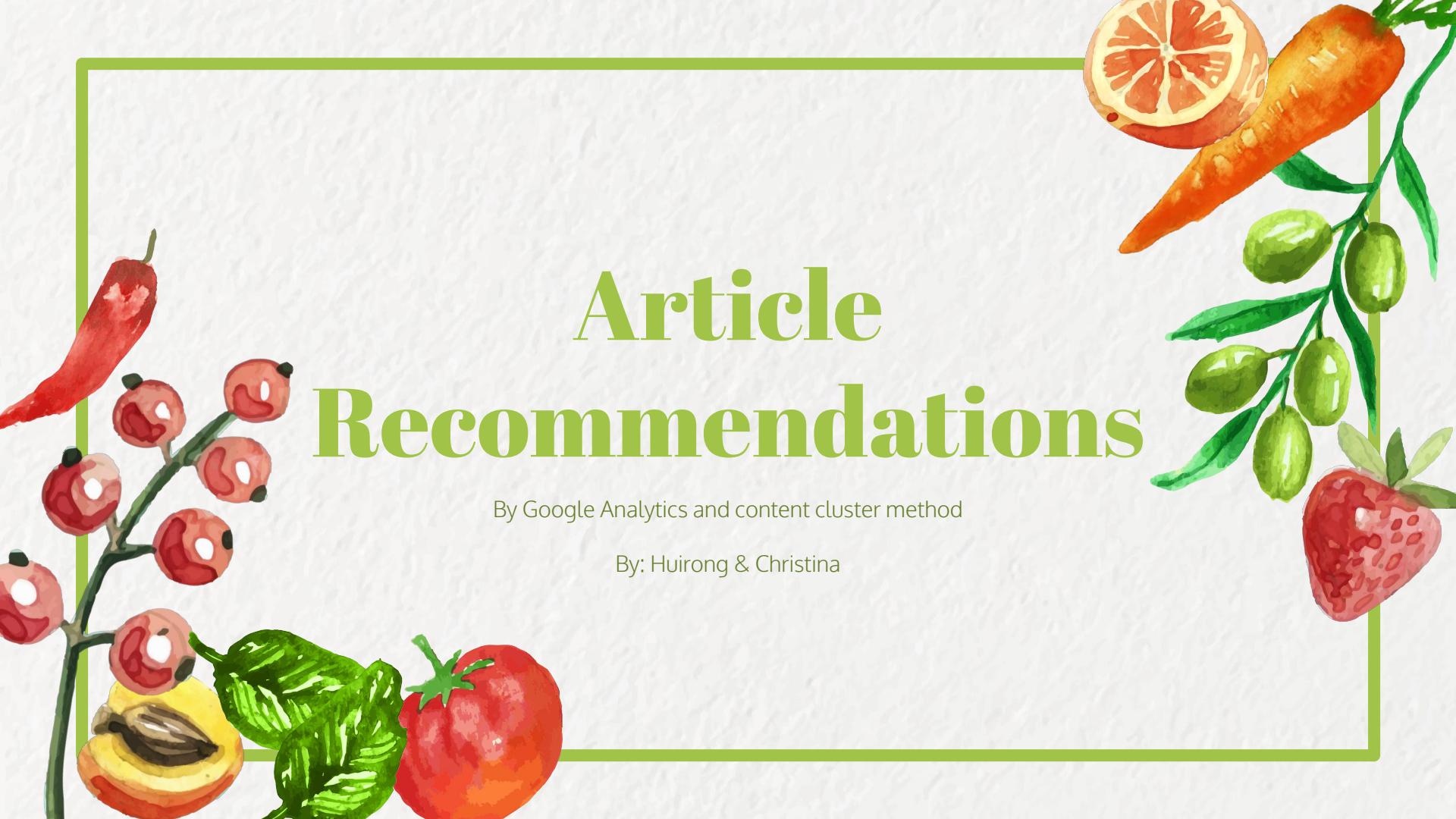


Article Recommendations

By Google Analytics and content cluster method

By: Huirong & Christina

- Our study by Google Analytics gives us data that shows what stories ranked higher:

  The Top 5 Stories in the past four years

  - /what-syracuse-university-students-think-about-diverse-beauty/
  - /top-3-places-to-ski-in-central-new-york/
  - /international-students-getting-drivers-license-cny/
  - /buy-a-used-car/
  - /keto-diet-restaurant-syracuse-new-york/

- For our further study by Content Cluster Method, we want to choose the keto-diet-restaurant story which can then be categorized by intents. Moreover, the data we have from our Google Analytics research proves to us that this is a story worth focusing on.



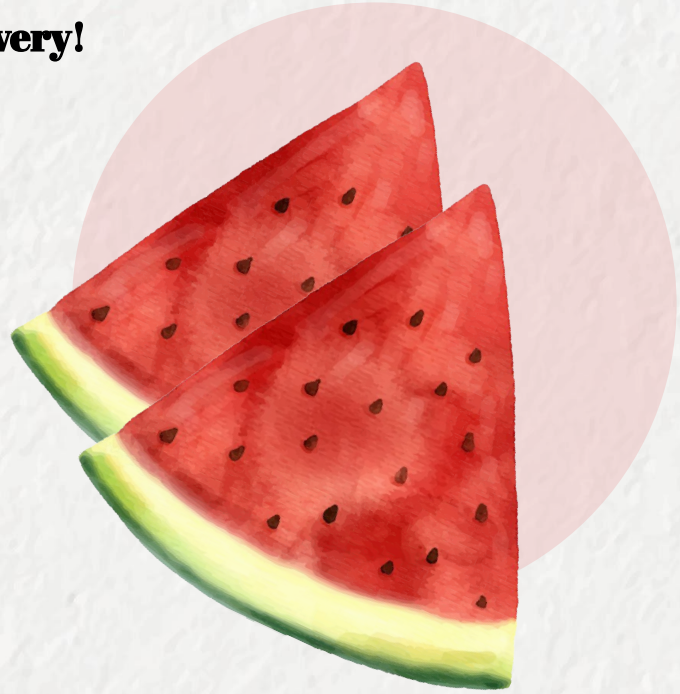
HEADLINE RECOMMENDATIONS

The best restaurants you need to know in CNY. Keto diet, spicy food, Chinese cuisine? Now you can get them by delivery!

> In this story, we will list different best restaurants, such as best keto diet restaurants, best spicy food restaurants, best Chinese food and so on

> The content will attract people to read and interact more on the page; we will show the restaurants on the map, list the apps of delivery, provide photos of the location and their food dishes

> It will be a useful and ample guide for people to find their favorite restaurant and get their food safely!



Let's start

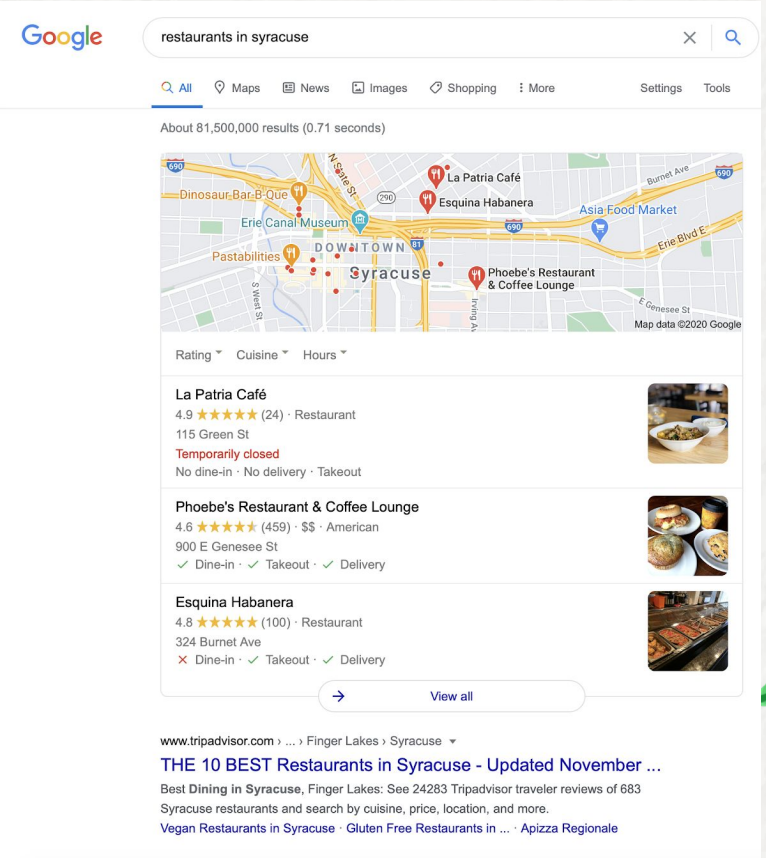
Our Content Clustering Steps



STEP 1

- Define our search keywords

Keto Diet Restaurants in Syracuse



STEP 2 Refine Intents

Know Go Do Buy

www.syracuse.com › restaurants › 2019/12 › cnys-best-re...

CNY's best restaurants: Our critics pick their favorites of 2019 ...

Dec 30, 2019 — Jared's Top 5. Saint Urban Wine Bar & **Restaurant**. Dinner at Saint Urban Wine Bar & **Restaurant**, **Syracuse**, N.Y. Eden. Dinner at Eden, **Syracuse**, N.Y. 1833 Kitchen & Bar at Inns of Aurora. Otro Cinco (Brunch) Darwin. Moro's Table. Wolf's Den. Bulbul Middle Eastern Cuisine.

www.syracusenewtimes.com › best-syracuse-food-drink

Best of Syracuse - Food and Drink - Syracuse New Times

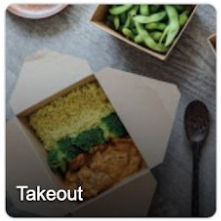
A multiple 'Best of **Syracuse**' winner, the Blarney Stone is a favorite spot, with outside **dining** in the warmer months. 314 Avery Ave., **Syracuse**. 487-9675.

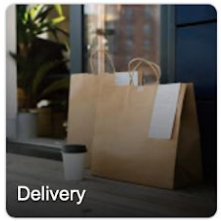
www.foodnetwork.com › Restaurants

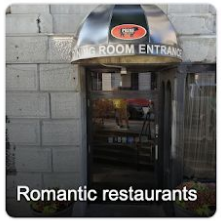
10 Best Restaurants in Syracuse | Restaurants : Food Network ...

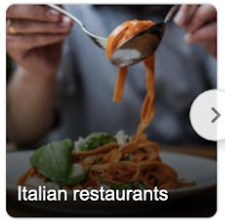
Welcome to **Syracuse**: A Newcomer's Eating Tour · **Syracuse** for **Food** Lovers: The First Places to Try · Riley's and Darwin · Dinosaur Bar-B-Que · Eva's European ...

Discover more places









Searches related to restaurants in syracuse

- restaurants in **syracuse, ny**
- restaurants in syracuse **with outdoor seating**
- **best casual** restaurants in **syracuse, ny**
- **italian** restaurants in **syracuse, ny**
- **takeout** restaurants in syracuse
- syracuse restaurants **downtown**
- **local** restaurants in syracuse **ny**
- restaurants in syracuse **indiana**



STEP 3 The Discrete Wordspace

Know

Best restaurants in Syracuse
Keto Restaurants
Romantic restaurants
Italian restaurants
Indian restaurants
Best casual restaurants

TripAdvisor
Rank or grade





Go

Local restaurants in Syracuse
Restaurants in Syracuse with outdoor seating
Places to eat in CNY

Buy

Takeout restaurants
Delivery
Yelp





Do

Takeout

STEP 4 2CPM Process

- The best restaurants you need know in Syracuse
- The best ranked restaurants in Syracuse
- We are going to Include different cuisines & reviews;



- ❏ Romantic
- ❏ Italian
- ❏ Indian
- ❏ Chinese
- ❏ Diet
- ❏ TripAdvisor
- ❏ Rank or grade



- Want to find a local restaurant? Here are some good places to eat with outdoor seating

- ❏ Photos of outdoor environment
- ❏ Weather updates;windy, rainy...

The best restaurants you need know in Syracuse! Now you can get them by delivery!

- ❏ Yelp
- ❏ Other delivery apps





- You can pick up your favourite food from Syracuse's best restaurants!
- Stay at home! Here are the best take out restaurants in the Syracuse Area!

- ❏ Map
- ❏ Location
- ❏ Drive by or only pick up inside
- ❏ COVID-19 Guidelines

THANKS!



Does anyone have any questions?

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