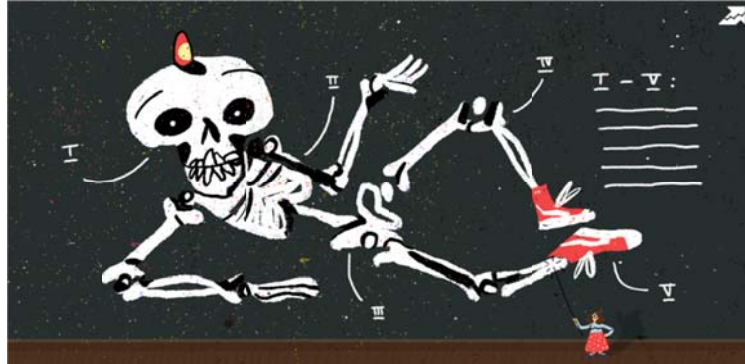


How to Create a Site Structure based on Semantics?



Often all information on the websites is organized convenient, as it seems to their owners. However, such a system is inconvenient for real visitors, since it does not coincide with their knowledge and understanding of the specifics of the product. Therefore, the organization system on such sites not only does not help to find what you want, but often prevents it.

A user-oriented structure greatly increases the chances that visitors will quickly find the necessary information or product on the website. In this article I will talk about how to structure the site using semantic.

The structure of the website is a logical layout of information on the website. It is necessary to create the most user-friendly interface that will clearly meet the requirements of users.

The semantic core is an excellent source for building the site structure. Thanks to the semantic core you can create a website that maximally satisfies the requirements of all search engines and will bring the website to the top places in search results.

I make an example for collecting semantics for drawing up the structure of the online shop of tulle.

STEP 1

Semantics core selection

1. Selection of keywords using Google AdWords

Think about what key phrases describe your site, what products you offer, what services you provide. Your goal is to collect the basic set of phrases, from which you need to make a start when drawing up your semantic core.

When compiling it, you can use Google AdWords Tools.

Selection of keywords using Google AdWords is as follows:

- Type in the search box the necessary word.
- Tick off the appropriate phrases.
- Downloading relevant keywords.

The screenshot displays the Google AdWords Keyword Planner interface. At the top, the search box contains the word 'tulie' (marked with a red box and '1'). To the right, a 'DOWNLOAD KEYWORD IDEAS' button is highlighted with a red box and '3'. Below the search box is a 'Search volume trends' bar chart showing monthly search volume from July 2018 to June 2019, with 'Total' in blue and 'Mobile' in red. Below the chart is a table of keyword ideas. The table has columns for 'Keyword (by relevance)', 'Avg. monthly searches', 'Competition', 'Ad impression share', 'Top of page bid (low range)', 'Top of page bid (high range)', and 'Account Status'. The first three rows are checked with blue boxes (marked with a red box and '2') and are: 'tulie' (90 searches, Low competition), 'tulie fabric' (10 searches, Low competition), and 'tulie material' (10 searches, Low competition). The fourth row, 'cheap tulie' (0 searches), is not checked.

Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account Status
<input checked="" type="checkbox"/> tulie	90	Low	-	-	-	-
<input checked="" type="checkbox"/> tulie fabric	10	Low	-	-	-	-
<input checked="" type="checkbox"/> tulie material	10	Low	-	-	-	-
<input type="checkbox"/> cheap tulie	0	-	-	-	-	-

2. Keyword selection with Serpstat

Selection semantics in Serpstat. To get started, I'll enter the keyword query «tulle» in the search box by selecting the Google UK search system and go to the tab «Key phrases» (or you can go to the menu «Analysis of key phrases» → «SEO-analysis» → «Phrase selection»).

The screenshot shows the Serpstat Overview page for the keyword «tulle» on the Google UK search system. The search box at the top contains «tulle» and «google.co.uk». The left sidebar has «Organic keywords» highlighted with a red box. The main content area displays several metrics: Search Volume (4,400), Competition (92), CPC (0.29), and Keyword difficulty (14.16/100). Below these are two tables: «Organic keywords» with a total of 7,623 keywords and «Paid keywords» with a total of 16 keywords. The «Organic keywords» table lists terms like «tulle skirt», «tulle skirts», «tulle dress uk», «black tulle skirt», and «tulle» with their respective volumes and CPCs.

The screenshot shows the Serpstat Positions page for the keyword «tulle» on the Google UK search system. The left sidebar has «Keyword Selection» highlighted with a red box. The main content area displays a table of keyword positions across various countries (UK, US, FR, CA, AU, DE). The table has columns for #, Keyword, Keyword difficulty, Volume Google, Cost, Competition in PPC, Results, and Social domains. A red arrow points to the «Volume Google» column. The table lists 10 keywords, including «tulle skirt», «tulle skirts», «tulle dress uk», «black tulle skirt», «tulle», «tulle dress», «tulle fabric», «tulle wedding dress», «tulle skirt uk», and «tulle midi skirt».

In the obtained results there are phrases that are not suitable for creating a semantic core. For example, such phrases as “whiten tulle”, “how to wash tulle”, “what kind of word tulle” do not fit, because my website specializes in sales, and not in providing laundry and bleaching services.

In addition, I am not interested in phrases with toponyms, as well as phrases with incorrect spelling. To exclude them from the list, set up filters:

Keyword Selection / Keyword Selection

Positions

UK 7.6K | Google US 51K | Google FR 9.8K | Google CA 5.3K | Google AU 5.3K | Google DE 1.7K | Google Other 6K

Filter Export

- Misspelled keywords + Does not include
- Filter toponyms + Does not include
- Keywords + Does not include (whiten tulle)
- Keywords + Does not include (how to wash tulle)
- Keywords + Does not include (what kind of word tulle)

+ Add filter And Or

I will sort the results by frequency (“Frequency”) so that only high-frequency queries remain at the top of the list. To do this, click on the arrow to the left.

#	Keyword	Keyword difficulty	Volume Google	Cost, \$	Competition in PPC	Results	Social domains
1	tulle skirt	12.57	14 800	0.44	100	88	
2	tulle skirts	11.35	14 800	0.47	100	2.7M	
3	tulle dress uk	6.65	6 600	0.43	100	961K	
4	black tulle skirt	9.33	5 400	0.56	100	78.5M	
5	tulle	14.16	4 400	0.29	92	188M	
6	tulle dress	12.60	2 900	0.44	100	18.8M	
7	tulle fabric	11.26	1 600	0.30	100	0	
8	tulle wedding dress	12.93	1 300	0.33	100	1.8M	
9	tulle skirt uk	5.74	1 300	0.45	100	612K	
10	tulle midi skirt	5.74	1 300	0.57	100	1.5M	
11	tulle maxi skirt	5.74	880	0.59	100	1.2M	
12	tulle skirts long	- - -	880	0.49	100	0	
13	tulle maxi dress	5.74	880	0.41	100	476K	
14	tulle skirts for adults	6.65	880	0.60	100	336K	
15	nude tulle skirt	5.74	720	0.29	100	314K	

Now I am 100% satisfied with the result. I export the table and save it in Google Docs for further work.

The main thing at this stage to collect the most complete semantic core. However, I will not elaborate on its collection. This is a topic for a separate article, which you can read on the Netpeak blog.

STEP 2

Studying the structure of competitors' sites

Firstly, you should study your competitors, in order to expand your semantics, and secondly, if you are only planning to create your website, comparing the semantics and structure of competitors in the chosen niche will save you time and help you immediately decide how to compile structure for your site. I will consider both options in detail.

Option 1

Search for potential competitors from scratch

If you are only planning to create a website and want to know your potential competitors and analyze their structure, do the following:

1. Enter the key phrase by which the future website will be ranked. For example, «Buy tulle».
2. Choose a region (Google UK).
3. Go to the menu under the tab «SEO-analysis» → «Competitors».
4. If necessary, you can add to the list any other domain. Click «Apply».

The screenshot displays the SERPSTAT 'Competitors' page. At the top, there is a search bar with 'buytulle' in the 'Keyword' field and 'google.co.uk' in the region dropdown. A sidebar on the left shows a navigation menu with 'Competitors' selected. Below the search bar, there is a section for 'The list of keywords (up to 50)' with an 'Apply' button. At the bottom, a table lists competitor domains and their performance metrics.

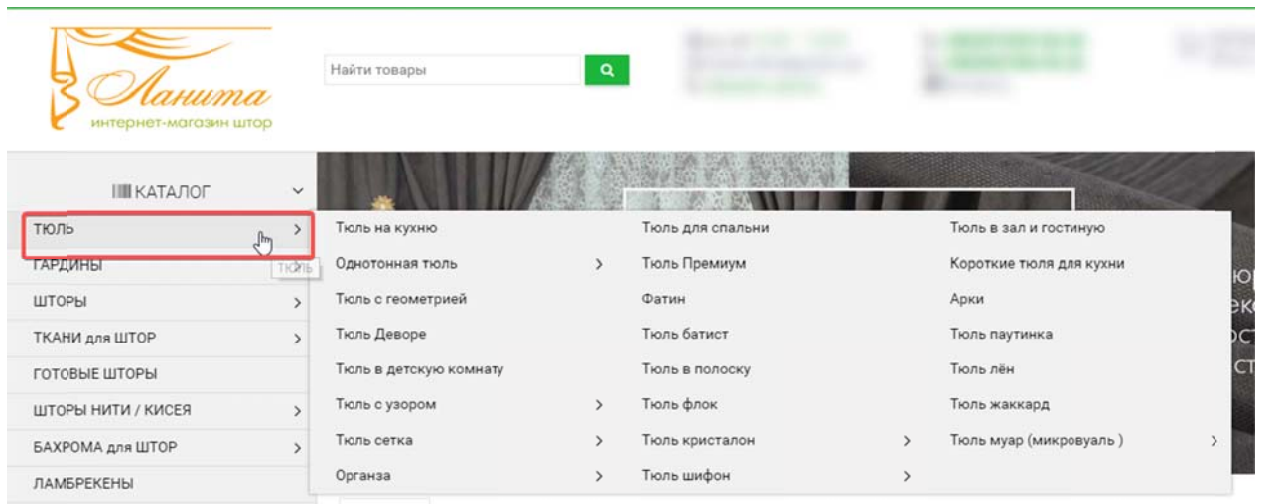
#	Domain	Common keywords	All Keywords	Visibility
1	amazon.co.uk	32 ↓ 61 064	18 734 715 ↑ 22221	12632.71
2	amazon.com	32 ↓ 119 320	17 100 587 ↑ 3.21	1825.76
3	alibaba.com	32 ↑ 117 041	2 184 605 ↑ 15.14	96.18
4	etsy.com	31 ↓ 33 985	3 499 474 ↓ 40.10	795.33
5	ebay.co.uk	31 ↓ 137 699	10 472 685 ↓ 206.55	4973.27
6	thgate.com	30 ↓ 56 105	985 042 ↓ 3.51	16.52

Get a list of potential competitor websites, which can be saved and exported (it will be needed later).

	A	B	C	D	E
1	Domain	Intersected keywords	Keywords	Visibility	
2					
3	amazon.co.uk	32	18733668	12693,29107	
4	aliexpress.com	32	2209806	90,18526	
5	amazon.com	32	17098783	1858,67724	
6	ebay.co.uk	31	10440937	4929,49005	
7	etsy.com	31	3499756	798,22859	
8	dhgate.com	30	970381	14,72229	
9	ebay.com	29	5769165	183,11075	
10	pinterest.co.uk	26	15106962	1580,39811	
11	raindropsboutique.co.uk	23	476	0,01922	
12	bbcrafts.com	22	1517	0,0225	
13	tulleshop.com	21	763	0,00985	

Now when I know the competitors in the chosen niche, I can look and analyze their catalogs and make the structure of my site. In the future, it will be possible to supplement it with Serpstat, but I recommend first analyzing the websites of top competitors, as this will save you time.

I will analyze the catalogs of sites online stores curtains "Lanita" and "Pan Gardin":



Категории

- › Ткани-Компаньоны
- › Тюль
- › Портьерные ткани
- › Готовые шторы
- › Шторы нити
- › Постельное белье
- › Фурнитура

Ткани-Компаньоны

- › Авангард
- › Арт-деко
- › Барокко
- › Викторианский
- › Готический
- › Кантри
- › Классицизм
- › Модерн
- › Эkleктика

Тюль

- › Polaris
- › Floralex
- › Geometry
- › Magnetic

Портьерные ткани

- › Desert Rose
- › Metropolis
- › Monaco
- › Romero
- › Versal

Ткани ОПТОМ

- › Шифон
- › Органза
- › Монорей

Постельное белье

- › Двухспальные комплекты
- › Односпальные комплекты

Предметы декора

- › Декоративные наволочки
- › Классические
- › Современные
- › Детские коврики

Фурнитура

- › Тесьма

Готовые шторы

- › Французские шторы
- › Австрийские шторы
- › Камыш

Шторы нити

- › Однотонные Люкс
- › Дождь
- › Люрекс
- › Одинарный стеклярус
- › Жемчуг

Based on the structure of the above sites, I can formulate approximate names for my filters:

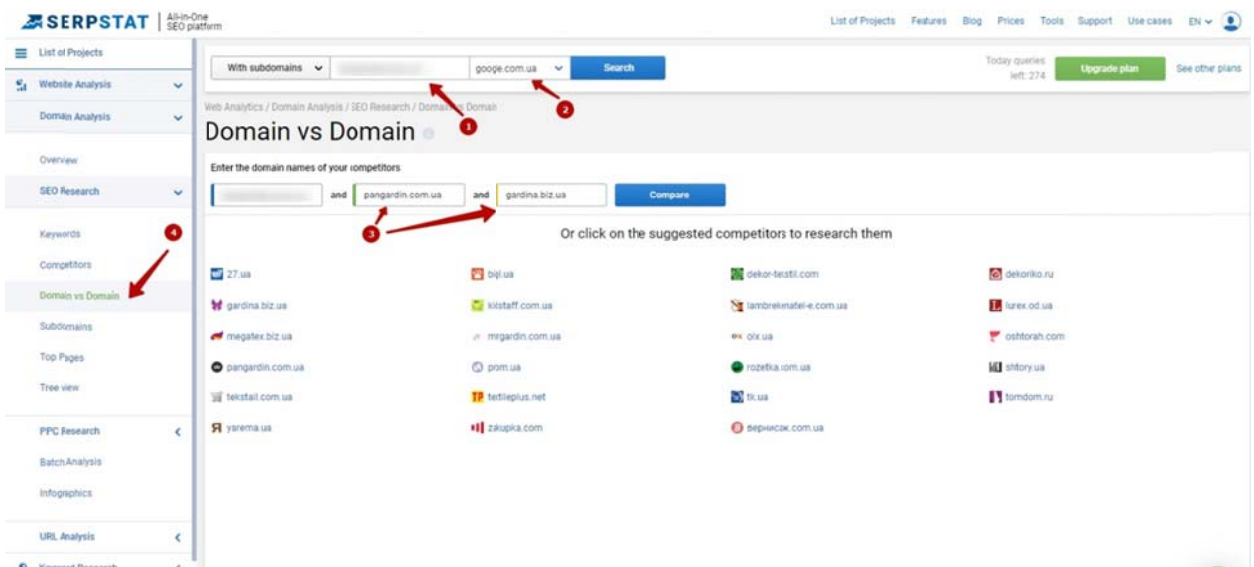


Option 2

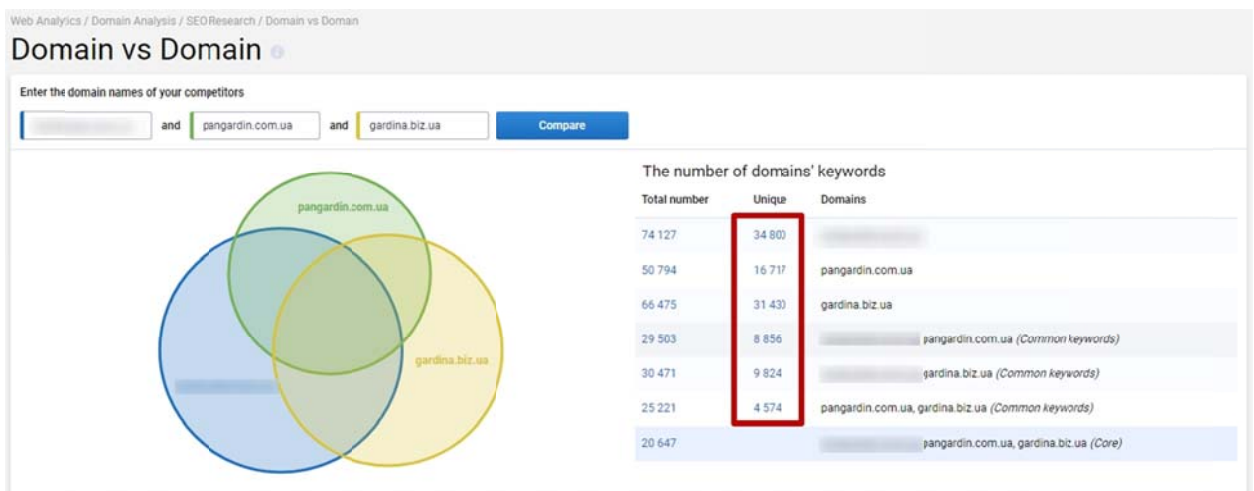
Search competitors of specific website

This option is suitable for those who want to improve the position of their website, but do not know where to start. To determine the competitors of a particular website, do the following:

1. Go to the menu «Domain Analysis» → «SEO Analysis» → «Domain Comparison».
2. In the search box, enter the domain of our website.
3. Choose a search engine (Google Ukraine).
4. Select two domains of competing websites from the proposed list. Click «Compare».



We received a graphic where you can see the number of common and unique key phrases. For our site useful information in the column «unique key phrases».

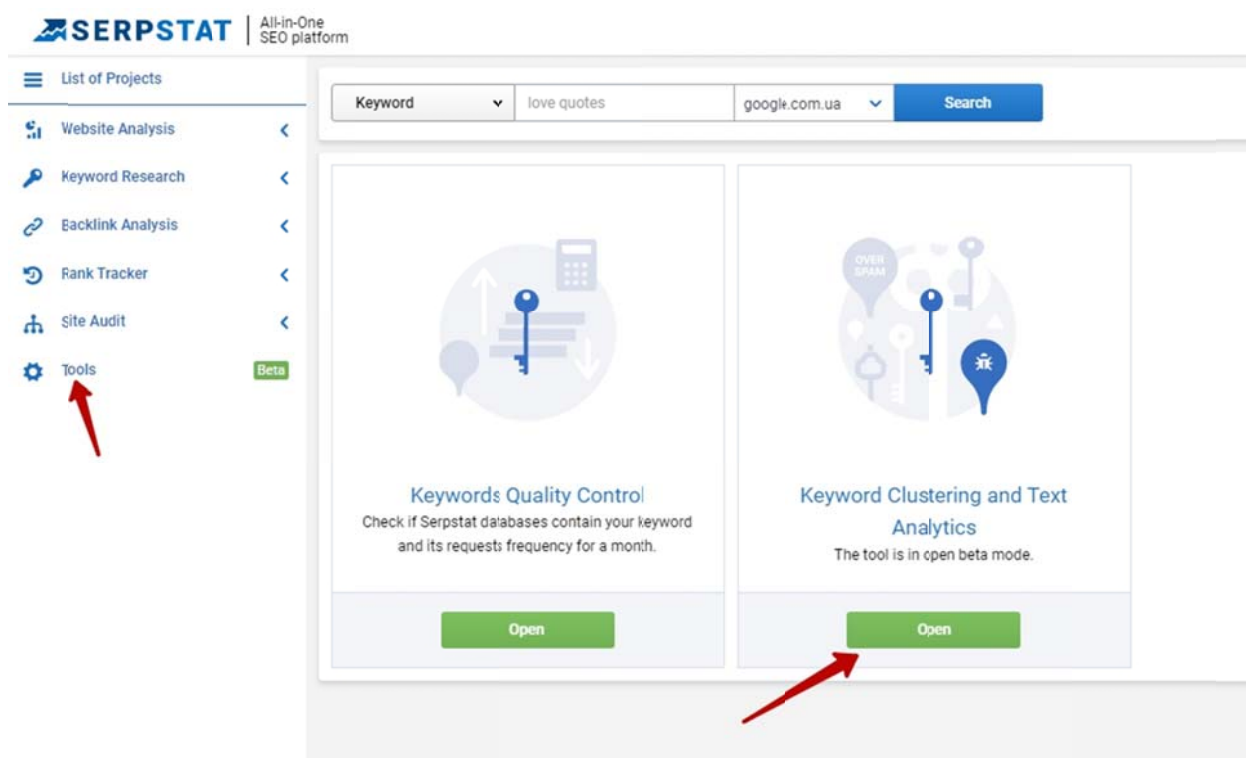


From 1523 unique keywords, you can choose those that will help expand the structure of our site.

STEP 3

Query clustering (grouping)

So, I have already received a base of suitable keywords. **Serpstat** has another useful tool called «Clustering», which allows you to group phrases by meaning. I will use it. To do this, in the menu on the left, select «Tools» → «Clustering»:



Learn more about how to properly configure and use this tool in our article on clustering.

I have already loaded the found keywords database into the «Clustering» tool and now I can look at the clusters on which the keywords have been formed. In the menu when creating a cluster, I indicate the strength of the connection «Strong» and the clustering type «Hard» in order for the clusters to turn out with maximum homogeneity. I use the collected information when creating the «skeleton» of the structure of my website.

If you get the wrong result, which you expected, try grouping the phrases differently using clustering(grouping). Read more about it in the article Re-clustering without loss of limits.

Кластеризация ? Тюль

Доступно: 870

Кластеризация | Текст. аналитика | Поиск фраз | Начать текстовую аналитику

- [-] икеа тюль
- тюль органза (2)
- тюль органза цена (1)
- тюль готовая (1)
- готовая тюль (1)
- готовый тюль (1)
- икеа тюль (3)
- [-] тюль турция
- тюль сетка купить (1)
- тюль турция (3)
- [+] тюль на люверсах
- [-] тюль вуаль
- французская тюль (1)
- тюль вуаль (1)

тюль шторы в спальню		Однородность: 88% ?	▶ TA	⋮
+ Добавить URL				
Ключевые фразы (1) /Метатоп	Сила связи, % ?			
<input type="checkbox"/> тюли и шторы для спальни	91			
<input type="checkbox"/> занавески для спальни тюль	84			
<input type="checkbox"/> тюли шторы в спальню	88			
<input type="checkbox"/> тюль шторы для спальни	92			
<input type="checkbox"/> тюль и шторы в спальню	88			
<input type="checkbox"/> тюль и шторы для спальни	89			
<input type="checkbox"/> тюль и шторы в спальню фото	87			
<input type="checkbox"/> тюли и шторы для спальни фото	90			
<input type="checkbox"/> шторы и тюль для спальни	85			

тюль в спальню		Однородность: 69% ?	▶ TA	⋮
+ Добавить URL				
Ключевые фразы (9) /Метатоп	Сила связи, % ?			
<input type="checkbox"/> тюль для спальни фото	74			
<input type="checkbox"/> тюль в спальню	64			
<input type="checkbox"/> красивая тюль в спальню	61			
<input type="checkbox"/> тюль в спальню фото	71			
<input type="checkbox"/> тюль для спален	67			
<input type="checkbox"/> тюль для спальни	73			
<input type="checkbox"/> тюли в спальню	71			
<input type="checkbox"/> тюли для спальни				
<input type="checkbox"/> тюль в комнату				

тюль купить		Однородность: 64% ?	▶ TA	⋮
+ Добавить URL				
Ключевые фразы (1) /Метатоп	Сила связи, % ?			
<input type="checkbox"/> тюль купить недорого	50			
<input type="checkbox"/> купить тюль недорого	48			
<input type="checkbox"/> купить тюль дешево	50			
<input type="checkbox"/> интернет магазин тюль	68			
<input type="checkbox"/> купить тюль интернет магазин	75			
<input type="checkbox"/> тюль купить в интернет магазине	80			
<input type="checkbox"/> тюль купить интернет магазин	74			
<input type="checkbox"/> тюль интернет магазин	63			
<input type="checkbox"/> купить тюль в интернет магазине	75			
<input type="checkbox"/> купить красивую тюль	46			

тюль кухня		Однородность: 87% ?	▶ TA	⋮
+ Добавить URL				
Ключевые фразы (9) /Метатоп	Сила связи, % ?			
<input type="checkbox"/> тюль на кухню фото	90			
<input type="checkbox"/> тюли на кухню дизайн фото	87			
<input type="checkbox"/> тюль на кухню дизайн	80			
<input type="checkbox"/> тюли на кухню фото	89			
<input type="checkbox"/> тюль кухня	78			
<input type="checkbox"/> тюль на кухне	79			
<input type="checkbox"/> тюль шторы на кухню фото	86			
<input type="checkbox"/> тюль и шторы для кухни	79			
<input type="checkbox"/> тюли шторы для кухни	89			
<input type="checkbox"/> тюли и шторы для кухни				
<input type="checkbox"/> тюль и шторы на кухню				

тюль с цветами		Однородность: 100% ?	▶ TA	⋮
+ Добавить URL				
Ключевые фразы (1) /Метатоп	Сила связи, % ?			
<input type="checkbox"/> тюль с цветами	100			

тюль сетка фото		Однородность: 85% ?	▶ TA	⋮
+ Добавить URL				
Ключевые фразы (1) /Метатоп	Сила связи, % ?			
<input type="checkbox"/> тюль сетка фото	85			

From the generated report I see that Serpstat singled out several categories of keywords with the word «tulle»: «tulle in the room», «tulle kitchen», «tulle in the bedroom», «tulle for children» and other options. These query clustering will help me to formulate the main characteristics of the tulle that interest my target audience.

Now I'll start creating the skeleton of the site structure. I will group the collected queries by meaning in a separate table. Each group should have unique phrases that are similar in meaning. This is necessary in order to understand the base of interests for a specific phrase and so that in the future it would be possible to clearly state the name of the filters.



I have a general list of requests for the keyword “tulle” and phrases that are most often searched for along with it. These phrases will give me an idea for the names of future categories of the site.

STEP 4

Structure creation

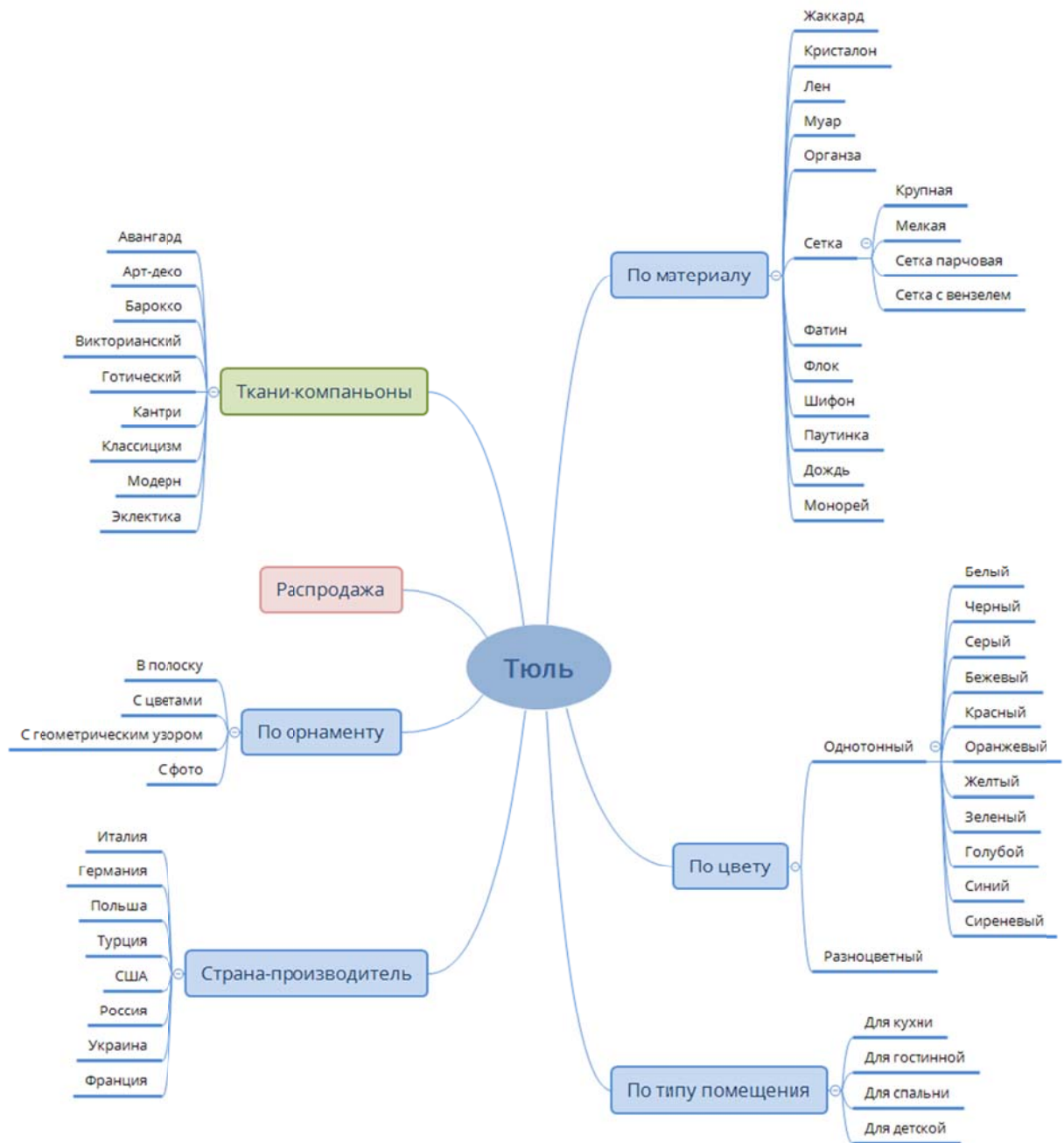
Based on the information from the collected clusters, the base of the collected semantics and grouped queries, I can accurately state what my target audience is specifically interested in:

- location for which you need tulle
- material
- fabric color
- picture
- sell out

For users to find the right product on the website, you must create filters. I will transfer general requests to the main product category - the section of the website «tulle», the remaining phrases «tulle to the kitchen», «tulle organza» and others will be put into filters (tags).

I will add and formulate the names for them so that the structure of the subcategories is logically complete. In addition, I will add categories based on competitor analysis.

The final version of the structure of the shop tulle now looks like this:



Done!

Conclusion

So, in order to create the structure of the website, you need:

1. Collect semantics for a key phrase.
2. Split the collected phrases into groups using the Clustering tool.
3. Group collected requests by meaning in a graph or table.
4. Register the name of the filters, arrange the final structure of the subcategories.