Machine learning and Analysis of site position data

These days, machine learning and search engine optimization are the hottest trends for improving your business. The quality of your business is more important than quantity. And quality is precise, what machine learning is aiming for.

If you an owner of a small or medium-sized business, startup, company that seeks improvement for a product, you’ll need machine learning technologies. Machine learning has a wide range of working. It’s already working in most of the stuff, that around us. Our smartphone makes the decision on power safety, basing on the number of working apps.

It also optimized your photo, basing on AI. Chatbots have machine learning algorithms, which help them answer the questions of clients. Internet browsers collect the information from our activity and goods and services that we like the most, basing on AI. The main reasons why you should concern about Machine learning is:

* Machine learning is a self-developing program or AI. It’s the most advanced technology used in any technology, medicine, production, selling, or delivering the product;
* Those who have the AI that working in their businesses have the edge;
* ML can implement difficult tasks in any area. No human help is needed.

Fritz AI is one of the companies that helped dozens of businesses to implement machine learning into their business. If you're not sure about machine learning and integration into your business, you can try a trial program on Fritz AI. That trial version of the program can show you how exactly your program will work for you.

The most famous product from Fritz AI is:

* Plantvillage Nuru is a mobile app by Fritz AI that helped farmers to identify the condition of harvest through the camera of a smartphone;
* One bite is the app, which helps you to find the best local slice-pizza;
* Momento is the app that was developed and share with GIFs in the second.
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Having a website is crucial for business owners. Without a website, you'll be left behind. But not all of the websites are profitable. Most of them are poorly managed with SEO and have no enough traffic.

SEO is the process of adapting your website for search engines of Google, Youtube, Yandex, Bing, and Yahoo. As a result, more traffic is more clients.

Today is around 1.7 billion websites over the globe. Many of them use desktop and mobile versions of websites.

And this number is rising. The best way for your site to stand out from the crowd is to have good search engine habits. It is also the fastest way to make your business profitable because if more people will see your site, the more calls you'll receive.

The main benefits of search engine optimization are:

- You gain the organic traffic that drives real clients to your website;

- It gives you intelligence about your competitors;

- You understand the needs of the customers and what kind of content they want;

- The proper SEO on your desktop and mobile website version, not harmful for your content.

[SE Ranking](https://seranking.com/) is the tool for your website and business.

It provides you with search engine intelligence to help you evaluate the website and increase organic traffic. You'll find out what are the main advantages of your websites and what your websites lack. With Se ranking, you are able to track your competitors.

Whatever your business is, you want to know what exactly works. You need to receive more calls, inquiries, orders, and traffic. You want to know what works and make your business profitable.

One of the best tools that you might don’t know about is [the position tracker](https://seranking.com/position-tracking.html). It allows you to bring better performance in:

* Search engines like Google, Youtube, Bing, Yahoo, Yandex
* Google Maps, Google Ads and content;
* Tracking the most successful keywords;
* Checking for successful keywords from your competitors;
* You'll find out what makes you and your competitors the best in the top 100 search results.

Se ranking is not just the view of how good or bad your website is. It’s your marketing intelligence, which gives you the edge in the highly competitive markets. It gives you knowledge about the best keywords, videos, content, features of marketing that works. You can turn this knowledge into your profit by increasing traffic to your website.

You also need to make sure, that customers trust you. To accomplish this goal and save money and time, by proceeding with simple verification. Maybe you don’t know, but your business can be more trustworthy if you check it with Google. There are [9 ways to check your business with Google](https://seranking.com/blog/verify-google-business/). Why is Google popular? There are many other platforms over the globe that you can check with? The thing is that Google has 90% of users over the globe and that makes him so important.

Busy executives, marketing professionals, entrepreneurs don’t have much time on SEO for their websites. They outsource this job to teams that are qualified, for this kind of task. SE ranking team work with companies, entrepreneurs, marketing professionals, and executives. They help them solve the most relevant SEO issues.

These days, we can’t imagine a good website without proper search engine habits. Usually, you can’t find those websites on the second, third, or even tenth page. They lost a lot of traffic as a result, many clients. Unless they make a dramatic change in their SEO, they left behind the curve.

If you want to be in the first three pages in Google, Yandex, Yahoo, Bing, and Youtube you need to be concerned about proper search engine management. Your mobile-version of a website is also must be managed properly. In 2016, Google announced that search engines for a mobile version of websites will be more relevant than desktop versions

Many marketers know it and fix their mobile-version websites with appropriate search engine features. Combining SEO for mobile and desktop, you’ll have better traffic and new customers. Search engines more and more become like a human.

New technologies for search spiders allow them to dig into more than 100 factors of a website. And a number of that factors are on the rise You'll need a professional team that can manage desktop and mobile versions of the website. Trust professionals and your site will be on the edge.