

**What is your profile?
AI analyzes rivals!**



**WEB
SITE
STORY**



The purpose of our approach

The discourse analysis placed at the centre of our approach

- ▶ The approach is focused on the discourse of different players in a market/industry segment and recounts their strategic position

Discourse: derived from the Latin "discursus" (literally "run around"), which means "discussion" or "communication"

- ▶ Nevertheless, tactical aspects such as SEO and usability aren't targeted

However, due to the semantic analysis some terms and keywords acquire a new meaning.

Hence, new priorities can be set in communication.

Michel Foucault (1926-1984) founded the discourse analysis

Discourse, as defined by Michel Foucault, refers to: "ways of constituting knowledge, together with the social practices, forms of subjectivity and power relations which inhere in such knowledges and relations between them. Discourses are more than ways of thinking and producing meaning. They constitute the 'nature' of the body, unconscious and conscious mind and emotional life of the subjects they seek to govern."

(Weedon, 1987, p. 108).

Our tool helps you to have an idea of your position and to take a step back from your outlook of the industry

- ▶ **Resources:** manufacturers' and retailers' websites
- ▶ **Preparation:** made by AI/ Natural Language Processing and semiotic analysis
- ▶ **Outputs:** accurate reflection of the current product or brand discourse
 - How does a business advertise its products and services?
How does it talk about them? How does it illustrate them?
 - What kind of **sectors** do certain **players** in an industry **occupy**?
What **stylistic devices** are used to highlight them?



How do we proceed?

What about data extraction?

- ▶ With our **AI partner**  **synomia** we select **specific** and **relevant pages** within the websites that have to be examined

1. **Data cleaning**, writing of the **corpus**



Partially complex
Key to success



2. **Crawling / Indexation**

3. **Dashboard** including all **verbatim**s

4. **Manual transcription** to record the slight qualitative differences using the **Semantic Score in the original language**



Tailored
Source of Insights



5. **Production of datafacts** (synthetic graphs)/Meeting of **variables**

- ▶ The **web page** is considered as a unit. The % refers to the verbatims per page.

By extracting the pages, you will already get insights

- ▶ In a **uniform and well-defined segment**, there can be **up to three/four times as many web pages** on a given topic between two competing manufacturers or suppliers
- ▶ This reveals a lot about the (conscious or unconscious) **strategic importance of the topic** for the respective market player!
- ▶ In addition, there is the **URL maintenance** which often doesn't highlight the product attributes enough!

Data collection: the devil's in the detail

Example: wireless DIY tools

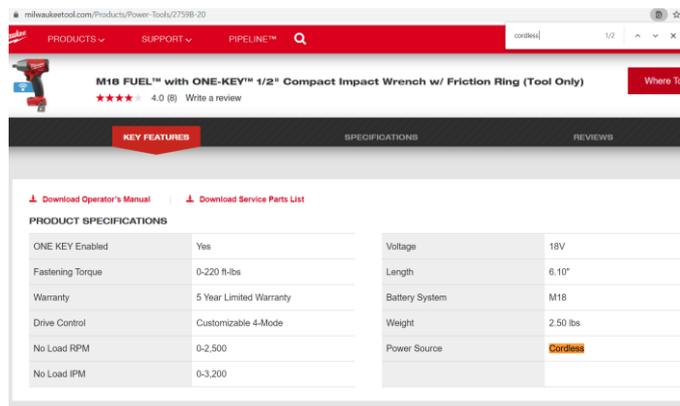
- 1st situation: you have a **direct and easy access** to the section or part of the site that highlights the targeted product
- 2nd situation: **The targeted section doesn't exist.** You therefore have to browse the pages by entering the search term in the URL. In this case, it doesn't mean that the products or terms don't exist, but that they can be found in other sections/categories.



Bosch USA

Home Products Service Where to buy More Product Registration

Power Tools > Cordless Power Tools > Cordless Impact Drivers > 18V Cordless Impact Drivers > GDR18V-1800CN



M18 FUEL™ with ONE-KEY™ 1/2" Compact Impact Wrench w/ Friction Ring (Tool Only)

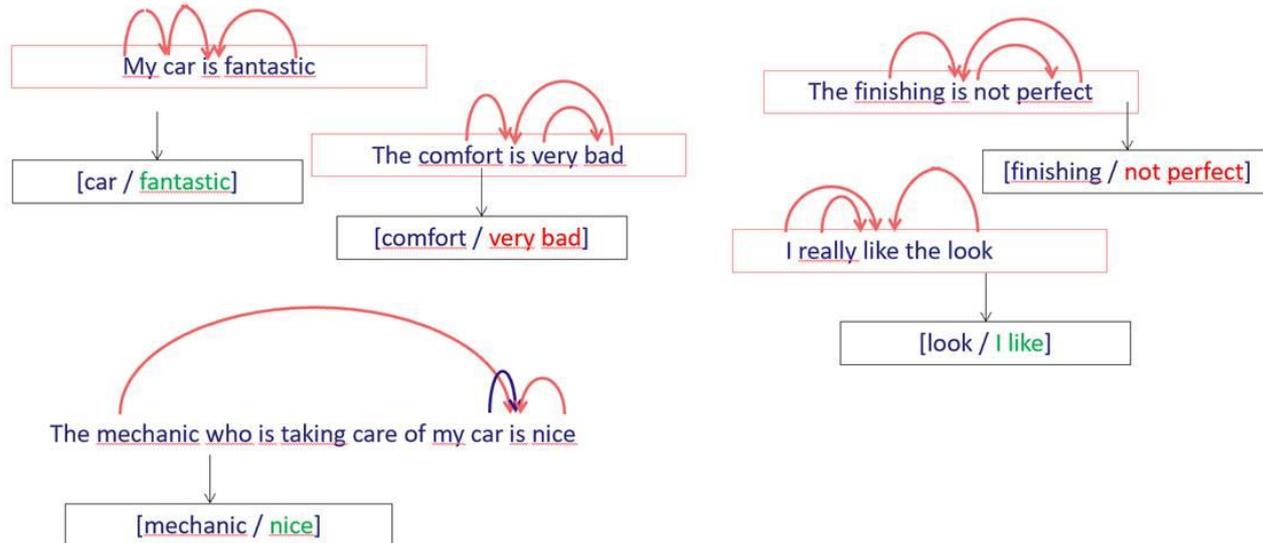
★★★★ 4.0 (8) Write a review

Download Operator's Manual | Download Service Parts List

PRODUCT SPECIFICATIONS			
ONE KEY Enabled	Yes	Voltage	18V
Fastening Torque	0-220 ft-lbs	Length	6.10"
Warranty	5 Year Limited Warranty	Battery System	M18
Drive Control	Customizable 4-Mode	Weight	2.50 lbs
No Load RPM	0-2,500	Power Source	Cordless
No Load IPM	0-3,200		

Syntactical analysis via NLP (Natural Language Processing)

OUR AI BASED ON SEMANTIC ANALYSIS IDENTIFIES SYNTACTIC RELATION BETWEEN WORDS WITHOUT ANY BIAS



Dashboard of the syntactical analysis: the power of grammar

synomia

Keywords

Download Icon

CONSIDERED VERBATIMS = 581
CODIFIED VERBATIMS = 99%

Search

Cross Keywords With: Site

FILTERS ON KEYWORDS

- Perimeter: All
- Look for: Not Deleted Keywords
- Ideal Content Perimeter: All
- Theme: [Dropdown]
- Sub-Theme: [Dropdown]
- Sentiment: [Dropdown]
- Found in verbatims from the focus: [Dropdown]
- Grammatical Types: Noun, Noun Phrase, Complex Named...
- Cluster: [Dropdown]
- Length: min [] max []

FILTERS ON COLUMNS

min [] max []

ADVANCED FILTERS

KEYWORDS FOUND 14,795

Display Mode: Table

Columns Display: [Dropdown]

Saved Filters: [Dropdown]

SEARCH

Select All (14,795 keywords)

14.795 keywords on 4 US websites analyzed

1 web page = 1 verbatim

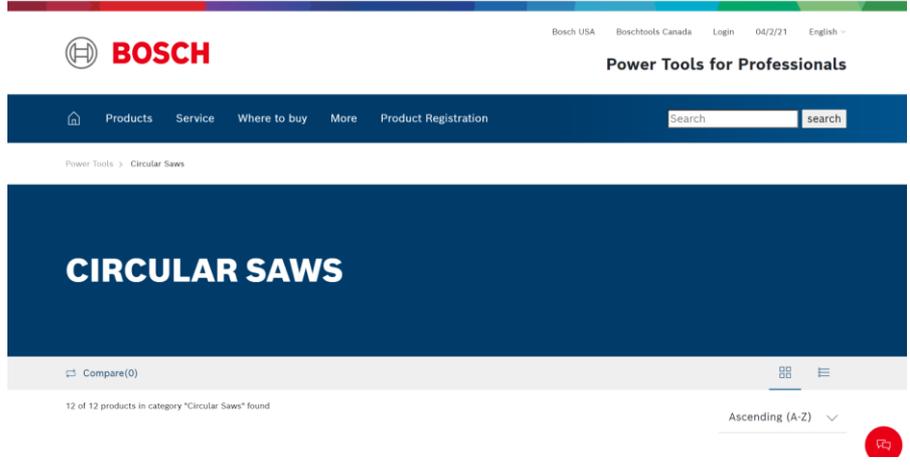
Keyword	Theme > Sub-theme	#Verbatims	A	B	C	D	Semantic Score
tool		392	53	101	161	77	10,000
		71	7	18	39	7	10,000
		91	7	65	9	10	7,978.63
		60	-	-	-	60	7,827.72
		126	7	4	92	23	6,665.06
		48	24	5	14	5	6,444.43
		53	5	20	25	3	5,562.46
		52	3	15	14	20	4,986.10
		30	8	1	20	1	4,902.06
		36	-	8	13	15	4,853.81

**The syntax analysis is only part of the equation.
Semiotics deciphers the rest.**

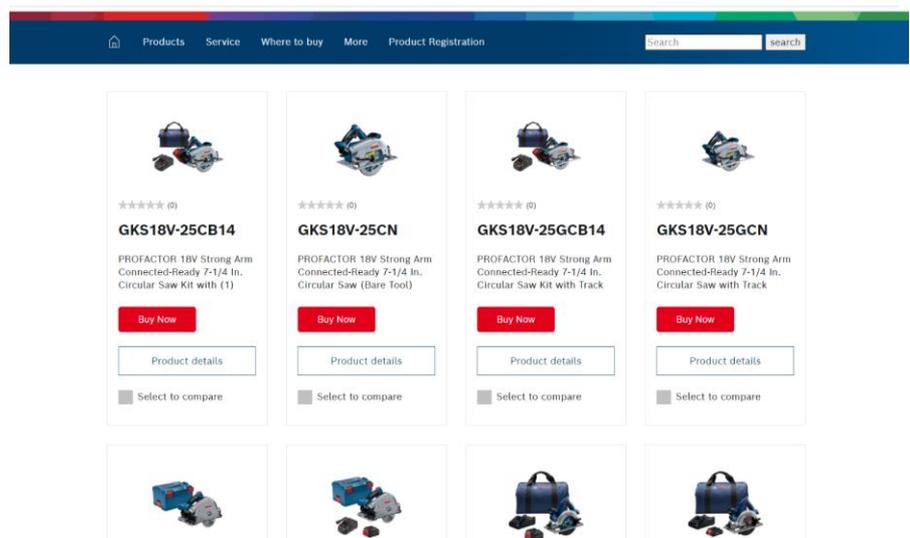
Let's pick up the example of DIY tools again...



Illustrated, focused on user & usage



Tidy, organised, and focused on the products



An experienced person cleaning up vs. a young man doing the "heavy-duty" work?

ASSET TRACKING? TRUST THE HOUND.

LEARN MORE

BLUEHOUND

TIME THAT WRENCH GOES INTO RETIREMENT

LEARN MORE

X-LOCK

Creating a link between words and pictures helps you to better convey your message

Get Connected. Receive FREE Decal
Claim your free Milwaukee decal by joining HEAVY DUTY NEWS™, the trusted source of new Milwaukee solutions, events, contests and more.

Email Address*

Trade*
Select a Trade

Country*
United States

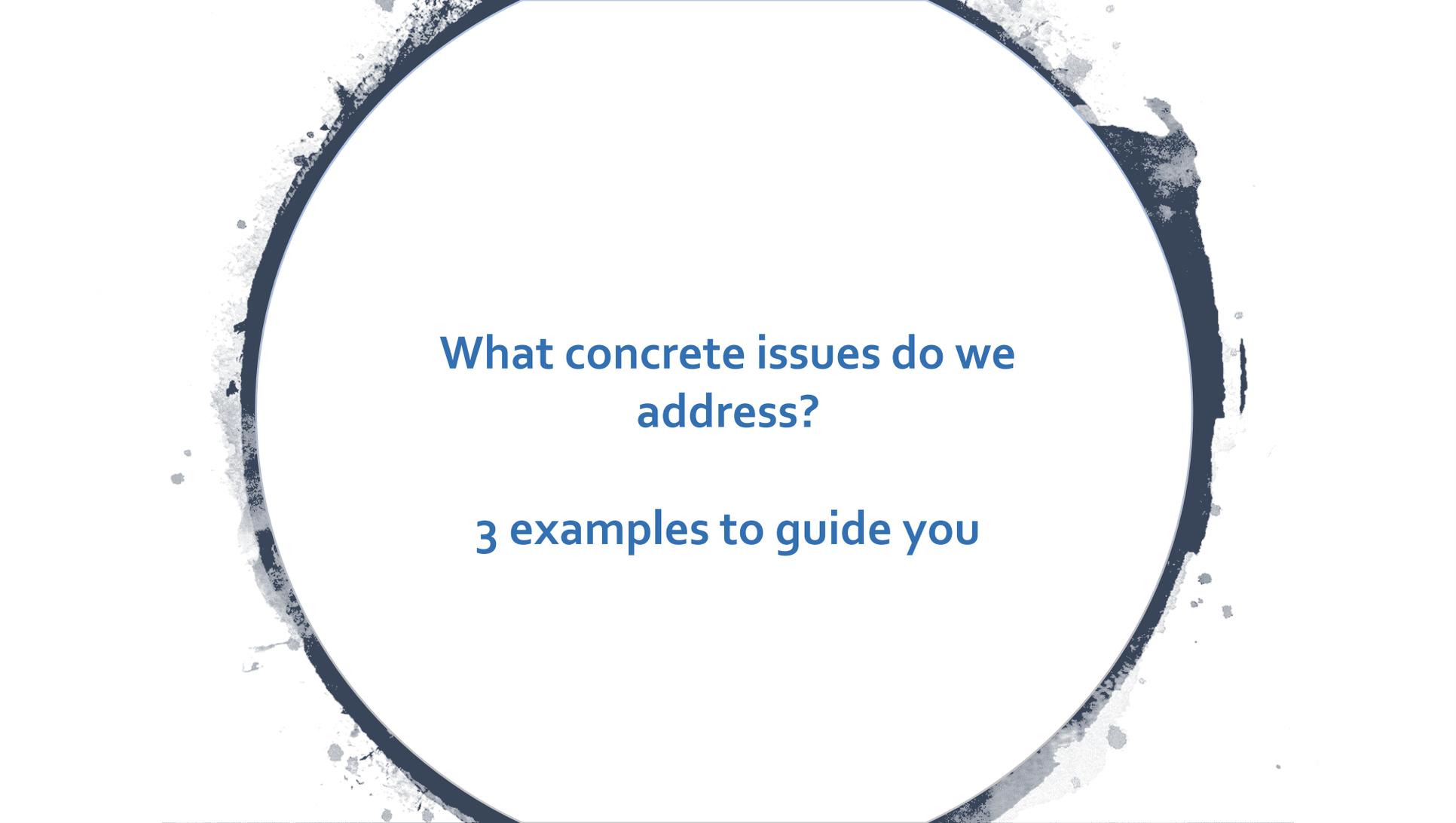
Language
English

Join HEAVY DUTY News

By signing up, you agree to receive emails from Milwaukee with news and other information. To unsubscribe at any time, go to [Privacy Policy](#). For more information regarding free Milwaukee decal giveaway, please visit [Terms & Conditions](#). While supplies last. Please allow 4-5 weeks for delivery.

PACKOUT™ Modular Storage System

MX FUEL™ **M18 FUEL™**



**What concrete issues do we
address?**

3 examples to guide you



Call to action (non-profit organisations' websites)

Landing pages of two websites

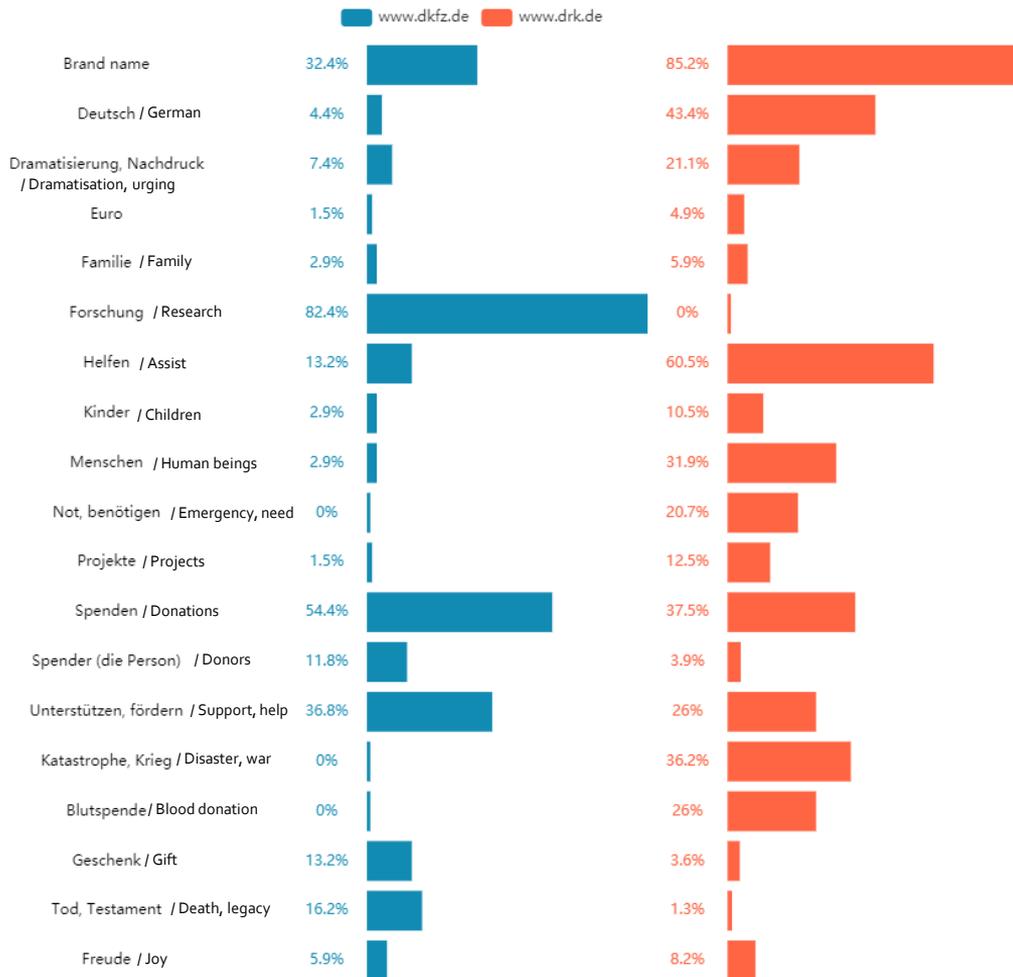
The screenshot shows the homepage of the Deutsches Krebsforschungszentrum (dkfz). The header includes the logo and navigation links: AKTUELLES, FORSCHUNG, JOBS & KARRIERE, ÜBER UNS, TRANSLATIONALE FORSCHUNG, SPENDEN. The main content area features a large image of a female scientist in a white lab coat. The text reads: "Deutsches Krebsforschungszentrum" and "Forschen für ein Leben ohne Krebs". Below this is a grid of menu items with right-pointing arrows: Forschung, Abteilungen A-Z, Core Facilities, Presse, Stellenangebote, PhD-Programm, Spenden, Innovation Management, Tabakkontrolle, and Life-Science Lab. At the bottom, there is a green button that says "Unterstützen Sie uns!".

The screenshot shows the landing page for Corona-foreign aid on the website of the Deutsches Rotes Kreuz (DRK). The header features the DRK logo and navigation links: Suchen, Leichte Sprache, EN, and a "Jetzt Spenden" button. The main content area has a large image of people wearing face masks. The text reads: "Corona-Auslandshilfe: #füreinander in der globalen Krise". Below the image is a "Jetzt spenden" button. At the bottom, there is a donation form with the text "Meinen Wunschbetrag" and "50 €", followed by another "Jetzt spenden" button.

Donations within the organisation ("Spenden" / 372 pages in total)

The screenshot shows the "Spenden" (Donations) page on the dkfz website. The header includes the dkfz logo and navigation links: AKTUELLES, FORSCHUNG, JOBS & KARRIERE, ÜBER UNS, TRANSLATIONALE FORSCHUNG, SPENDEN. The main content area features a large image of a female scientist in a white lab coat. The text reads: "Spenden" and "Krebsforschung braucht Ihre Unterstützung". Below this is a list of menu items: Über uns, Zahlen & Fakten, Organisation & Management, Freunde & Förderer, Spenden, Online-Spende, Spendergalerie, Spenden wegen eines Trauerfalls, and Spenden zu einem besonderen Anlass. At the bottom, there is a "Spendenkonto" button.

The screenshot shows the "Spenden für das DRK" (Donations for the DRK) page on the website of the Deutsches Rotes Kreuz (DRK). The header features the DRK logo and navigation links: JETZT SPENDEN, DE, EN, and a "Suche" button. The main content area has a large image of people in DRK uniforms. The text reads: "Spenden für das DRK: alle Möglichkeiten im Überblick". Below this is a list of menu items: Spenden, Vorkurs, and "Spenden für das DRK: alle Möglichkeiten im Überblick". At the bottom, there is a "Jetzt spenden" button.



Two different players with a different outlook of emergency

Systemic stylistic patterns:

- Promoting altruism
- Conveying a sense of urgency

DKFZ (German Cancer Research Centre):

- Factual focus on R&D (no distress in cancer?)
- However, donors play an important role

DRK (German Red Cross):

- Focused on people (children, families) and their pain
- Call to action with dramatisation and grandiloquence
- Blood donation as main part

Dealing with emergency and death

Should a donation be seen as a gift?

DKFZ (German Cancer Research Centre): talking about death as a trigger for donations

- Death as an opportunity to donate
- Donations replace gifts

“Are you organising a birthday party, wedding or jubilee? Ask your guests to donate to cancer research instead of asking for gifts.”

“Donations instead of gifts; For birthdays or before Christmas - every year the question about giving the right gifts arises. Finding something "meaningful" is not always easy.”

DRK (German Red Cross): in a distress situation, donations are seen as gifts

- Emergency as an opportunity to donate
- Donations are gifts

“Are you looking for a suitable gift idea? Donate now. Share joy and support the DRK's worldwide relief efforts with a donation!”

“Next Christmas, give a gift to children in distress. Whether blankets or food - choose your own gift!”

Behind the scenes of machine tools in the US (brand sites)

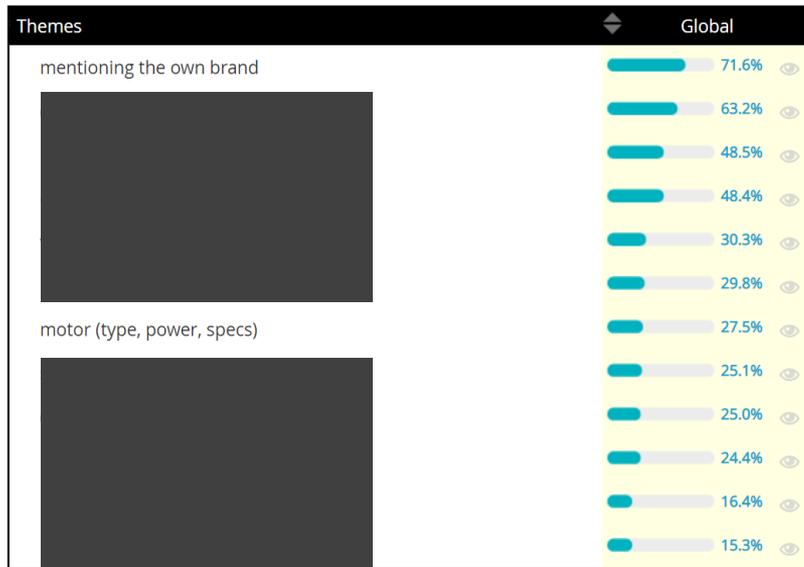
Mirror, mirror: who promotes the product the most?



Here, the manufacturers A, B and D talk in similar terms about a specific type of B2B tool.

However, the manufacturer C devoted 2 to 3 times as many pages to this segment: a conscious decision taken by the manufacturer involving to highlight this segment?

Figure out the promotion of a product segment by industry players



- ▶ A focus on the overall importance of the thematics and product attributes
- ▶ What it reveals:
 - What product specifications are really being promoted?
 - In what proportions/ how are they classified?
 - Which terminology is used?

Who highlights which product attributes?

Manufacturer A	Manufacturer B	Manufacturer C	Manufacturer D
	Mentioning the own brand	Mentioning the own brand	
Mentioning the own brand			
		Motor	Mentioning the own brand
	Motor		
Motor			

- How much does each manufacturer emphasise its **brand name** and exploit its internet presence as a **branding platform**?
- What are the **10 most prominent attributes** mentioned by each manufacturer?
- What can we learn from the fact that some attributes are **rarely mentioned** or even **neglected**?

Study of a cross-cutting issue: the CSR
(here focused on retailers, but the same applies to brands)

Retail in France: The retailers' outlook on the CSR

Topic	Retaier 1	Retailer 2
Organic agriculture	 1	 1
Food security		
Farming conditions & Animal welfare	 7	
Food wastage	 2	
GMO	 2	
Packaging	 2	 4
Nutritional value		
Sustainable practices		
Air pollution		 1
Producers' remuneration	 1	
Controversial products		
Recycling	 1	 1
Associations		 7
Land pollution		
Biodiversity		
Transparency, Traceability & Eco-labels		
Renewable energies		
Working conditions		

Retailer 1 supports the animal welfare.

Retailer 2 put the emphasis on packaging and the cooperation with environmental associations.

Retailer 1 focus on animal welfare and retailer 2 aim at packaging & sustainability

Retailer 1

réduction des emballages
réduire les emballages
produits ogm
transition vers l'agriculture biologique
améliorer le bien-être animal
respect du bien-être animal
nourrir aux ogm
améliorer la recyclabilité des emballages
garantir le bien-être animal
nourrir les animaux d'élevage
concerner le bien-être animal
lutte contre le gaspillage
progresser sur le bien-être animal
gaspillage alimentaire
juste rémunération
bien-être animal

Retailer 2

...
filière bio
emballages éco-conçus
emballage éco-conçu
empreinte carbone des emballages
reverser à des associations environnementales
membre pour la planète
club pour la planète
consacrer à des associations environnementales
membre de % pour la planète
recyclage biologique
fondation pour la planète
reversent chiffre d'affaires à des associations
écoconception des emballages
éco-conception des emballages



**The advantages of
Web Site Story**

What does this analysis reveal?

- ▶ What kind of product/service **features** are highlighted by the **competition**?

What specific **attributes** does it highlight **in relation to our opinion** on this subject?

What kind of **words, pictures,** and **emotional level**?

- ▶ **How** does the competition manage the **improvement of cross-cutting issues**?

(CSR, donations, GDPR, law, compliance, resources, HR, sustainable development...)

- ▶ Additional advantage: for the **digital** department, potential to **optimise** the website **structure**

The reasons why you benefit from this analysis

- ▶ Because we are all somewhat **blinded** in our own industry and “feelings” sometimes need to be hold up by **facts**.
- ▶ Because the data is **already available**, right there, before your eyes! You just have to **know how to decipher it**.
- ▶ Because it involves little **design and monitoring effort** on behalf of the **company’s** Research department.
- ▶ Because **within 3 weeks everything will seem clearer**: you will have learned more about your brand, your products, your competitors and news topic - **at an affordable price**.
- ▶ This will help you to take on a **conscious and deliberate positioning**.

Contact us now!



You will get an offer shortly.



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