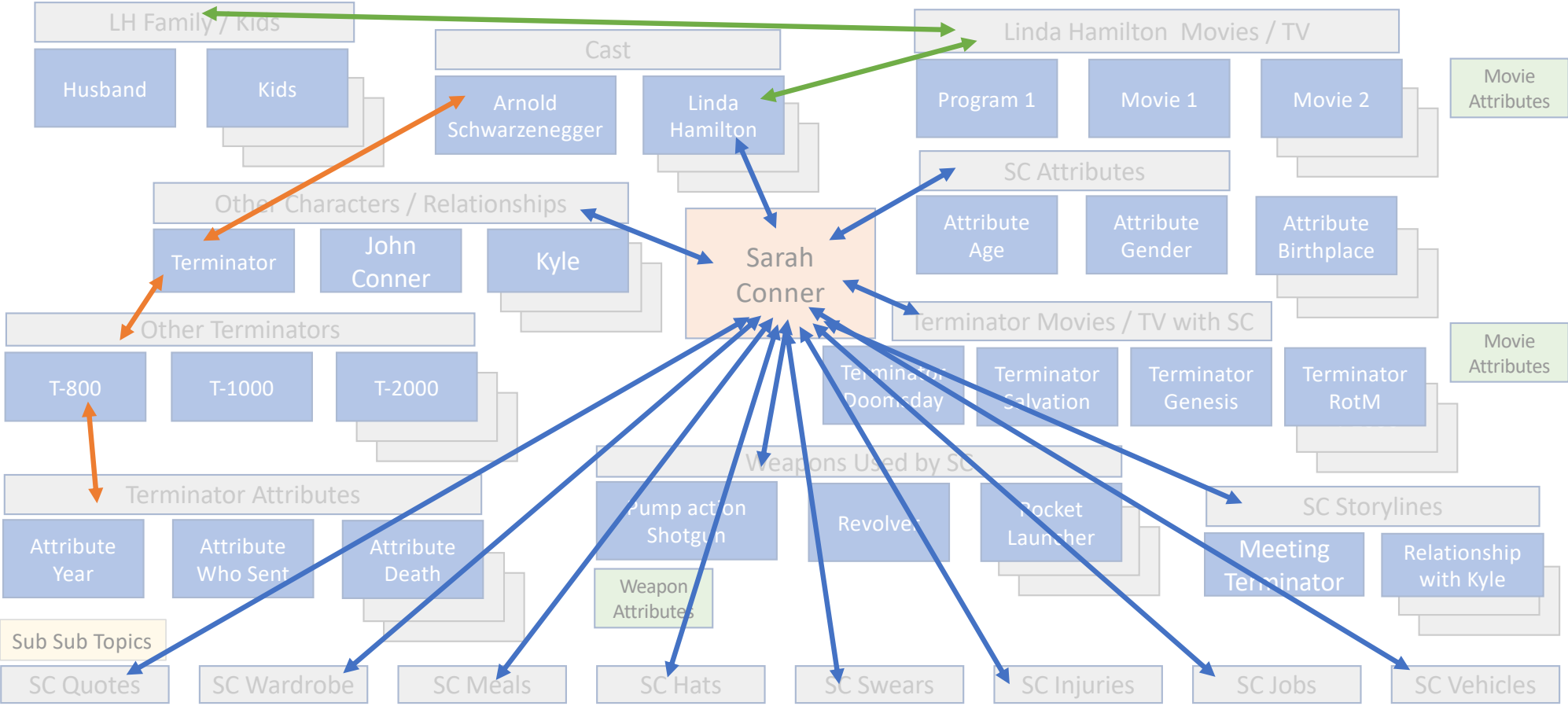


Links

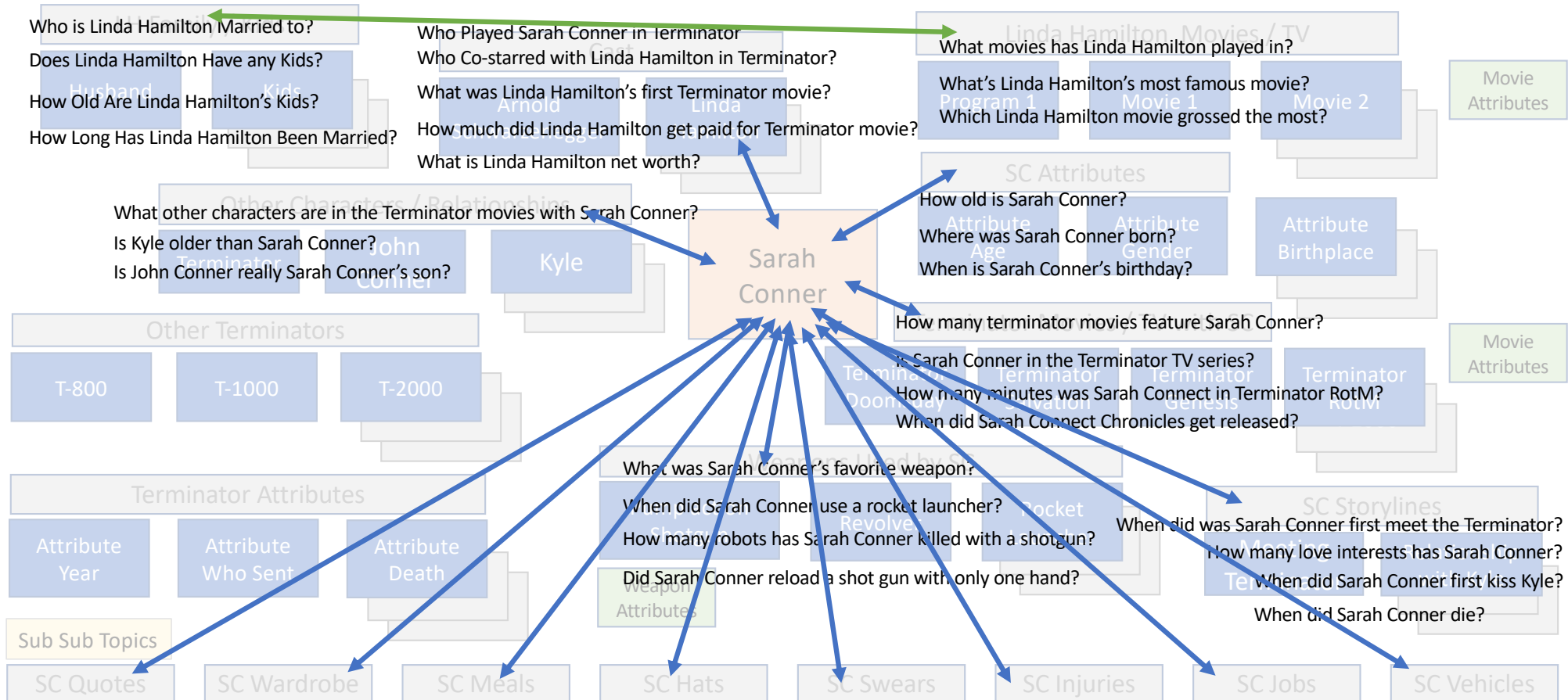
Are links from within the page and to the page providing valuable signals of relevance & importance?

Build Logical Silos & Internal Link Signals

Entity / Topic / Question Map | Humantics



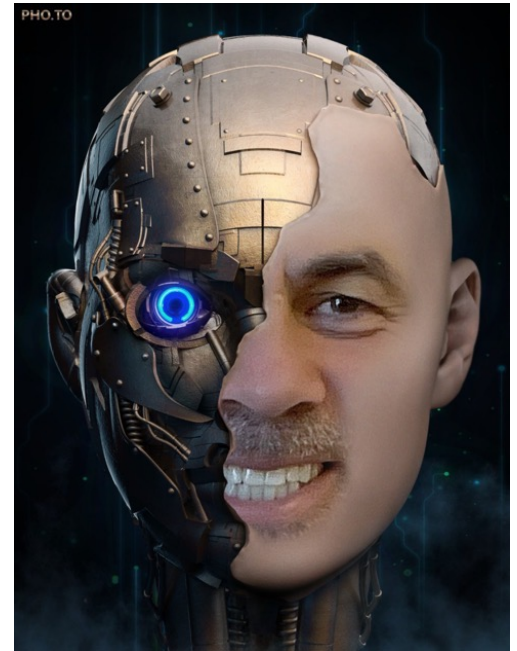
Entity / Topic / Question Map | Humantics



Humantics | Content Strategy Recap

InLinks / SurferSEO / SEMRush / Google / ATP etc. etc.

- Target topic / keyword
- Research / edit entities / topics (human)
- Satisfaction with answers (test w/ humans)
- Page (headers/sections) section-nize
- Site structure / internal Links
- Schema
- Test the crap out of it with real humans



CARL Framework

- Context
- Aim
- Relationships
- Links

Humantics





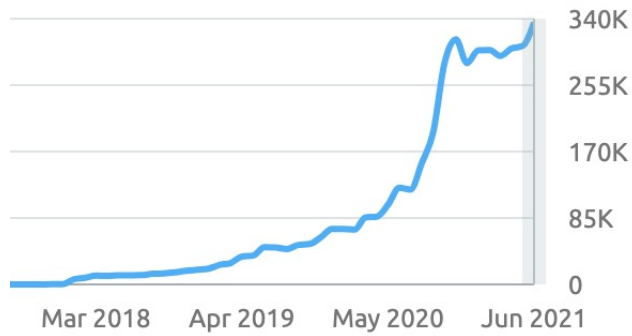
Thank You



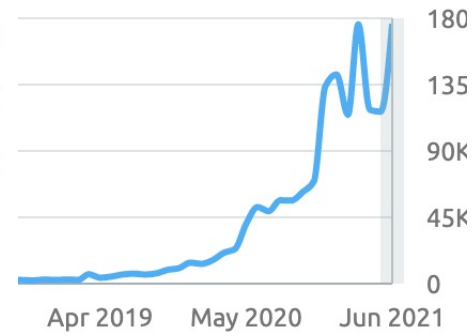
I'll be back.



Solar



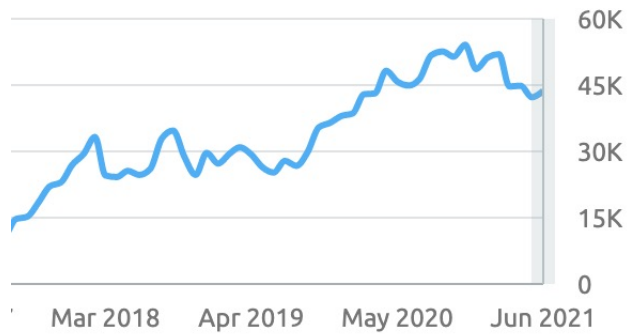
Interior Design



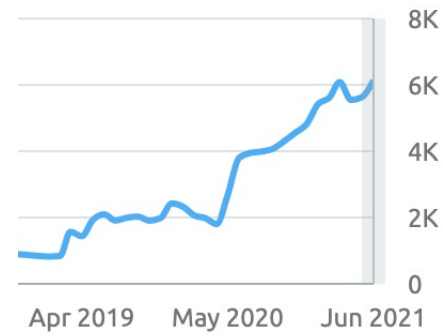
Compliance



Furniture



Furniture



Survival Camp





Boom

Humantics

Grant Simmons

VP, Performance Marketing



Part of the CoStar Group of Companies

