

**Keywords Are Dead**  
Long Live *Humanitics*!

# Humantics

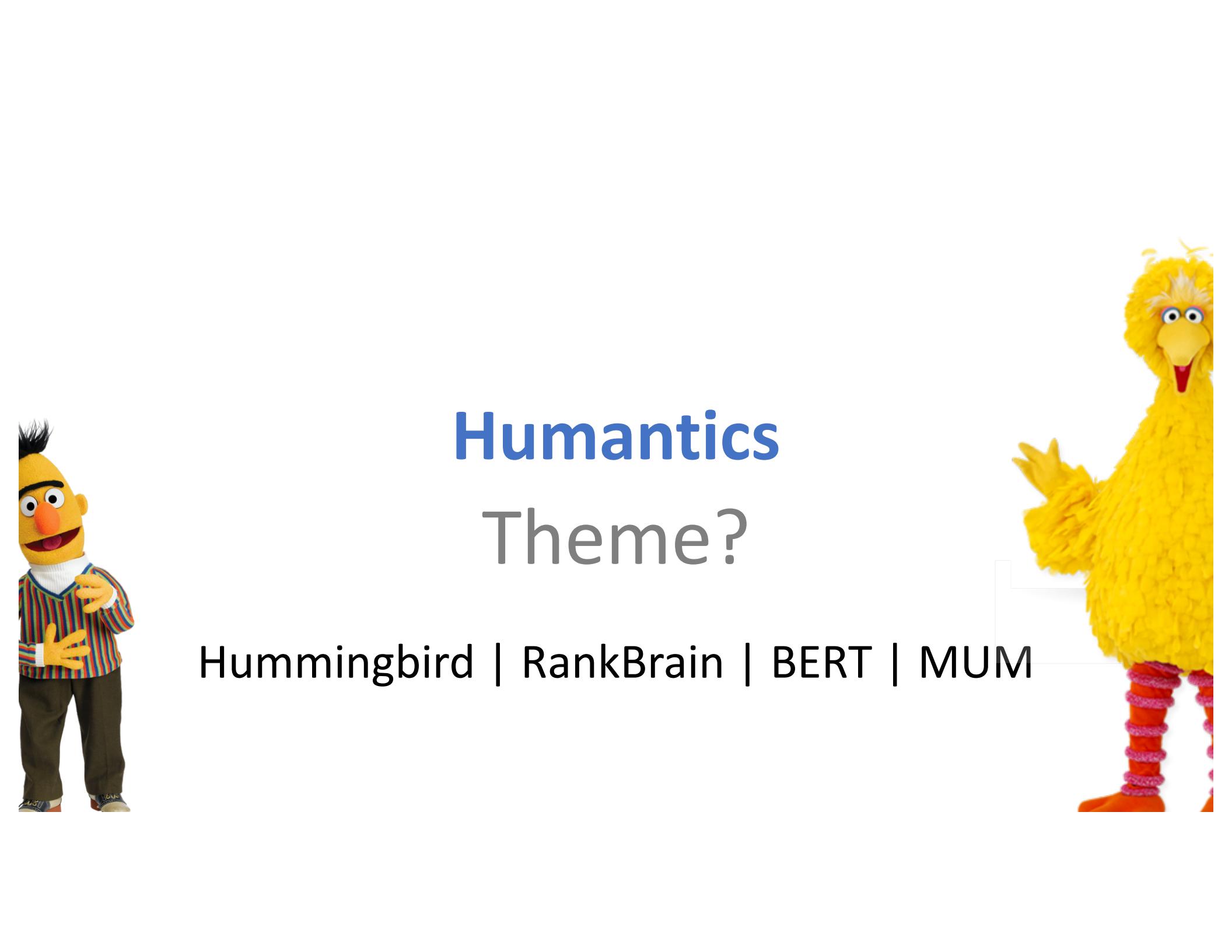
*The intersection of human action  
& search engine understanding*

# Humantics

*The intersection of human action  
& search engine understanding*

Hummingbird | RankBrain | BERT | MUM

**Driven by machine learning & AI**

The image features two Sesame Street characters on a white background. On the left, Bert, a yellow muppet with a striped sweater, is gesturing with his hands. On the right, Big Bird, a large yellow bird with a red beak and feet, is also gesturing. They are positioned on either side of the central text.

# 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 refined 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

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2021: Importance of Humanitics



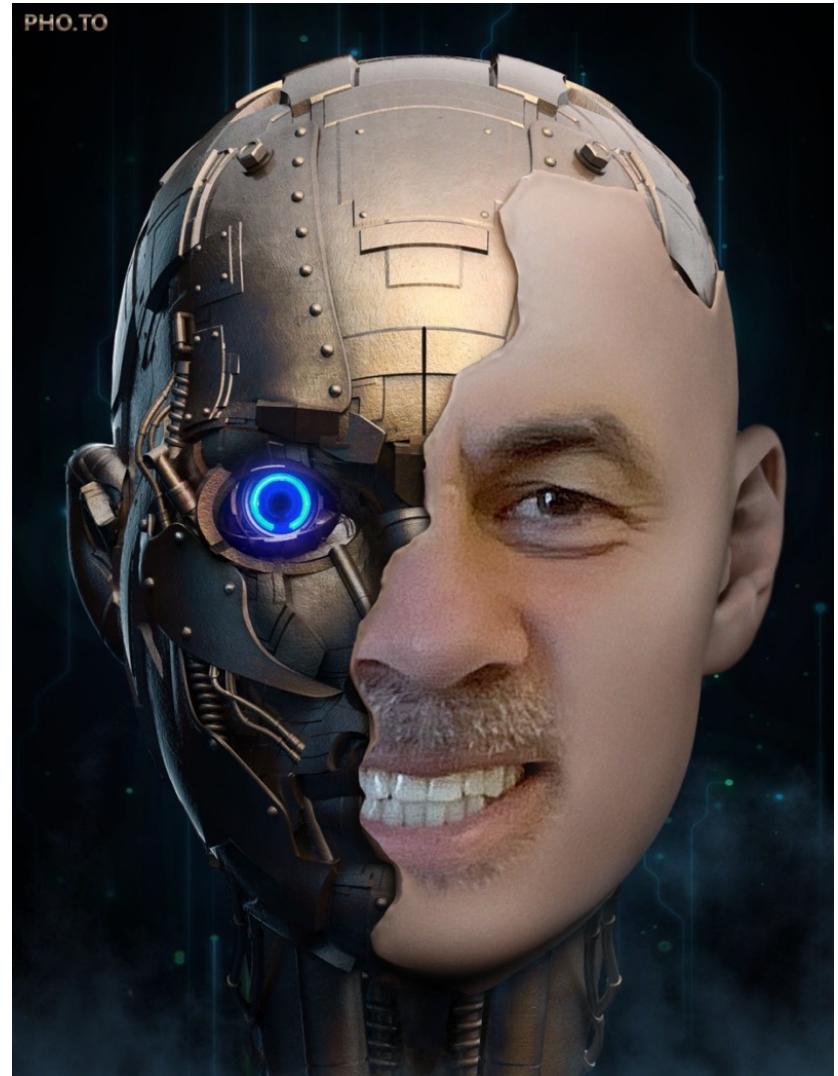
Oh, and yes... I'm from London

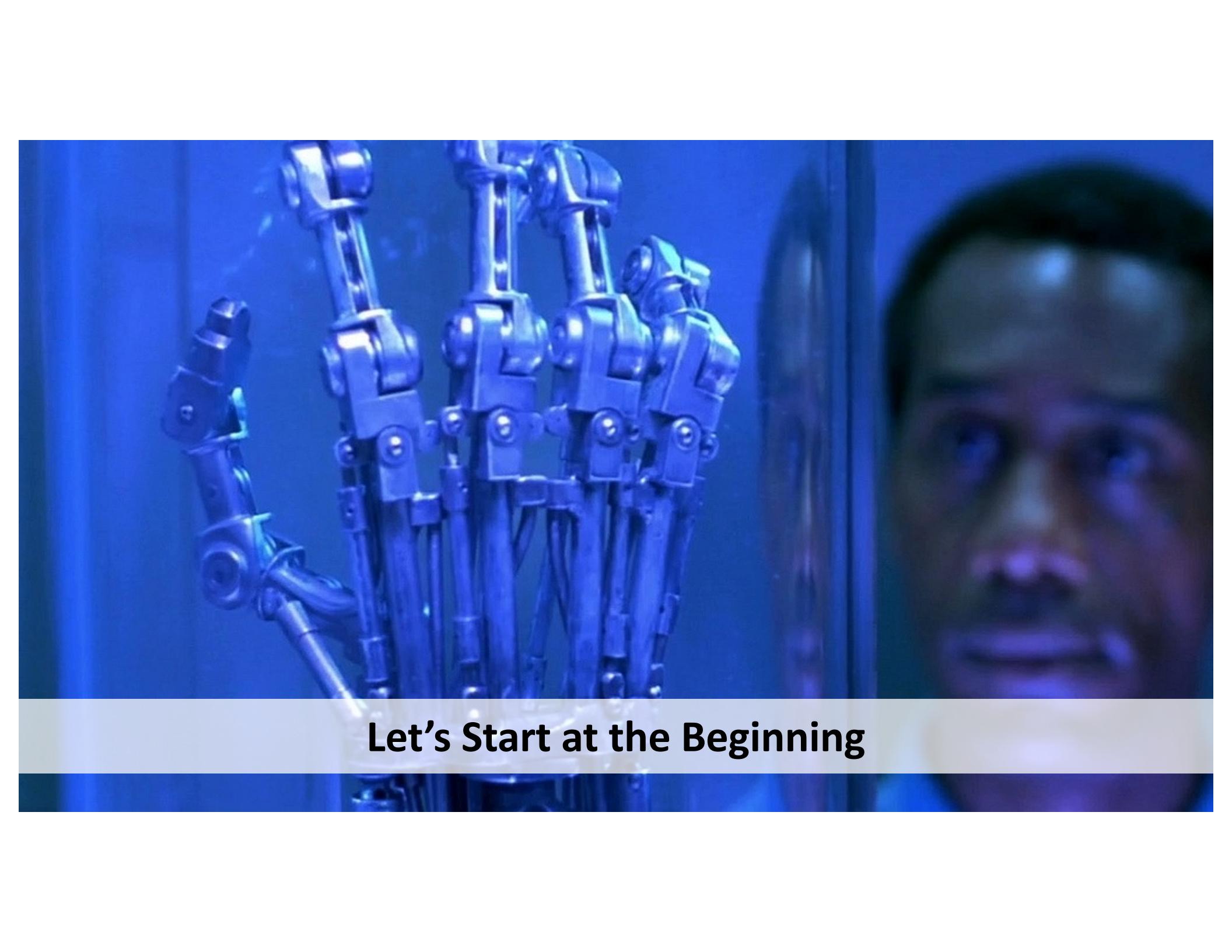
# Grant Simmons

VP, Performance Marketing

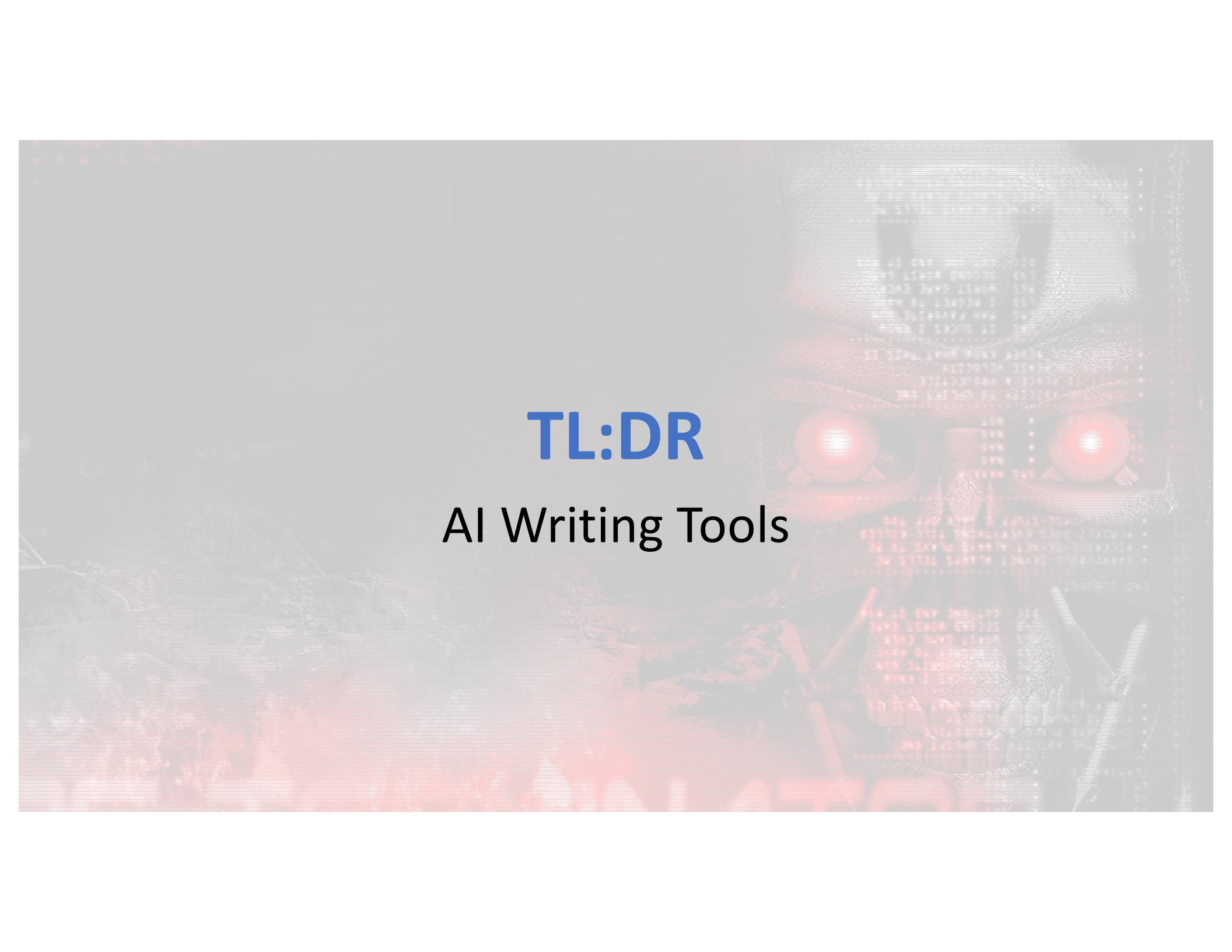


Now part of the CoStar Group of Companies



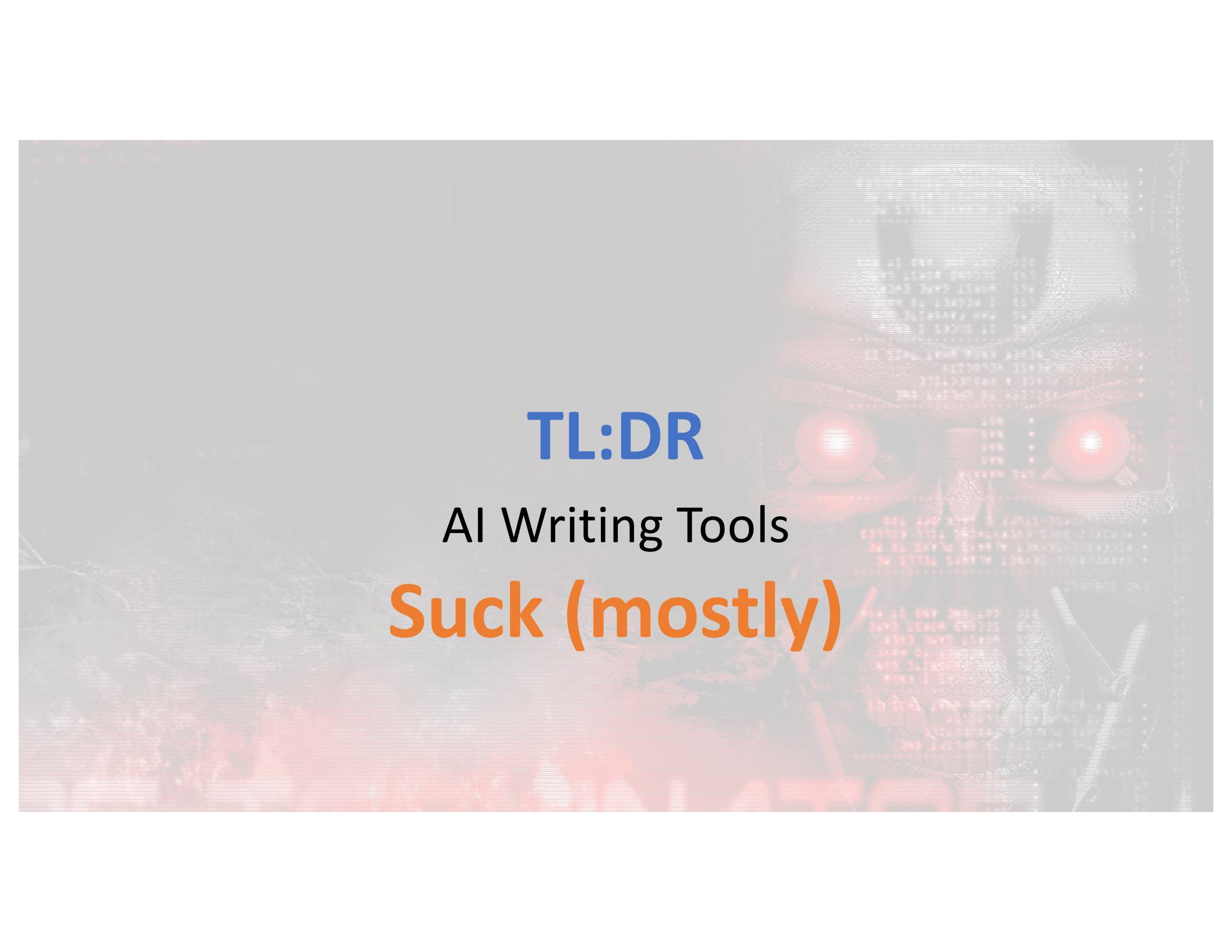


**Let's Start at the Beginning**



# TL:DR

## AI Writing Tools



**TL:DR**  
AI Writing Tools  
**Suck (mostly)**

# Jarvis

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



✓ 310 words

Title

Arnold Schwarzenegger, Muscle Man, Actor, Governorat & 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 X  
bodybuilder X Governor X

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

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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 would be 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 has 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](https://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](http://www.HyperWrite.ai)



# ContentBot – Auto Authoring

## Article Explorer beta

**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 Plot Get started

Section #2: The Movie Characters Get started

Section #3: What Happens at the End of the Movie Get started

#### Word Count per Section

100 words (25s per section, ±1min 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 beta

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 timeline that possesses him. In this timeline, his future is bleak and he is eventually terminated by John Connor, the 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

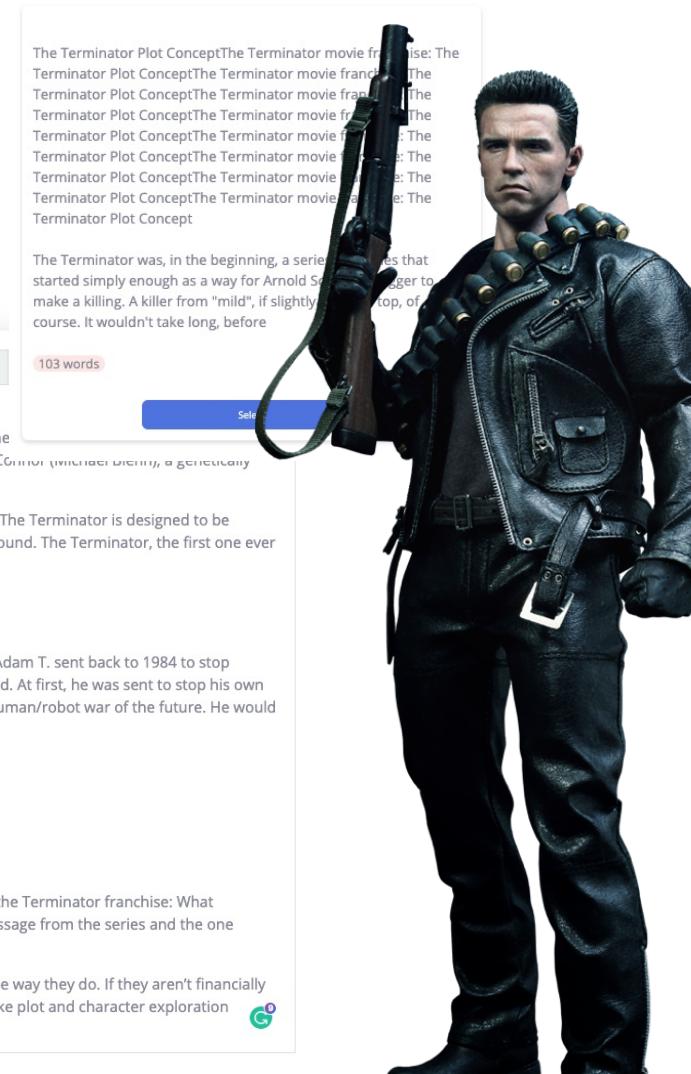
The first Terminator movie of the franchise is considered a masterpiece, by everyone

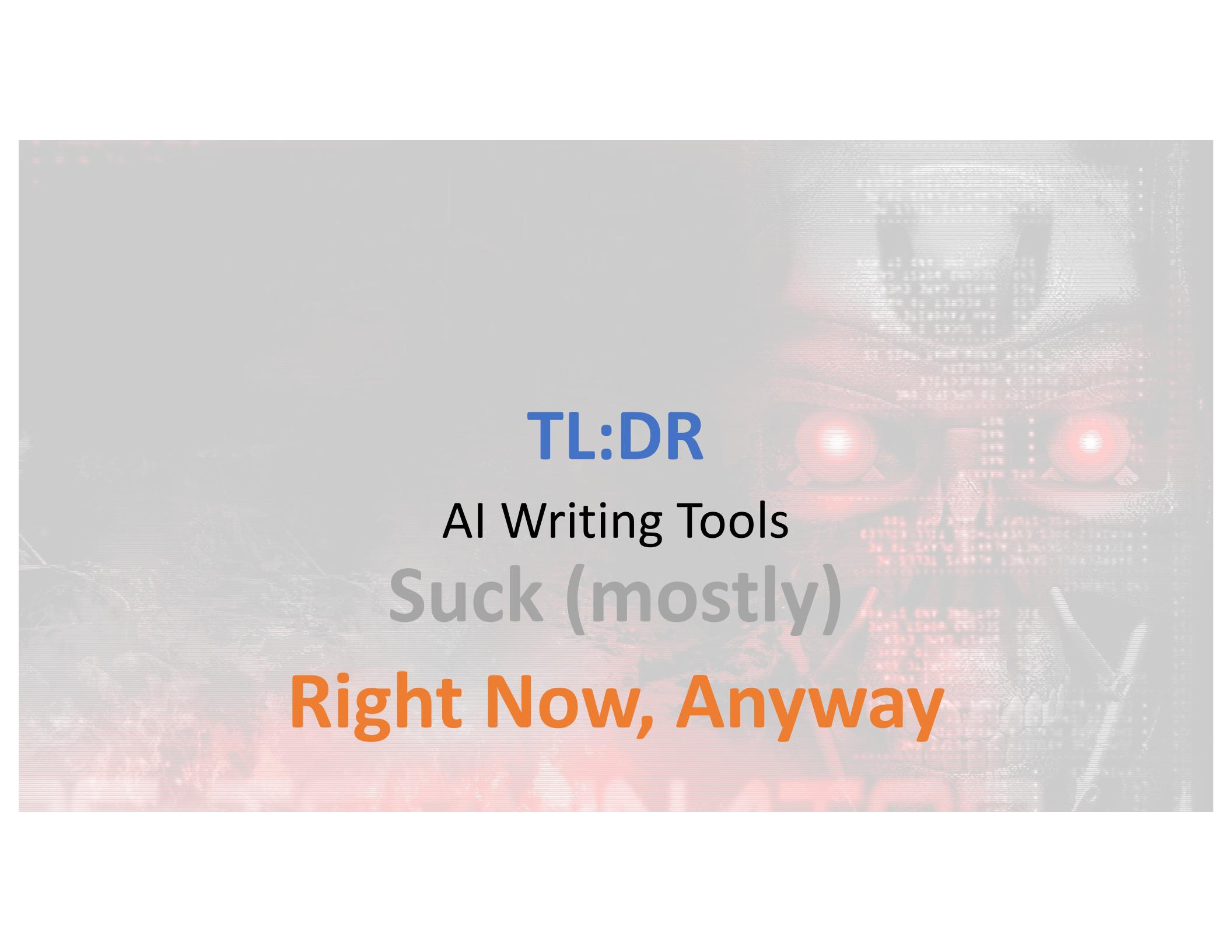
**What Happens at the End of the Movie**  
What Happens at the End of the Movie

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

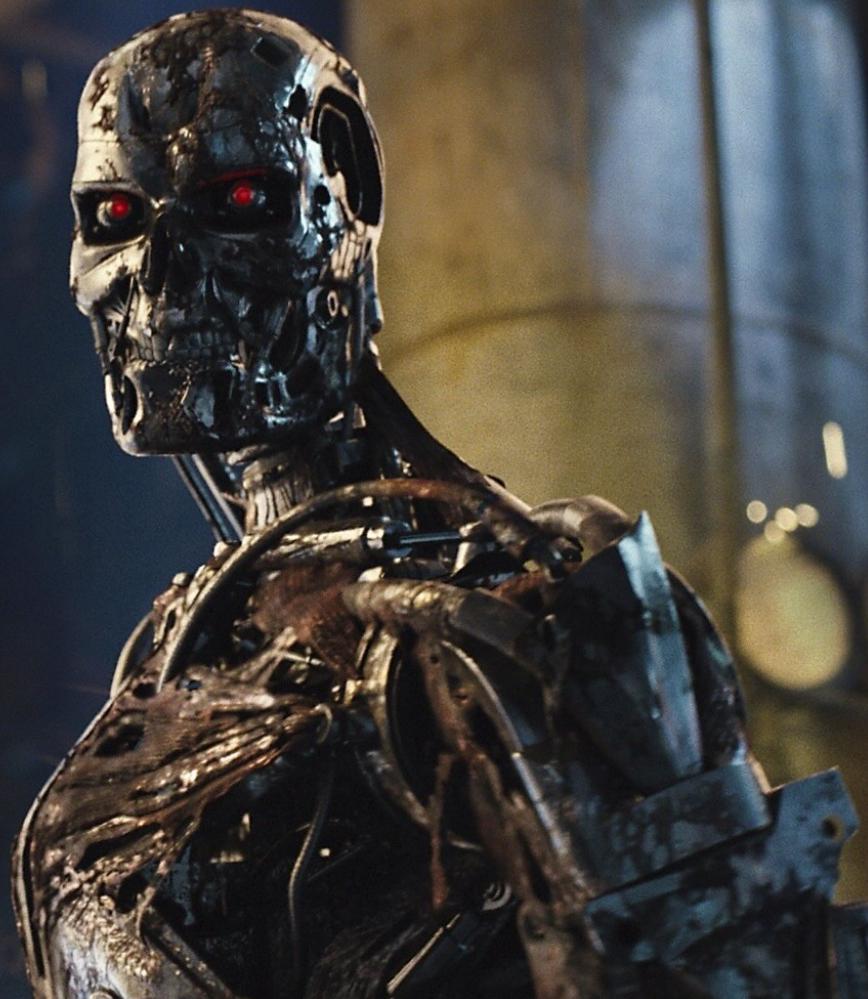
310 words





**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

SKYPE

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

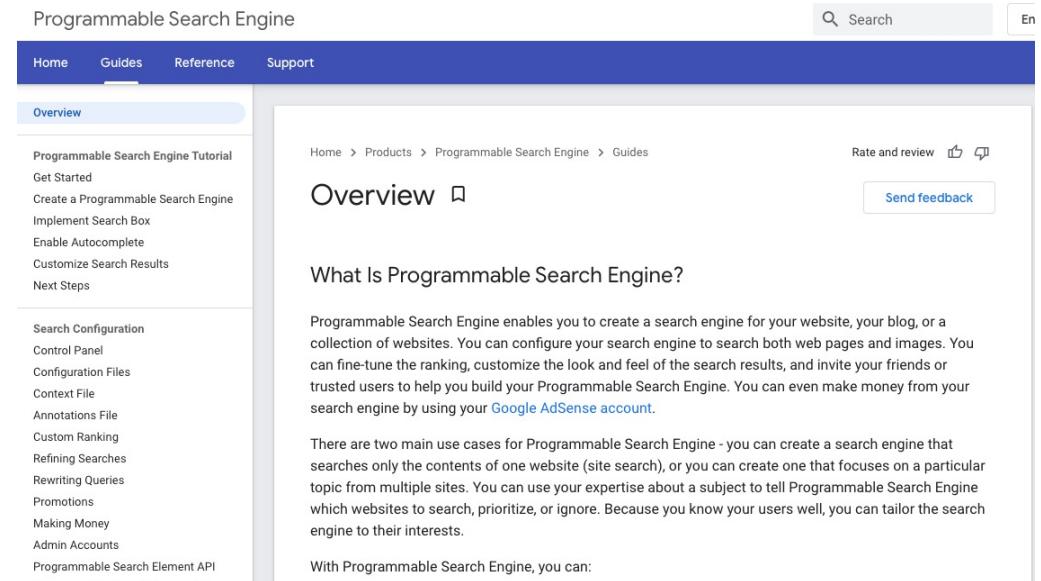
# Search Engine Learnings

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) ☺



The screenshot shows a website for 'Programmable Search Engine'. The header includes a search bar and a language selection 'En'. The main navigation bar has tabs for 'Home', 'Guides' (which is active), 'Reference', and 'Support'. The 'Guides' section contains a 'Overview' page. The left sidebar lists various guides: 'Programmable Search Engine Tutorial', 'Get Started', 'Create a Programmable Search Engine', 'Implement Search Box', 'Enable Autocomplete', 'Customize Search Results', 'Next Steps', 'Search Configuration', 'Control Panel', 'Configuration Files', 'Context File', 'Annotations File', 'Custom Ranking', 'Refining Searches', 'Rewriting Queries', 'Promotions', 'Making Money', 'Admin Accounts', and 'Programmable Search Element API'. The main content area for the 'Overview' page includes a breadcrumb trail: 'Home > Products > Programmable Search Engine > Guides'. It features a 'Rate and review' button and a 'Send feedback' button. The 'Overview' section discusses what Programmable Search Engine is and its use cases.

Programmable Search Engine

Search

En

Home Guides Reference Support

Overview

Programmable Search Engine Tutorial

Get Started

Create a Programmable Search Engine

Implement Search Box

Enable Autocomplete

Customize Search Results

Next Steps

Search Configuration

Control Panel

Configuration Files

Context File

Annotations File

Custom Ranking

Refining Searches

Rewriting Queries

Promotions

Making Money

Admin Accounts

Programmable Search Element API

Home > Products > Programmable Search Engine > Guides

Rate and review

Send feedback

Overview

What Is Programmable Search Engine?

Programmable Search Engine enables you to create a search engine for your website, your blog, or a collection of websites. You can configure your search engine to search both web pages and images. You can fine-tune the ranking, customize the look and feel of the search results, and invite your friends or trusted users to help you build your Programmable Search Engine. You can even make money from your search engine by using your [Google AdSense account](#).

There are two main use cases for Programmable Search Engine - you can create a search engine that searches only the contents of one website (site search), or you can create one that focuses on a particular topic from multiple sites. You can use your expertise about a subject to tell Programmable Search Engine which websites to search, prioritize, or ignore. Because you know your users well, you can tailor the search engine to their interests.

With Programmable Search Engine, you can:

# Search Query Parsing

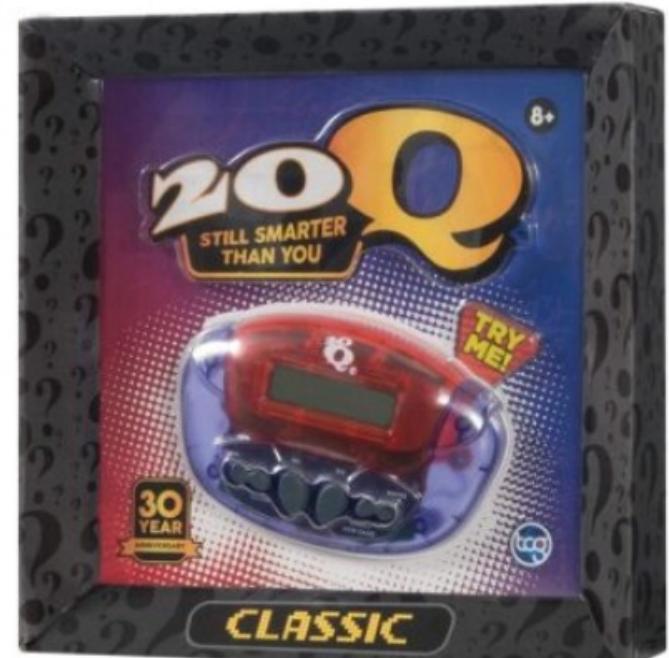
## Google AI, ML & LooS

# 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)

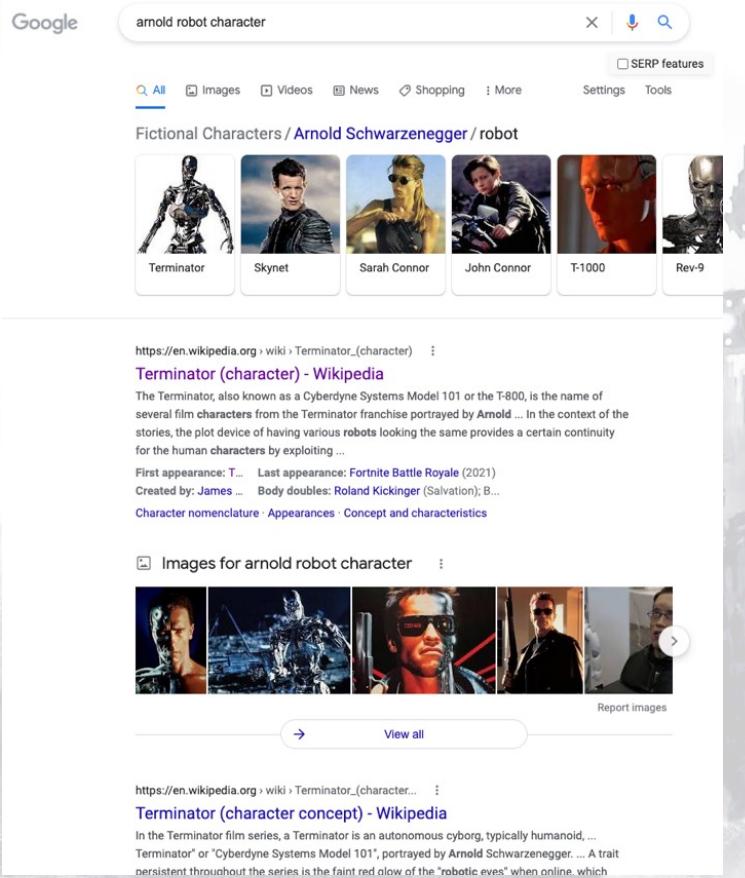


# Query Synonyms | Search Engine Stuff

Corpus learnings  
(from the whole web)

Cyborg = Robot

Terminator = Arnold Robot Character



Google search results for "arnold robot character". The search bar shows the query. The results page includes a navigation bar with "All", "Images", "Videos", "News", "Shopping", "More", "Settings", and "Tools". The main content area shows a grid of images for "Fictional Characters / Arnold Schwarzenegger / robot". The images are labeled: Terminator, Skynet, Sarah Connor, John Connor, T-1000, and Rev-9. Below this, a link to the Wikipedia page for "Terminator (character)" is shown, along with a snippet of text and a "View all" button. Another section shows a grid of images for "Images for arnold robot character" with a "Report images" link. At the bottom, a link to the Wikipedia page for "Terminator (character concept)" is shown, along with a snippet of text.

# 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 /= Cyborgs (not Cyborg)



# Search Engine Query Synonyms

Good from Bad

Break bad

(based on Quality  
Raters, Machine  
Learning)

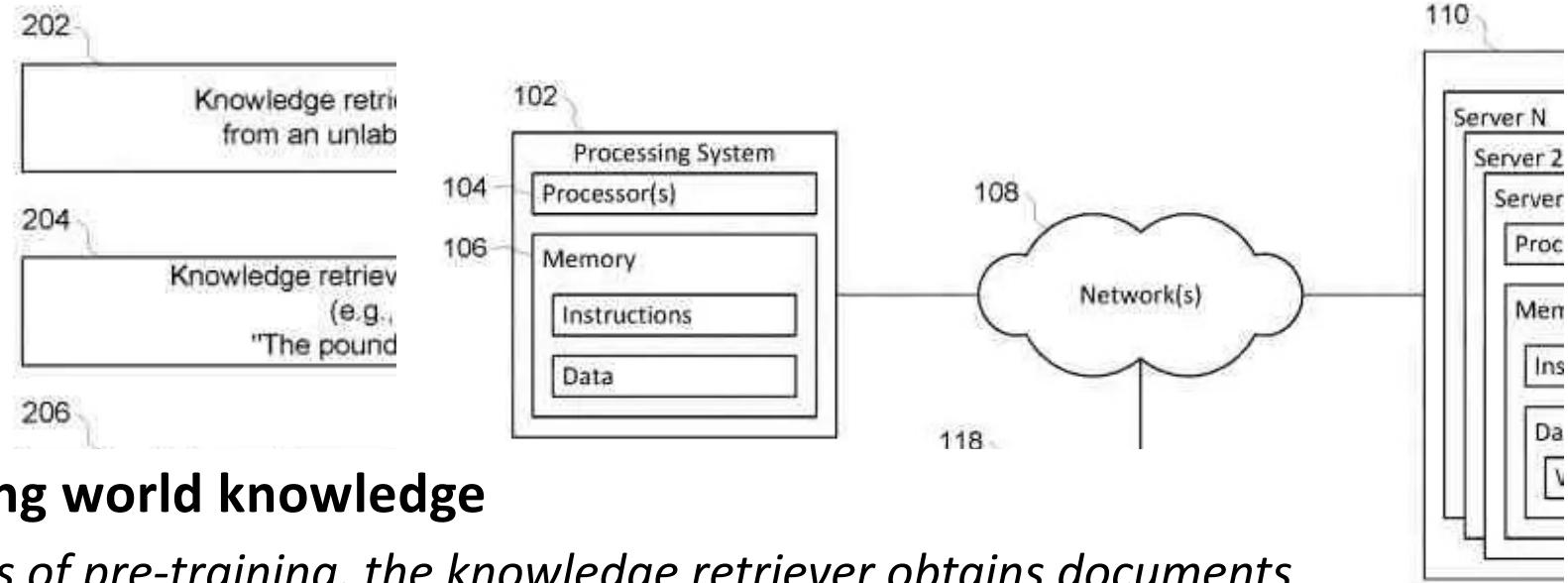
**Robot /= Roblox**



# 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

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](#)



A man with short, light-colored hair, wearing a dark suit jacket, is looking directly at the camera with a serious expression. He is holding a large, ornate handgun with both hands, pointing it towards the viewer. The background is a warm, orange-tinted scene, possibly a sunset or fire, with some industrial structures visible. The text "Umm No." is overlaid in the bottom center of the image.

Umm No.

A dramatic, high-contrast photograph of a man in a leather jacket and sunglasses shouting. He is the central figure, with his mouth wide open and hands raised in a gesture of anger or defiance. Another man is visible in the background, looking on with a neutral expression. The lighting is stark, creating deep shadows and bright highlights on the man's face and hands.

***I swear I will not kill anyone.***

# Good Stuff (for SEO)

## Search Engines Learning from Large Corpuses

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





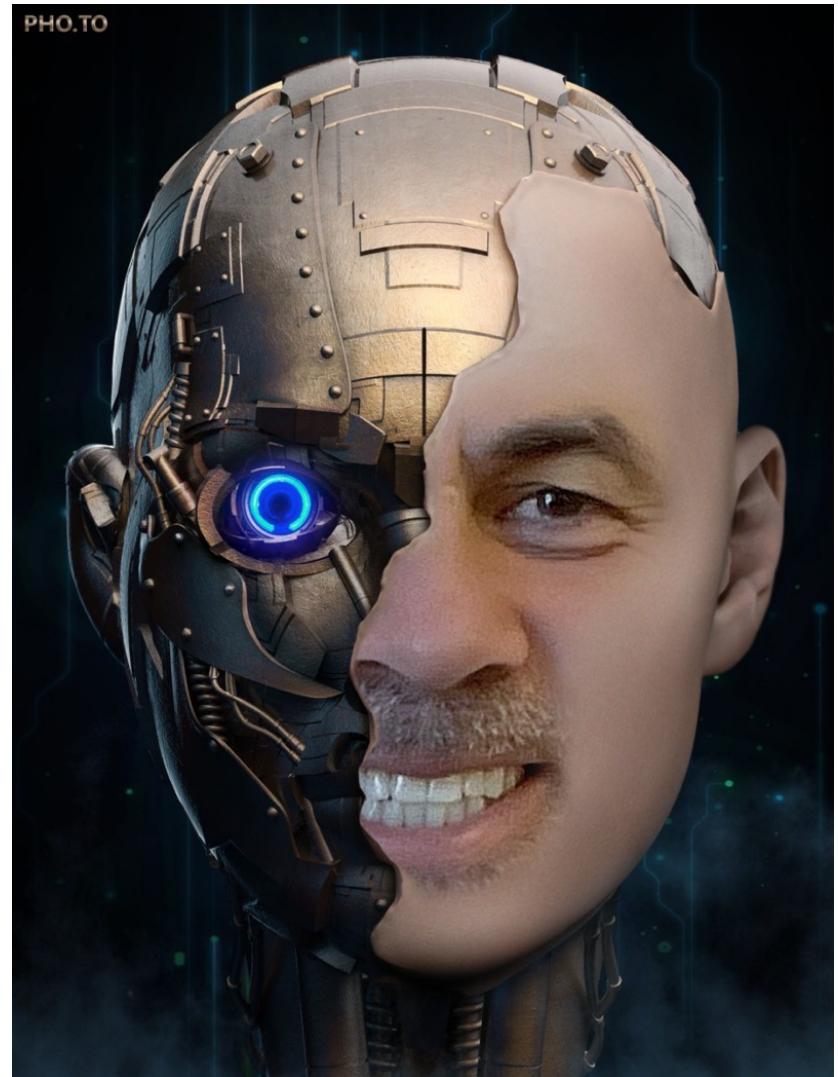
**Creating Content that Search Engines ‘Understand’**

# I'm keeping this Simple

Not because you are...

... but because I am...

:-)



## How it Works

# Web Content Tokenizing

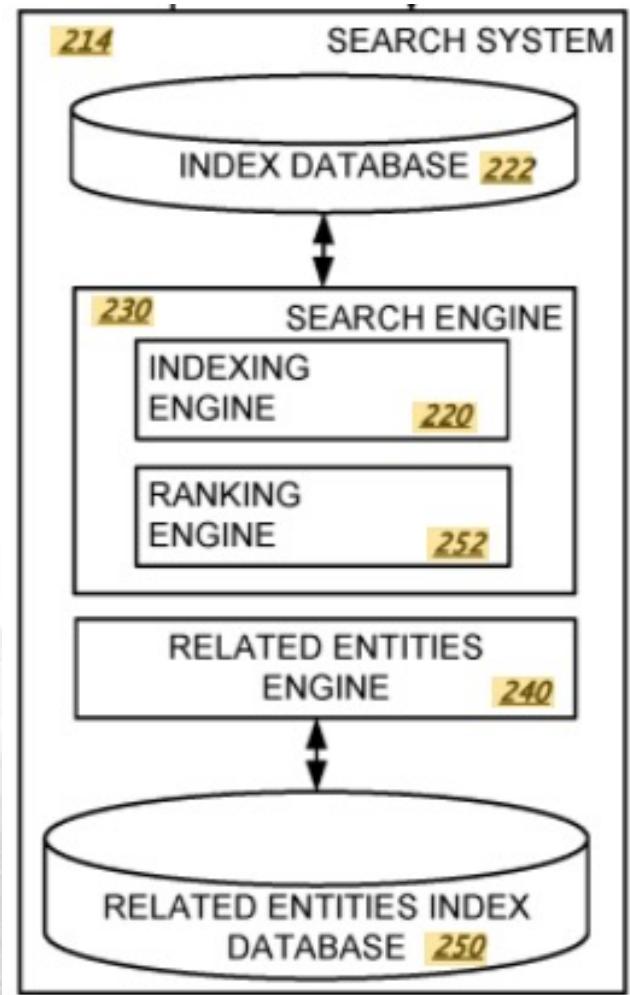
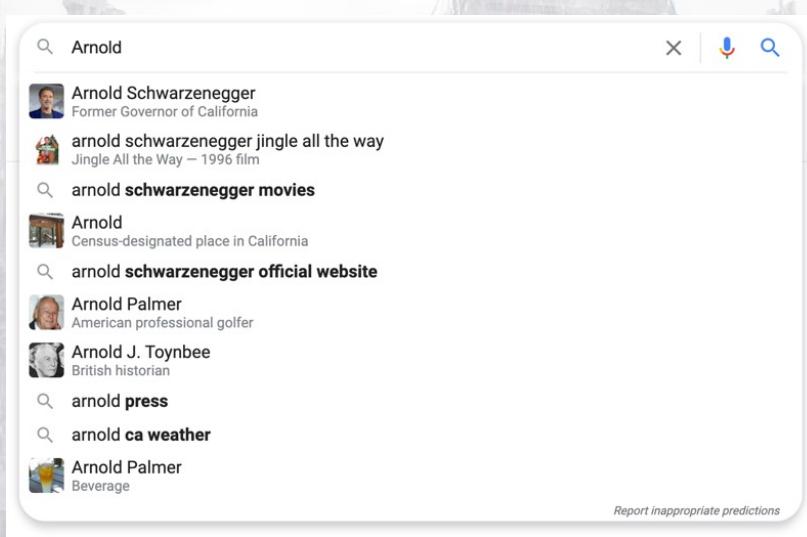
Entities → Connections & BaD



**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

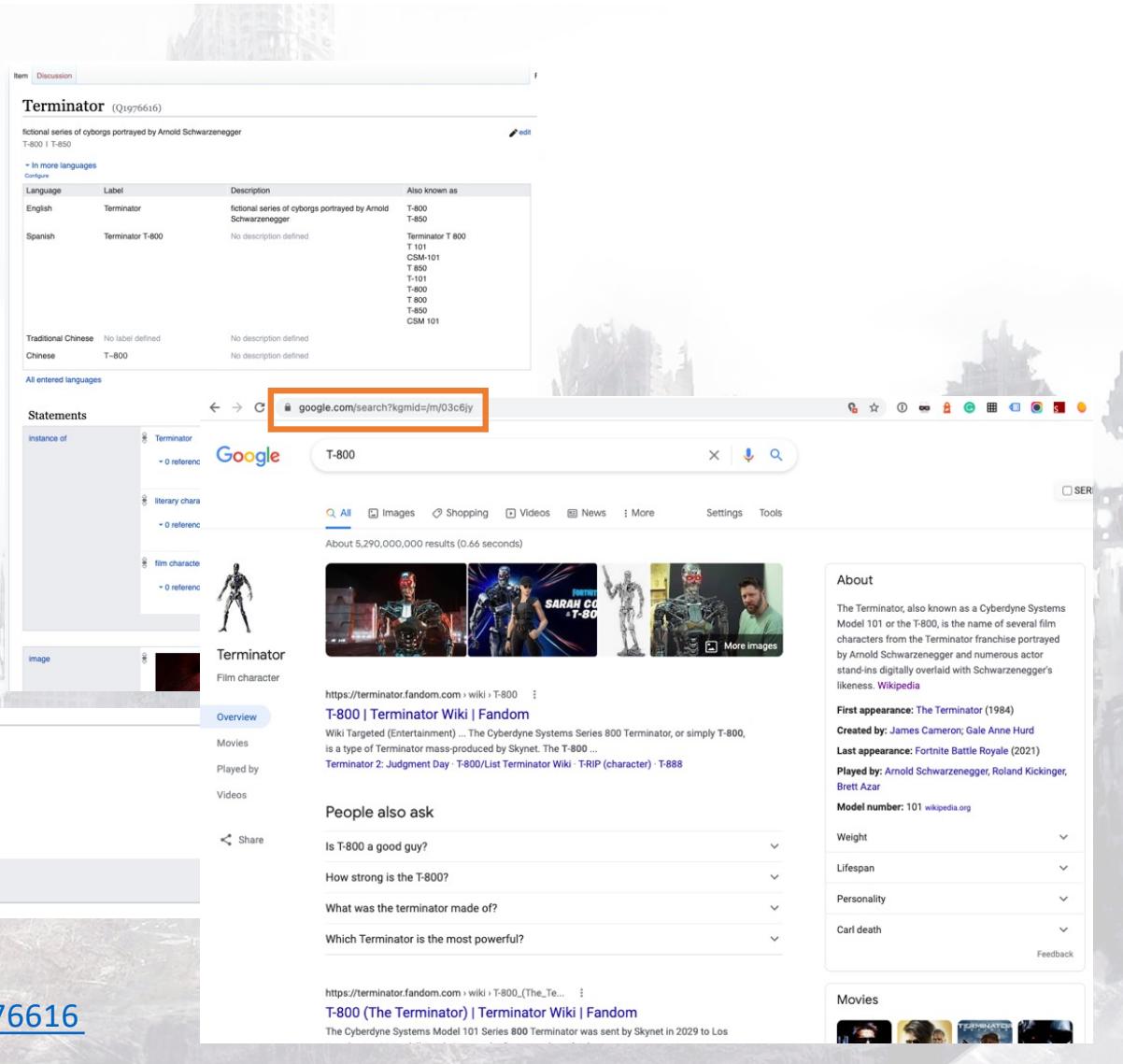
Wikidata to find MID  
(Freebase ID)

Freebase ID

[/m/03c6jy](https://www.googleapis.com/freebase/v1/search?query=T-800&filter=%22%22)

► 1 reference

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



The image shows a web browser with two tabs open. The left tab displays the Wikidata item for 'Terminator' (Q1976616), which is a fictional series of cyborgs portrayed by Arnold Schwarzenegger. The right tab shows a Google search results page for the Freebase ID '/m/03c6jy', specifically for 'T-800'. The search results include images of Arnold Schwarzenegger as the Terminator and digital renderings of the character.

**Wikidata Item (Terminator Q1976616):**

- Labels:** Terminator
- Descriptions:** fictional series of cyborgs portrayed by Arnold Schwarzenegger
- Also known as:** T-800, T-850, Terminator T 800, T 101, CSM-101, T 850, T-101, T-800, T 800, T-850, CSM 101

**Statements:**

- Instance of: Terminator
- literary character
- film character
- Image

**Google Search Results for /m/03c6jy:**

- Search Query:** google.com/search?kgmid=/m/03c6jy
- Results:** About 5,290,000,000 results (0.66 seconds)
- Images:** Terminator, Sarah Connor, and Arnold Schwarzenegger.
- Links:** 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
- About Section:** The Terminator; also known as a Cyberdyne Systems Model 101 or the T800, 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](#)
- Properties:** Weight, Lifespan, Personality, Carl death
- Movies:** Terminator 2: Judgment Day, Terminator 3: Rise of the Machines, Terminator: The Sarah Connor Chronicles, Terminator: Genisys, Terminator: Dark Fate

# Strings to Things

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

(connections improve context)

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      "Movie"
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    "@type": [
      "Thing",
      "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*



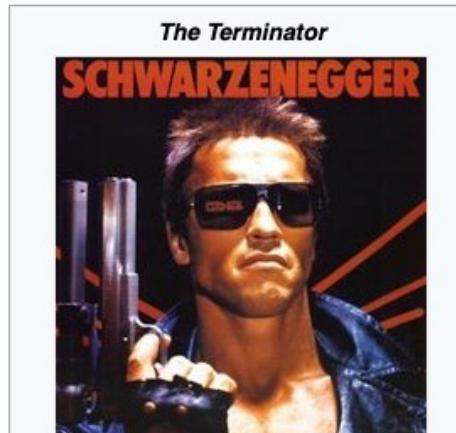
From Wikipedia, the free encyclopedia

*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 <b>Terminator</b><sub>2</sub> is a <b>1984</b><sub>81</sub> <b>1984</b><sub>93</sub> <b>science fiction film</b><sub>3</sub> directed by <b>James Cameron</b><sub>1</sub>. It stars <b>Arnold Schwarzenegger</b><sub>7</sub> as the <b>Terminator</b><sub>2</sub>, a <b>cyborg assassin</b><sub>11</sub> sent back in time from <b>2029</b><sub>90</sub> to <b>1984</b><sub>82</sub> <b>1984</b><sub>98</sub> to kill <b>Sarah Connor</b><sub>14</sub> ( <b>Linda Hamilton</b><sub>5</sub> ), whose <b>son</b><sub>13</sub> will <b>one</b><sub>97</sub> day save <b>mankind</b><sub>12</sub> from <b>extinction</b><sub>10</sub> by a hostile <b>artificial intelligence</b><sub>20</sub> in a post-apocalyptic future. <b>Michael Biehn</b><sub>41</sub> plays <b>Kyle Reese</b><sub>16</sub>, a <b>soldier</b><sub>16</sub> sent back in time to protect <b>Sarah</b><sub>14</sub>. The <b>screenplay</b><sub>22</sub> is credited to <b>Cameron</b><sub>1</sub> and <b>producer</b><sub>4</sub> <b>Gale Anne Hurd</b><sub>4</sub>, while <b>co-writer</b><sub>8</sub> <b>William Wisher Jr.</b><sub>8</sub> received a <b>credit</b><sub>19</sub> for additional <b>dialogue</b><sub>21</sub>. <b>Cameron</b><sub>1</sub> devised the <b>premise</b><sub>23</sub> of the <b>film</b><sub>6</sub> from a <b>fever dream</b><sub>33</sub> he experienced during the <b>release</b><sub>35</sub> of his first <b>film</b><sub>18</sub>, <b>Piranha II: The Spawning</b><sub>56</sub> ( <b>1982</b><sub>83</sub> <b>1982</b><sub>91</sub> ), in <b>Rome</b><sub>55</sub>, and developed the <b>concept</b><sub>32</sub> in <b>collaboration</b><sub>34</sub> with <b>Wisher</b><sub>8</sub>. He sold the <b>rights</b><sub>37</sub> to the <b>project</b><sub>36</sub> to fellow <b>New World Pictures</b><sub>49</sub> <b>alumni</b><sub>38</sub> <b>Hurd</b><sub>4</sub> on the <b>condition</b><sub>29</sub> that she would produce the <b>film</b><sub>6</sub> only if he were to direct it; <b>Hurd</b><sub>4</sub> eventually secured a <b>distribution deal</b><sub>30</sub> with <b>Orion Pictures</b><sub>48</sub>, while <b>executive producers</b><sub>26</sub> <b>John Daly</b><sub>76</sub> and <b>Derek Gibson</b><sub>53</sub> of <b>Hemdale Film Corporation</b><sub>54</sub> were instrumental in setting up the <b>film</b><sub>17</sub>'s <b>financing</b><sub>31</sub> and <b>production</b><sub>25</sub>. Originally approached by <b>Orion</b><sub>50</sub> for the <b>role</b><sub>39</sub> of <b>Reese</b><sub>51</sub>, <b>Schwarzenegger</b><sub>7</sub> agreed to play the <b>title character</b><sub>68</sub> after befriending <b>Cameron</b><sub>1</sub>. <b>Filming</b><sub>9</sub>, which took <b>place</b><sub>28</sub> mostly at night on <b>location</b><sub>40</sub> in <b>Los Angeles</b><sub>58</sub>, was delayed because of <b>Schwarzenegger</b><sub>7</sub>'s <b>commitments</b><sub>15</sub> to <b>Conan the Destroyer</b><sub>57</sub> ( <b>1984</b><sub>84</sub> <b>1984</b><sub>95</sub> ), during which <b>Cameron</b><sub>1</sub> found time to work on the <b>scripts</b><sub>69</sub> for <b>Rambo: First Blood Part II</b><sub>77</sub> ( <b>1985</b><sub>85</sub> <b>1985</b><sub>100</sub> ) and <b>Aliens</b><sub>78</sub> ( <b>1986</b><sub>86</sub> <b>1986</b><sub>99</sub> ). The <b>film</b><sub>59</sub>'s special <b>effects</b><sub>42</sub>, which included <b>miniatures</b><sub>70</sub> and <b>stop-motion animation</b><sub>73</sub>, were created by a <b>team</b><sub>72</sub> of <b>artists</b><sub>71</sub> led by <b>Stan Winston</b><sub>80</sub> and <b>Gene Warren Jr.</b><sub>79</sub>. Defying low pre-release <b>expectations</b><sub>44</sub>, <b>The Terminator</b><sub>2</sub> topped the <b>United States</b><sub>67</sub> <b>box office</b><sub>45</sub> for <b>two</b><sub>96</sub> weeks, eventually grossing <b>\$78.3 million</b><sub>88</sub> <b>78.3 million</b><sub>92</sub> against a modest <b>\$6.4 million</b><sub>89</sub> <b>6.4 million</b><sub>101</sub> <b>budget</b><sub>46</sub>. It is credited with launching <b>Cameron</b><sub>1</sub>'s <b>film career</b><sub>43</sub> and solidifying <b>Schwarzenegger</b><sub>7</sub>'s <b>status</b><sub>52</sub> as a leading <b>man</b><sub>47</sub>. The <b>film</b><sub>27</sub>'s <b>success</b><sub>24</sub> led to a <b>franchise</b><sub>63</sub> consisting of several <b>sequels</b><sub>60</sub>, a <b>television series</b><sub>65</sub>, <b>comic books</b><sub>61</sub>, <b>novels</b><sub>64</sub> and <b>video games</b><sub>62</sub>. In <b>2008</b><sub>87</sub> <b>2008</b><sub>94</sub>, <b>The Terminator</b><sub>2</sub> was selected by the <b>Library of Congress</b><sub>75</sub> for <b>preservation</b><sub>66</sub> in the <b>National Film Registry</b><sub>74</sub> 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                 | ORGANIZATION | 2. Kyle Reese                     | PERSON      |
| <a href="#">Wikipedia Article</a> |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.43                    |              | Salience: 0.08                    |             |
| 3. film                           | WORK OF ART  | 4. James Cameron                  | PERSON      |
|                                   |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.05                    |              | Salience: 0.04                    |             |
| 5. Sarah Connor                   | PERSON       | 6. science fiction film           | WORK OF ART |
|                                   |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.03                    |              | Salience: 0.03                    |             |
| 7. Gale Anne Hurd                 | PERSON       | 8. William Wisher Jr.             | PERSON      |
|                                   |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.02                    |              | Salience: 0.02                    |             |
| 9. Linda Hamilton                 | PERSON       | 10. Arnold Schwarzen...           | PERSON      |
|                                   |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.02                    |              | Salience: 0.01                    |             |
| 11. Filming                       | EVENT        | 12. film                          | WORK OF ART |
|                                   |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.01                    |              | Salience: 0.01                    |             |
| 13. son                           | PERSON       | 14. artificial intelligenc...     | OTHER       |
|                                   |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.01                    |              | Salience: 0.01                    |             |
| 15. cyborg assassin               | PERSON       | 16. credit                        | OTHER       |
|                                   |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.01                    |              | Salience: 0.01                    |             |
| 17. John Daly                     | PERSON       | 18. mankind                       | OTHER       |
|                                   |              | <a href="#">Wikipedia Article</a> |             |
| Salience: 0.01                    |              | Salience: 0.01                    |             |
|                                   | 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

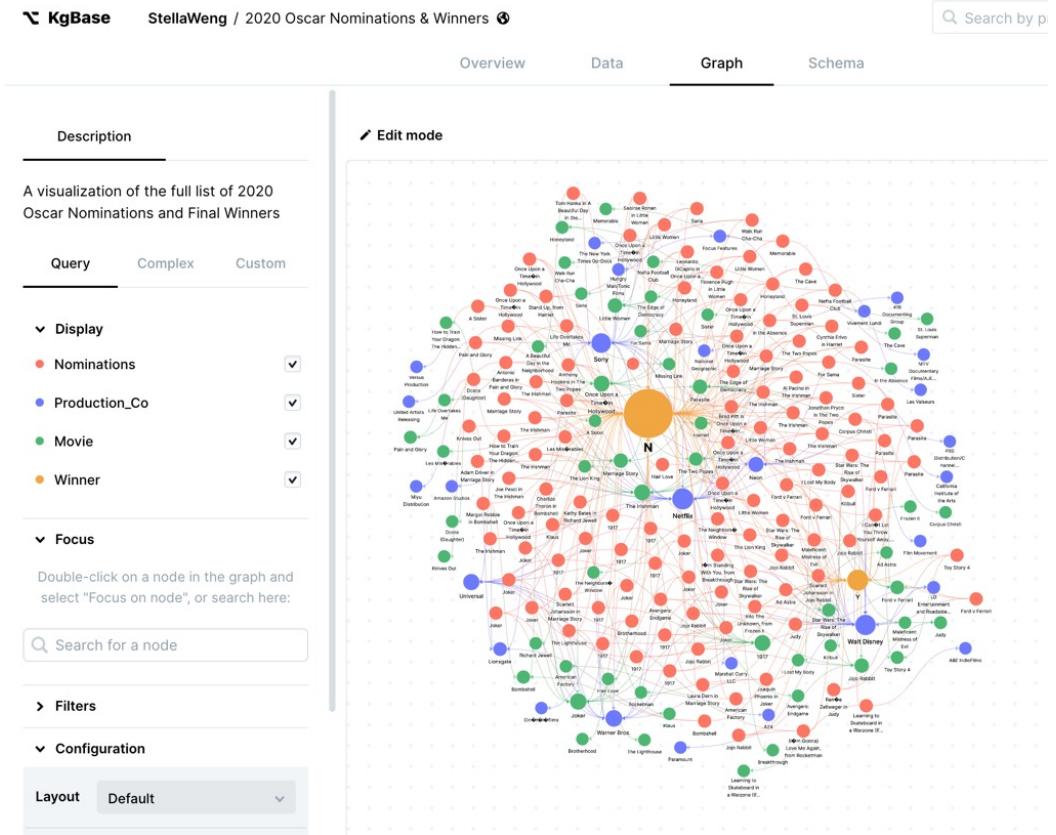
# Entity Dimensions / Attributes

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



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

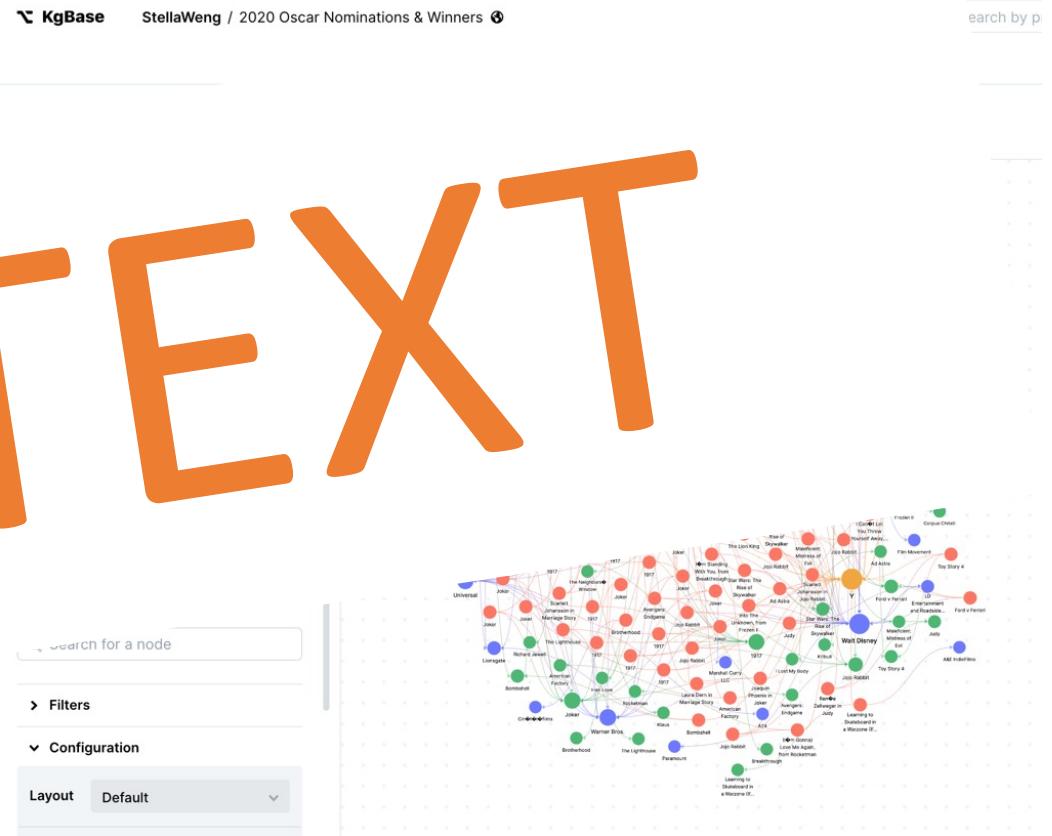
# Entity Dimensions / Attributes

Connections are key to context:

Better “understood” content has  
better relevant entities

# CONTEXT

2019 / winners / companies



<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...



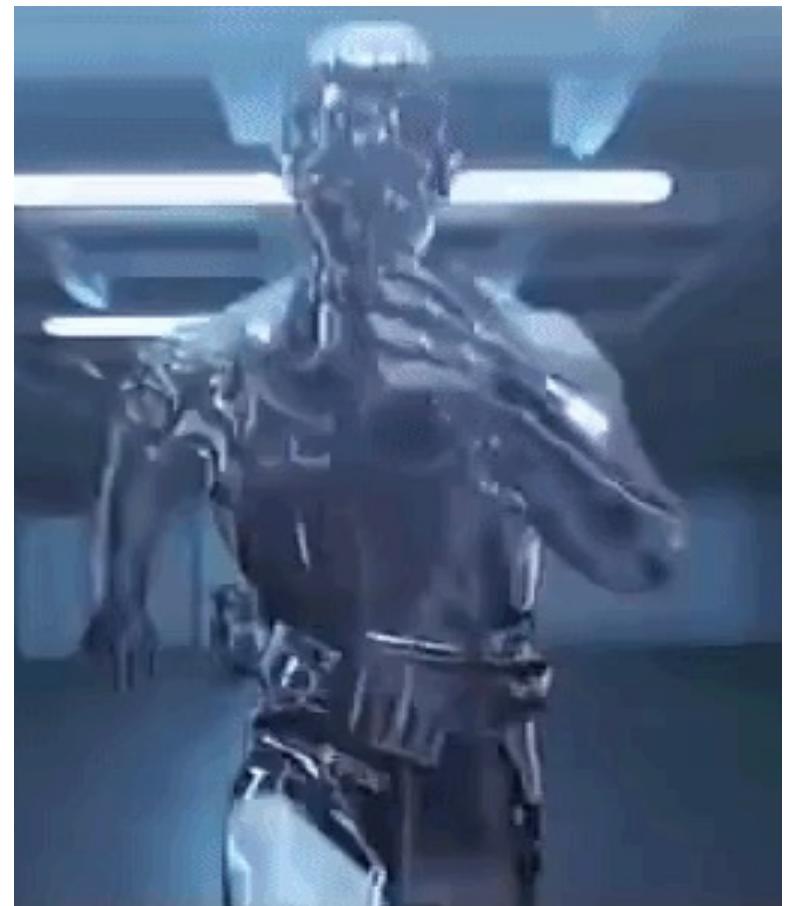
# Web Content Structure for Context

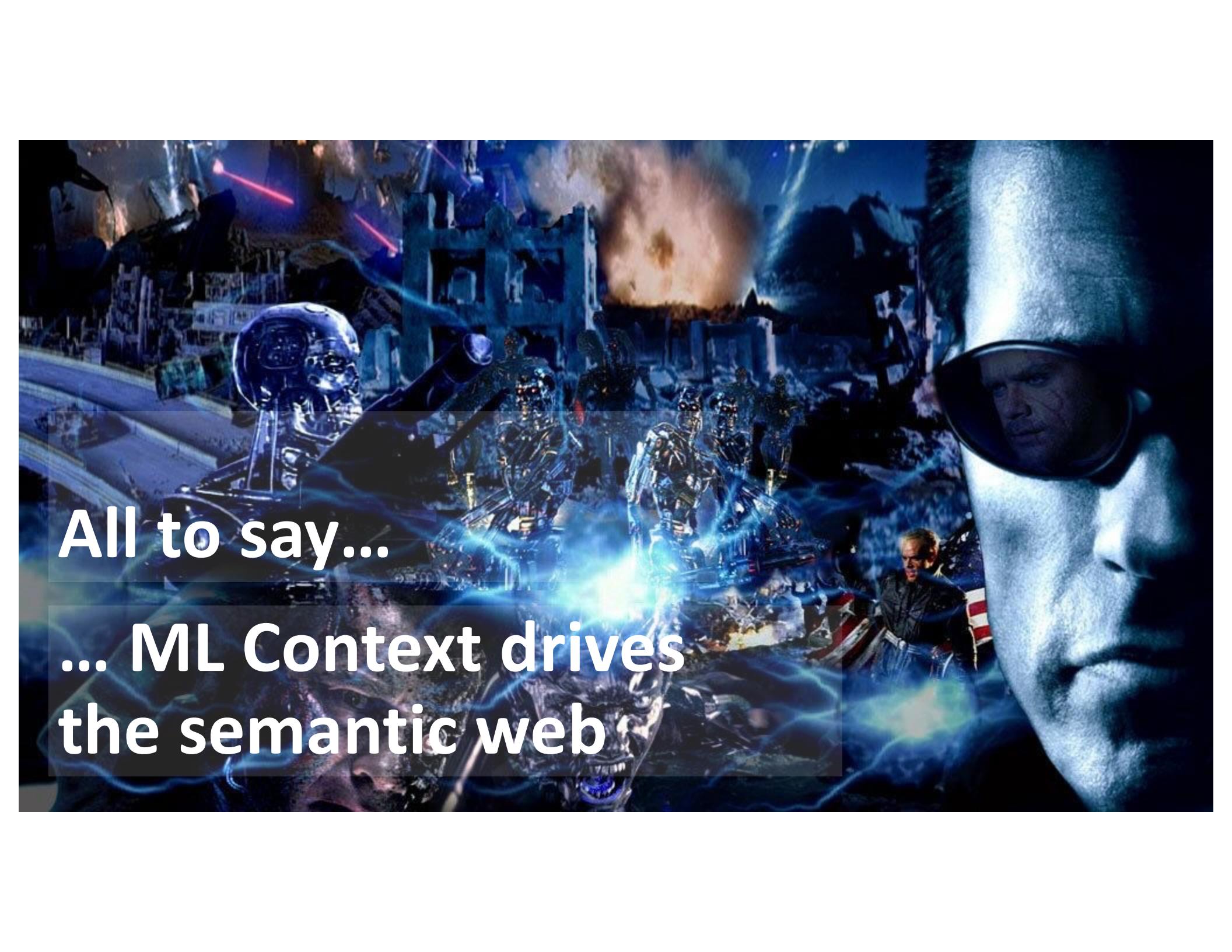
Unstructured text is not really unstructured, it's just structured using a language model.

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.

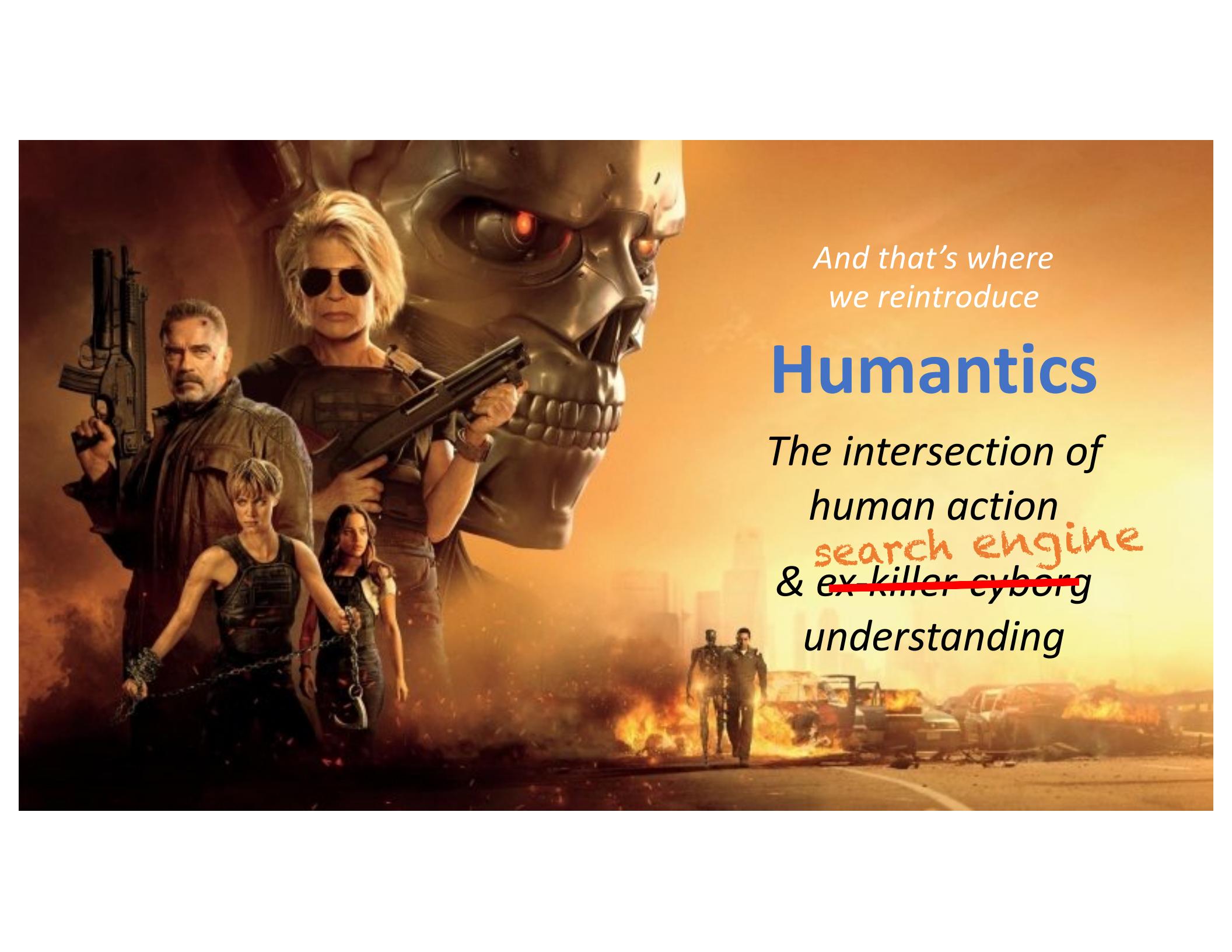
**Context.**





All to say...

... ML Context drives  
the semantic web

A promotional image for the movie Terminator: Dark Fate. It features the main cast: Arnold Schwarzenegger as the T-800, Linda Hamilton as Sarah Connor, and Mackenzie Davis as the new protagonist. In the foreground, a giant, metallic head of the T-800 looms over the scene, its red glowing eyes and mouth filled with sharp teeth. Schwarzenegger stands to the left, holding a large revolver. Hamilton stands behind him, also with a revolver. Davis stands to the right, holding a shotgun. The background is a desolate, burning landscape with a road leading into the distance where two smaller figures are walking away from the viewer.

*And that's where  
we reintroduce*

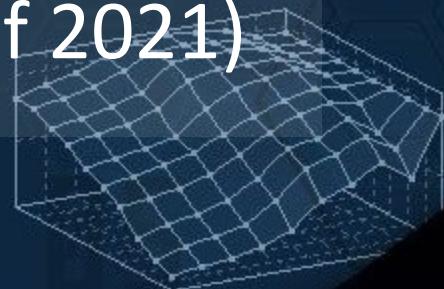
## Humantics

*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)

```
DeleteObject(hrgn[0]);
DeleteObject(hrgn[1]);
break;
case CM_FILTERBANDSTOP:
hrgn[0] = CreateEllipticRgn(x21, y21, x22, y22)
hrgn[1] = CreateRectRgn(x11, y11, x12, y12)
b9 = CreateRectRgn(0, 0, iW, iW)
CombineRgn(hrgn[2], hrgn[0], hrgn[1], RGN_XOR);
DeleteObject(hrgn[0]);
DeleteObject(hrgn[1]);
break;
case CM_FILTERBANDPASS:
hrgn[0] = CreateEllipticRgn(x21, y21, x22, y22)
hrgn[1] = CreateRectRgn(x11, y11, x12, y12)
hrgn[3] = CreateRectRgn(0, 0, iW, iW)
b9 = CreateRectRgn(0, 0, iW, iW)
CombineRgn(hrgn[4], hrgn[0], hrgn[1], RGN_XOR);
DeleteObject(hrgn[0]);
DeleteObject(hrgn[1]);
DeleteObject(hrgn[3]);
b9 = CreateRectRgn(0, 0, iW, iW)
CombineRgn(hrgn[5], hrgn[2], b9, RGN_XOR);
DeleteObject(hrgn[2]);
DeleteObject(b9);
break;
}
hrgn[0] = CreateRectRgn(0, 0, iW, iW)
hrgn[1] = CreateRectRgn(0, 0, iW, iW)
CombineRgn(hrgn[3], hrgn[0], hrgn[1], RGN_XOR);
0000 1F40 1B58 nt!nto_hdc hrgn[3] hbrRed
0FA0 350 1770
0BB8 0BD 1388
2EE0 1F40 0FA0n(1) NULL)
1B58 2710 2710
0960 0C80 0C80
0FA0 0BB8 0960
1388 1194 0BB8
0708 07D0 07D0
00FA 00FA 00FA
00FA 00FA 0000
```



# 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.



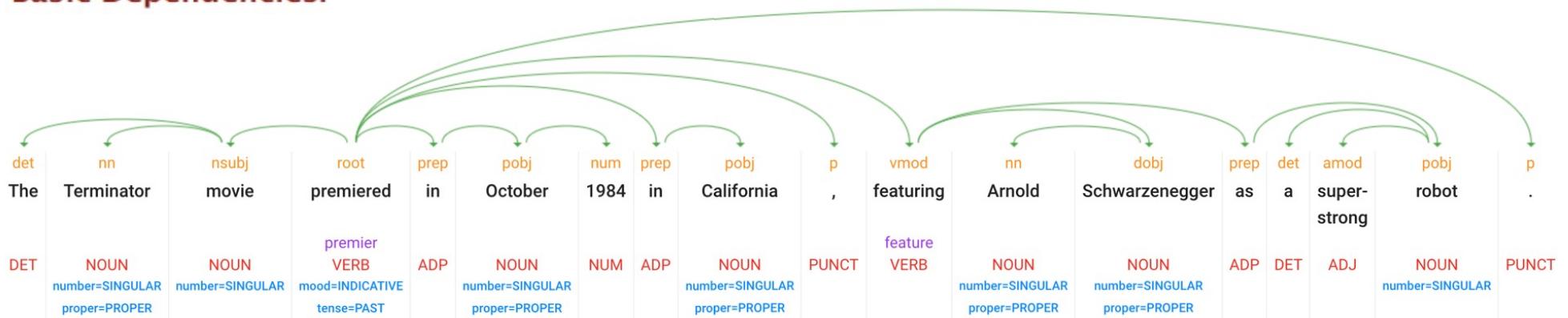
*Of course. I'm a Terminator.*

**We Want to Avoid Ambiguity / Confusion**

# Named Entity Recognition | Humantics

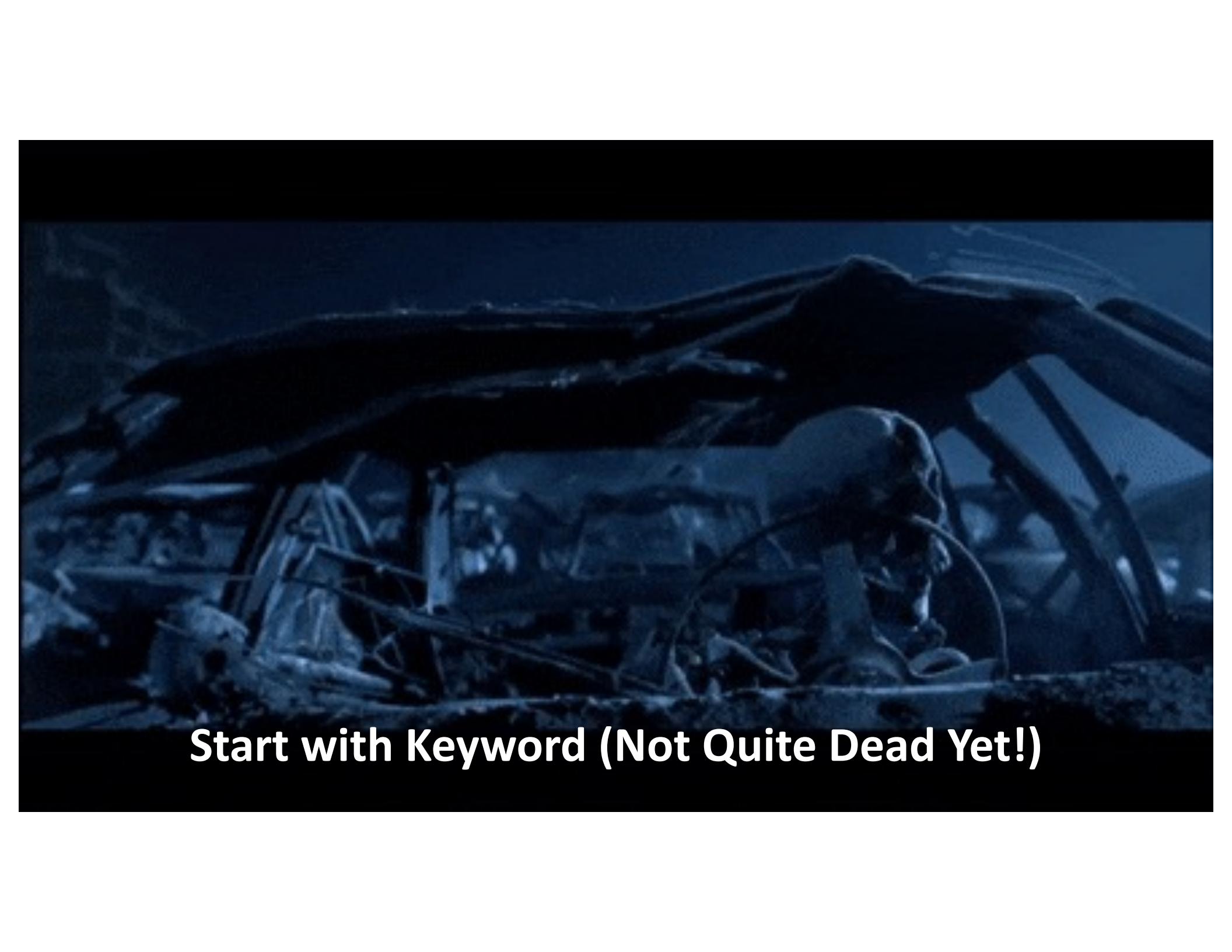


## Basic Dependencies:





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



**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 future by intelligent machines, lead by the rebellious computer system

Words Phrases Relations Entities Meaning Dependencies

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](#)  
[/cvg/cvg\\_genre](#)  
[/astronomy/galactic\\_interaction\\_status](#)  
[/media\\_common/media\\_genre](#)  
[/film/film\\_subject](#)

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

Words Phrases Relations Entities Meaning Dependencies

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

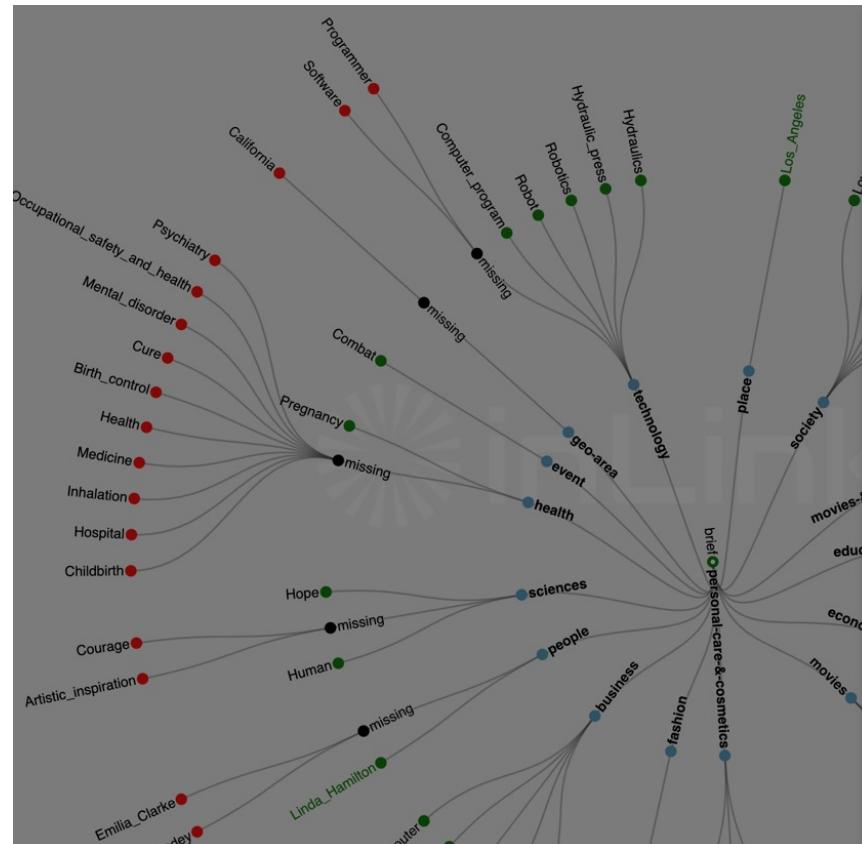
Words Phrases Relations Entities Meaning Dependencies



| 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

```
graph LR; A((Synonym(s))) --> B((John Connor)); A --> C((Connor)); A --> D((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](#) +

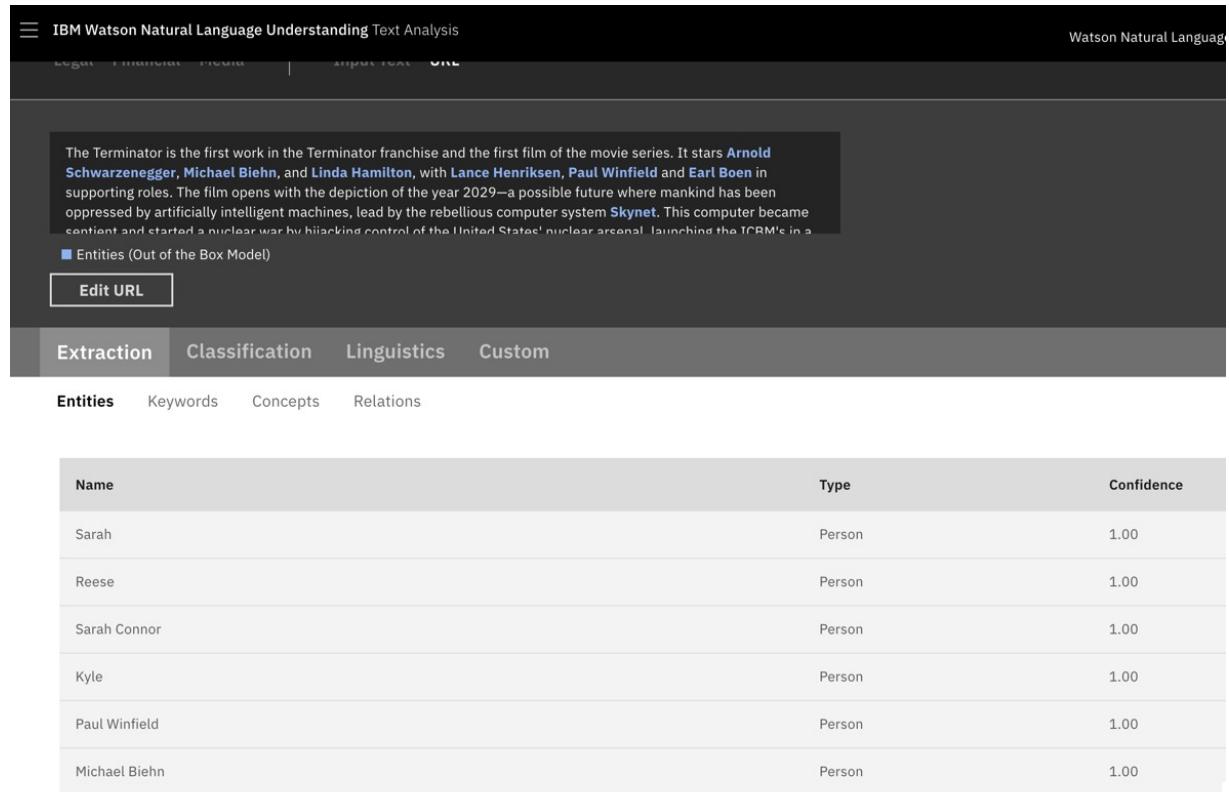
[Ceramic matrix composite](#) + [Student](#) + [Human](#) +

[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 shows the IBM Watson Natural Language Understanding Text Analysis interface. The main content area displays a text snippet about 'The Terminator' movie, mentioning Arnold Schwarzenegger, Michael Biehn, Linda Hamilton, Lance Henriksen, Paul Winfield, Earl Boen, and Skynet. Below the text, a button labeled 'Entities (Out of the Box Model)' is visible. The interface includes a navigation bar with tabs for Extraction, Classification, Linguistics, Custom, Entities (selected), Keywords, Concepts, and Relations. A table below the tabs shows the extracted entities with columns for Name, Type, and Confidence. The entities listed are Sarah, Reese, Sarah Connor, Kyle, Paul Winfield, and Michael Biehn, all categorized as Person with a confidence of 1.00.

| 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* (2019). The character develops from a timid damsel in acts of terrorism, a hardened warrior and mother who sacrificed everything for humanity, and a mentor preparing and protecting a protégée for her destiny. In 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*.

### 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

**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 *Terminator*.

Sarah  
ommitting  
with her own  
is a young,  
vator  
Terminator

| Sarah Connor   |  |
|--|--|
| Terminator character   |  |
|  |  |
| Linda Hamilton as Sarah Connor in <i>Terminator 2: Judgment Day</i> (1991)           |  |
| First appearance   | <i>The Terminator</i> (1984)                         |
| Created by   | James Cameron<br>Gale Anne Hurd                      |
| Portrayed by   | • Adult:<br>Linda Hamilton ( <i>The Terminator</i> ) |

# Finding Entities | Humantics

- Text Razor
- Google
- Inlinks
- IBM
- Wikipedia
- Wikidata
- SEO Surfer

The image displays six cards from the Surfer Content Planner, each showing entity findings for a specific term. Each card has a 'KEYWORDS' section with a purple pencil icon for editing.

- linda hamilton** (SEARCH VOLUME: 21.7k):
  - KEYWORDS (14): how old is linda hamilton, linda hamilton age, linda hamilton in terminator, linda hamilton movies and tv shows, linda hamilton movies
- sarah connor** (SEARCH VOLUME: 44.6k):
  - KEYWORDS (15): sarah connor, sarah connor terminator, sarah connor terminator 2, sarah connor t2, sarah connor in terminator genisys
- sarah connor singer** (SEARCH VOLUME: 2,290):
  - KEYWORDS (12): sarah connor singer, sarah connor music, singer sarah connor, sarah connor song, sarah connor german singer
- terminator: the sarah connor chronicles season 2** (SEARCH VOLUME: 890):
  - KEYWORDS (11): 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, terminator sarah connor chronicles season 1
- john connor** (SEARCH VOLUME: 24.9k):
  - KEYWORDS (13): john connor
- cameron phillips** (SEARCH VOLUME: 5,730):
  - KEYWORDS (11): cameron phillips

<https://www.surferseo.com>

Surfer Content Planner

# Finding Entities | Humantics

- Text Razor
- Google
- Inlinks
- IBM
- Wikipedia
- Wikidata
- SEO Surfer

<https://www.surferseo.com>

**GUIDELINES** **BRIEF** **BETA**

16 WORDS 8 ↑ HEADINGS 0 ↑

ALL 80 HEADINGS 5 NLP 79

Q Search... :

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 0/13-21

t 800 0/2-5 son 0/2-5

**Google NLP**

**GUIDELINES** **BRIEF** **BETA**

17 WORDS 8 ↑ HEADINGS 0 ↑

ALL 80 HEADINGS 5 NLP 79

Q Search... :

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

relentless killer 0/1-2

**Surfer NLP**

**EXAMPLES OF USE** X

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

# Finding Entities | Humantics

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

Key recommendations (based on your Google top 10 rivals)

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

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))

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](#).

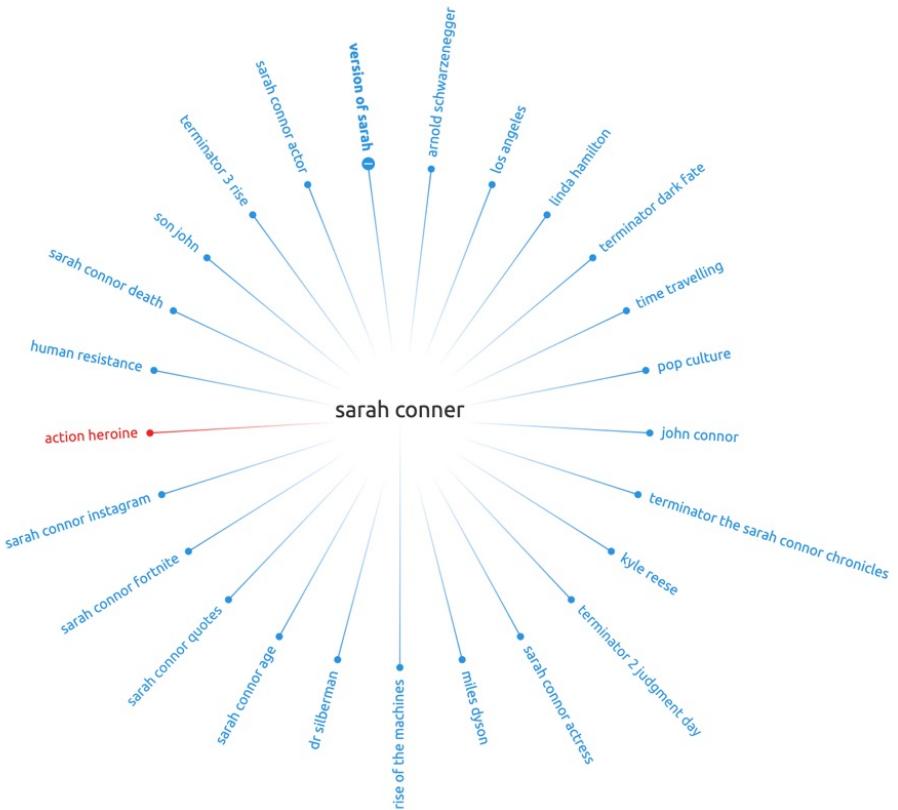
[Show more \(192 occurrences\)](#)

<https://www.semrush.com>

# Finding Connections | Humantics

Cards Explorer Overview Mind Map

- Google
- SEMRush



# Finding Connections | Humantics

- Google
- SEMRush

The screenshot shows a user interface for the Humantics platform. At the top, there are navigation tabs: 'Cards' (selected), 'Explorer', 'Overview', and 'Mind Map'. To the right of these are buttons for 'Trending subtopics first' (with a toggle switch) and 'Prioritize topics by: Volume' (with a dropdown menu). The main area is a grid of nine topic cards:

- Arnold Schwarzenegger** (Volume: 823.0k): Subtopics include 'The Terminator', 'Arnold Schwarzenegger in The Terminator (1984)', and 'Sarah Connor (Terminator)'.  
[Show more](#)
- Los Angeles** (Volume: 823.0k): Subtopics include 'Terminator: The Sarah Connor Chronicles', 'Sarah Connor | Terminator Wiki', and 'ON COLOUR GROUND'.  
[Show more](#)
- Linda Hamilton** (Volume: 165.0k): Subtopics include 'Linda Hamilton', 'Sarah Connor (Terminator)', and 'The "Terminator" Franchise Has Let Sarah Connor Down'.  
[Show more](#)
- Terminator Dark Fate** (Volume: 165.0k): Subtopics include 'Terminator: Dark Fate (2019)', 'Terminator: Dark Fate', and 'How "Terminator: Dark Fate" revived Sarah Connor'.  
[Show more](#)
- Time Travelling** (Volume: 60.5k): Subtopics include 'Sarah Connor (Terminator)', 'How The Terminator's Time Travel Works', and 'Time travel | Terminator Wiki'.  
[Show more](#)
- Pop Culture** (Volume: 49.5k): Subtopics include 'Terminator (franchise)', 'Linda Hamilton: "I was afraid to let Sarah Connor down"', and 'Sarah Connor (Terminator) | Ultimate Pop Culture Wiki'.  
[Show more](#)
- John Connor** (Volume: 14.8k): Subtopics include 'John Connor', 'Sarah Connor (Terminator)', and 'John Connor | Terminator Wiki'.  
[Show more](#)
- Terminator The Sarah Connor Chronicles** (Volume: 9.9k): Subtopics include 'Terminator: The Sarah Connor Chronicles', 'Sarah Connor (Terminator)', and 'Sarah Connor | Terminator Wiki'.  
[Show more](#)
- Kyle Reese** (Volume: 6.6k): Subtopics include 'Kyle Reese', 'Kyle Reese | Terminator Wiki', and 'How Terminator 2 Erased Kyle Reese (And No One Noticed...)'.  
[Show more](#)

# 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

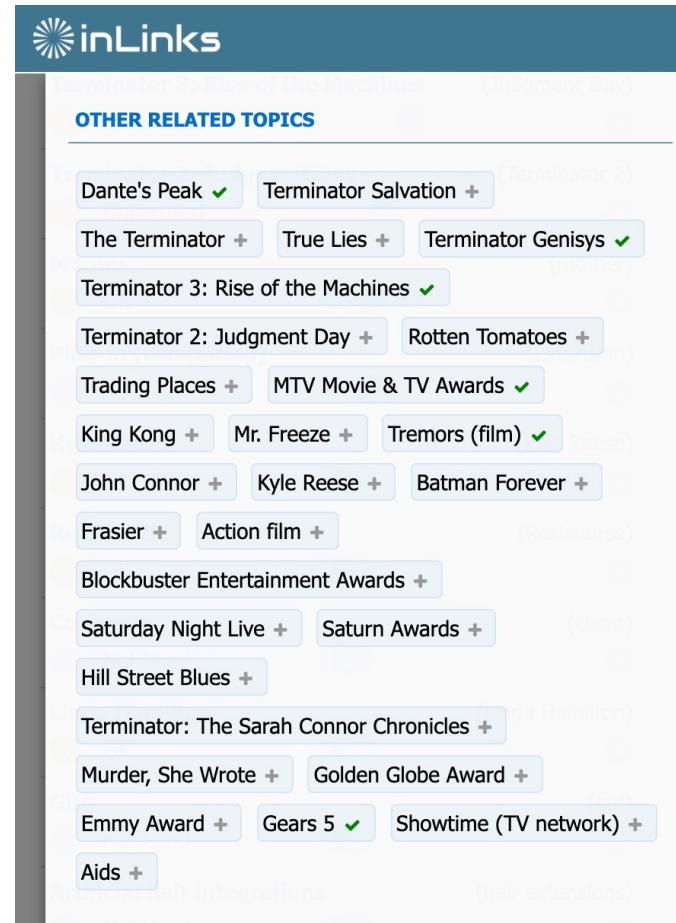
Show more ▾

## 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

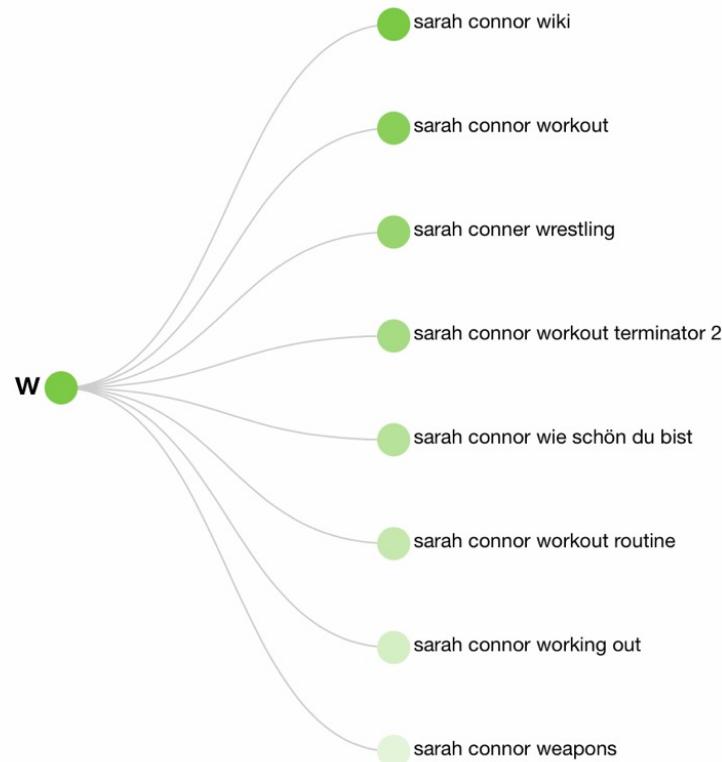
# Finding Connections | Humanitics

- Google
- SEMRush
- InLinks



# Finding Connections | Humantics

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



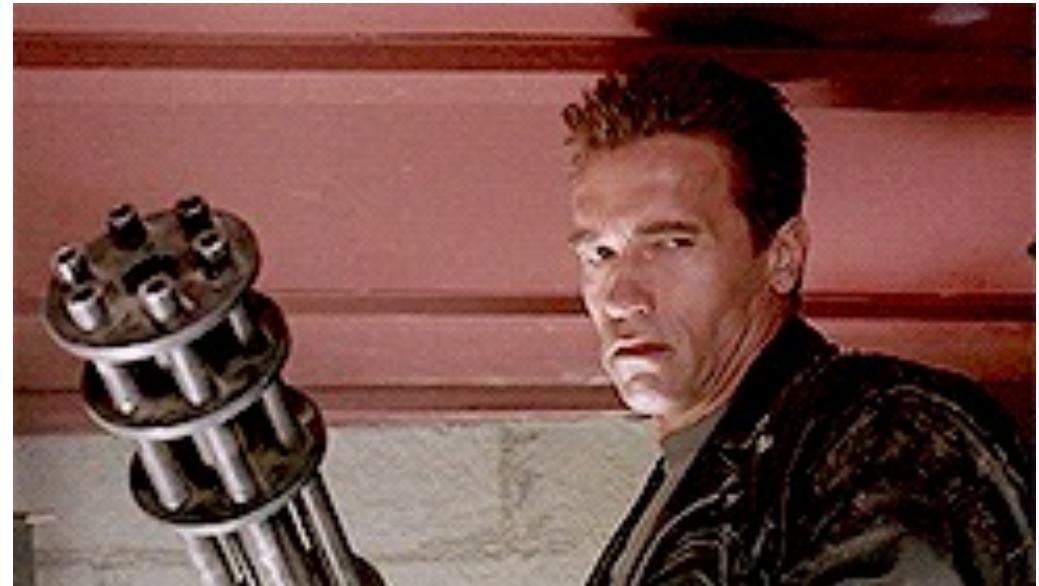
# Aim | Humanitics



## 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 ☺



**Salience... Does the content not suck?**

# Intent: Google SERP | Humantics

sarah conner terminator X Microphone Search

All Images Videos News Maps More Settings Tools

About 4,600,000 results (0.96 seconds)

Showing results for **sarah connor** terminator  
Search instead for [sarah conner terminator](#)

[https://en.wikipedia.org › wiki › Sarah\\_Connor\\_\(Terminator\)](https://en.wikipedia.org/wiki/Sarah_Connor_(Terminator)) ⋮

**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? ⌄

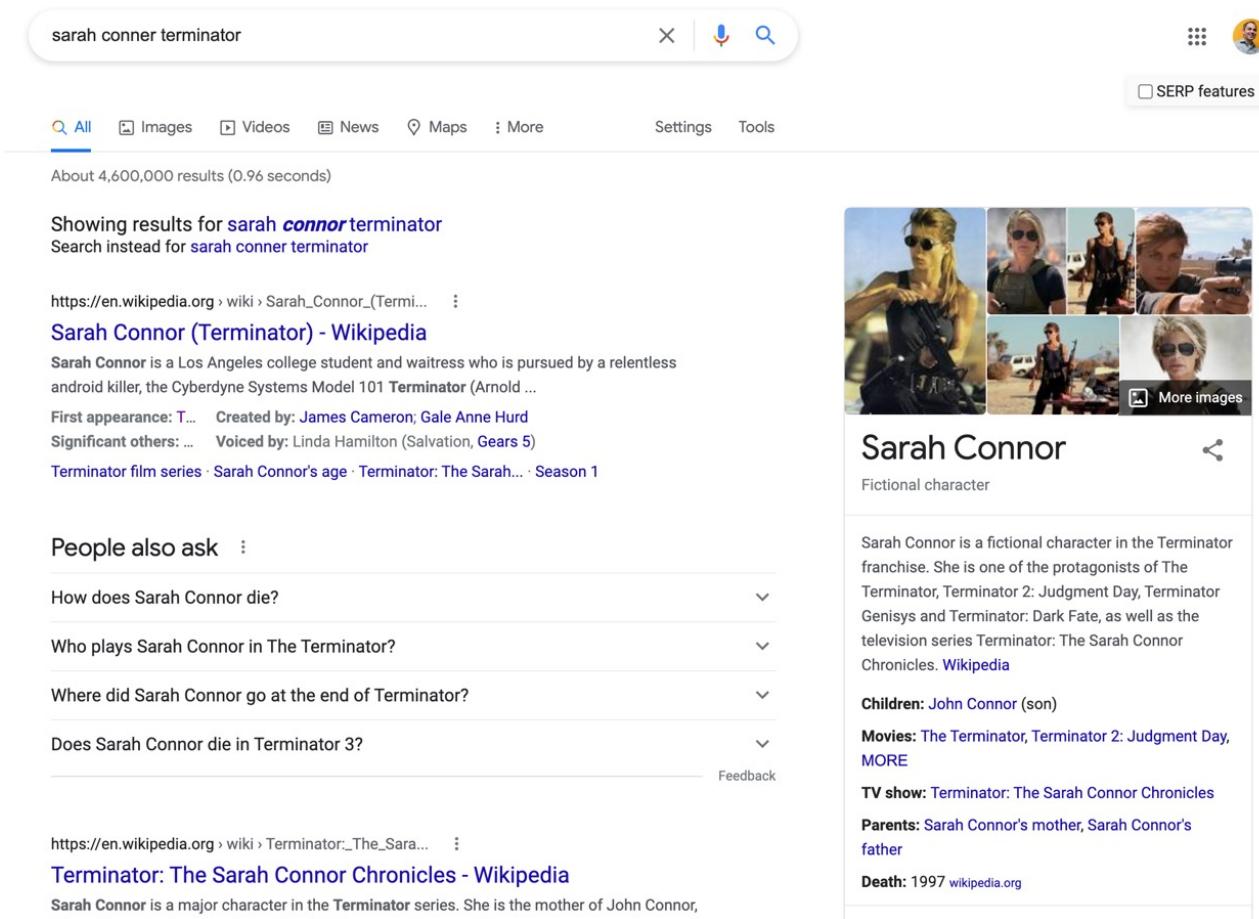
Where did Sarah Connor go at the end of Terminator? ⌄

Does Sarah Connor die in Terminator 3? ⌄

[Feedback](#)

[https://en.wikipedia.org › wiki › Terminator:\\_The\\_Sara...](https://en.wikipedia.org/wiki/Terminator:_The_Sara...) ⋮

**Terminator: The Sarah Connor Chronicles - Wikipedia**  
Sarah Connor is a major character in the *Terminator* series. She is the mother of John Connor,



The image shows a Google search results page (SERP) for the query "sarah conner terminator". The search bar at the top contains the query. Below the search bar are navigation links for "All", "Images", "Videos", "News", "Maps", and "More", along with "Settings" and "Tools" buttons. The search results section starts with a snippet for the Wikipedia page of Sarah Connor, followed by a "People also ask" section with four questions. Below this is another snippet for the "Terminator: The Sarah Connor Chronicles" Wikipedia page. To the right of the search results is a "SERP features" panel. This panel includes a grid of five images related to Sarah Connor, a "More images" button, a summary card for "Sarah Connor" (labeled as a "Fictional character"), and a detailed knowledge panel. The knowledge panel contains information about her role in the Terminator franchise, her children (John Connor), her appearance in various media (movies, TV shows), her parents, and her death in 1997.

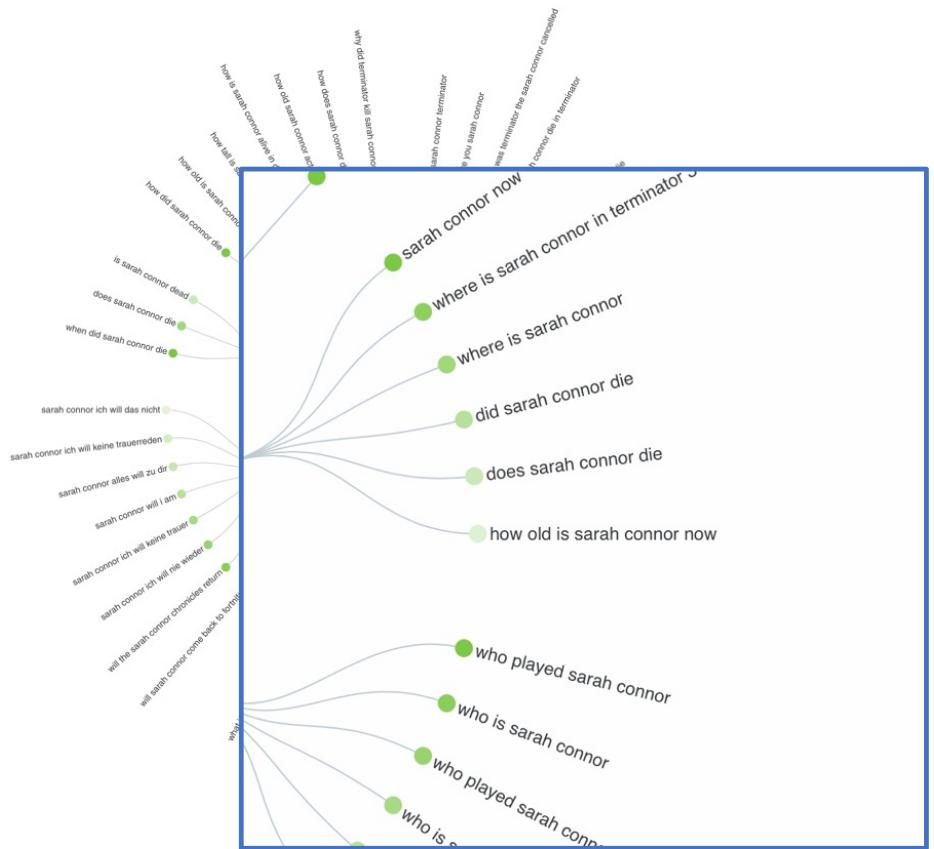
## **Intent Satisfaction | Humantics**

- 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**

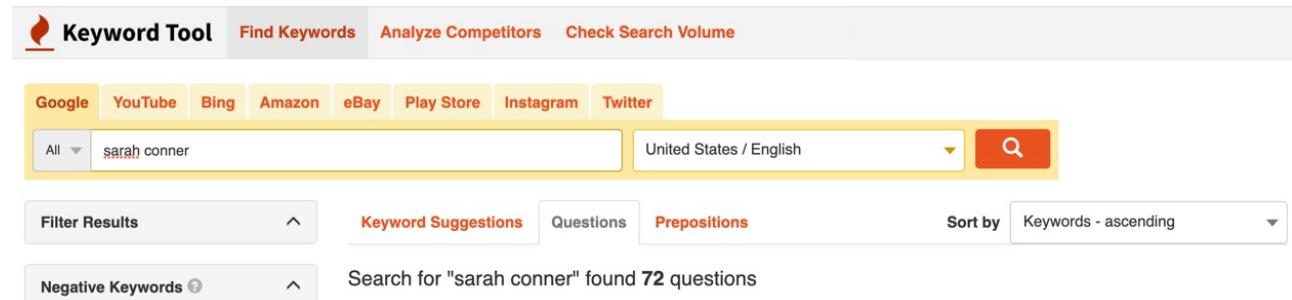
# Finding Questions | Humantics

- 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 shows the KeywordTool.io interface. At the top, there are tabs for 'Find Keywords', 'Analyze Competitors', and 'Check Search Volume'. Below the tabs, there are buttons for Google, YouTube, Bing, Amazon, eBay, Play Store, Instagram, and Twitter. A search bar contains the text 'sarah conner'. To the right of the search bar are dropdowns for 'All' and 'United States / English', and a red search button with a magnifying glass icon. Below the search bar, there are buttons for 'Filter Results', 'Keyword Suggestions', 'Questions', 'Prepositions', 'Sort by', and 'Keywords - ascending'. At the bottom, a message says 'Search for "sarah conner" found 72 questions'.

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 p

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 interminator                            |
| 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 temington tgs sarah connor chrinicles 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 protalcol 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 genisys                      |
| who plays sarah connoer in the new terminater                      |
| 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      |

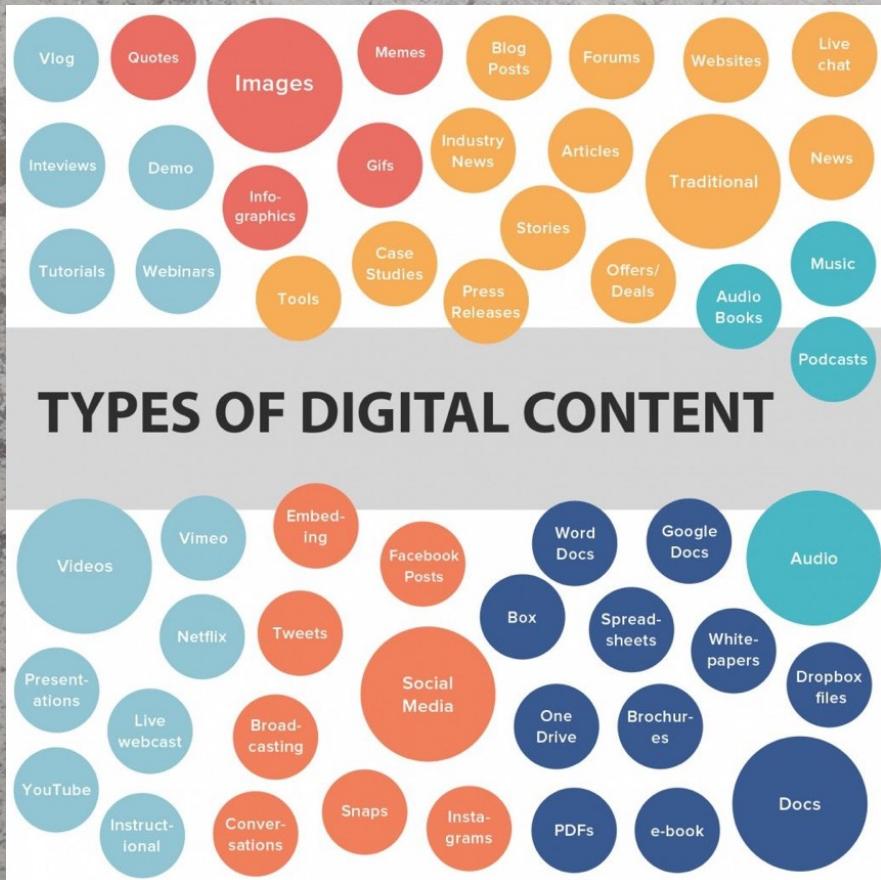
# Finding Questions | Humantics

- 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 | Humanitics





**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 | Humanitics

## 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 | Humanitics

## 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>

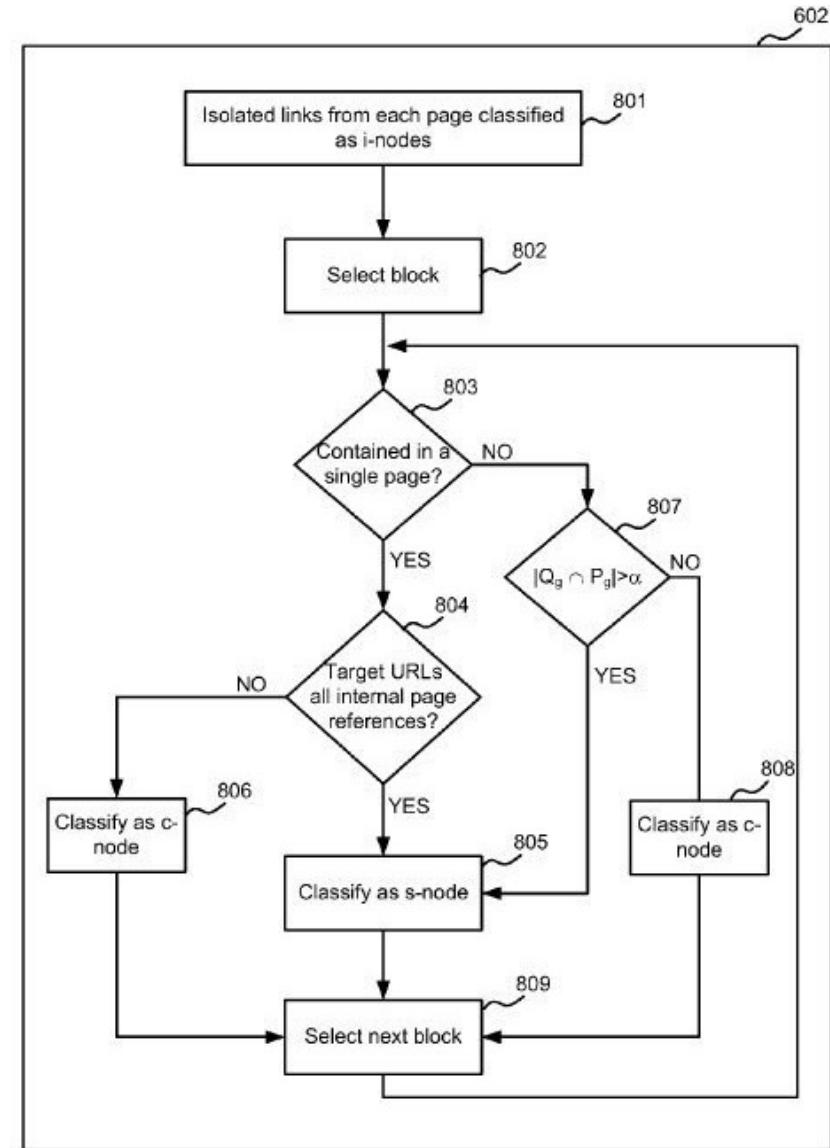
You may & can need to edit.

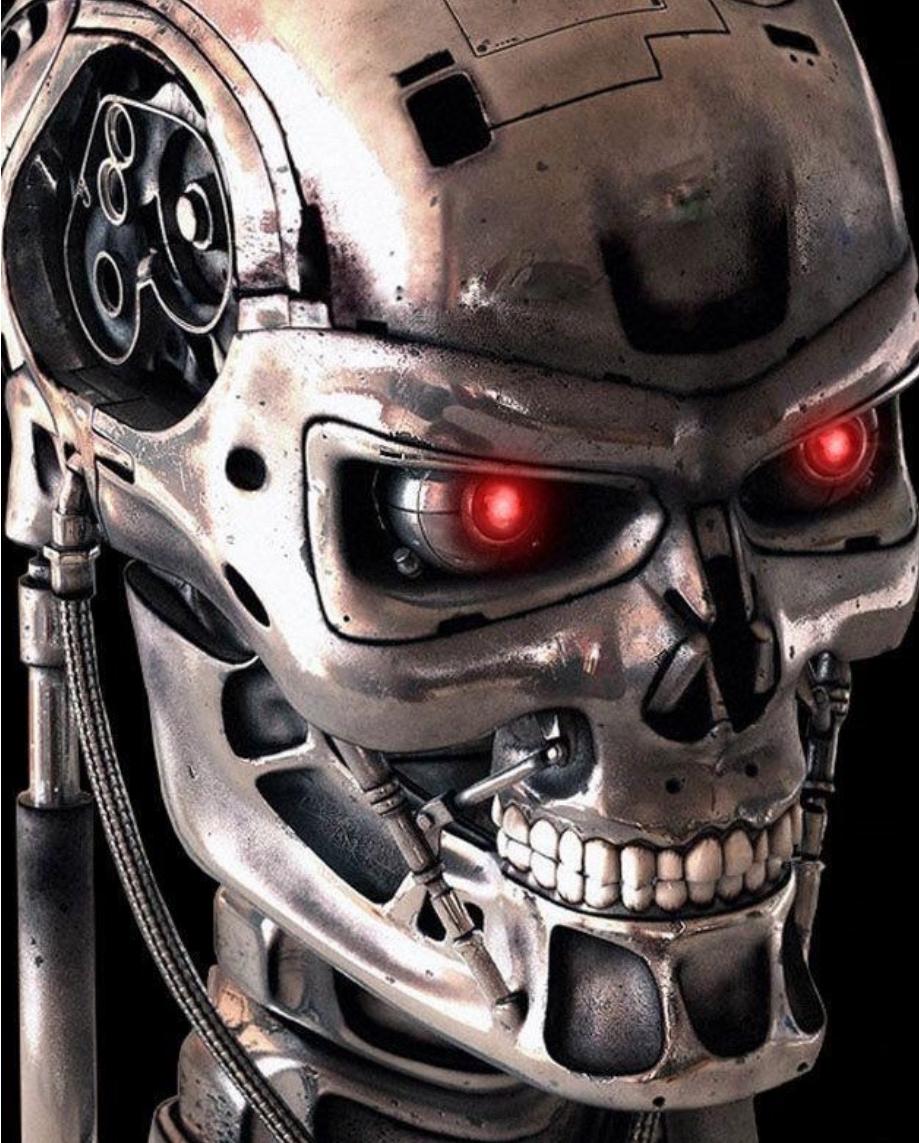


## Links | Humantics

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

## Link Classification



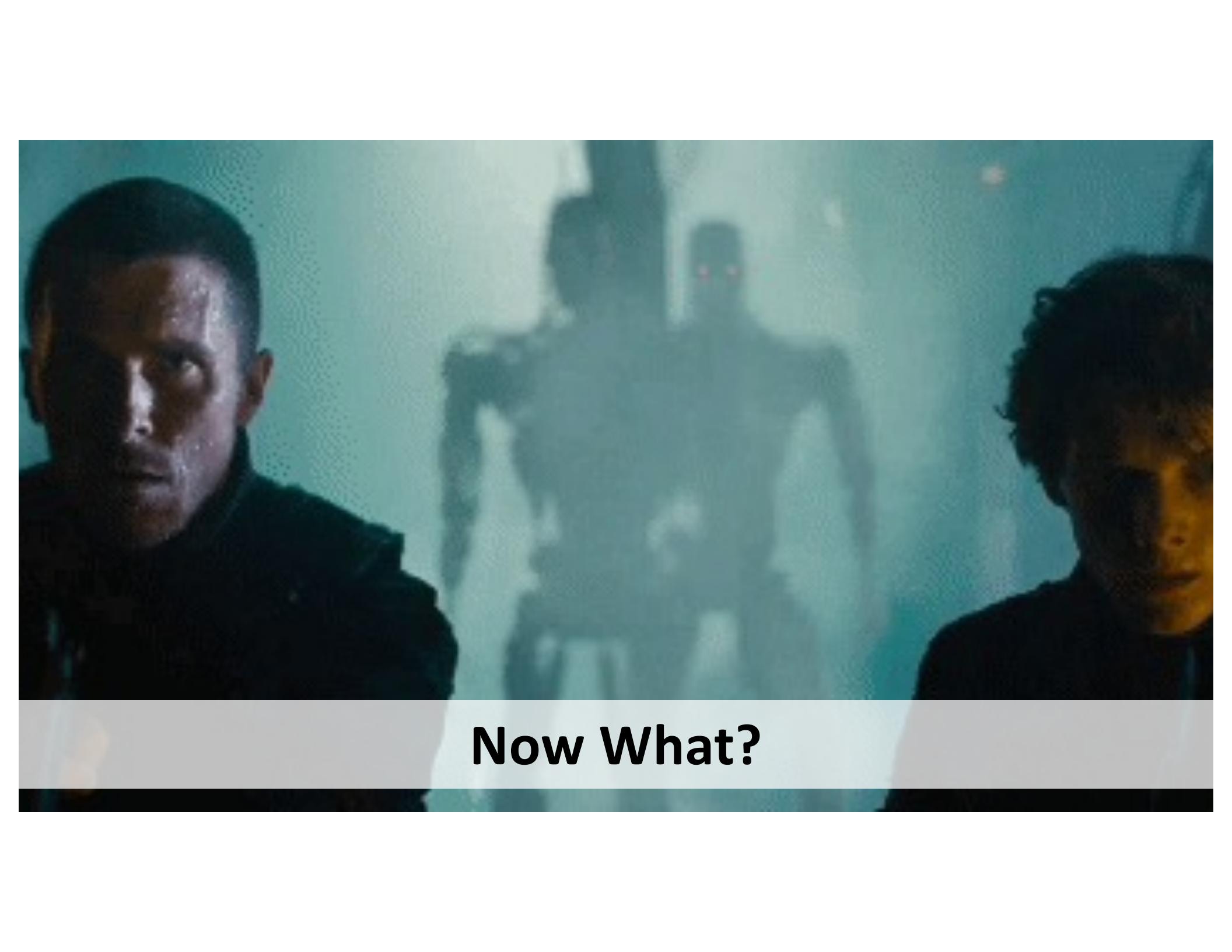


## Internal Linking | Humanitics

### Reasonable Surfer Model

“Not all links are created equal”

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

A dark, atmospheric image featuring three men. On the left, a man in a dark turtleneck looks directly at the viewer. On the right, another man in a dark turtleneck is shown in profile, looking towards the center. In the center, a third man is shown in silhouette against a bright, hazy background, appearing to hold a rifle. The overall mood is mysterious and dramatic.

**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

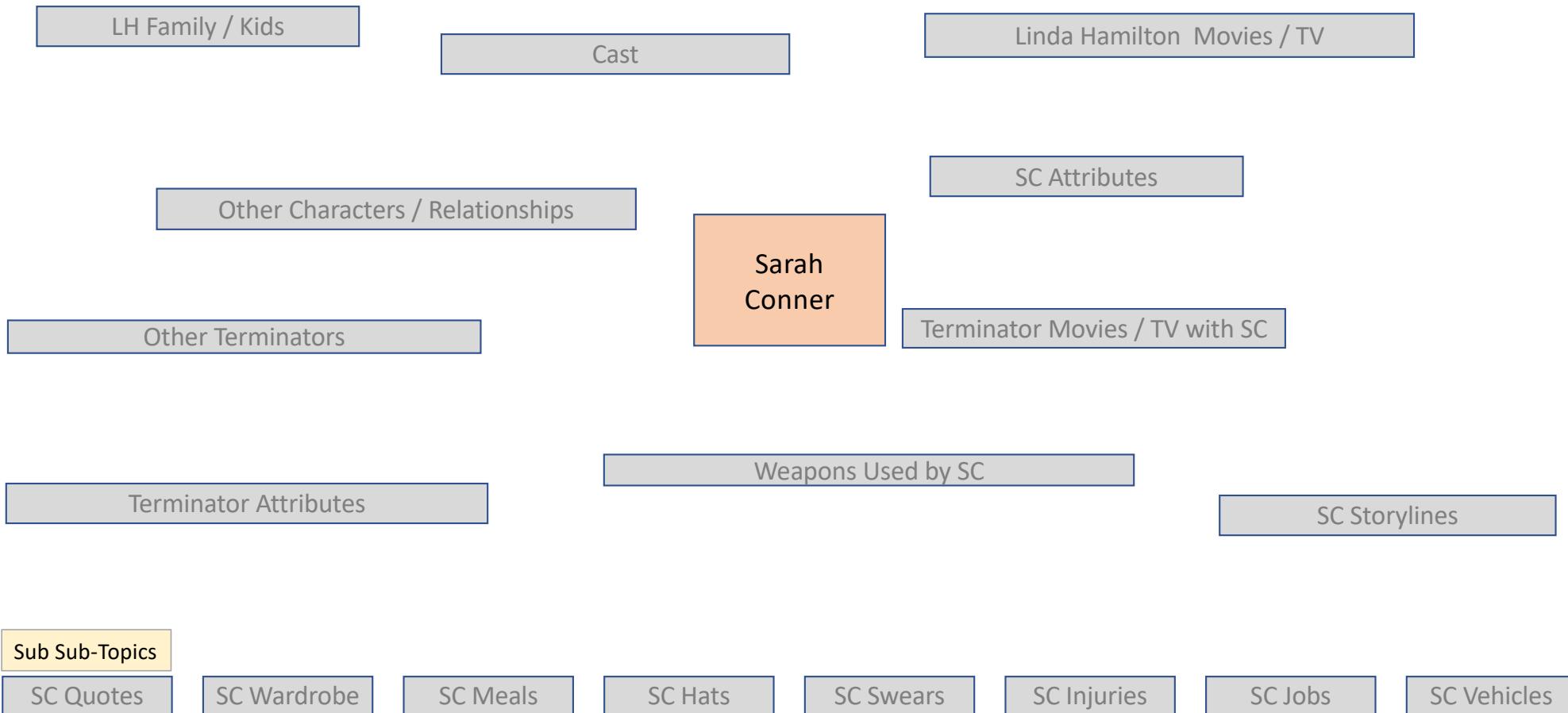


# Context

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



*Talk to the hand.*

\*Very technical term

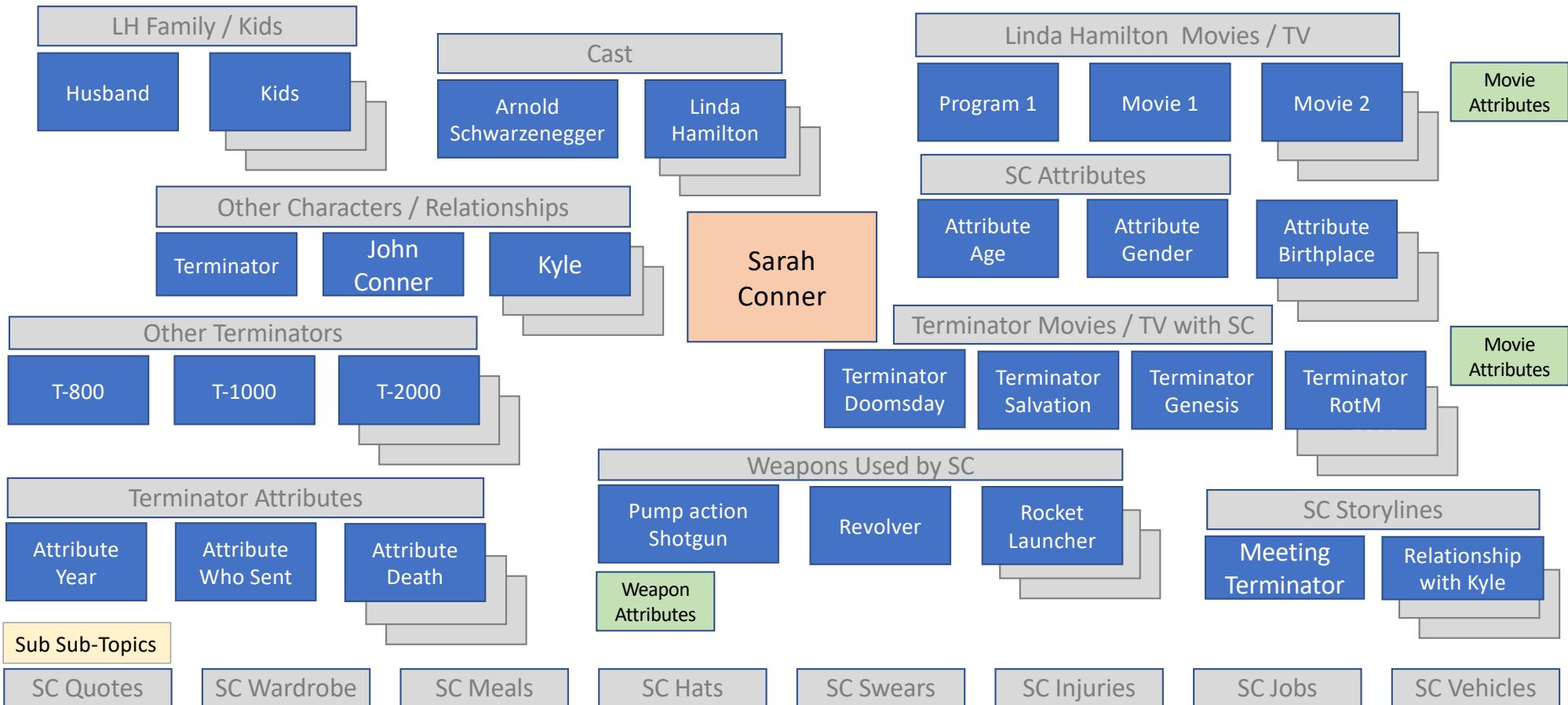


# **Relationships**

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

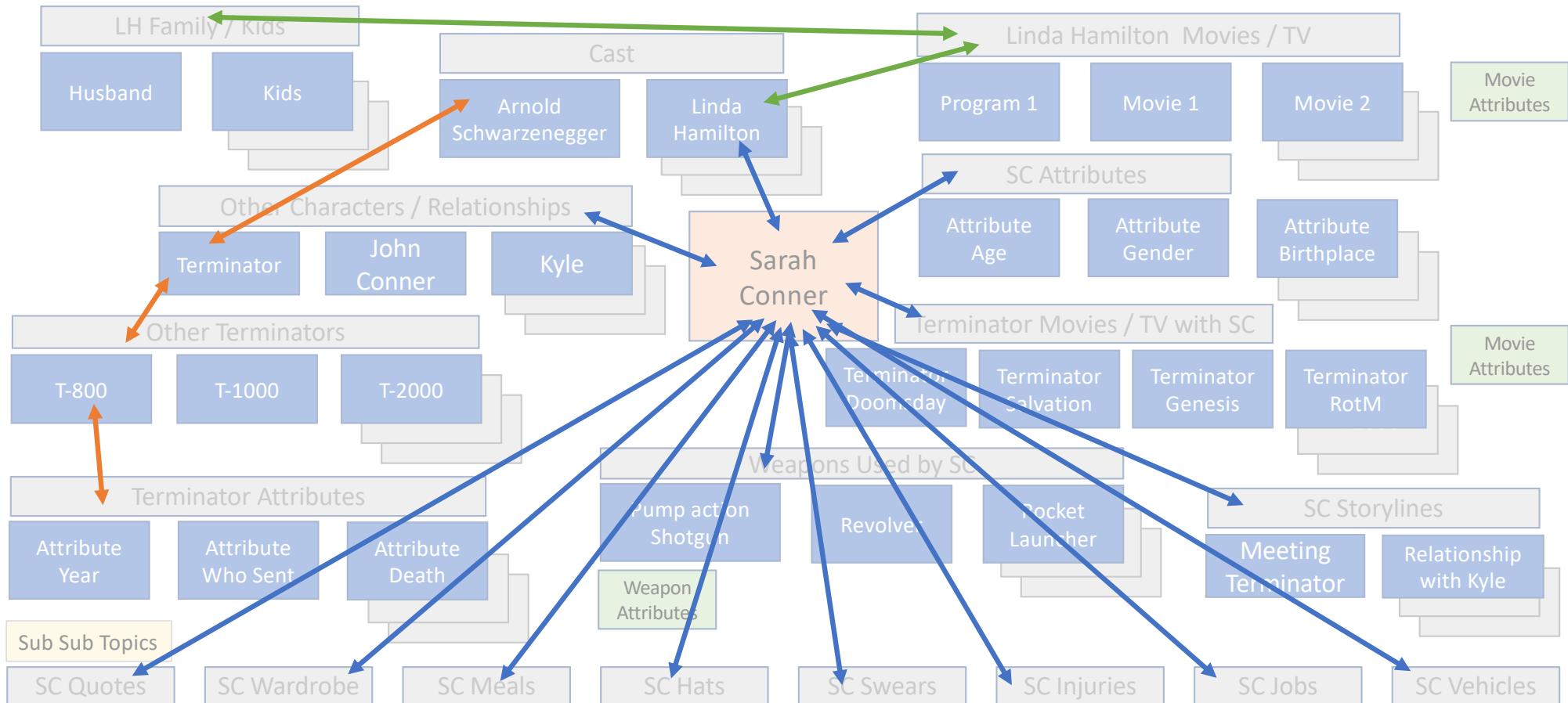


# Links

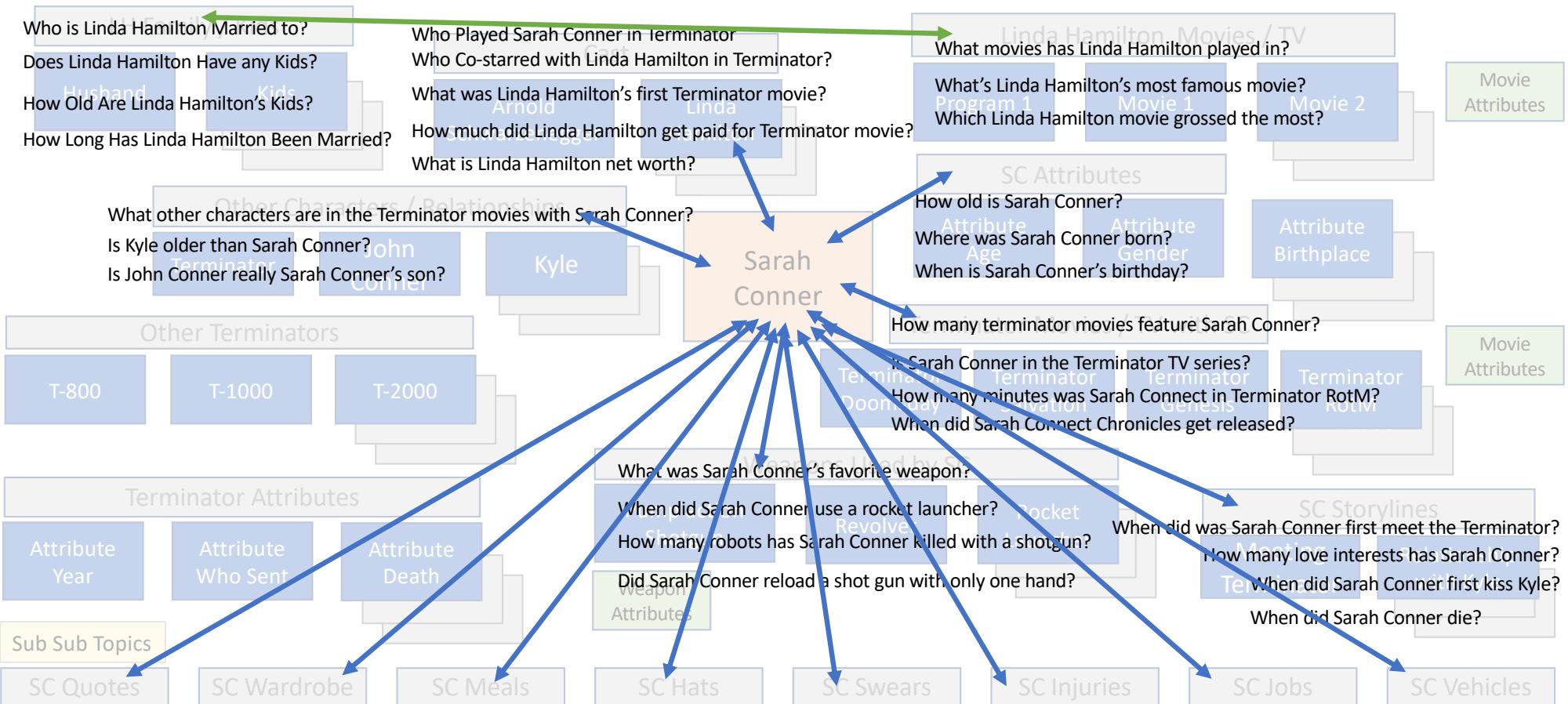
Are links from within the page and to the page providing valuable signals of relevance & importance?

**Build Logical Silos & Internal Link Signals**

# Entity / Topic / Question Map | Humantics



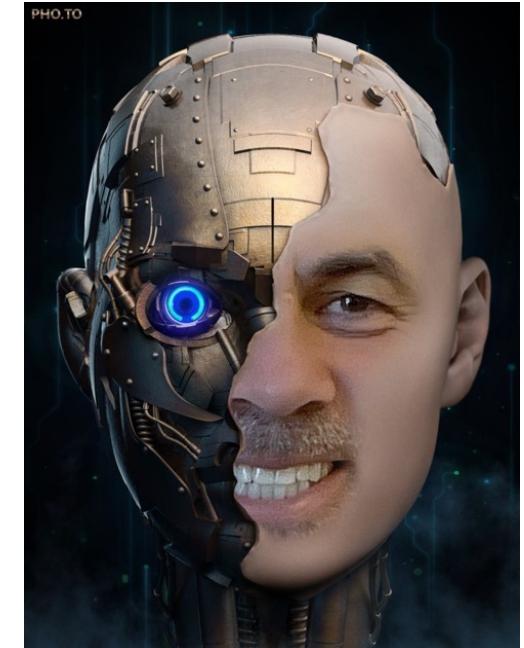
# Entity / Topic / Question Map | Humanantics



# 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

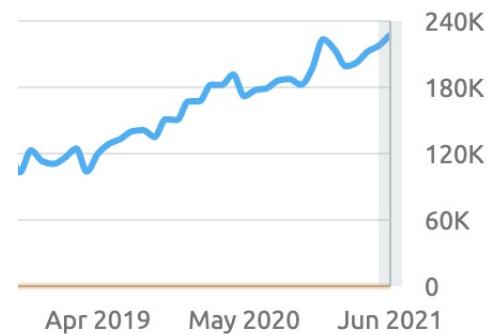




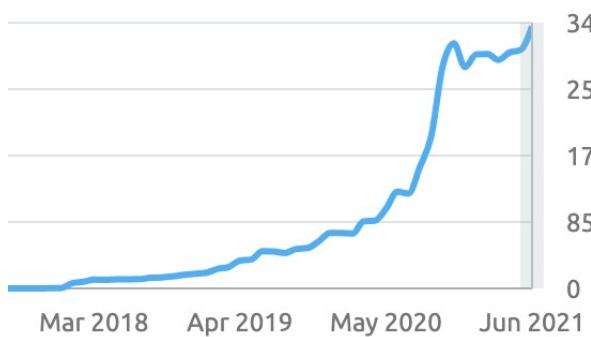
**Thank You**

A close-up, high-contrast photograph of a man's face. He is wearing dark sunglasses and a dark, possibly leather, jacket. His expression is serious and intense, looking directly at the viewer. The lighting is dramatic, with strong highlights and shadows. The background is dark and indistinct.

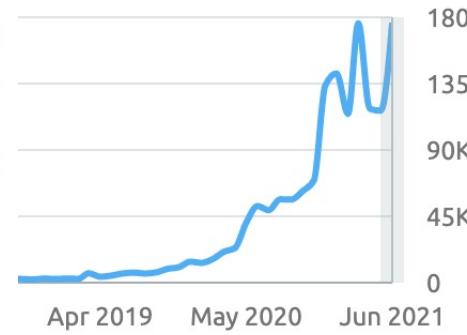
**I'll be back.**



Solar



Interior Design



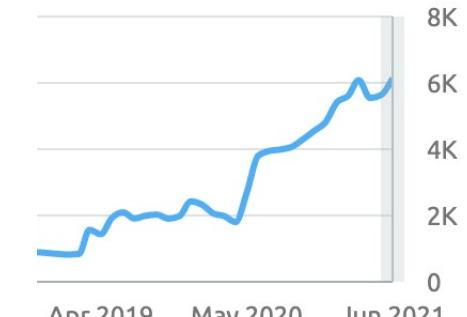
Compliance



Furniture



Furniture



Survival Camp





**Boom**

# Humantics

**Grant Simmons**  
VP, Performance Marketing



Part of the CoStar Group of Companies

