US 20180113949A1

(19) United States

(12) Patent Application Publication (10) Pub. No.: US 2018/0113949 A1

Rubino et al. (43) Pub. Date: Apr. 26, 2018

(54) **STORY CARDS TO FACILITATE REVIEW OF SEARCH ENGINE OPTIMIZATION METRICS**

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(21) Appl. No.: **15/792,260**

(22) Filed: **Oct. 24, 2017**

Related U.S. Application Data

(60) Provisional application No. 62/412,055, filed on Oct. 24, 2016.

Publication Classification

(51) **Int. Cl.**
G06F 17/30 (2006.01)

(52) **U.S. Cl.**
CPC .. ***G06F 17/30905*** (2013.01); ***G06F 17/30864*** (2013.01)

(57) **ABSTRACT**

Technologies are described for generating a story card for a search engine optimization application. The methods may comprise, by a processor, receiving search engine optimization data. The methods may comprise analyzing the search engine optimization data. The methods may comprise generating a search engine optimization report based on the analysis of the search engine optimization data. The search engine optimization report may include a value for a metric. The methods may comprise processing the search engine optimization report to generate the story card in response to determining the value for the metric exceeds a threshold value. The story card may include a message. The message may include the value and the metric. The methods may comprise generating user interface data that includes the story card.

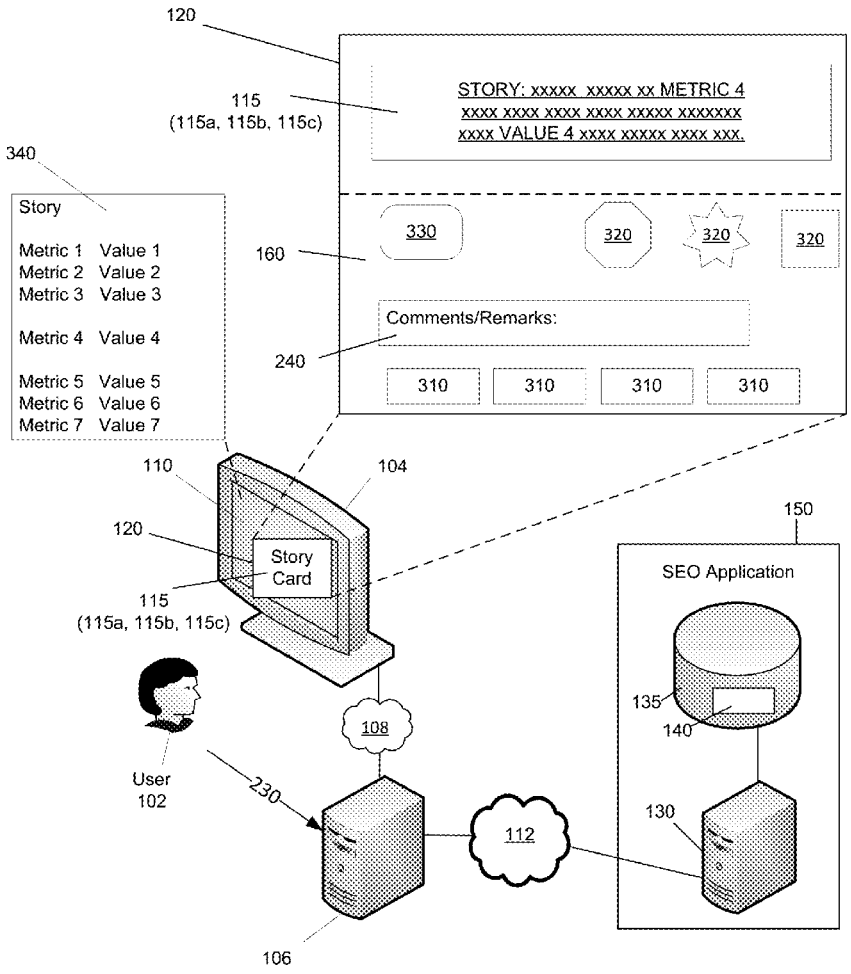


Fig. 1

100

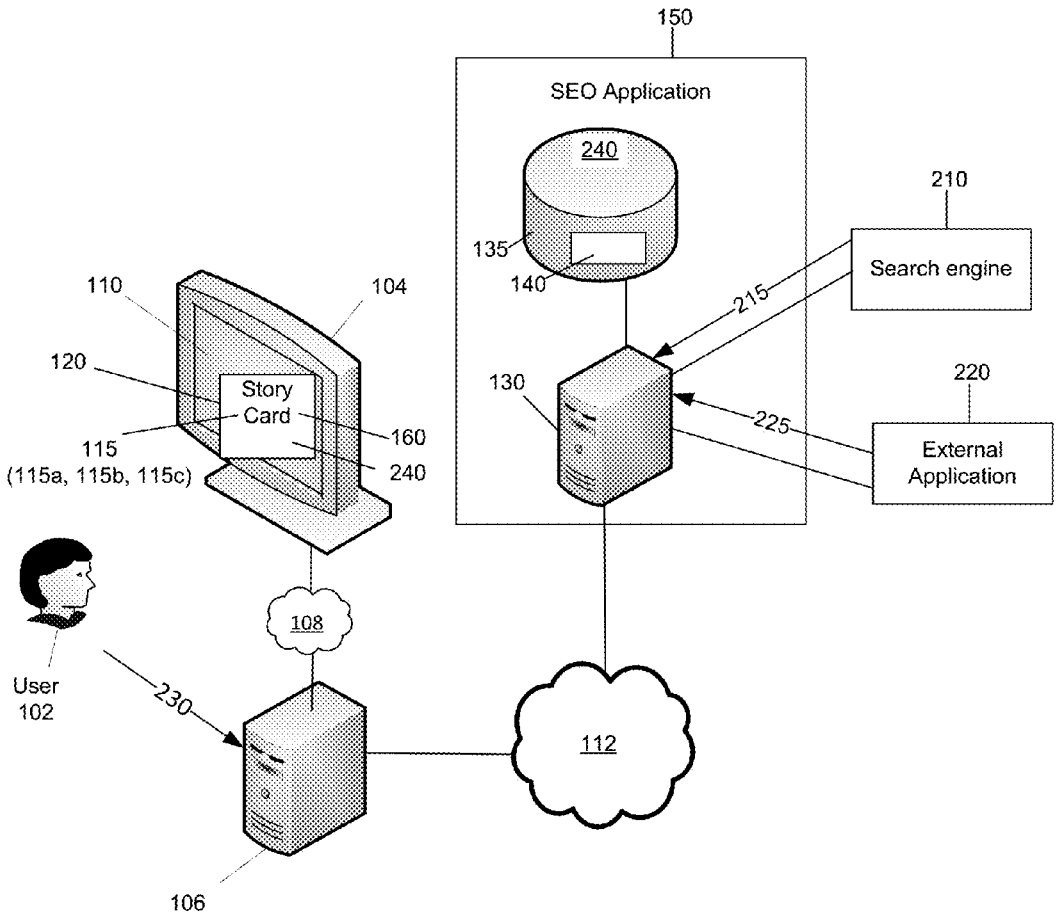

150
SEO Application
240
210
Search engine
135
140
215
110
104
120
Story
Card
160
240
115
(115a, 115b, 115c)
130
220
225
External
Application
108
User
102
230
112
106

Fig. 2

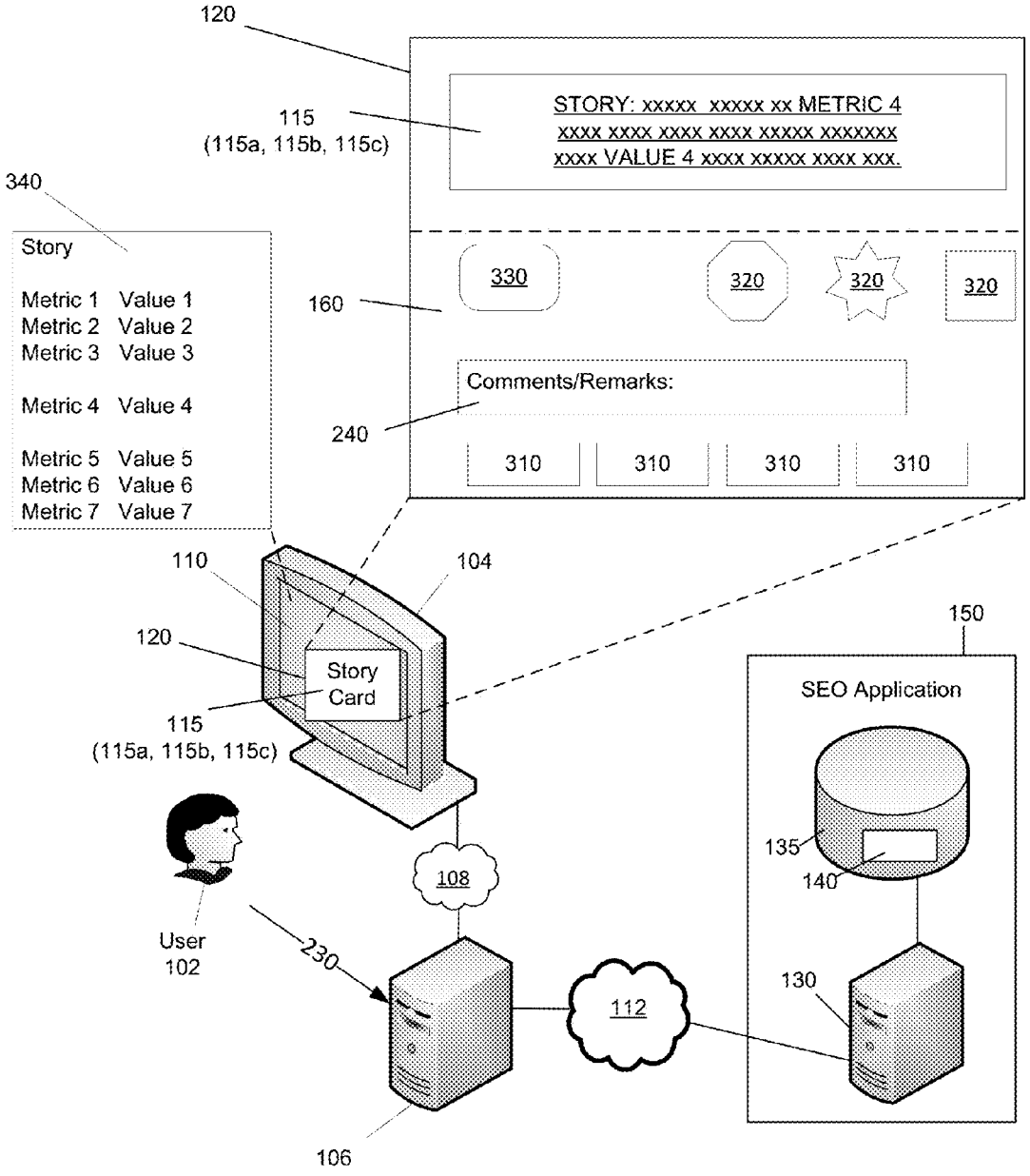
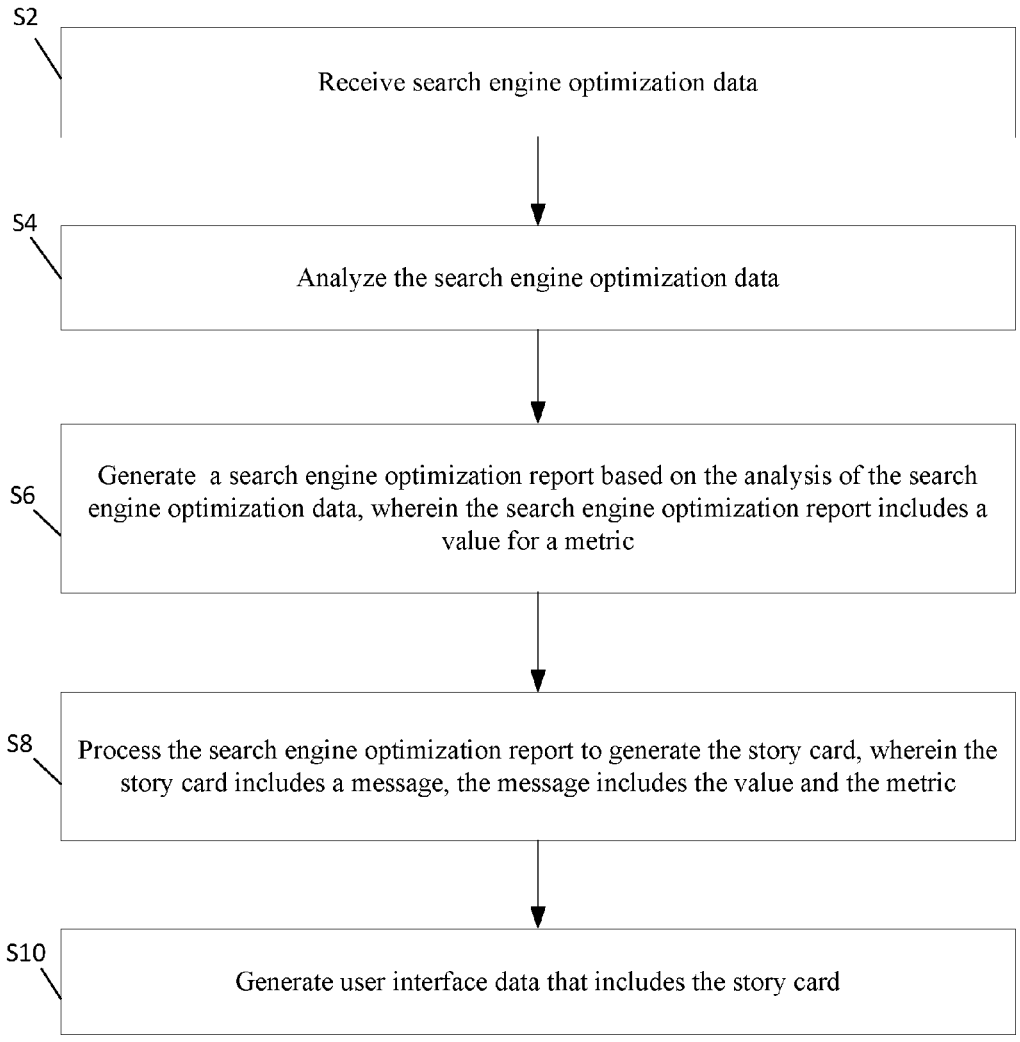

120
115
(115a, 115b, 115c)
STORY: xxxxx xxxxx xx METRiC 4
xxxx xxxx xxxx xxxx xxxxx xxxxxxx
xxxx VALUE 4 xxxx xxxxx xxxx xxx.
340
Story
Metric 1 Value 1
Metric 2 Value 2
Metric 3 Value 3
Metric 4 Value 4
Metric 5 Value 5
Metric 6 Value 6
Metric 7 Value 7
160
330
320
320
320
Comments/Remarks:
240
310
310
310
310
110
104
120
Story
Card
115
(115a, 115b, 115c)
150
SEO Application
135
140
108
User
102
230
112
130
106

Fig. 3


S2
Receive search engine optimization data
S4
Analyze the search engine optimization data
S6
Generate a search engine optimization report based on the analysis of the search engine optimization data, wherein the search engine optimization report includes a value for a metric
S8
Process the search engine optimization report to generate the story card, wherein the story card includes a message, the message includes the value and the metric
S10
Generate user interface data that includes the story card

STORY CARDS TO FACILITATE REVIEW OF SEARCH ENGINE OPTIMIZATION METRICS

CROSS REFERENCE TO RELATED APPLICATION

[0001] This application claims priority under 35 U.S.C. § 119(e) to provisional application U.S. 62/412,055 filed on Oct. 24, 2016, the entirety of which is hereby incorporated by reference.

BACKGROUND OF THE INVENTION

[0002] In a search engine, a crawler aggregates pages from the Internet and ensures that these pages are searchable. The pages retrieved by the crawler are indexed by an indexer. For example, each web page may be broken down into words and respective locations of each word on the page. The pages are then indexed by the words and their respective locations. A user may send a search query to a dispatcher. The dispatcher may forward the query to search nodes. The search nodes search respective parts of the index and return search results along with a document identifier. The dispatcher merges the received results to produce a final result set displayed to a user sorted by ranking scores based on a ranking function. Users may modify web pages in an attempt to have their page appear higher in a result set for particular queries. A web page that is ranked higher on a result set or is listed more frequently within a result set may receive more visitors. Monitoring keywords and web page ranks may be useful in generating more revenue for a company and is sometimes known as search engine optimization.

SUMMARY

[0003] According to some examples, systems effective to generate a story card for a search engine optimization application are generally described. The systems may comprise a memory including instructions. The instructions may include a search engine optimization application. The systems may comprise a processor configured in communication with the memory. The processor may be effective to execute the search engine optimization application instructions in the memory to receive search engine optimization data. The processor may be effective to execute the search engine optimization application instructions in the memory to analyze the search engine optimization data. The processor may be effective to execute the search engine optimization application instructions in the memory to generate a search engine optimization report based on the analysis of the search engine optimization data. The search engine optimization report may include a value for a metric. The processor may be effective to execute the search engine optimization application instructions in the memory to process the search engine optimization report to generate the story card. The story card may include a message. The message may include the value and the metric. The processor may be effective to execute the search engine optimization application instructions in the memory to generate user interface data that includes the story card.

[0004] According to other examples, methods to generate a story card for a search engine optimization application are generally described. In some examples, the methods may comprise, by a processor, receiving search engine optimization data. The methods may comprise analyzing the search engine optimization data. The methods may comprise generating a search engine optimization report based on the analysis of the search engine optimization data. The search engine optimization report may include a value for a metric. The methods may comprise processing the search engine optimization report to generate the story card in response to determining the value for the metric exceeds a threshold value. The story card may include a message. The message may include the value and the metric. The methods may comprise generating user interface data that includes the story card.

[0005] According to further examples, story cards for a search engine optimization application are generally described. The story cards may comprise a message. The message may include a value and a metric. The value and the metric may be based on an analysis of data from the search engine optimization application, a report of the search engine optimization application, and a determination that the value for the metric exceeds a threshold value. The story cards may comprise an indication of a time period. The story cards may comprise a user interface. The user interface may be effective to provide a click path to the report of the search engine optimization application that includes the analysis of the data.

[0006] The foregoing summary is illustrative only and is not intended to be in any way limiting. In addition to the illustrative aspects, embodiments, and features described above, further aspects, embodiments, and features will become apparent by reference to the drawings and the following detailed description.

BRIEF DESCRIPTION OF THE FIGURES

[0007] The foregoing and other features of this disclosure will become more fully apparent from the following description and appended claims, taken in conjunction with the accompanying drawings. Understanding that these drawings depict only several embodiments in accordance with the disclosure and are, therefore, not to be considered limiting of its scope, the disclosure will be described with additional specificity and detail through use of the accompanying drawings, in which:

[0008] FIG. **1** is a system drawing of a system in accordance with an embodiment of the invention.

[0009] FIG. **2** is a drawing illustrating a user interface in accordance with an embodiment of the invention.

[0010] FIG. **3** is a flow diagram illustrating a method which may be performed in accordance with an embodiment of the invention.

DETAILED DESCRIPTION

[0011] In the following detailed description, reference is made to the accompanying drawings which form a part thereof. In the drawings, similar symbols typically identify similar components unless context indicates otherwise. The illustrative embodiments described in the detailed description, drawings and claims are not meant to be limiting. Other embodiments may be utilized and other changes may be made without departing from the spirit or scope of the subject matter presented herein. It will be readily understood that the aspects of the present disclosure as generally described herein and as illustrated in the accompanying figures can be arranged, substituted, combined, separated

and/or designed in a wide variety of different configurations all of which are explicitly contemplated herein.

[0012] FIG. **1** is a system drawing of a system in accordance with an embodiment of the invention. System **100** may include a display **104** and a processor **106** configured in communication through a network **108**. Network **108** could include, for example, the Internet or a Local Area Network ("LAN"). Processor **106** may be in communication with a processor **130** through a network **112**. Processor **130** may be in communication with a memory **135** including instructions **140**. Processor **130** may be part of a search engine optimization application **150** and may be effective to provide search engine optimization data including metric updates and reports for digital marketing as discussed in more detail below. Network **112** may be the Internet, a wide area network and/or a local area network. Network **112** may or may not be the same network as network **108**.

[0013] Processor **130** may further be in communication with a search engine **210** and an external application **220**. Search engine **210** could be, for example, the GOOGLE search engine, the YAHOO! search engine, BING, etc. Processor **130** may receive search engine data **215** from search engine **210**. Search engine data **215** may include a search engine results page ("SERP"). Processor **130** may analyze search engine data **215** and generate a story card **120** based on the analysis of search engine data **215**.

[0014] External application **220** may be an application different from search engine optimization application **150** and may include WEB ANALYTICS, DAILY RANK TRACKING, MONTHLY SEARCH VOLUME (MSV), SOCIAL, GOOGLE SEARCH CONSOLE, DEEPCRAWL, SEMRUSH, GOOGLE ANALYTICS, ADOBE ANALYTICS, IBM DIGITAL ANALYTICS, WEBTRENDS, and MOZ. Processor **130** may receive external analytic data **225** from external application **220**. External analytic data **225** may include data sets from external application **220**. External analytic data **225** may include, for example, a broad set of data related to user interactions on a website. In an example, external application **220** may be the GOOGLE SEARCH CONSOLE (GSC) and story card **120** may be generated from external analytic data **225** received from GSC. In such an example, search engine optimization application **150** may analyze external analytic data **225** from GSC, generate story card **120** based on the analysis of external analytic data **225**, present story card **120** to a user **102**, and then generate and display a link for user **102** to navigate back to the relevant GSC report directly from search engine optimization application **150**. In brief, processor **130** may use an application programming interface (API) to send a hypertext transfer protocol message (HTTP) to process search engine data **215** and external analytic data **225** to identify metrics and values for such metrics over a defined threshold. If such values are determined to be in excess of the defined threshold, processor **130** may process search engine data **225** and external analytic data **225** by adding a message to the relevant values and metrics to produce story card **120**.

[0015] Story card **120** may be generated by processor **130** executing instructions **140** in memory **135** of search engine optimization application **150**. Processor **130** may receive search engine data **215** from search engine **210** and/or external analytic data **225** from external application **220**. Processor **130** may analyze search engine data **215** and/or external analytic data **225**. Processor **130** may generate search engine optimization report **170** based on the analysis of search engine data **215** and/or external analytic data **225**. Processor **130** may process search engine optimization report **170** to generate story card **120**. Processor **130** may determine a presence of a threshold value for a metric in search engine optimization report **170** and generate story card **120** in response to the presence of the threshold value. Story card **120** may include the value, the metric, and a message. Story card **120** may include a message that is human-readable in natural language. Processor **130** may generate story card **120** by populating a specific message with the value and the metric in response to the presence of a threshold value for the metric in search engine optimization report **170**. Processor **130** may generate user interface data for story card **120**. Data stream **180** of user **102** may include user interface data for story card **120**. Processor **130** may send data stream **180** to user interface **110**.

[0016] Story card **120** may provide insight into search engine optimization and digital marketing to user **102**. Story card **120** may include a summary of a story **115**. Story card **120** may provide user **102** with an update on a search engine optimization metric related to a story **115**, and may relate to a search engine optimization or digital marketing effort of user **102**. Story **115** may include refined stories **115***a*, multi-data source stories **115***b*, and high level user stories **115***c*. Refined story **115***a* may be generated by search engine optimization application **150** based on search engine data **215**. Multi-data source story **115***b* may combine data sets available to search engine optimization application **150**, including page performance data from analytics, rank, and Monthly Search Volume (MSV) data from SERP crawls. As explained in more detail below, multi-data source story **115***b* may allow user **102** to correlate search engine optimization metrics such as web traffic and search visibility fluctuations with comments saved to story card **120**. Multi-data source story **115***b* may include external application data **225**. High level user story **115***c* may be prioritized and customized by user **102** of search engine optimization application **150**.

[0017] Story card **120** may be generated by processor **130** for user **102** based on an account of user **102**. Story card **120** may be published to data stream **180** of user **102**, a subset of all users of an account of search engine optimization application **150**, or all the users in the account of search engine optimization application **150**.

[0018] Display **104** may be configured to display a user interface **110**. User interface **110** may include story card **120**. Story card **120** may include human-readable natural language, and may include a user interface **160** with a link that user **102** can activate to navigate to a relevant report of search engine optimization application **150**. Story card **120** may include a representation of a value for a metric based on processor **130** analyzing search engine data **215** and/or external analytic data **225** and processing report **170**. Story card **120** may include a notification of an insight related to search engine optimization. Story card **120** may include a highlight of a piece of interesting information to gain the attention of user **102**. Story card **120** may include an indication of a time period tied to story card **120**. Story card **120** may be a "jumping-off point" for user **102** to perform an action within search engine optimization application **150**. Story card **120** may be looked at as a springboard, or a trigger point within search engine optimization application **150**. Story card **120** may be published by search engine optimization application **150** periodically.

[0019] User **102** may have the ability to "Hide" story card **120** from data stream **180** of user **102** through interface **110**. User **102** may be able to "Hide" story card **120** based on the type of story **115** associated with story card **120**. For example, user **102** may instruct processor **106** to hide stories of a particular type. User **102** may be able to "Unhide" story card **120** from data stream **180** through user interface **110** based on the type of story **115** associated with story card **120**.

[0020] User interface **160** may enable communication between user **102** and another user or team of users that have story card **120** published to their respective data streams. Processor **106** and user interface **160** of story card **120** may enable user **102** to send a communication **230** with reference to story card **120** and may include data **240**. Communication **230** may include comments or callouts to be posted to story card **120**. Communication **230** may promote sharing of information between users that have story card **120** published to their respective data streams. Processor **130**, in communication with processor **106**, and user interface **160** may save communication **230** in connection with story card **120** in memory **135** as data **240**. Data **240** may be stored as a record of a team's interactions and decisions on story card **120**.

[0021] Story card **120** may include a value important to a business of user **102**. Story card **120** may include data **240**. Data **240** may include comments posted to story card **120** by user **102**. Data **240** may detail information including what actions have taken place with regard to story card **120**, what decisions have been made about story card **120**, and what user **102** has done in relation to story card **120**. Data **240** posted to story card **120** may include comments posted to story card **120** and may be stored in memory **135**. Comments posted to story card **120** in data **240** may give context to a value and metric update that story card **120** may include. For example, user **102** may post a comment to story card **120** stating a webpage was updated. In an example, story card **120** may include a value and metric which have changed in a positive direction. Comments in data **240** of story card **120** may provide the context of the web page update increasing the value and metric shown in story card **120**.

[0022] Story card **120** may have a life span. Processor **130** may analyze search engine data **215** and/or external analytic data **225** and determine a life span for story card **120** based on the analysis. Processor **130** may analyze search engine data **215** and/or external analytic data **225** and determine an importance/relevance of story card **120** may decay over time. Processor **130** may determine a half-life for story card **120**. Processor **130** may determine a half-life for story card **120** based upon story card **120** story **115**. Processor **130** may determine a half-life of story **115** based on the temporality of its contents.

[0023] FIG. **2** is a drawing illustrating a story card and user interface in accordance with an embodiment of the invention. Those components in FIG. **2** that are labelled identically to components of FIG. **1** will not be described again for the purposes of clarity.

[0024] Interface **110** may include story card **120**. Story card **120** may be displayed visually distinct to user **102** on interface **110** based on a published date of story card **120**. For example, story card **120** may be new and have been published in a time period since user **102** last loaded interface **110**. A story card **120** that is new may be displayed visually distinct from other story cards **120** that were visible in data stream **180** of user **102** at a previous load of interface **110**. For example, story card **120** that is new may be displayed by interface **110** to include a different color, size, font (bold, italic), etc. so as to be visually distinct from other story cards **120**.

[0025] User **102** may be able to send communication **230** through user interface **160** of story card **120**. Communication **230** may allow user **102** to perform various functions related to story card **120**. User **102** may send communication **230** through user interface **160** to navigate to a relevant search engine optimization application report **170** or third-party platform report **170**. Processor **130** may receive communication **230** through user interface **160** and in response generate relevant search engine optimization application report **170** or third-party platform report **170**.

[0026] User interface **160** of story card **120** may include one or more Call To Action (CTA) buttons **310**. User **102** may take click on CTA button **310** and send communication **230** to processor **130** through user interface **160**. In response to receiving communication **230**, processor **130** may execute an action as defined by CTA button **310**. In an example, user **102** may send communication **230** to processor **130** through user interface **160** of story card **120**. Communication **230** may be to share comments with other users, tag another user, or to create a dialogue about an insight of story card **120**. Processor **130** may receive communication **230** and in response generate a dialog box on user interface **160** of story card **120**. In another example, user **102** may send communication **230** to user interface **160** of story card **120** to email stakeholders and inform them about story card **120** or to encourage them to log into the search engine optimization application **150**. Processor **130** may receive communication **230**, and in response, generate an email to users associated with story card **120**.

[0027] User **102** may not want to see story card **120** on data stream **180** of user **102**. User **102** may send communication **230** to processor **130** to hide story card **120** and remove story card **120** from data stream **180** of user **102**. User **102** may send communication **230** to hide a particular type of story **115** from data stream **180** of user **120**. User **102** may "personalize" the types of stories published in the future to data stream **180** of user **102**. In response to communication **230** processor **130** may generate options on user interface **160** of story card **120** for user **102** to select a type of story **115** to remove from data stream **180** of user **102**. User **102** may hide a story **115** based on the domain the story is reporting on, the type of content in the story, etc. In response to receiving a selection of a type of story **115** to hide in communication **230**, processor **106** may remove and hide future occurrences of story card **120** that include story **115** from data stream **180** of user **102**.

[0028] User interface **160** of story card **120** may include an alert **320**. Processor **130** may generate alert **320** on user interface **160** to proactively highlight a critical issue to user **102** based on an analysis of search engine data **215** and/or external analytic data **225**. User interface **160** may enable user **102** to customize alert settings (thresholds, messages, etc.) of alert **320**. User interface **160** may enable user **102** to select a type of alert **320** so as to tailor alert **320** to be relevant to user **102**. Alert **320** may be at the top of data stream **180** of user **102** and user **102** may associate data stream **180** with "alert-style" information. Alert **320** may increase a desire of user **120** to customize story card **120** in data stream **180** of user **120**. User **120** may desire to have

control over what may be displayed on story card **120**. Alert **320** may be prescribed by a search engine optimization application **150**, and may include business-specific information and configuration.

[0029] In an example, alert **320** for story card **120** may read "Win! Search Console identified one hundred and seventy-one searches where your content is getting seen a lot AND clicked on often. This indicates that when people search for these terms, they're finding your content and it's aligned with their intent." In another example, alert **320** for story card **120** may read "Nice Job! Search Console identified thirty-two searches where niche audiences (low impressions) click on your content often (high CTR). This means your content is in line with their intent." In another example, alert **320** may read "Search Console identified twelve searches where your content is getting seen a lot (high impressions) but aren't clicking on it very often. Consider reviewing the content you have ranking for these searches to optimize and take advantage of the high impressions."

[0030] User interface **160** may include one or more filters **330**. Filters **330** may allow user **120** to communication with processor **106** and processor **130** to remove stories or story types from user interface **160**. For example, user **102** may request that all stories of a particular type be "hidden" and those stories will not be published to user interface **160** until user **102** chooses to reveal such stories.

[0031] User **102** may send communication **230** through user interface **160** to navigate from story card **120** to a search engine optimization application report **170**. In an example, user interface **160** may include Call to Action button **310**. Upon Call to Action button **310** being clicked by user **102**, processor **130** may direct user **102** to a report **170** of search engine optimization application **150** with data relevant to story card **120**. Search engine optimization application report **170** may maintain the context of story card **120**. Processor **130** may query search engine optimization application to generate search engine optimization report **170** with an adjusted view of elements of report **170** so as to match story card **120** insight. In an example, story card **120** may read "You moved onto the first page for twenty-six searches last week" and user **102** may want to view search engine optimization application report **170** "Visibility Performance". User **102** may click on CTA button **310** for "Visibility Performance" through user interface **160**. Processor **130** may query search engine optimization application **150** to generate Visibility Performance report **170** with a summary that matches story card **120** highlighted and report **170** sorted to match story card **120**. Processor **130** may send report **170** to interface **110**. Report **170** may include a headline or notification of story card **120** which may be displayed at the top of report **170** to maintain context and remind user **102** why user **102** came to report **170**. Data **240**, including comments, share, tasks, etc. of story card **120**, may not be included or visible on report **170**. Elements of report **170** may be moved or adjusted within report **170** to better display information to user **102** pertaining to story card **120**. Elements within report **170** that may be adjusted may include: Domain, Search Engine, Report Time Period, Comparison Time Period, Locale, Device Type, Category/Categories, Content Segment(s), Metric(s), Screen Element Highlighting (e.g. highlighting the relevant Visibility Performance summary card or ASE card), Table Filtering, Table Sorting, Table Column Visibility, Screen Position, Scrolling, and Anchoring.

[0032] In an example, story card **120** may include story **115** based on visibility performance. Story card **120** may relate to a URL of user **102** that has moved onto the first page for forty-three searches the previous week. In such a case, story card **120** may present the three highest-volume searches. In another example, a story card **120** may be related to a URL of user **120** that has dropped off the first page for sixteen searches the previous week. Story card **120** may present the three highest-volume searches so that user **102** may research to determine what changed.

[0033] In another example, story card **120** may be related to a URL of user **102** that has moved into the top three results for eight searches the previous week. Story card **120** may then present the three highest-volume searches. In another example, a story card **120** may be related to a URL of user **102** that has dropped out of the top three results for six searches the previous week. Story card **120** may then present the three highest-volume searches so that user **102** may research to determine what changed.

[0034] In another example, story card **120** may be related to a URL of user **102** that has moved up into "Striking Distance" for twenty-five searches the previous week. Story card **120** may present the three highest-volume searches and a rank of the URL in each search. User **102** may explore optimizing the page ranking for these searches to move onto page one and substantially increase visibility. In another example, story card **120** may be related to a URL of user **102** that is no longer ranking for one hundred twenty-three searches that the URL was ranking for the previous week.

[0035] Among other potential benefits, a system in accordance with the disclosure may provide insight from multiple datasets to a user. A user of a system in accordance with the disclosure may receive insights into a report without having to parse the report. A user of a system in accordance with the disclosure may save time in determining search engine optimization actions to take. A user of a system in accordance with the disclosure may be able to better focus on actions to improve search engine optimization rather that stitching data together.

[0036] FIG. **3** is a flow diagram illustrating a method which may be performed in accordance with at least some embodiments presented herein. The method in FIG. **3** could be implemented using, for example, system **100** discussed above. The example method may include one or more operations, actions, or functions as illustrated by one or more of blocks S**2**, S**4**, S**6**, S**8**, and/or S**10**. Although illustrated as discrete blocks, various blocks may be divided into additional blocks, combined into fewer blocks, or eliminated, depending on the desired implementation.

[0037] Processing may begin at block S**2** "Receive search engine optimization data." At block S**2**, the processor may receive search engine optimization data. The search engine optimization data may be received from a search engine or from an external application different from the search engine optimization application. The search engine could be the GOOGLE search engine, the YAHOO! search engine, BING, etc. The external application may include WEB ANALYTICS, RANK DAILY RANK TRACKING, MSV, SOCIAL, GOOGLE SEARCH CONSOLE, DEEPCRAWL, SEMRUSH, and MOZ.

[0038] Processing may continue from block S2 to block S4 "Analyze the search engine optimization data." At block S4, the processor may analyze the search engine optimization data.

[0039] Processing may continue from block S4 to block S6 "Generate a search engine optimization report based on the analysis of the search engine optimization data, wherein the search engine optimization report includes a value for a metric." At block S6, the processor may generate a search engine optimization report. The search engine optimization report may be based on the analysis of the search engine optimization data. The search engine optimization report may include a value for a metric.

[0040] Processing may continue from block S6 to block S8 "Process the search engine optimization report to generate the story card in response to determining the value for the metric exceeds a threshold value, wherein the story card includes a message, the message includes the value and the metric." At block S8, the processor may process the search engine optimization report to generate the story card. The processor may generate the story card in response to determining the value of the metric exceeds a threshold value. The story card may include a message. The message may include the value and the metric.

[0041] Processing may continue from block S8 to block S10 "Generate user interface data that includes the story card." At block S10, the processor may generate user interface data. The user interface data may include the story card.

[0042] While various aspects and embodiments have been disclosed herein, other aspects and embodiments will be apparent to those skilled in the art. The various aspects and embodiments disclosed herein are for purposes of illustration and are not intended to be limiting, with the true scope and spirit being indicated by the following claims.

What is claimed is:

1. A system effective to generate a story card for a search engine optimization application, the system comprising:

a memory including instructions, wherein the instructions include a search engine optimization application;

a processor configured in communication with the memory, the processor being effective to execute the search engine optimization application instructions in the memory to:

receive search engine optimization data;

analyze the search engine optimization data;

generate a search engine optimization report based on the analysis of the search engine optimization data, wherein the search engine optimization report includes a value for a metric;

process the search engine optimization report to generate the story card, wherein the story card includes a message, the message includes the value and the metric; and

generate user interface data that includes the story card.

2. The system of claim **1**, wherein the story card further includes an indication of a time period relating to the value and the metric.

3. The system of claim **1**, wherein the story card includes a link to the search engine optimization report.

4. The system of claim **1**, wherein the search engine optimization data is received from a search engine.

5. The system of claim **4**, wherein the search engine optimization data is further received from an external application different from the search engine.

6. The system of claim **1**, wherein the story card includes an alert.

7. The system of claim **1**, wherein the processor further processes the search engine optimization report to determine a presence of a threshold value for the metric in the search engine optimization report and generates the story card in response to the presence of the threshold value.

8. The system of claim **1**, wherein:

the story card is a first story card with a first message;

the value is a first value; and

the metric is a first metric;

the processor is further configured to

process the search engine optimization report to generate a second story card, wherein the second story card includes a second message that includes a second value and a second metric;

update the user interface data to include the second story card;

receive a request to remove the first story card; and

update the user interface data to remove the first story card and maintain the second story card.

9. The system of claim **1**, wherein the processor is further configured to save the user interface data to the memory.

10. The system of claim **1**, wherein the processor is further configured to:

receive a comment; and

update the user interface data to include the comment.

11. The system of claim **10**, wherein the processor is further configured to save the updated user interface data to the memory.

12. A method to generate a story card for a search engine optimization application, the method comprising, by the processor:

receiving search engine optimization data;

analyzing the search engine optimization data;

generating a search engine optimization report based on the analysis of the search engine optimization data, wherein the search engine optimization report includes a value for a metric;

determining the value for the metric exceeds a threshold value;

processing the search engine optimization report to generate the story card in response to determining the value for the metric exceeds a threshold value, wherein the story card includes a message, the message includes the value and the metric; and

generating user interface data that includes the story card.

13. The method of claim **12**, wherein the story card further includes an indication of a time period relating to the value and the metric.

14. The method of claim **12**, wherein the story card includes a link to the search engine optimization report.

15. The method of claim **12**, wherein the search engine optimization data is received from a search engine.

16. The method of claim **15**, wherein the search engine optimization data is further received from an external application different from the search engine.

17. The method of claim **12**, wherein the story card includes an alert.

18. A story card for a search engine optimization application, the story card comprising:

a message, wherein the message includes a value and a metric based on an analysis of data from the search engine optimization application, based on a report of the search engine optimization application, and based on a determination that the value for the metric exceeds a threshold value; and

a user interface effective to provide a link to the report of the search engine optimization application that includes the analysis of the data.

19. The story card of claim **18**, wherein the search engine optimization data is received from a search engine.

20. The story card of claim **19**, wherein the search engine optimization data is further received from an external application different from the search engine.

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