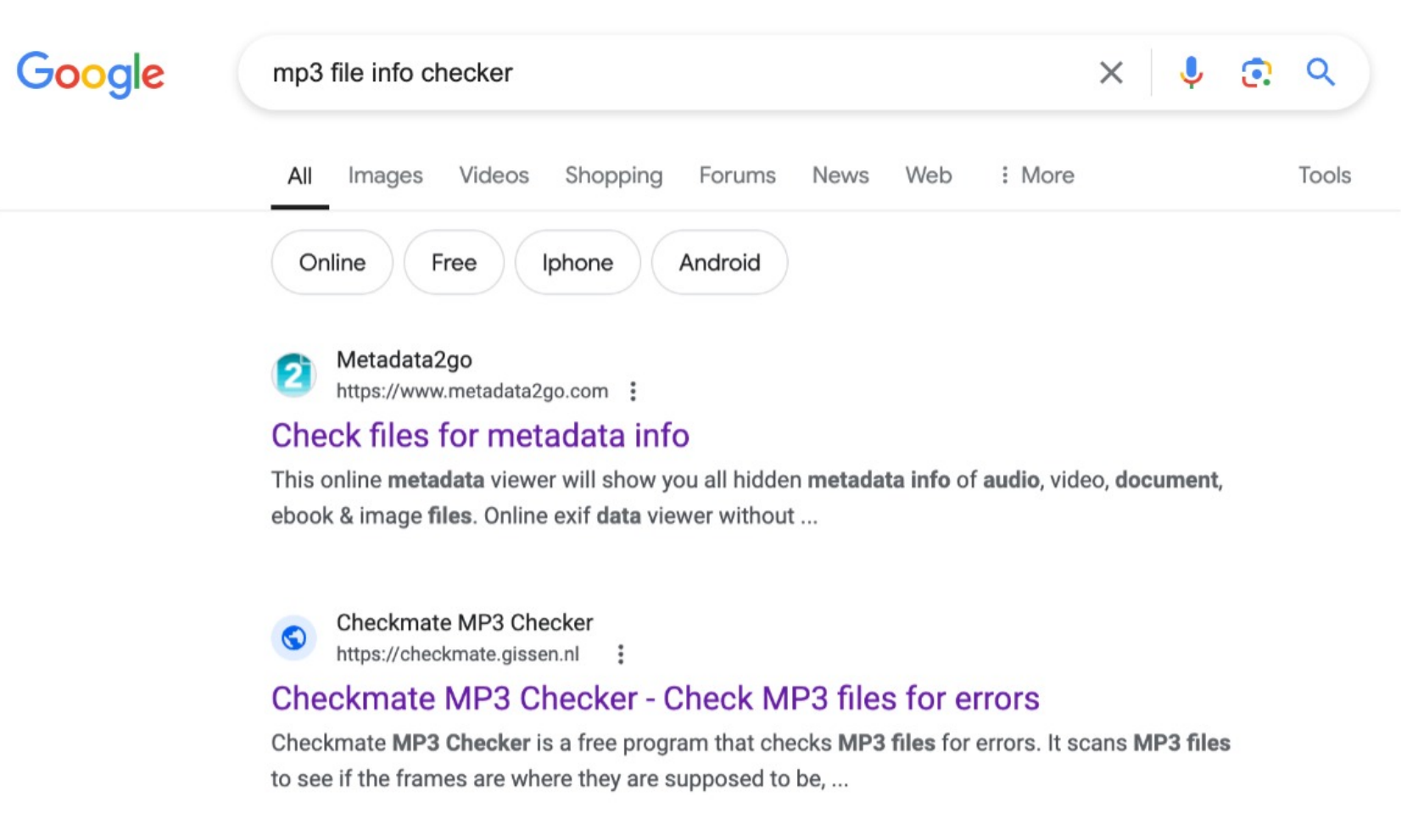
哥飞
Jul 21, 2024
网站推荐

一个神奇的网站 metadata2go.com，首页匹配到了一千多个关键词

哥飞为了看一个 mp3 文件的 metadata，就去谷歌搜索 mp3 file info checker，结果如下。

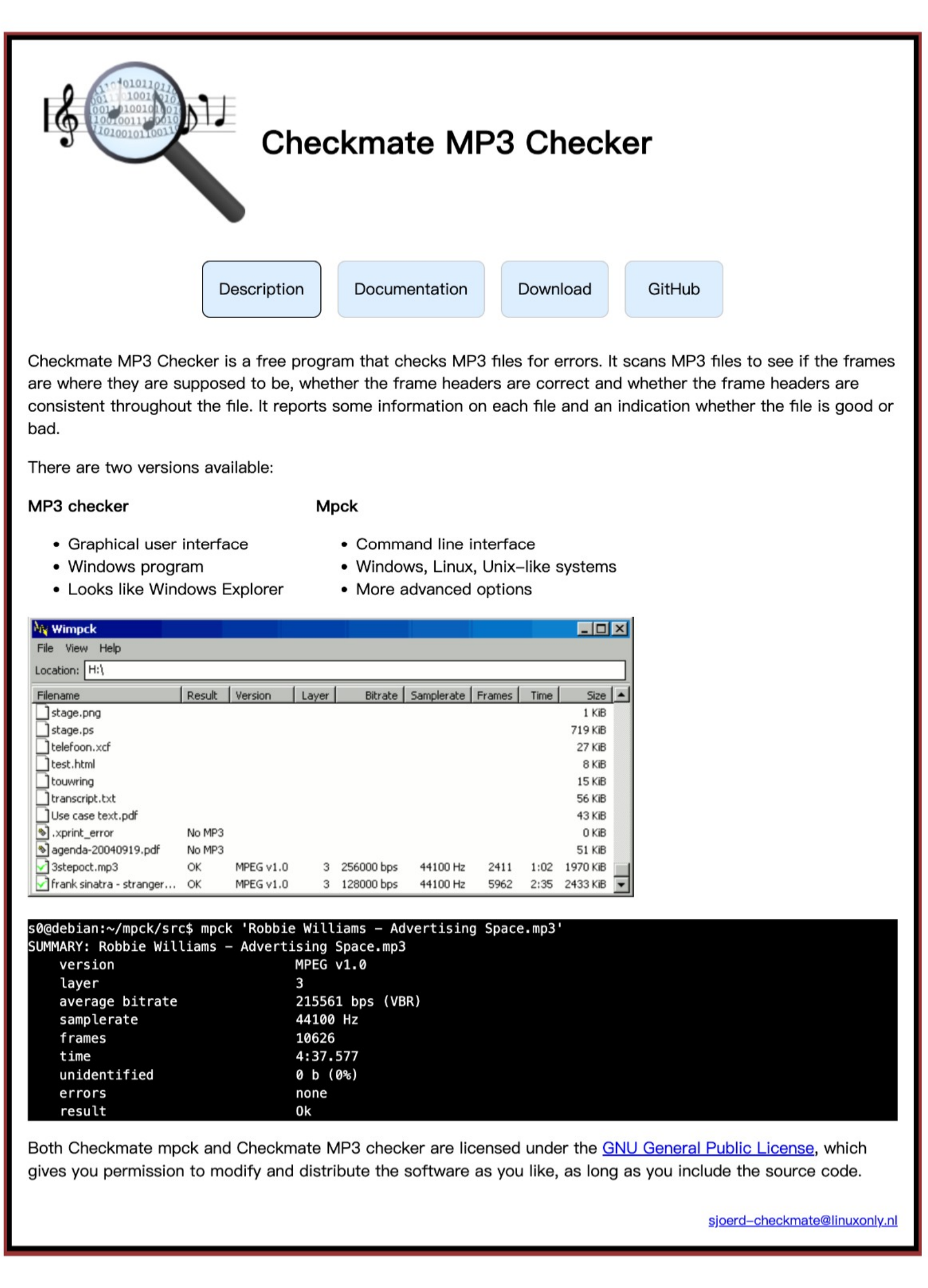

Google
mp3 file info checker
All Images Videos Shopping Forums News Web More Tools
Online Free Iphone Android

Metadata2go
https://www.metadata2go.com
Check files for metadata info
This online **metadata** viewer will show you all hidden **metadata info** of **audio**, video, **document**, ebook & image **files**. Online exif **data** viewer without ...

Checkmate MP3 Checker
https://checkmate.gissen.nl
Checkmate MP3 Checker - Check MP3 files for errors
Checkmate **MP3 Checker** is a free program that checks **MP3 files** for errors. It scans **MP3 files** to see if the frames are where they are supposed to be, ...

哥飞在结果列表，右键打开了前两个结果。

因为第二个结果是后打开的，于是自然而然先看了第二个页面，结果发现是一个桌面端软件，需要下载才能使用。



Checkmate MP3 Checker is a free program that checks MP3 files for errors. It scans MP3 files to see if the frames are where they are supposed to be, whether the frame headers are correct and whether the frame headers are consistent throughout the file. It reports some information on each file and an indication whether the file is good or bad.

There are two versions available:

MP3 checker
- Graphical user interface
- Windows program
- Looks like Windows Explorer

Mpck
- Command line interface
- Windows, Linux, Unix–like systems
- More advanced options

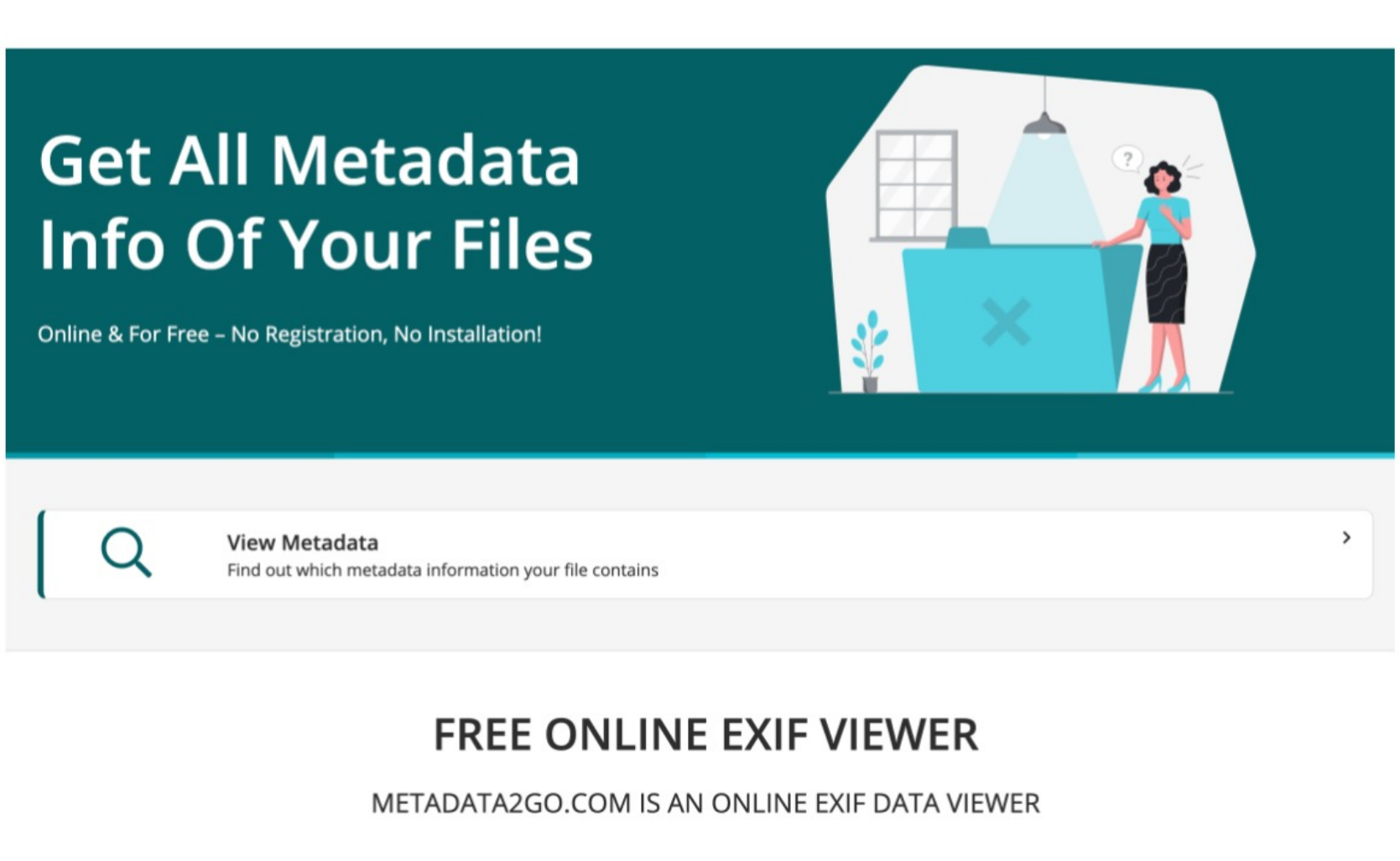
```
Wimpck
File View Help
Location: H:\
Filename               Result  Version   Layer  Bitrate     Samplerate  Frames  Time   Size
stage.png                                                                              1 KiB
stage.ps                                                                             719 KiB
telefoon.xcf                                                                          27 KiB
test.html                                                                              8 KiB
touwring                                                                              15 KiB
transcript.txt                                                                        56 KiB
Use case text.pdf                                                                     43 KiB
.xprint_error          No MP3                                                          0 KiB
agenda-20040919.pdf    No MP3                                                         51 KiB
3stepoct.mp3           OK      MPEG v1.0  3     256000 bps  44100 Hz    2411    1:02  1970 KiB
frank sinatra - stranger... OK MPEG v1.0  3     128000 bps  44100 Hz    5962    2:35  2433 KiB
```

```
s0@debian:~/mpck/src$ mpck 'Robbie Williams - Advertising Space.mp3'
SUMMARY: Robbie Williams - Advertising Space.mp3
    version                       MPEG v1.0
    layer                         3
    average bitrate               215561 bps (VBR)
    samplerate                    44100 Hz
    frames                        10626
    time                          4:37.577
    unidentified                  0 b (0%)
    errors                        none
    result                        Ok
```

Both Checkmate mpck and Checkmate MP3 checker are licensed under the GNU General Public License, which gives you permission to modify and distribute the software as you like, as long as you include the source code.

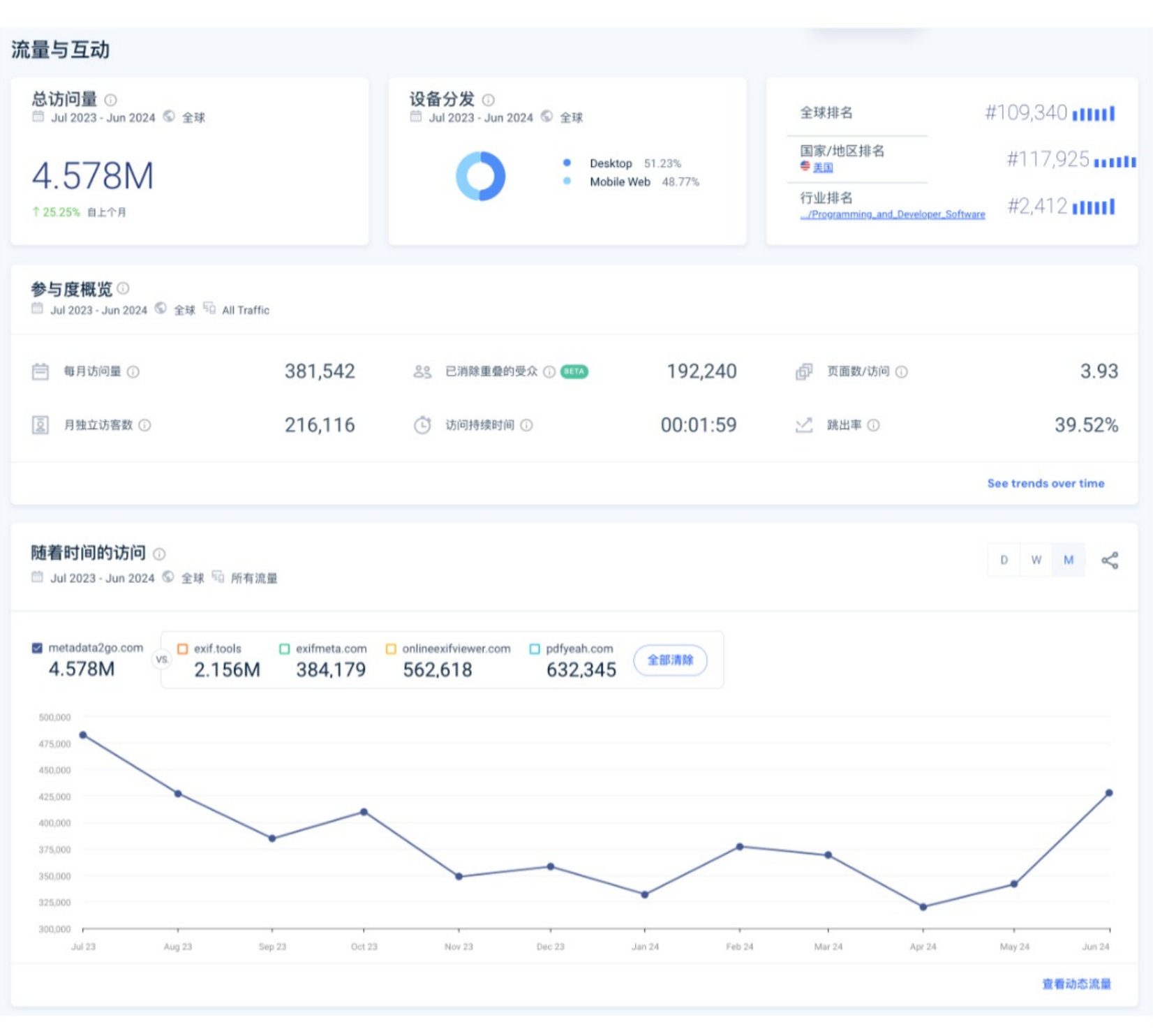
sjoerd–checkmate@linuxonly.nl

于是关闭了上面这个页面，此时，第一个结果页面被展示出来了。


Get All Metadata Info Of Your Files
Online & For Free – No Registration, No Installation!
View Metadata
Find out which metadata information your file contains
FREE ONLINE EXIF VIEWER
METADATA2GO.COM IS AN ONLINE EXIF DATA VIEWER

点击“View Metadata”，打开了新页面 https://www.metadata2go.com/view-metadata ，上传 mp3 文件之后，解决了我的需求。

于是哥飞就出于习惯，看了一下这个网站 metadata2go.com 的流量数据。



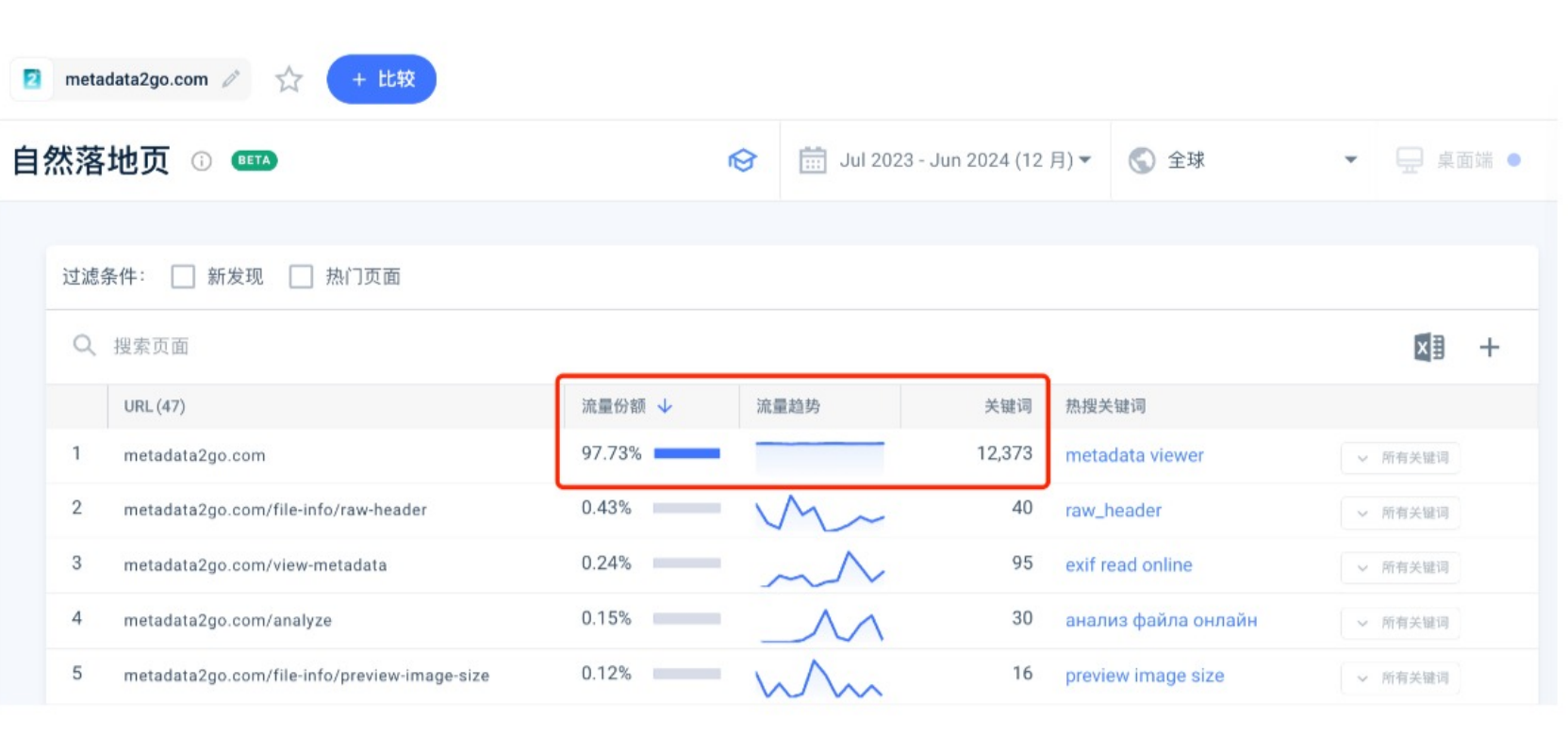
初看起来好像平平无奇，每个月访问量几十万，过去12个月总访问量457万。

但是，当哥飞去看这个网站哪些落地页能够获取流量时，发现了一个神奇的事情。

这个网站的 97% 流量都来自于网站首页。

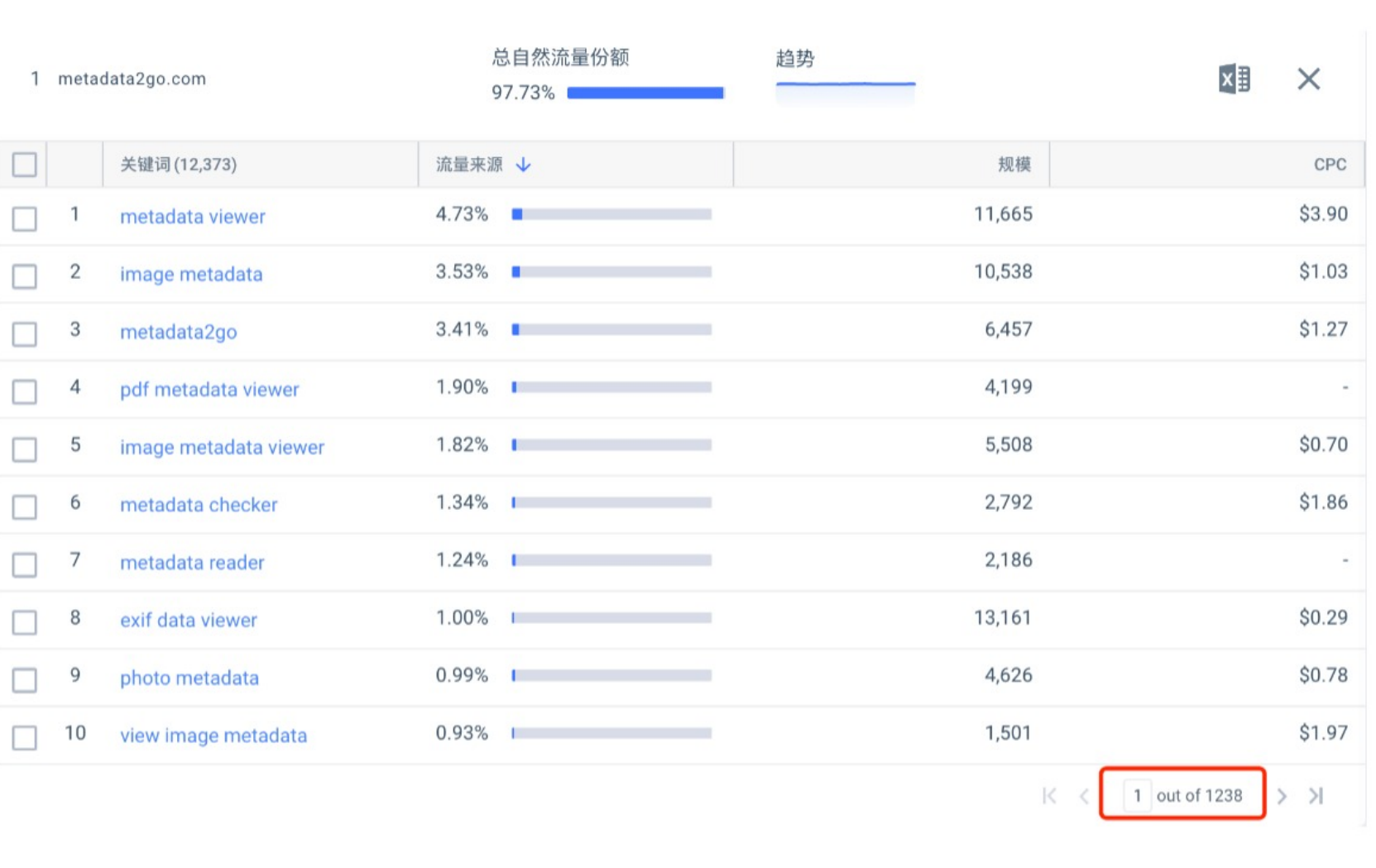
这还不是最神奇的。

最神奇的是，这 97% 的流量来自于 12373 个关键词。


metadata2go.com + 比较
自然落地页 BETA
Jul 2023 - Jun 2024 (12 月) 全球 桌面端
过滤条件： 新发现 热门页面
搜索页面

	URL (47)	流量份额	流量趋势	关键词	热搜关键词
1	metadata2go.com	97.73%		12,373	metadata viewer
2	metadata2go.com/file-info/raw-header	0.43%		40	raw_header
3	metadata2go.com/view-metadata	0.24%		95	exif read online
4	metadata2go.com/analyze	0.15%		30	анализ файла онлайн
5	metadata2go.com/file-info/preview-image-size	0.12%		16	preview image size

让我们点击“所有关键词”，展开看看。



	关键词 (12,373)	流量来源	规模	CPC
1	metadata viewer	4.73%	11,665	$3.90
2	image metadata	3.53%	10,538	$1.03
3	metadata2go	3.41%	6,457	$1.27
4	pdf metadata viewer	1.90%	4,199	-
5	image metadata viewer	1.82%	5,508	$0.70
6	metadata checker	1.34%	2,792	$1.86
7	metadata reader	1.24%	2,186	-
8	exif data viewer	1.00%	13,161	$0.29
9	photo metadata	0.99%	4,626	$0.78
10	view image metadata	0.93%	1,501	$1.97

1 out of 1238

上图看到了吗？

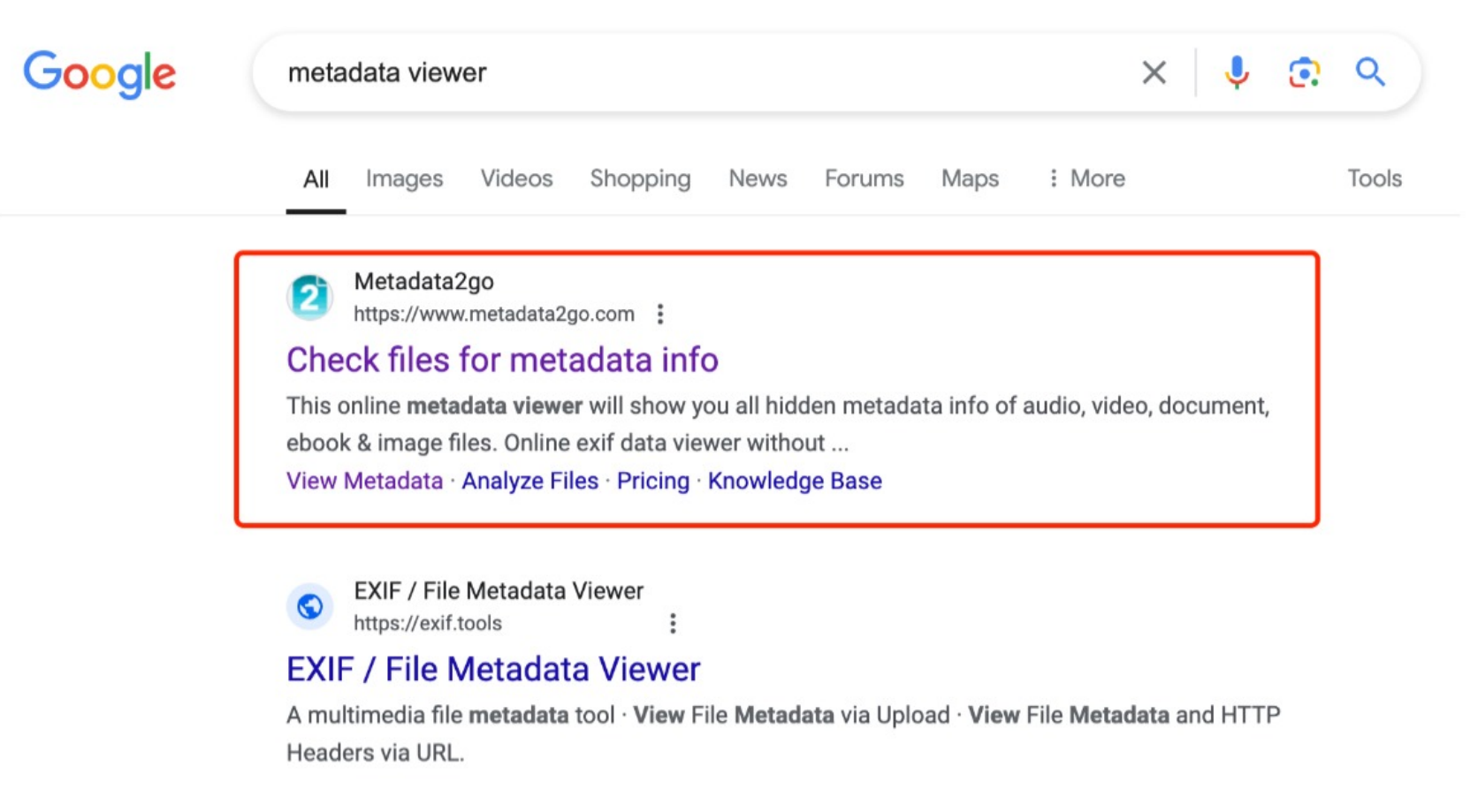
果然是首页命中了很多个关键词，所以平均每一个关键词带来的流量都不大。

这跟哥飞说的“一个关键词做一个页面原则”好像有冲突？

先留着这个疑问，我们继续往下看。

我们先看看谷歌搜索结果，验证一下这些关键词是否真的拿到了排名。

metadata viewer 谷歌搜索结果



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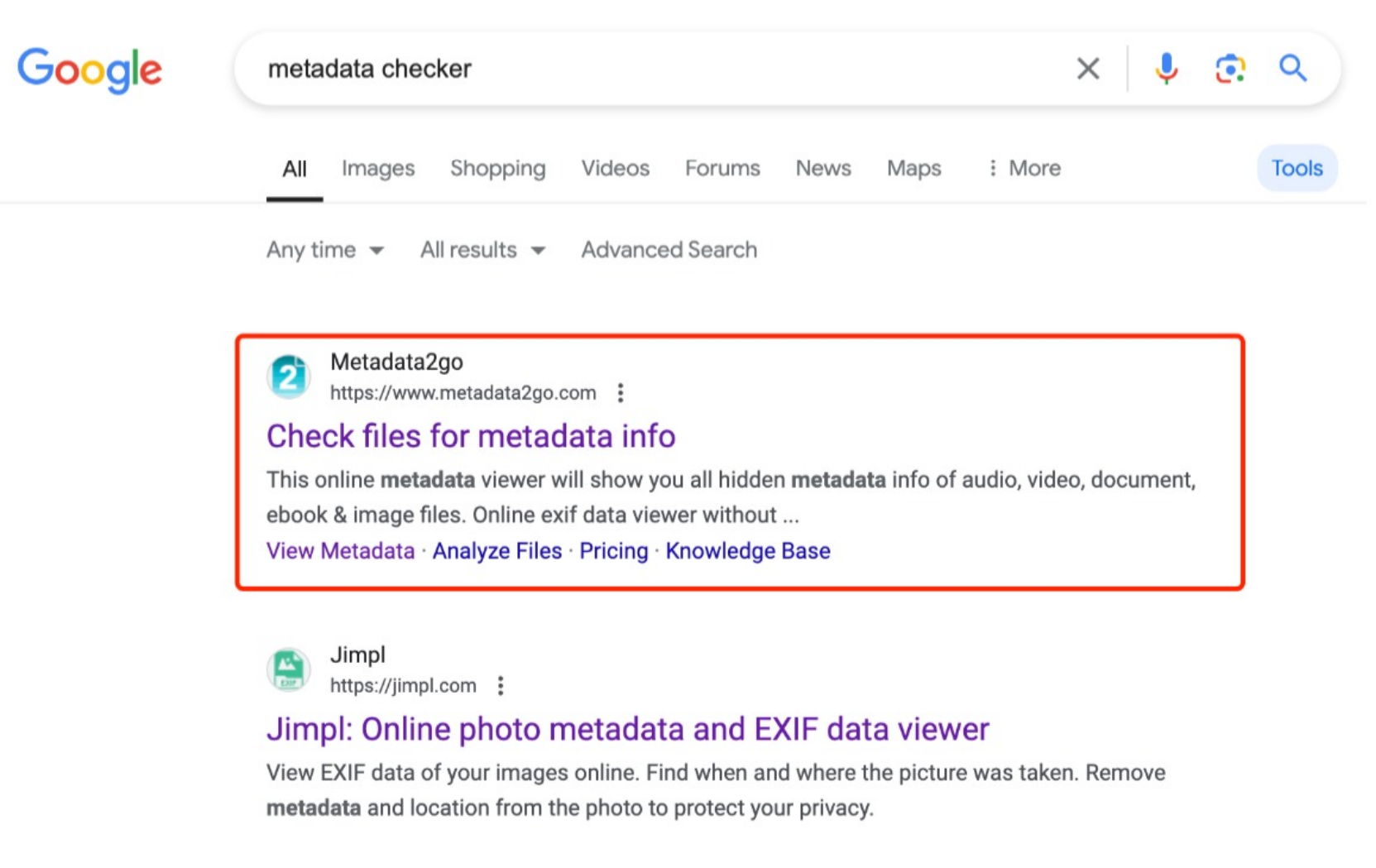
This online **metadata viewer** will show you all hidden metadata info of audio, video, document, ebook & image files. Online exif data viewer without ...
View Metadata · Analyze Files · Pricing · Knowledge Base

EXIF / File Metadata Viewer
https://exif.tools
EXIF / File Metadata Viewer
A multimedia file **metadata** tool · **View** File **Metadata** via Upload · **View** File **Metadata** and HTTP Headers via URL.

metadata checker 谷歌搜索结果


Google
metadata checker
All Images Shopping Videos Forums News Maps More Tools
Any time All results Advanced Search

Metadata2go
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Check files for metadata info
This online **metadata** viewer will show you all hidden **metadata** info of audio, video, document, ebook & image files. Online exif data viewer without ...
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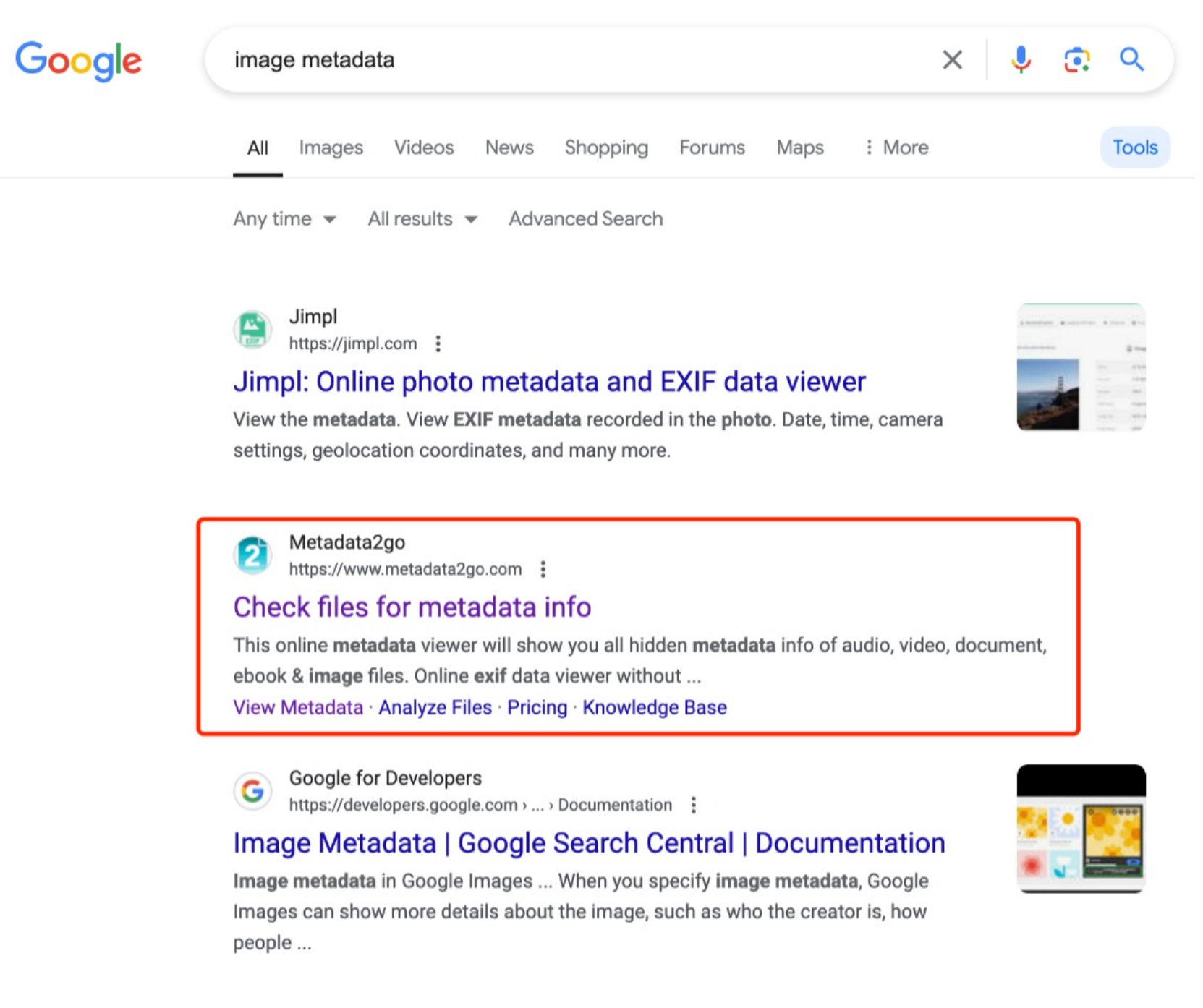
Jimpl
https://jimpl.com
Jimpl: Online photo metadata and EXIF data viewer
View EXIF data of your images online. Find when and where the picture was taken. Remove **metadata** and location from the photo to protect your privacy.

image metadata 谷歌搜索结果


Google
image metadata
All Images Videos News Shopping Forums Maps More Tools
Any time All results Advanced Search

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View the **metadata**. View **EXIF metadata** recorded in the **photo**. Date, time, camera settings, geolocation coordinates, and many more.

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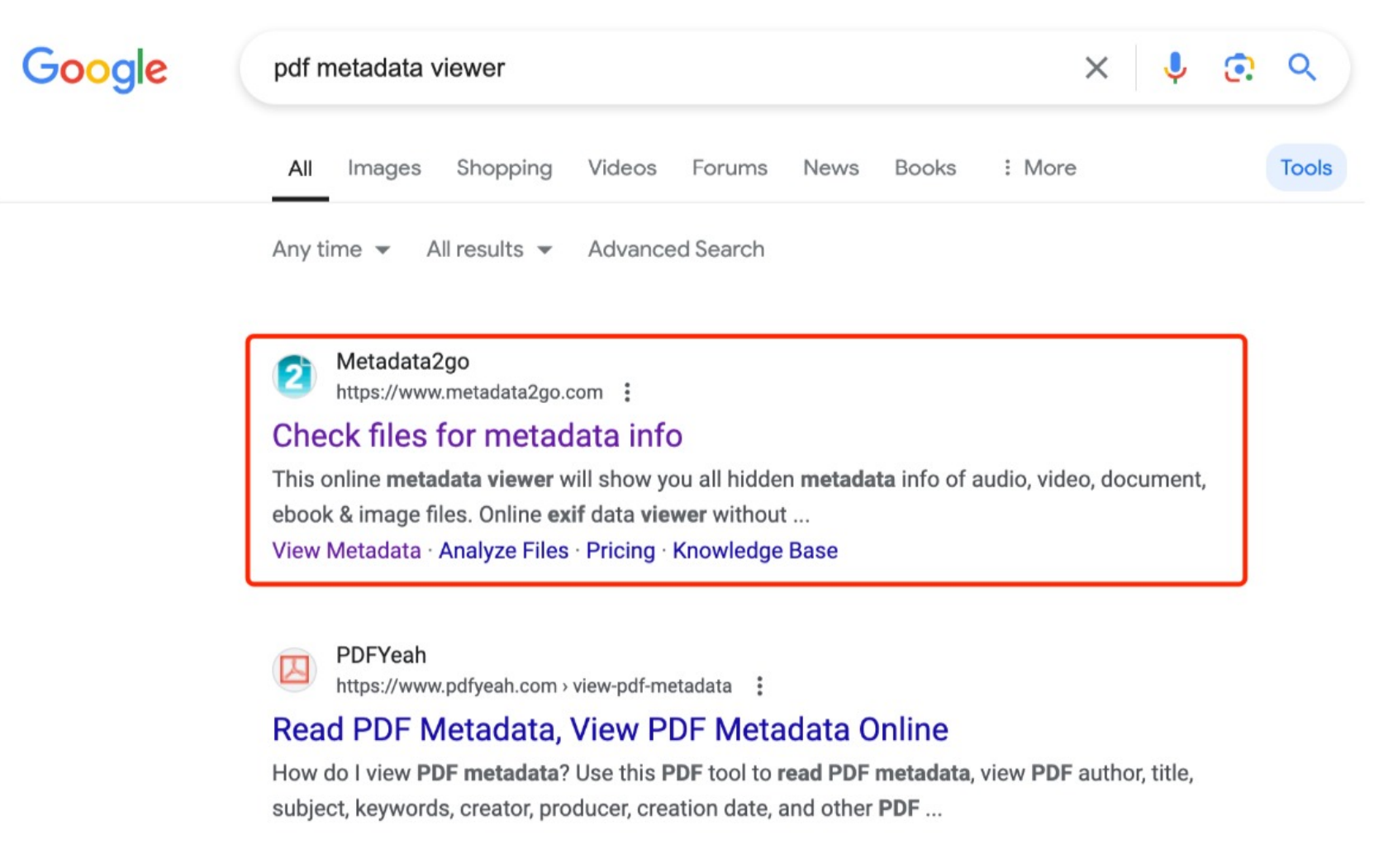
Google for Developers
https://developers.google.com › ... › Documentation
Image Metadata | Google Search Central | Documentation
Image metadata in Google Images ... When you specify **image metadata**, Google Images can show more details about the image, such as who the creator is, how people ...

pdf metadata viewer 谷歌搜索结果


Google
pdf metadata viewer
All Images Shopping Videos Forums News Books More Tools
Any time All results Advanced Search

Metadata2go
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Check files for metadata info
This online **metadata viewer** will show you all hidden **metadata** info of audio, video, document, ebook & image files. Online **exif** data **viewer** without ...
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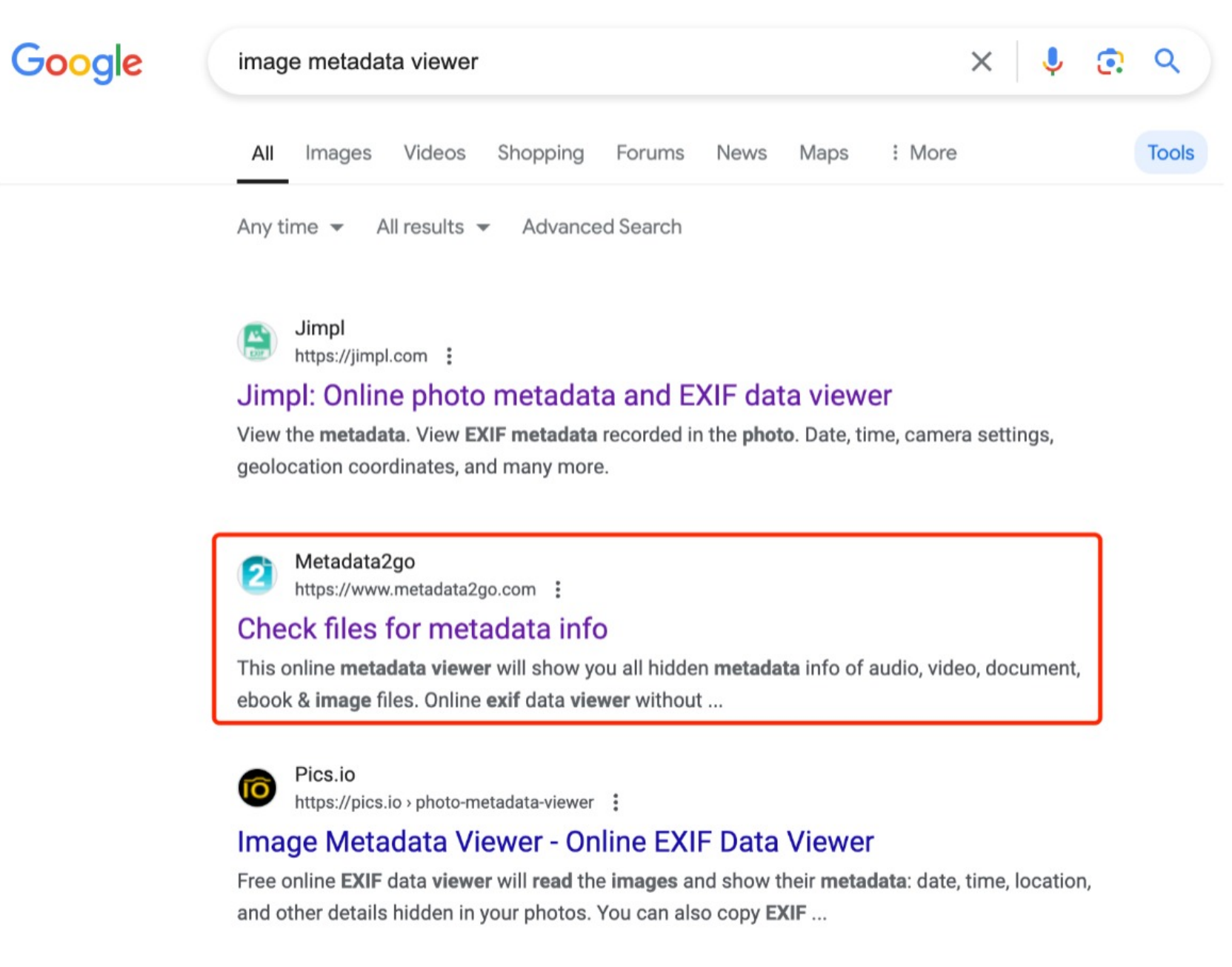
https://www.pdfyeah.com › view-pdf-metadata
Read PDF Metadata, View PDF Metadata Online
How do I view **PDF metadata**? Use this **PDF** tool to **read PDF metadata**, view **PDF** author, title, subject, keywords, creator, producer, creation date, and other **PDF** ...

image metadata viewer 谷歌搜索结果


Google
image metadata viewer
All Images Videos Shopping Forums News Maps More Tools
Any time All results Advanced Search

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Jimpl: Online photo metadata and EXIF data viewer
View the **metadata**. View **EXIF metadata** recorded in the **photo**. Date, time, camera settings, geolocation coordinates, and many more.

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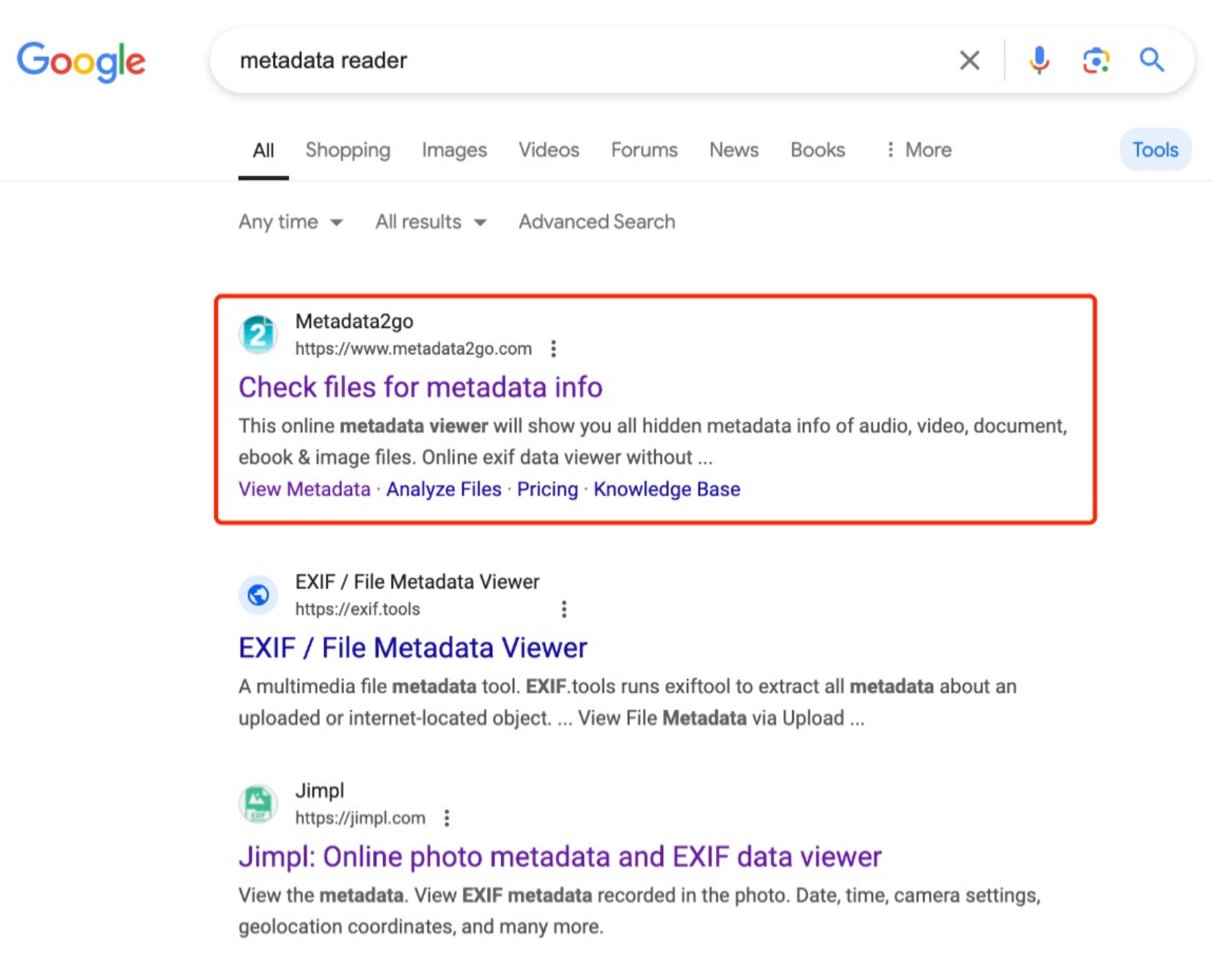
This online **metadata viewer** will show you all hidden **metadata** info of audio, video, document, ebook & **image** files. Online **exif** data **viewer** without ...

Pics.io
https://pics.io › photo-metadata-viewer
Image Metadata Viewer - Online EXIF Data Viewer
Free online **EXIF** data **viewer** will **read** the **images** and show their **metadata**: date, time, location, and other details hidden in your photos. You can also copy **EXIF** ...

metadata reader 谷歌搜索结果


Google
metadata reader
All Shopping Images Videos Forums News Books More Tools
Any time All results Advanced Search

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EXIF / File Metadata Viewer
A multimedia file **metadata** tool. **EXIF**.tools runs exiftool to extract all **metadata** about an uploaded or internet-located object. ... View File **Metadata** via Upload ...

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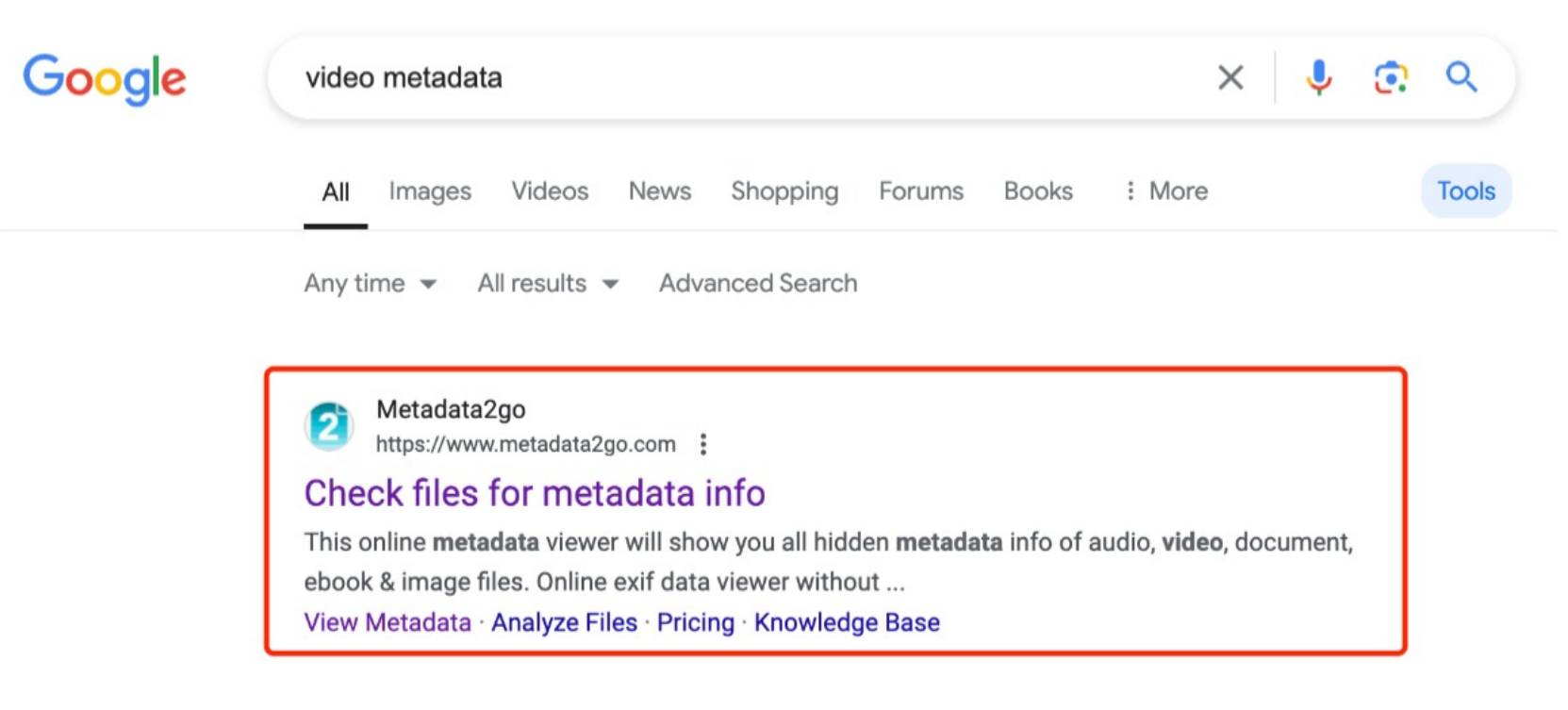
Jimpl: Online photo metadata and EXIF data viewer
View the **metadata**. View **EXIF metadata** recorded in the photo. Date, time, camera settings, geolocation coordinates, and many more.

video metadata 谷歌搜索结果


Google
video metadata
All Images Videos News Shopping Forums Books More Tools
Any time All results Advanced Search

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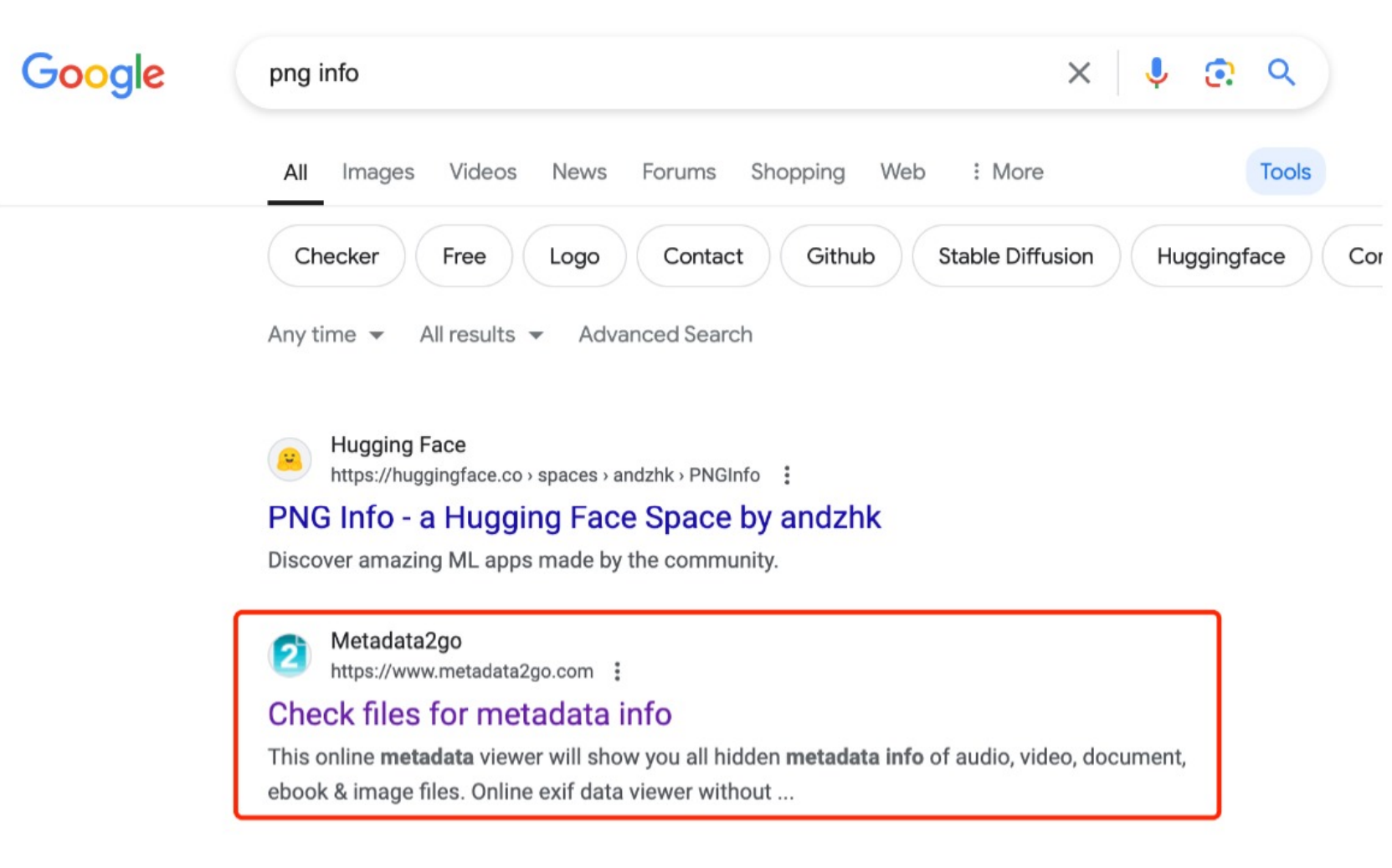
png info 谷歌搜索结果


Google
png info
All Images Videos News Forums Shopping Web More Tools
Checker Free Logo Contact Github Stable Diffusion Huggingface Co
Any time All results Advanced Search

Hugging Face
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PNG Info - a Hugging Face Space by andzhk
Discover amazing ML apps made by the community.

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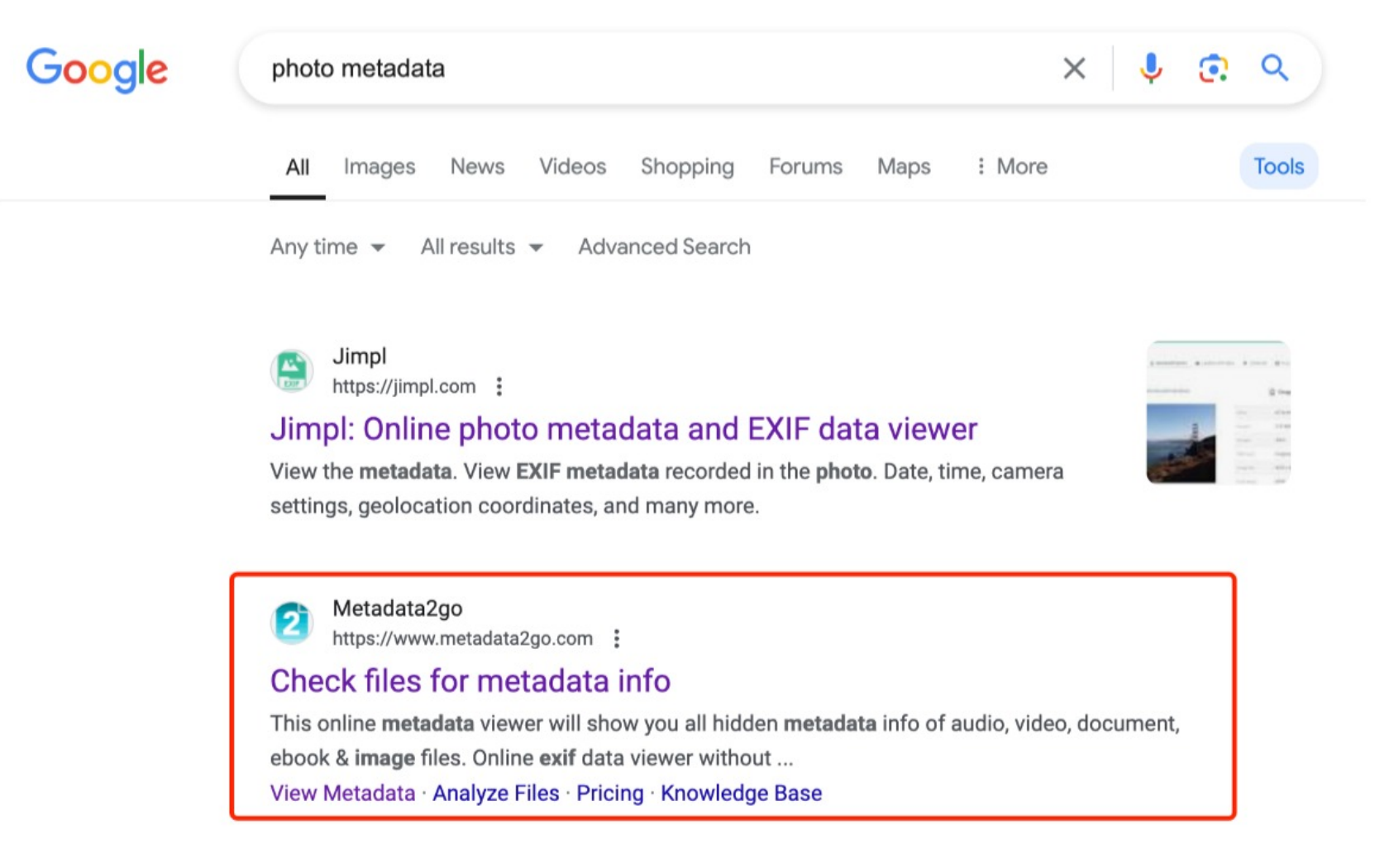
photo metadata 谷歌搜索结果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View the **metadata**. View **EXIF metadata** recorded in the **photo**. Date, time, camera settings, geolocation coordinates, and many more.

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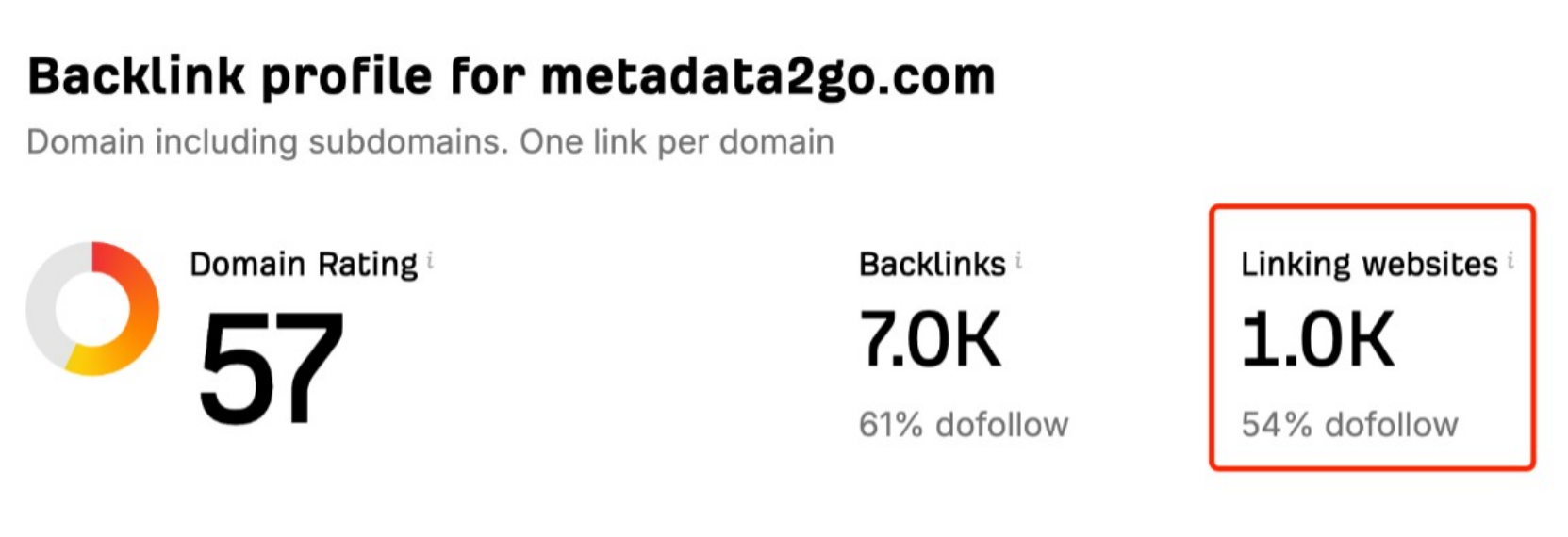
Check files for metadata info
This online **metadata** viewer will show you all hidden **metadata** info of audio, video, document, ebook & **image** files. Online **exif** data viewer without ...
View Metadata · Analyze Files · Pricing · Knowledge Base

从上面的截图可以看到，的确好多关键词，这个网站都拿到谷歌前三的排名了，而且都是靠首页拿下的排名。

而且有些关键词，在首页标题里都没完整出现，也拿到排名了。

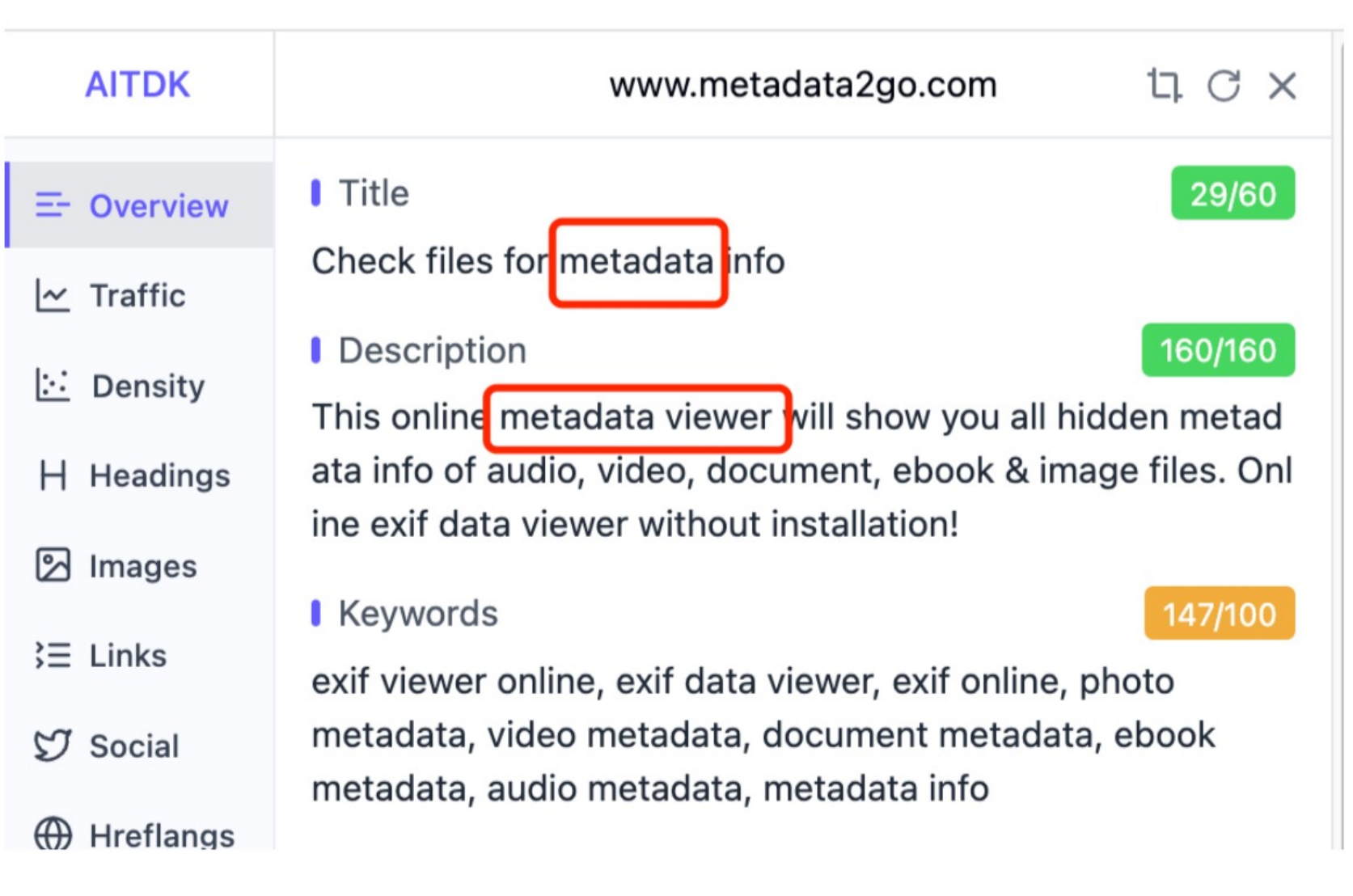
为什么呢？

首先第一点，域名权重高，查询会发现有 1000 个网站给了他外链，DR值是 57 。


Backlink profile for metadata2go.com
Domain including subdomains. One link per domain
Domain Rating
57
Backlinks
7.0K
61% dofollow
Linking websites
1.0K
54% dofollow

然后就是看页面上是否出现相关关键词了，我们拿上面几个关键词来一一分析看看。

先看“metadata viewer”这个关键词，首先可以确定的是，在 Title 里并没有完全匹配到这个关键词，不过在 Description 里出现了这个关键词。

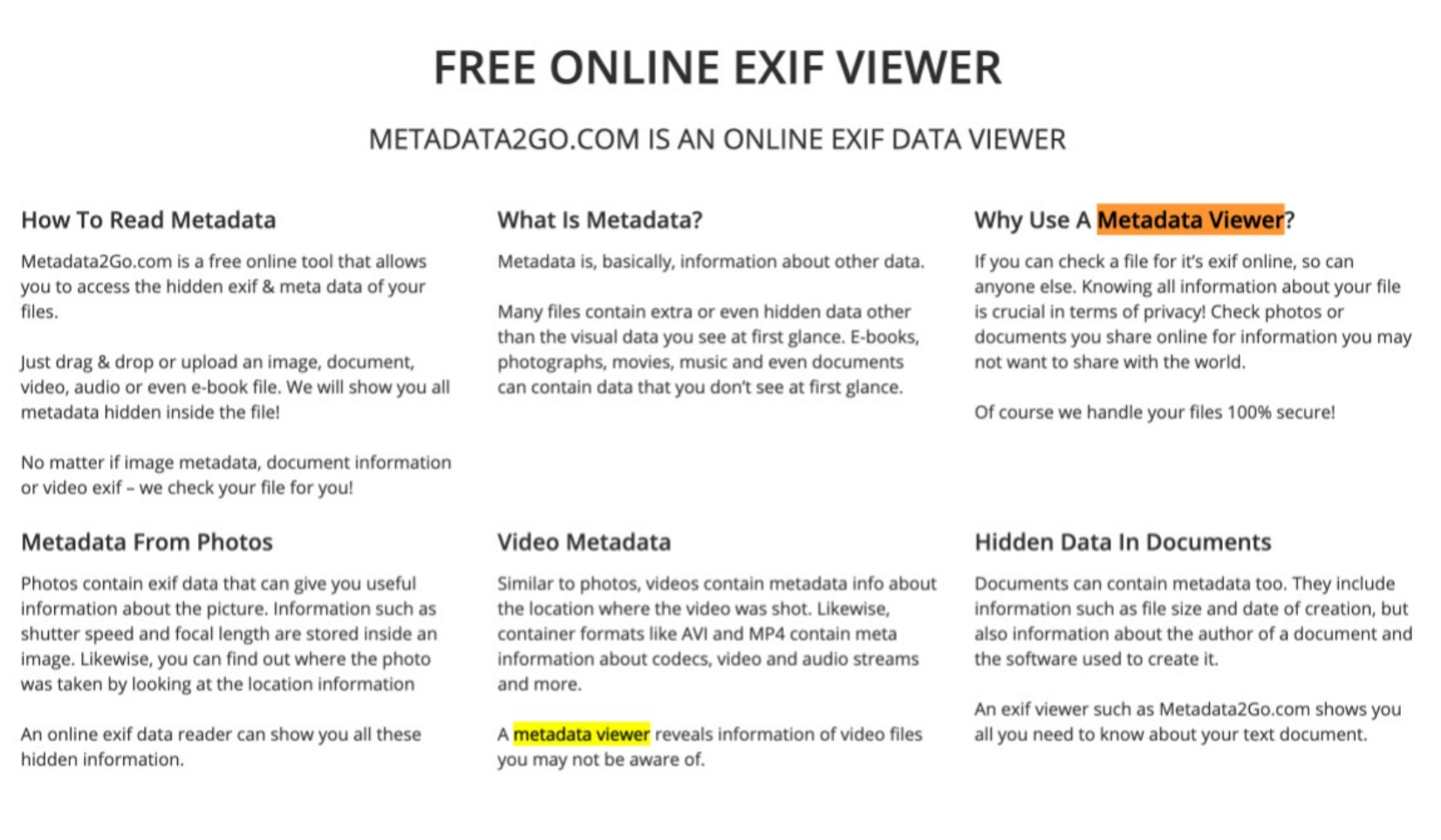


Title 29/60
Check files for metadata info

Description 160/160
This online metadata viewer will show you all hidden metadata info of audio, video, document, ebook & image files. Online exif data viewer without installation!

Keywords 147/100
exif viewer online, exif data viewer, exif online, photo metadata, video metadata, document metadata, ebook metadata, audio metadata, metadata info

首页内容里出现了2次这个关键词。



FREE ONLINE EXIF VIEWER
METADATA2GO.COM IS AN ONLINE EXIF DATA VIEWER

How To Read Metadata
Metadata2Go.com is a free online tool that allows you to access the hidden exif & meta data of your files.
Just drag & drop or upload an image, document, video, audio or even e-book file. We will show you all metadata hidden inside the file!
No matter if image metadata, document information or video exif – we check your file for you!

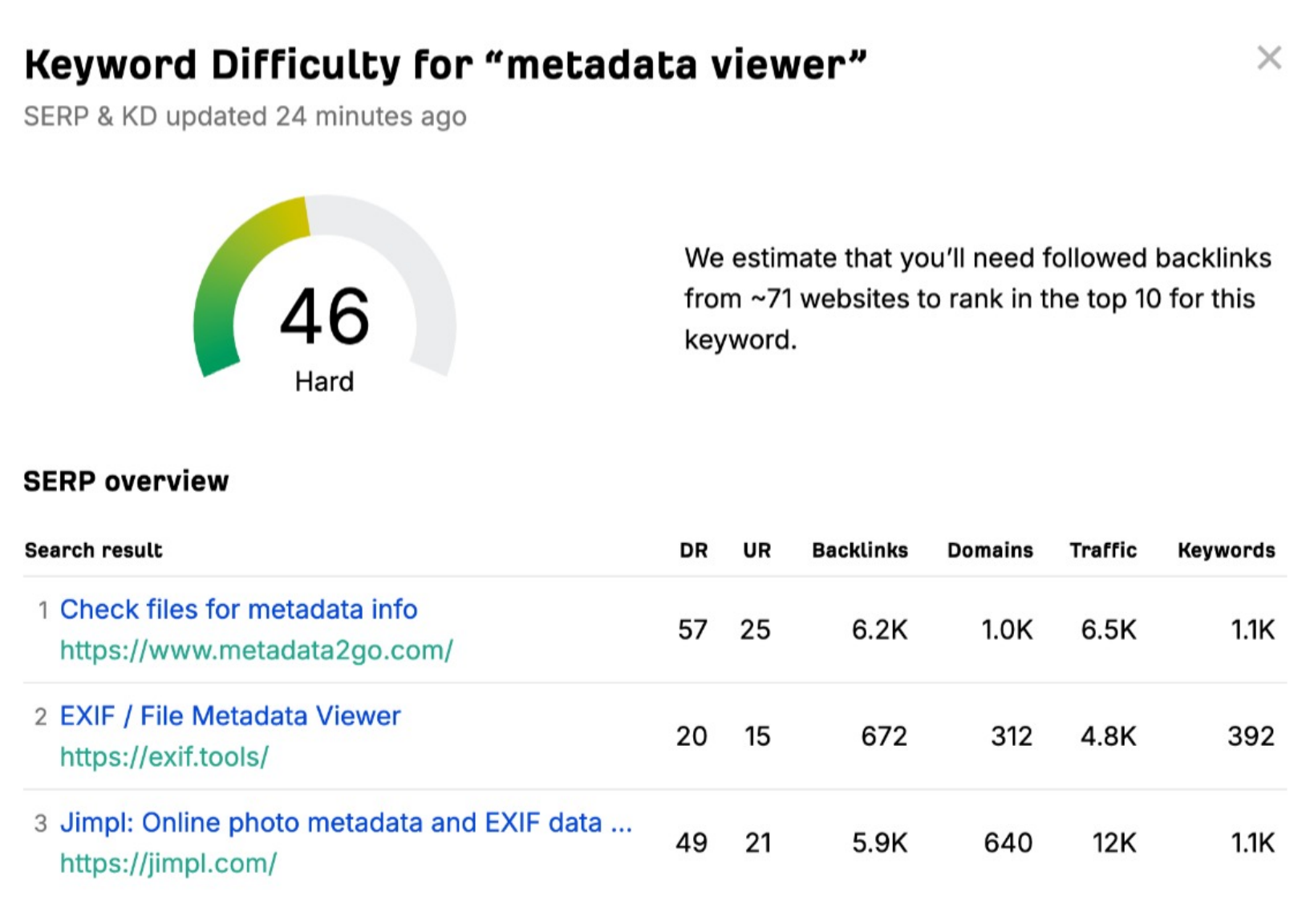
What Is Metadata?
Metadata is, basically, information about other data.
Many files contain extra or even hidden data other than the visual data you see at first glance. E-books, photographs, movies, music and even documents can contain data that you don't see at first glance.

Why Use A Metadata Viewer?
If you can check a file for it's exif online, so can anyone else. Knowing all information about your file is crucial in terms of privacy! Check photos or documents you share online for information you may not want to share with the world.
Of course we handle your files 100% secure!

Metadata From Photos
Photos contain exif data that can give you useful information about the picture. Information such as shutter speed and focal length are stored inside an image. Likewise, you can find out where the photo was taken by looking at the location information
An online exif data reader can show you all these hidden information.

Video Metadata
Similar to photos, videos contain metadata info about the location where the video was shot. Likewise, container formats like AVI and MP4 contain meta information about codecs, video and audio streams and more.
A metadata viewer reveals information of video files you may not be aware of.

Hidden Data In Documents
Documents can contain metadata too. They include information such as file size and date of creation, but also information about the author of a document and the software used to create it.
An exif viewer such as Metadata2Go.com shows you all you need to know about your text document.


Keyword Difficulty for “metadata viewer”
SERP & KD updated 24 minutes ago
46
Hard

We estimate that you'll need followed backlinks from ~71 websites to rank in the top 10 for this keyword.

SERP overview

Search result	DR	UR	Backlinks	Domains	Traffic	Keywords
1 Check files for metadata info https://www.metadata2go.com/	57	25	6.2K	1.0K	6.5K	1.1K
2 EXIF / File Metadata Viewer https://exif.tools/	20	15	672	312	4.8K	392
3 Jimpl: Online photo metadata and EXIF data ... https://jimpl.com/	49	21	5.9K	640	12K	1.1K

（未完待续......）

上一篇: 可以开始考虑每天搜索量10万以内，KD50到70的关键词了
下一篇: 一些大家目前用得上的广告指标

评论区

a bluce Nov 14, 2024 回复
下文额...

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添加图片 添加隐藏 回复