

23/24 OCTOBER | BRIGHTON

brightonSEO.
United Kingdom



Pieter Serraris

OMCOLLECTIVE

Visibility before clicks:
logfiles as a new tracking tool



Hi 🖐️

Pieter Serraris
SEO Lead at OMcollective

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SEO Lead at OMcollective



Hi 🙌

When I'm not at work I'm

- **protesting** global injustice
- or **enjoying the outdoors**



Party trick



Party trick



Party trick

[https://omcollective.com/\[secret-word\]](https://omcollective.com/[secret-word])

Party trick

In case the trick failed :(

Realtime

Filter

Now

- Slackbot-LinkExpanding** Fetcher
/normally
17 seconds ago
[Open Agent Insights →](#) 3.237.199.128
from the United States
- Slackbot-LinkExpanding** Fetcher
/normall
17 seconds ago
[Open Agent Insights →](#) 35.175.116.75
from the United States
- WhatsApp** Fetcher
/greattrick
1 minute ago
[Open Agent Insights →](#) 213.211.175.12
from Belgium
- WhatsApp** Fetcher
/favicon.ico
1 minute ago
[Open Agent Insights →](#) 213.211.175.12
from Belgium

You can probably
guess what happened
(given the subtitle of this talk)

Hello access log files

- Record of every visit to server
- Which bot accessed what

Typical log file **learnings**

CRAWL BUDGET

- Efficient use
- Identify waste
- Prioritize important pages

Typical log file **learnings**

CRAWL BUDGET

- SEARCH ENGINE BEHAVIOR** _____
- Crawler frequency
 - Crawler behavior
 - Page discovery

Typical log file learnings

CRAWL BUDGET

SEARCH ENGINE BEHAVIOR

SEO ISSUES _____

- Status codes
- Robots.txt issues
- Orphan pages
- ...

Meet logfiles

```
{ "CacheCacheStatus": "dynamic", "ClientCountry": "us", "ClientDeviceType": "desktop", "ClientIP": "13.58.204.147", "ClientIPClass": "noRecord", "ClientRequestHost": "www. ....", "ClientRequestMethod": "GET", "ClientRequestURI": "/fr/goto/33701120.html?channable=0294346964003333373031312d323091", "ClientRequestUserAgent": "Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko; compatible; ClaudeBot/1.0; +claudebot@anthropic.com)", "EdgeResponseStatus": 301, "EdgeStartTimestamp": 1743864167433000000, "FirewallMatchesActions": ["log"], "FirewallMatchesRuleIDs": ["6c51830a0fe346da8f63171f4bb7343e"], "FirewallMatchesSources": ["firewallCustom"], "RayID": "92b9d06679d561c7" }
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{ "CacheCacheStatus": "hit", "ClientCountry": "be", "ClientDeviceType": "desktop", "ClientIP": "2a02:1811:426:e100:5d1e:1b4c:a435:723b", "ClientIPClass": "noRecord", "ClientRequestHost": "www. ....", "ClientRequestMethod": "GET", "ClientRequestURI": "/dw/image/v2/BCQR_PRD/on/demandware.static/-/SiteCatalog-master/default/dw6b82d987/hi-res/pdp/343/343063/343063-4.jpg?sw=820", "ClientRequestUserAgent": "Mozilla/5.0 (Windows NT 10.0; Win64; x64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/134.0.0.0 Safari/537.36", "EdgeResponseStatus": 304, "EdgeStartTimestamp": 1743864136616000000, "FirewallMatchesActions": [], "FirewallMatchesRuleIDs": [], "FirewallMatchesSources": [], "RayID": "92b9cfa5bb1db703" }
{ "CacheCacheStatus": "dynamic", "ClientCountry": "be", "ClientDeviceType": "desktop", "ClientIP": "86.39.6.97", "ClientIPClass": "noRecord", "ClientRequestHost": "winkels. ....", "ClientRequestMethod": "POST", "ClientRequestURI": "/on/demandware.store/SiteKiosk-BE-Site/nl_BE/Home-KeepSessionAlive", "ClientRequestUserAgent": "Mozilla/5.0 (Windows NT 10.0; WOW64) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/118.0.5993.32 Safari/537.36; SiteKiosk 9.9 Build 6744; W023-WEB-005", "EdgeResponseStatus": 200, "EdgeStartTimestamp": 1743864151303000000, "FirewallMatchesActions": ["log"], "FirewallMatchesRuleIDs": ["6c51830a0fe346da8f63171f4bb7343e"], "FirewallMatchesSources": ["firewallCustom"], "RayID": "92b9d0018f36b708" }
{ "CacheCacheStatus": "miss", "ClientCountry": "be", "ClientDeviceType": "mobile", "ClientIP": "2a02:1808:100:a88b:1", "ClientIPClass": "noRecord", "ClientRequestHost": "www.torfs.be", "ClientRequestMethod": "GET", "ClientRequestURI": "/nl/vp/js/bootstrap.min.js", "ClientRequestUserAgent": "Mozilla/5.0 (Linux; Android 10; K) AppleWebKit/537.36 (KHTML, like Gecko) Chrome/134.0.0.0 Mobile Safari/537.36", "EdgeResponseStatus": 200, "EdgeStartTimestamp": 1743864156891000000, "FirewallMatchesActions": [], "FirewallMatchesRuleIDs": [], "FirewallMatchesSources": [], "RayID": "92b9d02459fcb769" }
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```


This is one request

```
{"CacheCacheStatus":"dynamic","ClientCountry":"us","ClientDeviceType":"desktop","ClientIP":"20.97.189.96","ClientIPClass":"unknown","ClientRequestHost":"www.██████████","ClientRequestMethod":"GET","ClientRequestURI":"/nl/dames/kleding/broeken/geklede-broeken/miracles-roze-geklede-broek/293102.html","ClientRequestUserAgent":"Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; ChatGPT-User/1.0; +https://openai.com/bot","EdgeResponseStatus":301,"EdgeStartTimestamp":1743864180213000000,"FirewallMatchesActions":["log"],"FirewallMatchesRuleIDs":["6c51830afe346da8f63171f4bb7343e"],"FirewallMatchesSources":["firewallCustom"]. "RavID":"92b9d0b62e44e5b6"}
```

Let's break it down

```
{"CacheCacheStatus":"dynamic","ClientCountry":"us","ClientDeviceType":"desktop","ClientIP":"20.97.189.96","ClientIPClass":"unknown","ClientRequestHost":"www.██████████","ClientRequestMethod":"GET","ClientRequestURI":"/nl/dames/kleding/broeken/geklede-broeken/miracles-roze-geklede-broek/293102.html","ClientRequestUserAgent":"Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; ChatGPT-User/1.0; +https://openai.com/bot","EdgeResponseStatus":301,"EdgeStartTimestamp":1743864180213000000,"FirewallMatchesActions":["log"],"FirewallMatchesRuleIDs":["6c51830afe346da8f63171f4bb7343e"],"FirewallMatchesSources":["firewallCustom"],"RavID":"92b9d0b62e44e5b6"}
```

Which URL is visited?

```
URI":"/nl/dames/kleding/broeken/geklede-broeken/miracles-roze-geklede-broek/293102.html
```

Let's break it down

```
{"CacheCacheStatus":"dynamic","ClientCountry":"us","ClientDeviceType":"desktop","ClientIP":"20.97.189.96","ClientIPClass":"unknown","ClientRequestHost":"www.██████████","ClientRequestMethod":"GET","ClientRequestURI":"/nl/dames/kleding/broeken/geklede-broeken/miracles-roze-geklede-broek/293102.html","ClientRequestUserAgent":"Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; ChatGPT-User/1.0; +https://openai.com/bot","EdgeResponseStatus":301,"EdgeStartTimestamp":1743864180213000000,"FirewallMatchesActions":["log"],"FirewallMatchesRuleIDs":["6c51830afe346da8f63171f4bb7343e"],"FirewallMatchesSources":["firewallCustom"],"RavID":"92b9d0b62e44e5b6"}
```

Which status code did it receive?

```
"EdgeResponseStatus":301,
```

Let's break it down

```
{"CacheCacheStatus":"dynamic","ClientCountry":"us","ClientDeviceType":"desktop","ClientIP":"20.97.189.96","ClientIPClass":"unknown","ClientRequestHost":"www.██████████","ClientRequestMethod":"GET","ClientRequestURI":"/nl/dames/kleding/broeken/geklede-broeken/miracles-roze-geklede-broek/293102.html","ClientRequestUserAgent":"Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; ChatGPT-User/1.0; +https://openai.com/bot","EdgeResponseStatus":301,"EdgeStartTimestamp":1743864180213000000,"FirewallMatchesActions":["log"],"FirewallMatchesRuleIDs":["6c51830afe346da8f63171f4bb7343e"],"FirewallMatchesSources":["firewallCustom"]. "RavID":"92b9d0b62e44e5b6"}
```

When? (*timestamp*)

```
"EdgeStartTimestamp":1743864180213000000
```

Let's break it down

```
{"CacheCacheStatus":"dynamic","ClientCountry":"us","ClientDeviceType":"desktop","ClientIP":"20.97.189.96","ClientIPClass":"unknown","ClientRequestHost":"www.██████████","ClientRequestMethod":"GET","ClientRequestURI":"/nl/dames/kleding/broeken/geklede-broeken/miracles-roze-geklede-broek/293102.html","ClientRequestUserAgent":"Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; ChatGPT-User/1.0; +https://openai.com/bot","EdgeResponseStatus":301,"EdgeStartTimestamp":1743864180213000000,"FirewallMatchesActions":["log"],"FirewallMatchesRuleIDs":["6c51830afe346da8f63171f4bb7343e"],"FirewallMatchesSources":["firewallCustom"]. "RavID":"92b9d0b62e44e5b6"}
```

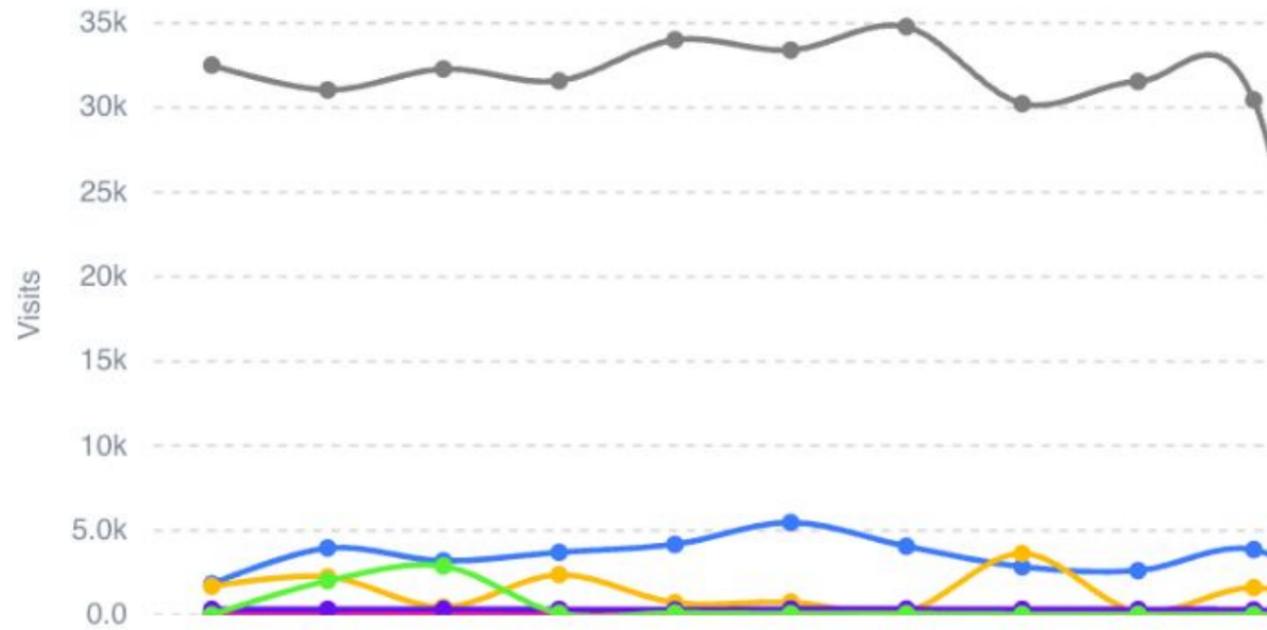
Which bot? (*"user agent"*)

```
UserAgent":"Mozilla/5.0 AppleWebKit/537.36 (KHTML, like Gecko); compatible; ChatGPT-User/1.0;
```



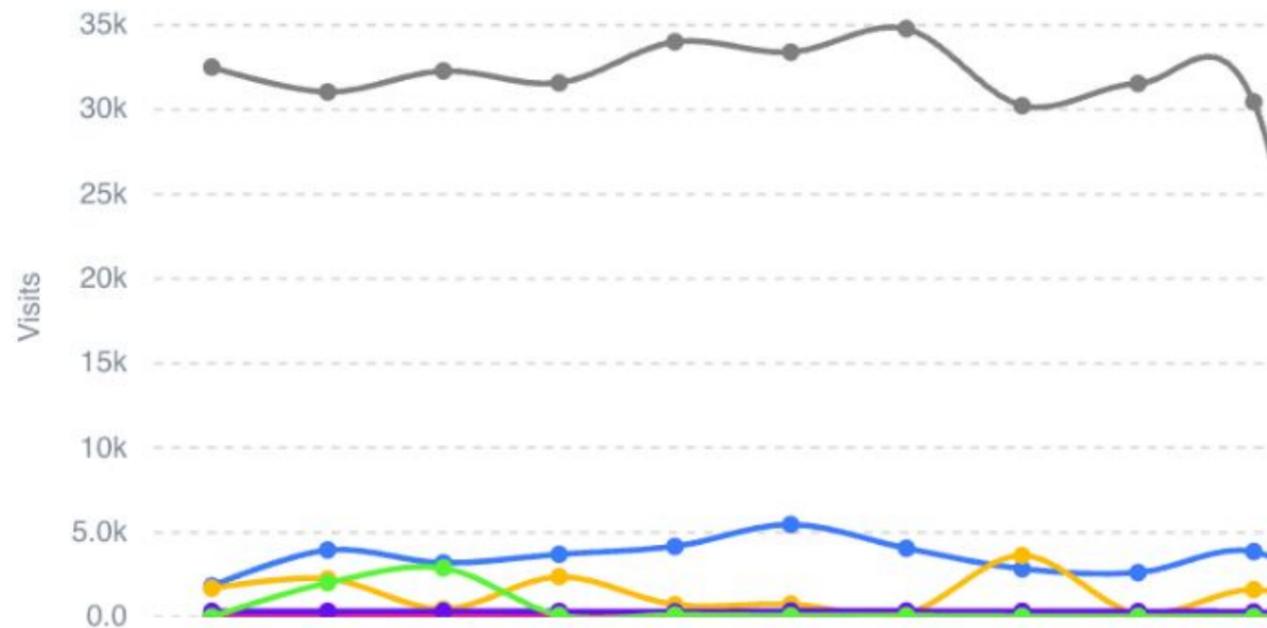
You can learn a lot from
the **user agent** name

All bots visits [i](#)



GoogleBot Search

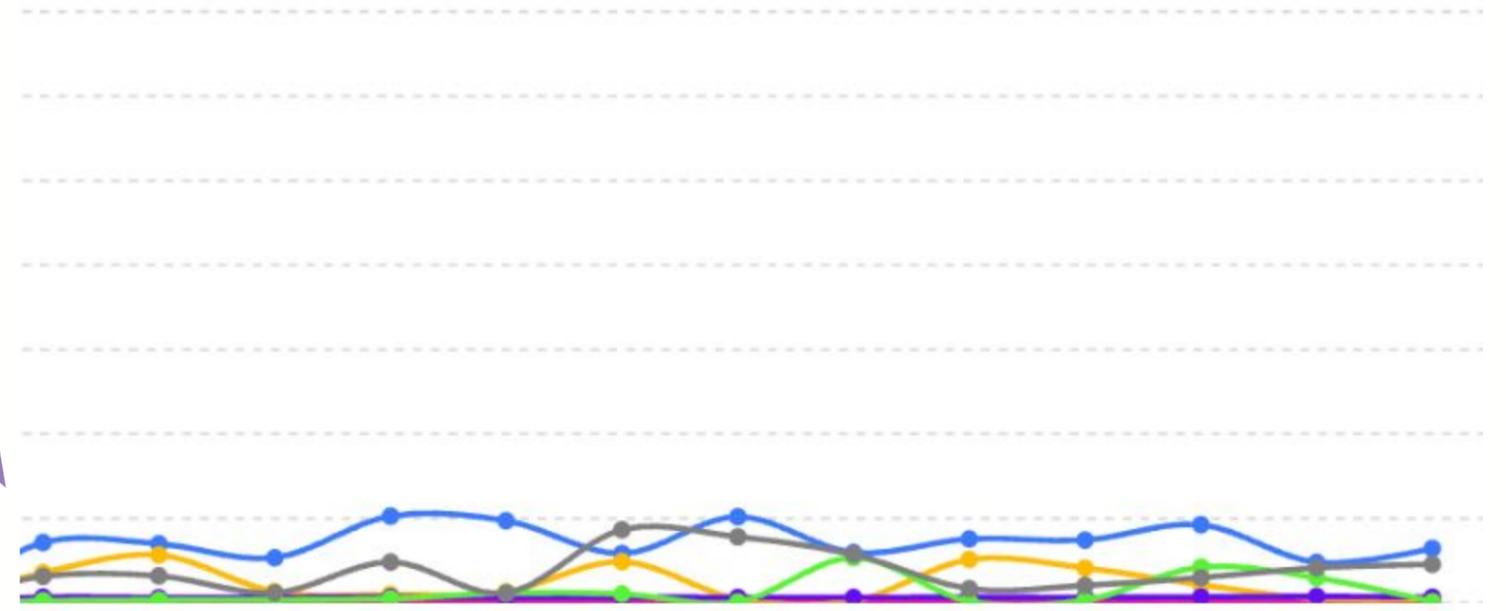
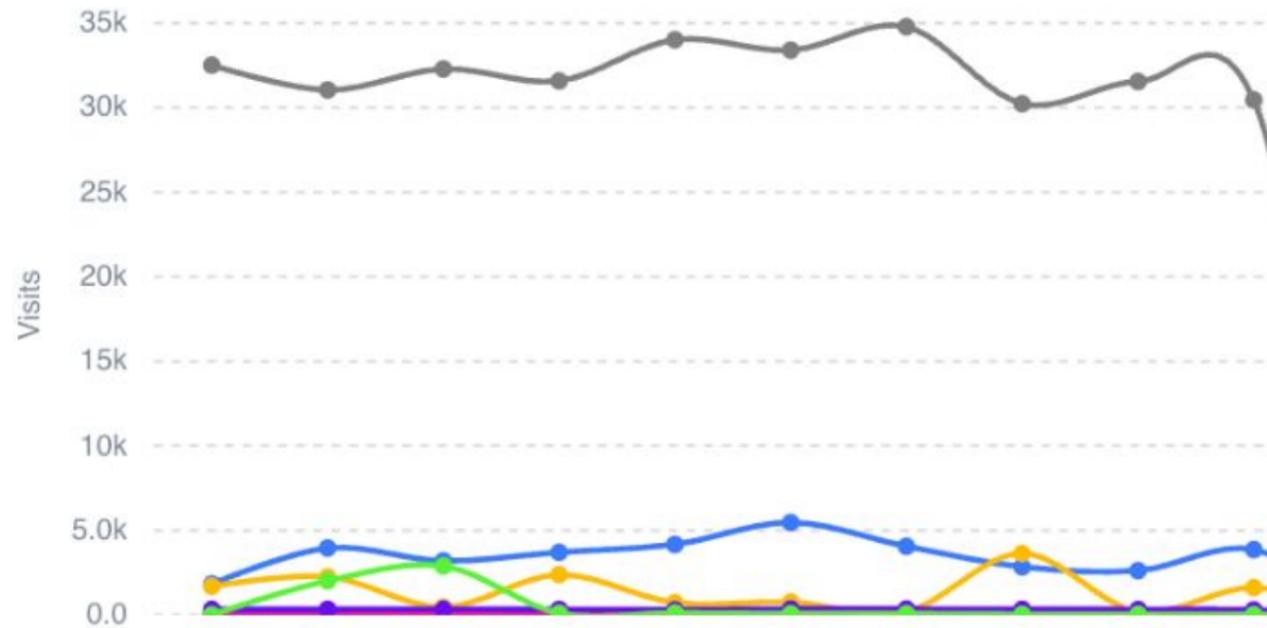
All bots visits [i](#)



What the ... Pinterest?

GoogleBot Search

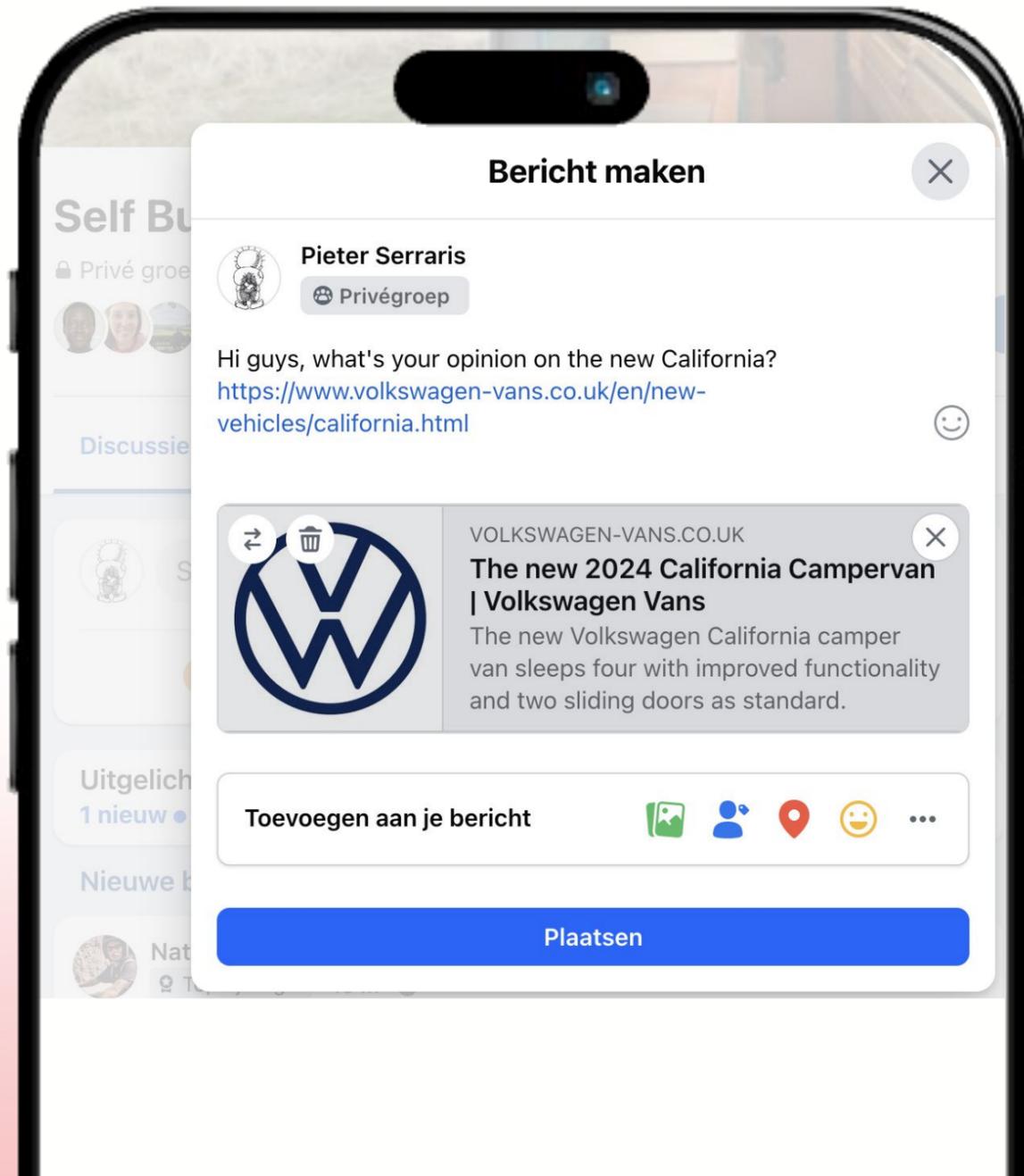
All bots visits i



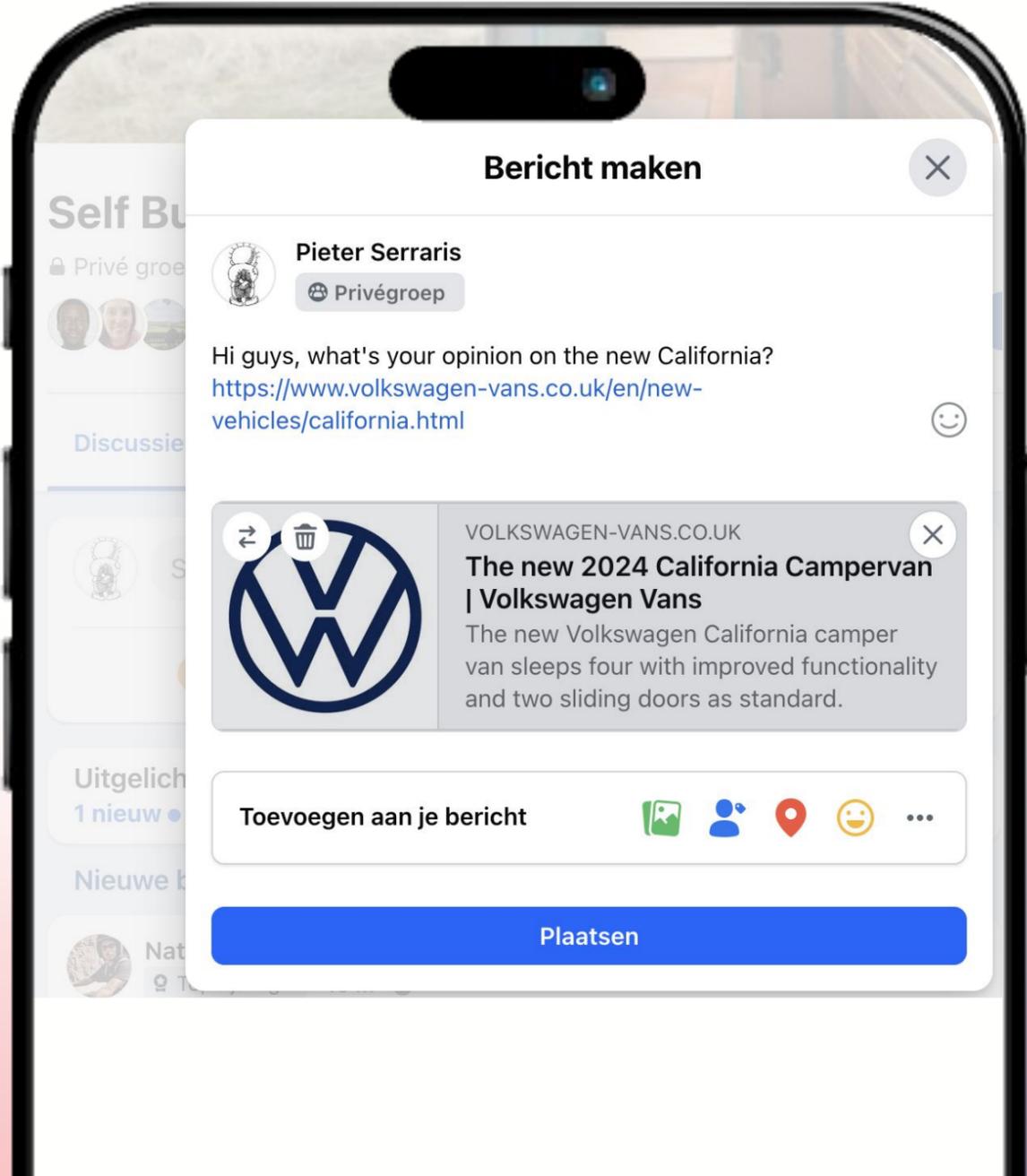
User agent: **Pinterestbot**
Crawl-delay: **1**



I'm doing my research

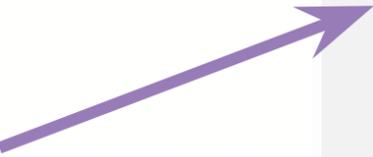
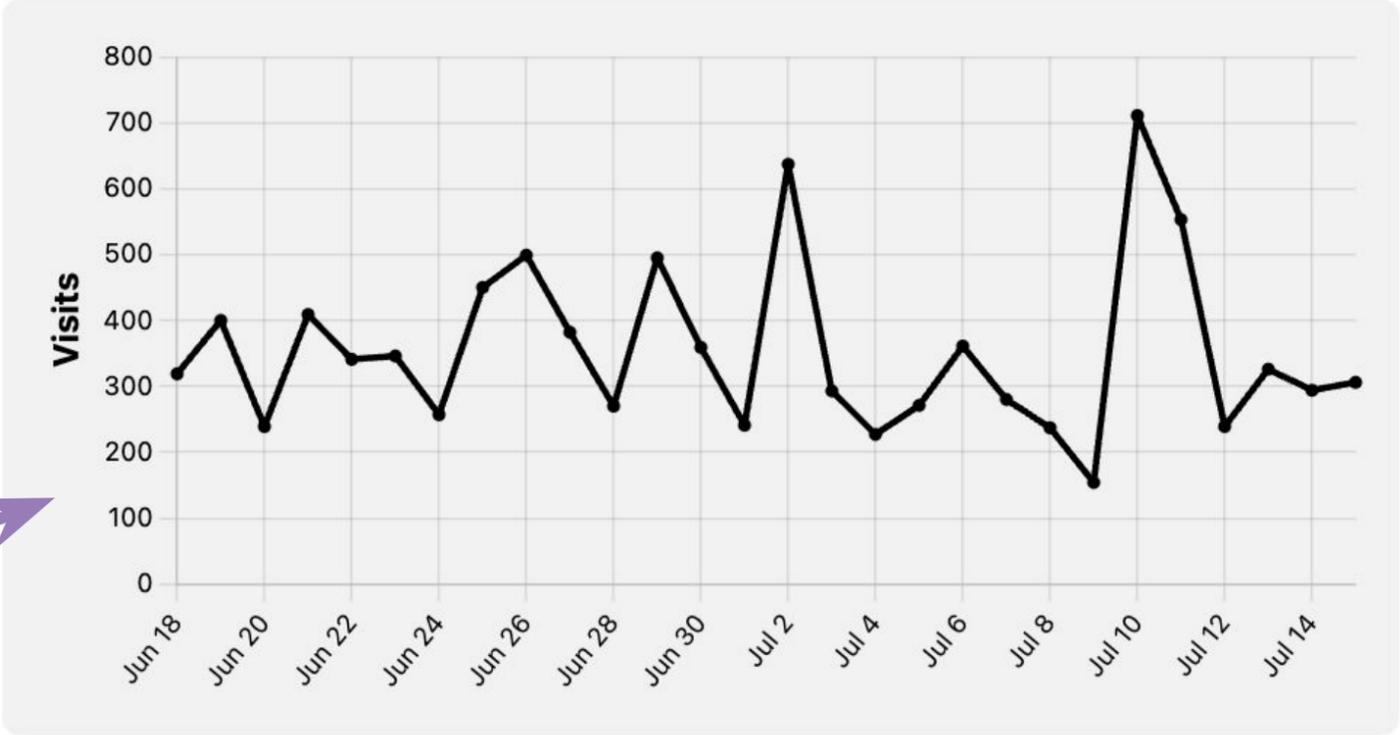


I'm doing my research



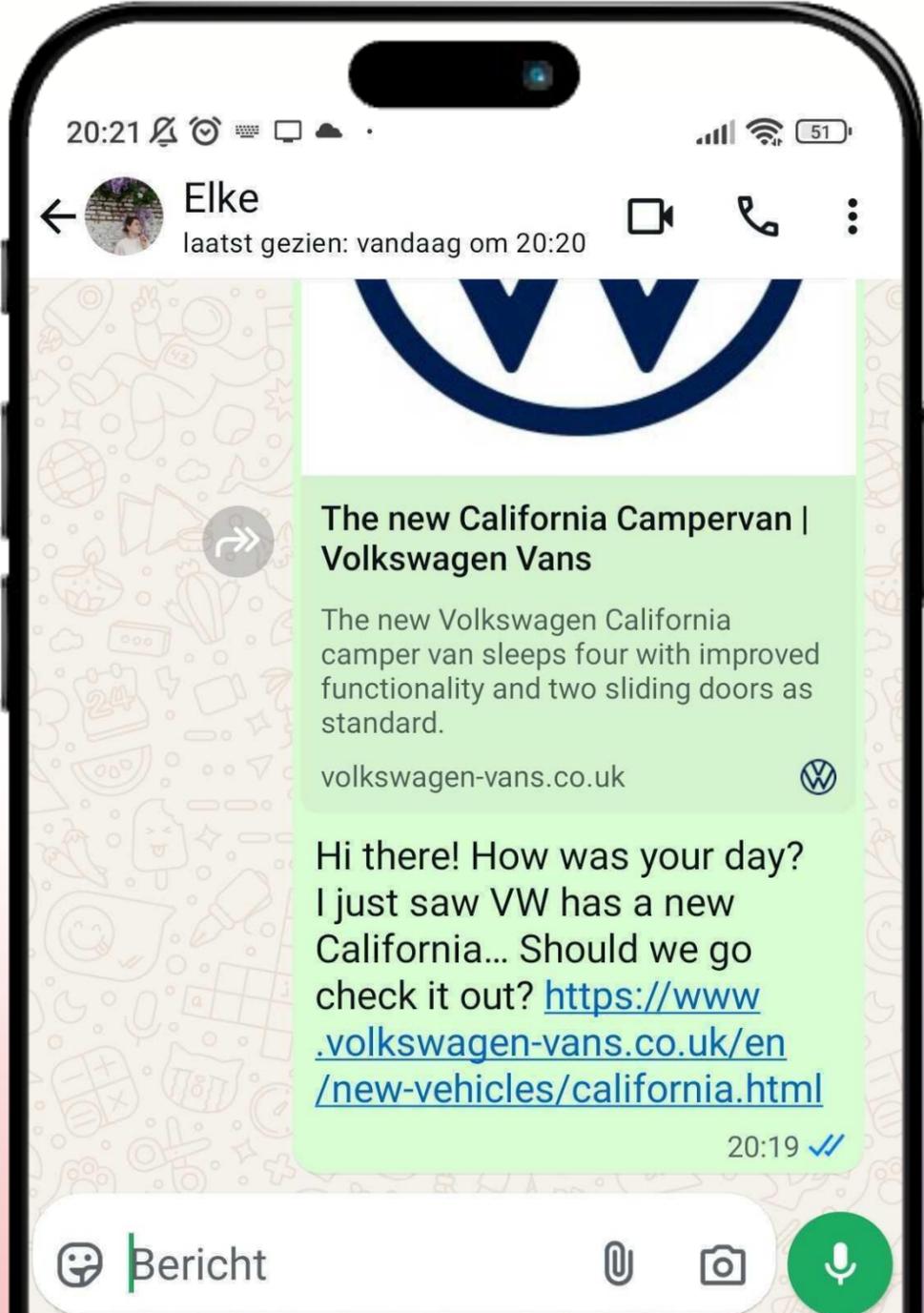
facebookexternalhit

Fetcher



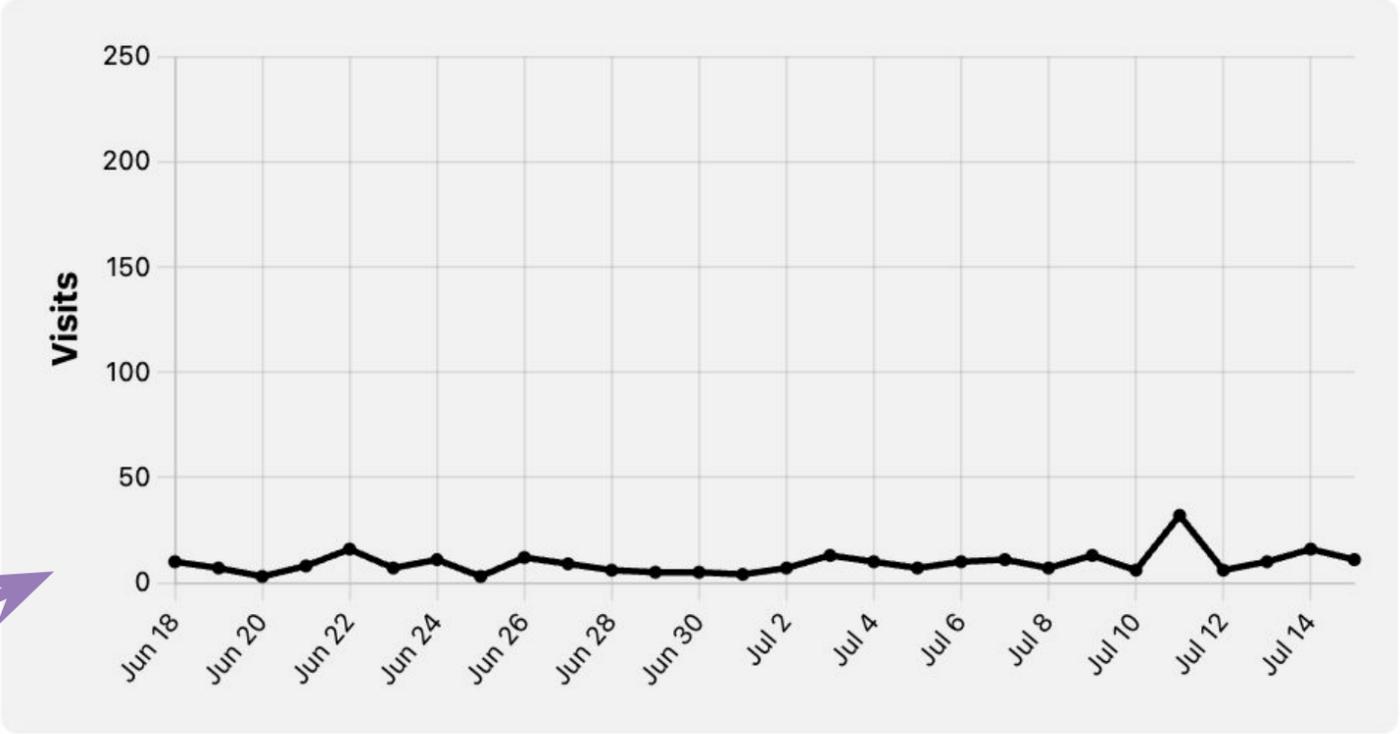
```
property="og:image" content="https://www.volkswagen-vans.co.uk/etc.clientlibs/clientlibs/vwa-ngw18/ngw18-frontend/apps/resources/statics/img/vw-logo-2x.png",  
property="og:description" content="The new Volkswagen California camper van sleeps four with improved functionality and two sliding doors as standard.",
```

I'm doing my research



WhatsApp

Fetcher



If you are **sharing** our website...

... on LinkedIn

| | |
|---|-------------------------|
| LinkedInBot | Fetcher |
| /externe-vacatures/brand-performance-marketeer/ | 108.174.5.113 |
| 12 hours ago | from the United States |
| LinkedInBot | Fetcher |
| /blog/waarom-de-allround-marketeer-niet-meer-bestaat-en-wat-bedrijven-dan-wel-nodig-hebben/ | 108.174.5.113 |
| 1 day ago | from the United States |
| LinkedInBot | Fetcher |
| / | 108.174.5.113 |
| 1 day ago | from the United States |
| LinkedInBot | Fetcher |
| /blog/podcast-met-herman-konings/ | 108.174.5.113 |
| 4 days ago | from the United States |
| LinkedInBot | Fetcher |
| /over-ons/vacatures/ | 108.174.2.217 |
| 7 days ago | from the United States |

... on Slack

| | |
|---|-------------------------|
| Slackbot-LinkExpanding | Fetcher |
| /over-ons/vacatures/digital-talent-recruiter/ | 52.3.25.195 |
| 1 month ago | from the United States |
| Slackbot-LinkExpanding | Fetcher |
| /over-ons/vacatures/creative-copywriter/ | 3.238.200.81 |
| 1 month ago | from the United States |
| Slackbot-LinkExpanding | Fetcher |
| /blog/waarom-de-allround-marketeer-niet-meer-bestaat-en-wat-bedrijven-dan-wel-nodig-hebben/ | 35.171.167.245 |
| 1 month ago | from the United States |
| Slackbot-LinkExpanding | Fetcher |
| /blog/waarom-marketeers-net-wel-voor-freelancen-kiezen-in-crisistijd/ | 18.209.66.152 |
| 1 month ago | from the United States |
| Slackbot-LinkExpanding | Fetcher |
| /blog/waarom-de-allround-marketeer-niet-meer-bestaat-en-wat-bedrijven-dan-wel-nodig-hebben/ | 18.212.177.82 |
| 1 month ago | from the United States |

... on Skype

| | |
|---|-------------------------|
| SkypeUriPreview | Fetcher |
| / | 52.112.103.72 |
| 15 days ago | from France |
| SkypeUriPreview | Fetcher |
| /blog/qa-webinar-de-rol-van-geo-in-het-evoluerende-zoeklandschap/?utm_campaign=99493086-omccmp_2025%2f05_webinar-geo&utm_medium=email&_hsenc=p2anqtz-_1tdkflc2kaf8kp-rzajho1ccmdfsx64c5k4hfcjgo2ssfp5ah-kzuzraocug3h7yiwefjqsa-yk4ydjkolqiznu8pa&_hsmi=111649843&utm_content=111649843&utm_source=hs_email | 52.112.103.112 |
| 16 days ago | from France |
| SkypeUriPreview | Fetcher |
| /blog/logfile-analyse-de-onmisbare-schakel-in-websitemonitoring/?utm_campaign=99493086-omccmp_2025%2f05_webinar-geo&utm_medium=email&_hsenc=p2anqtz--fbmzf43rgfxhc7-5xtb-yjj_8dbvnlz2i0xpjavojfhem8yhjgx0ybbip1vvukpqvy6pytactlatoozgvkvorurk0m9o5praycszxxfph34gis&_hsmi=111649843&utm_content=111649843&utm_source=hs_email | 52.123.138.236 |
| 1 month ago | from Ireland |

If you are **sharing** our website...

... on LinkedIn

... on Slack

... on Skype

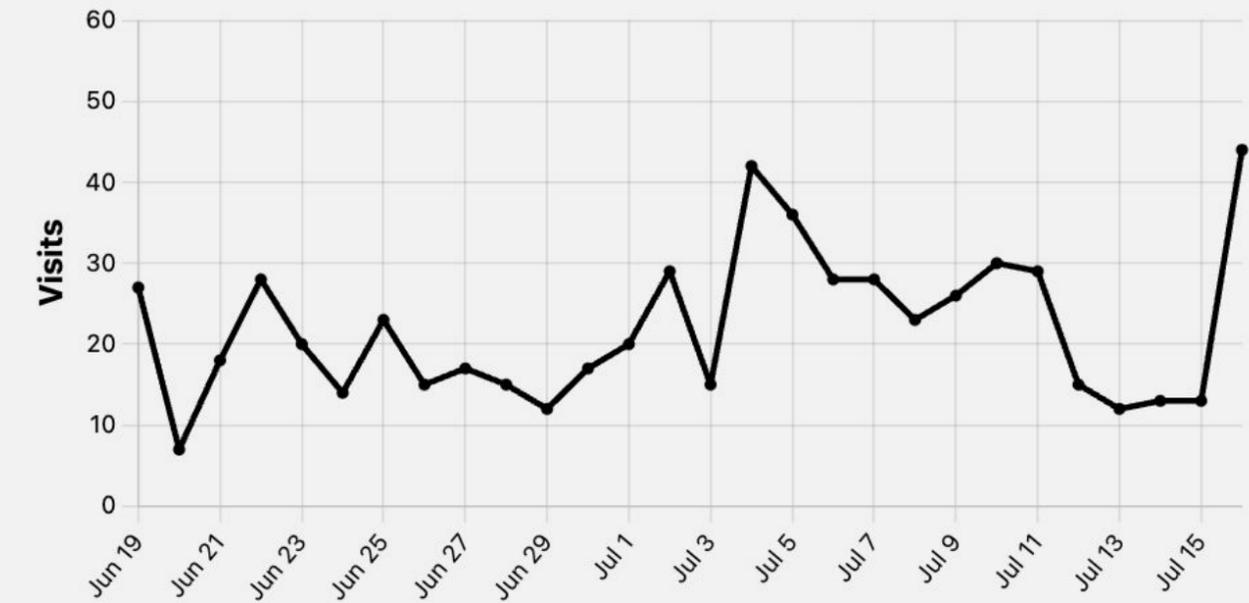


Just keep digging

616

Visits from WhatsApp

Visits Over Time



Top Visited Pages



OK, but this is
BrightonSEO.

Please stop talking
about social sharing.



Let's continue my research

ChatGPT 4o ▾



Ik ben er klaar voor.

I'm interested in buying a camper van for me and my 2 kids. I really like the VW California but it's too expensive new. Can you give me some more affordable alternatives? New or used.

+  Tools



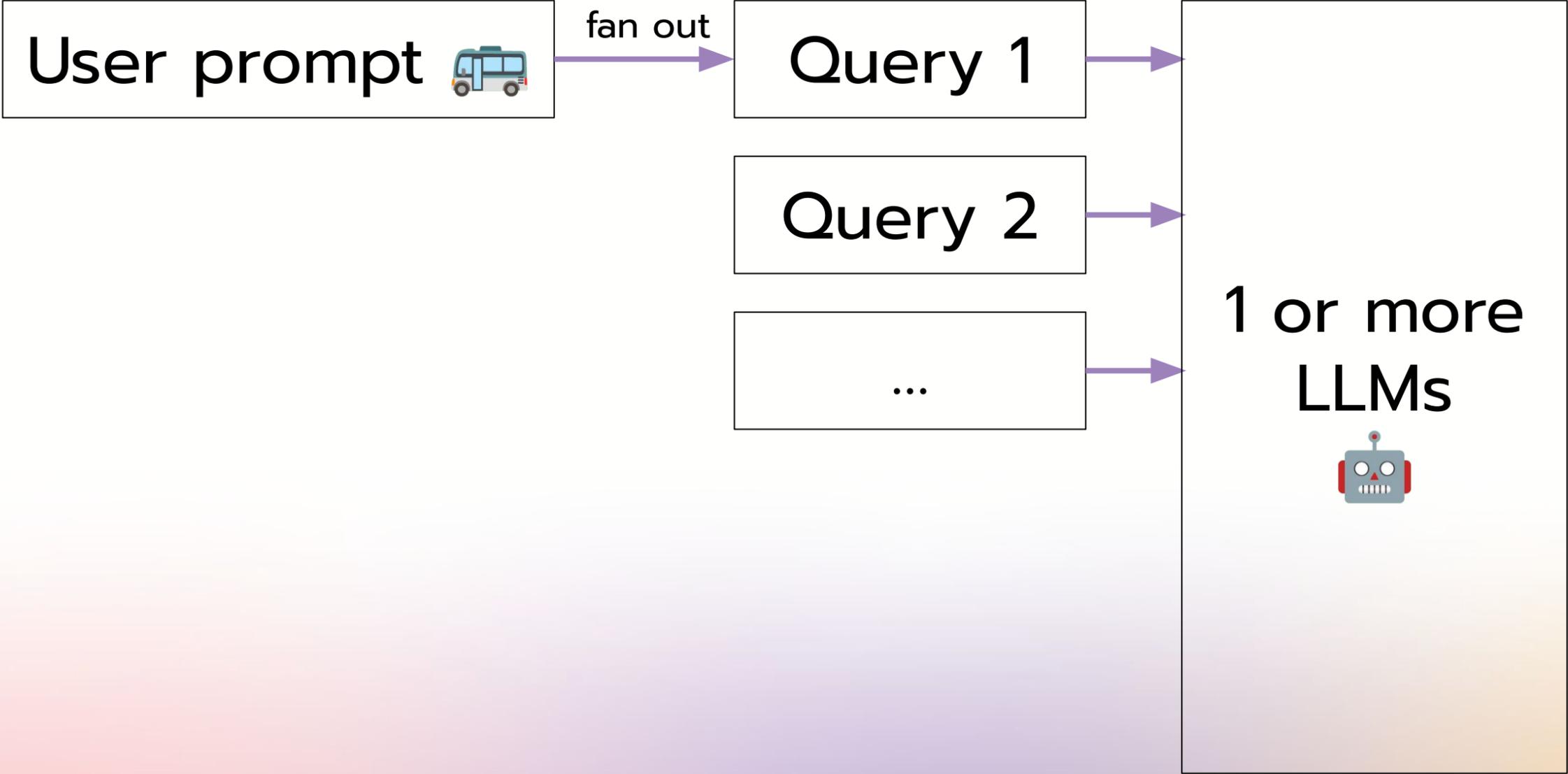
ChatGPT “fans out” my prompt

User prompt

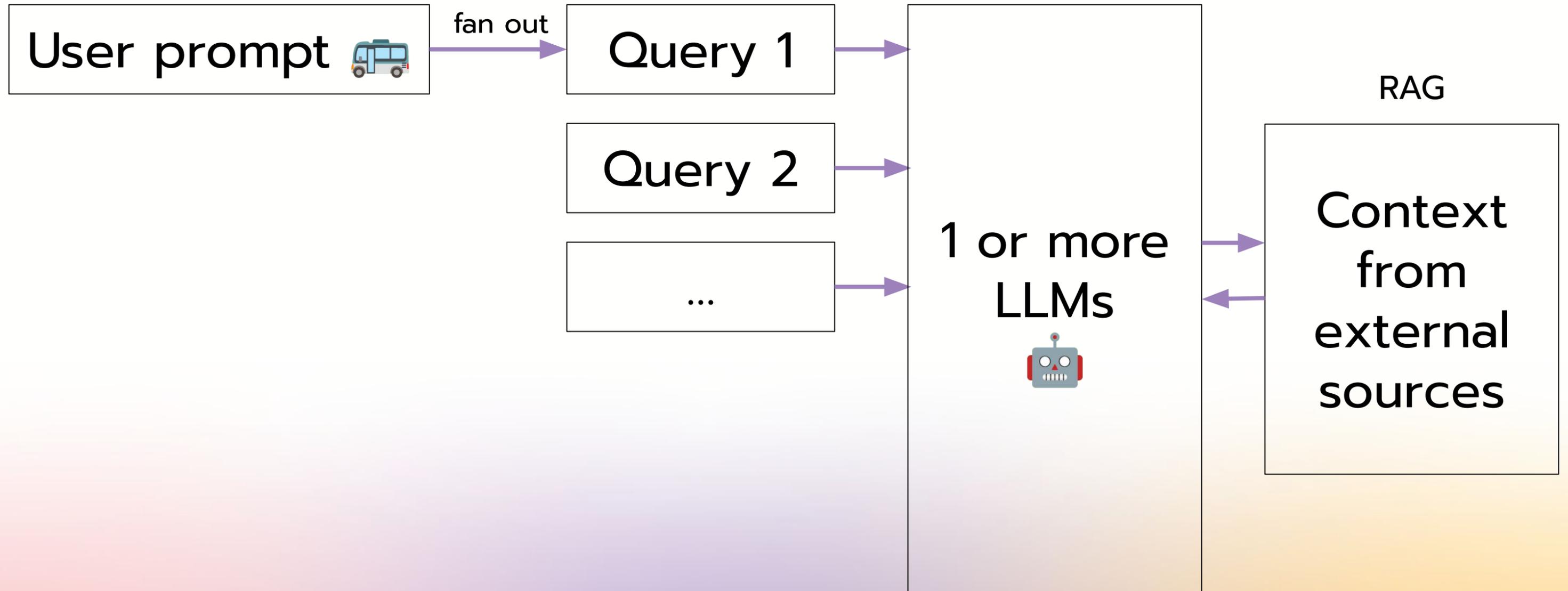


| | query | type | user_intent |
|----|--|--------------------|--|
| 0 | Affordable camper van alternatives to VW California | reformulation | Find cheaper camper vans similar to the VW California |
| 1 | Used camper vans for family of three | related query | Explore used camper van options suitable for a family of three |
| 2 | Best camper vans under \$40,000 | implicit query | Find camper vans within a reasonable price range. |
| 3 | Mercedes Marco Polo vs. Ford Transit Campervan | comparative query | Compare popular campervan alternatives. |
| 4 | Features to consider in a family campervan | related query | Identify key features for family campervans. |
| 5 | Fiat Ducato campervan conversion kits | entity expansion | Explore options for customizing a van into a campervan |
| 6 | Campervan rental for family of three to test before buying | personalized query | Explore options to test campervan living before purchase |
| 7 | Reliable used campervan brands | related query | Identify reliable brands for used campervans. |
| 8 | Campervan insurance costs for family | implicit query | Understand the costs associated with owning a campervan |
| 9 | Volkswagen California Ocean used price comparison | entity expansion | Explore price variations of a specific model. |
| 10 | Space optimization in small campervans for families | related query | Find solutions for efficient space use in smaller campervans |
| 11 | Average mileage on used campervans | related query | Learn more about the typical mileage of used campervans |
| 12 | Compare fuel efficiency of different campervan models | comparative query | Find models that balance affordability and fuel efficiency |
| 13 | Campervan maintenance costs | implicit query | Understand ongoing costs of ownership. |

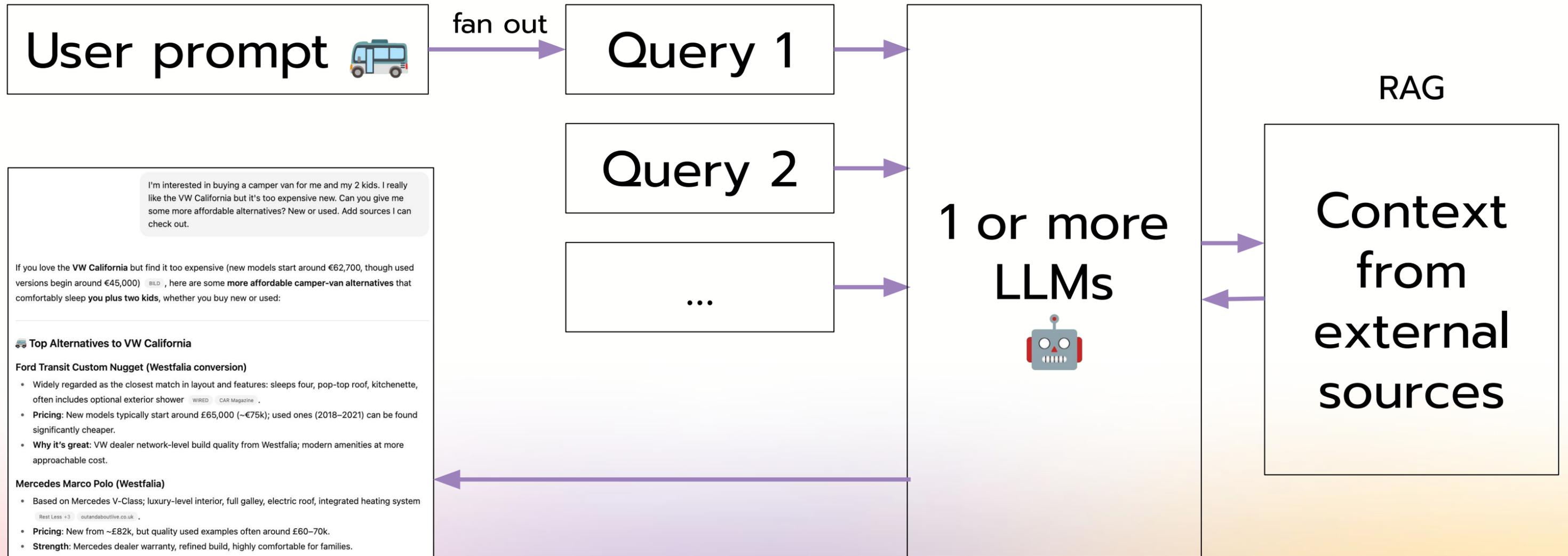
Each query goes to 1 or more LLMs



(Context is retrieved externally)

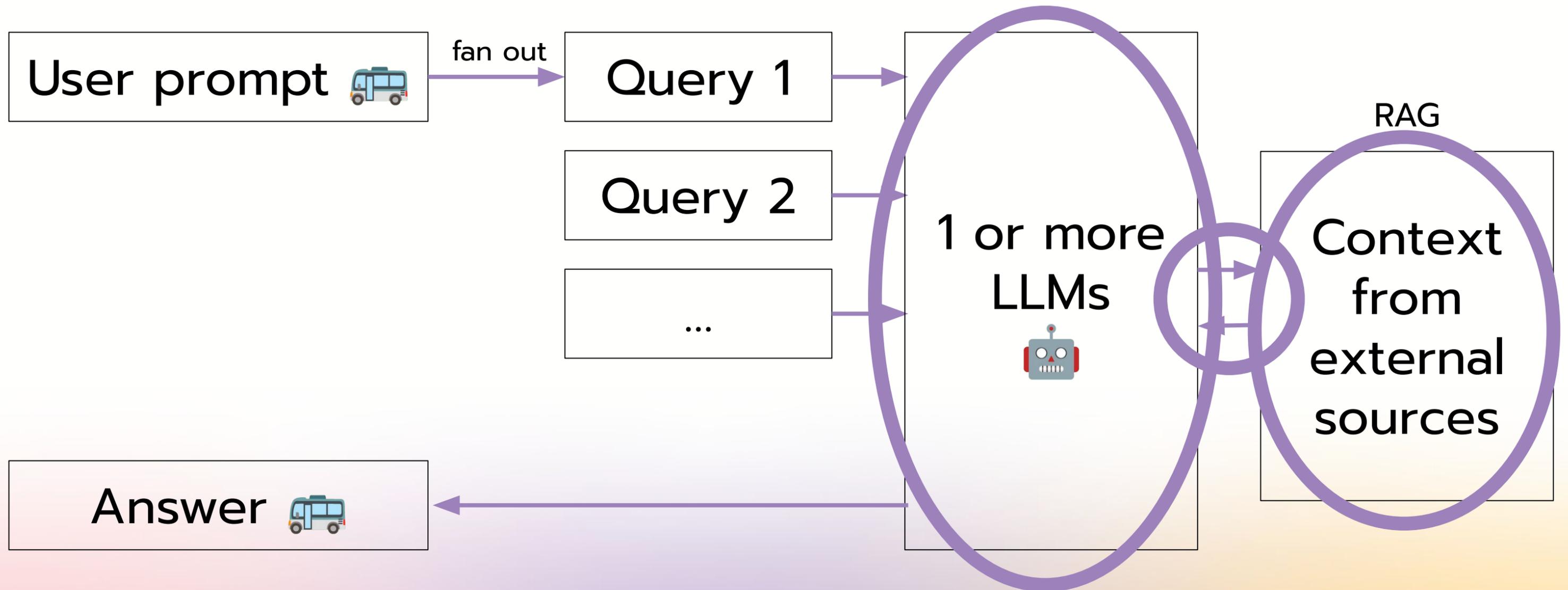


LLM(s) + RAG = answer



Black box?
User agents
to the rescue.

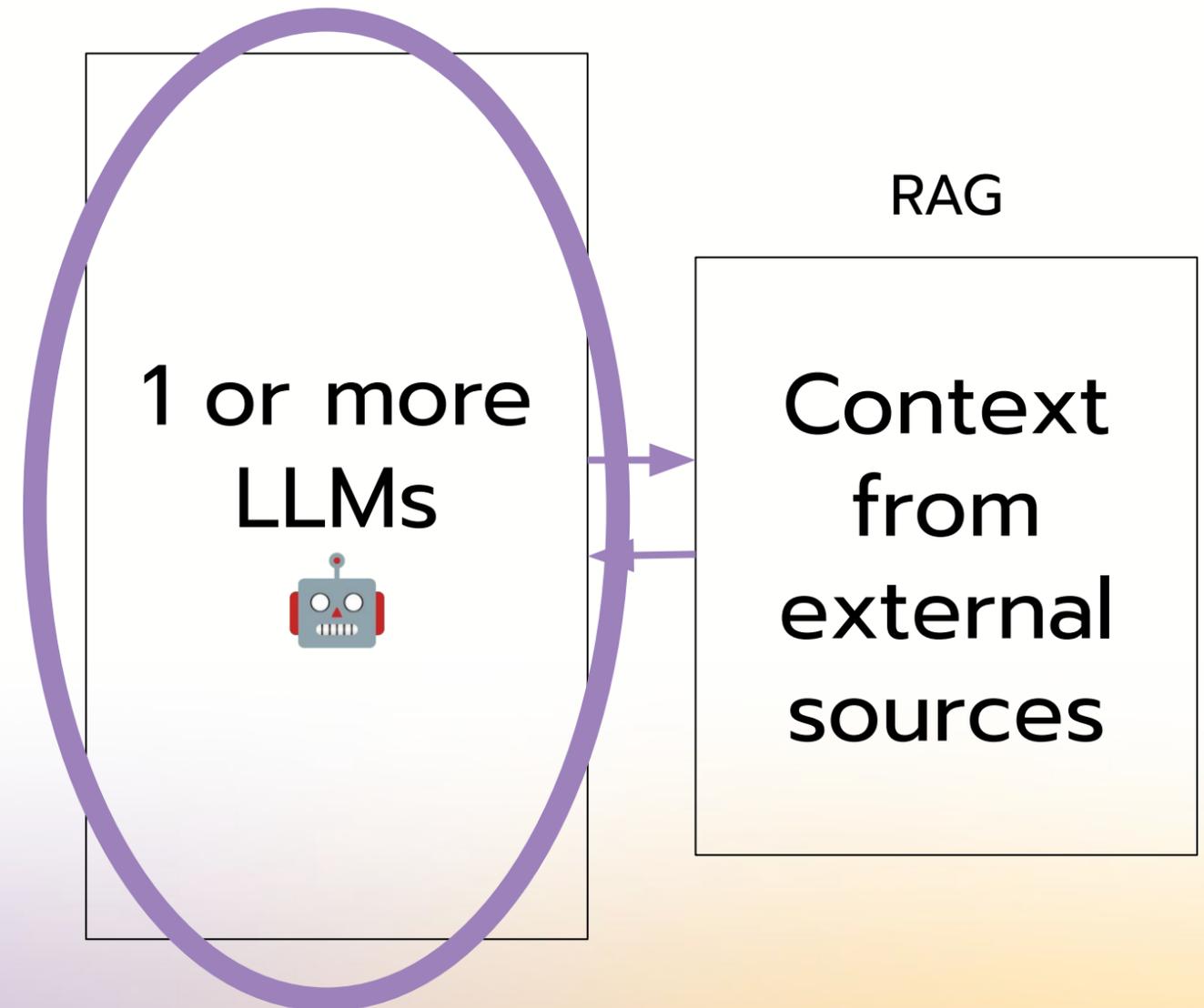
LLMs use 3 types of bots



1. Bots for training the LLMs

GPTBot

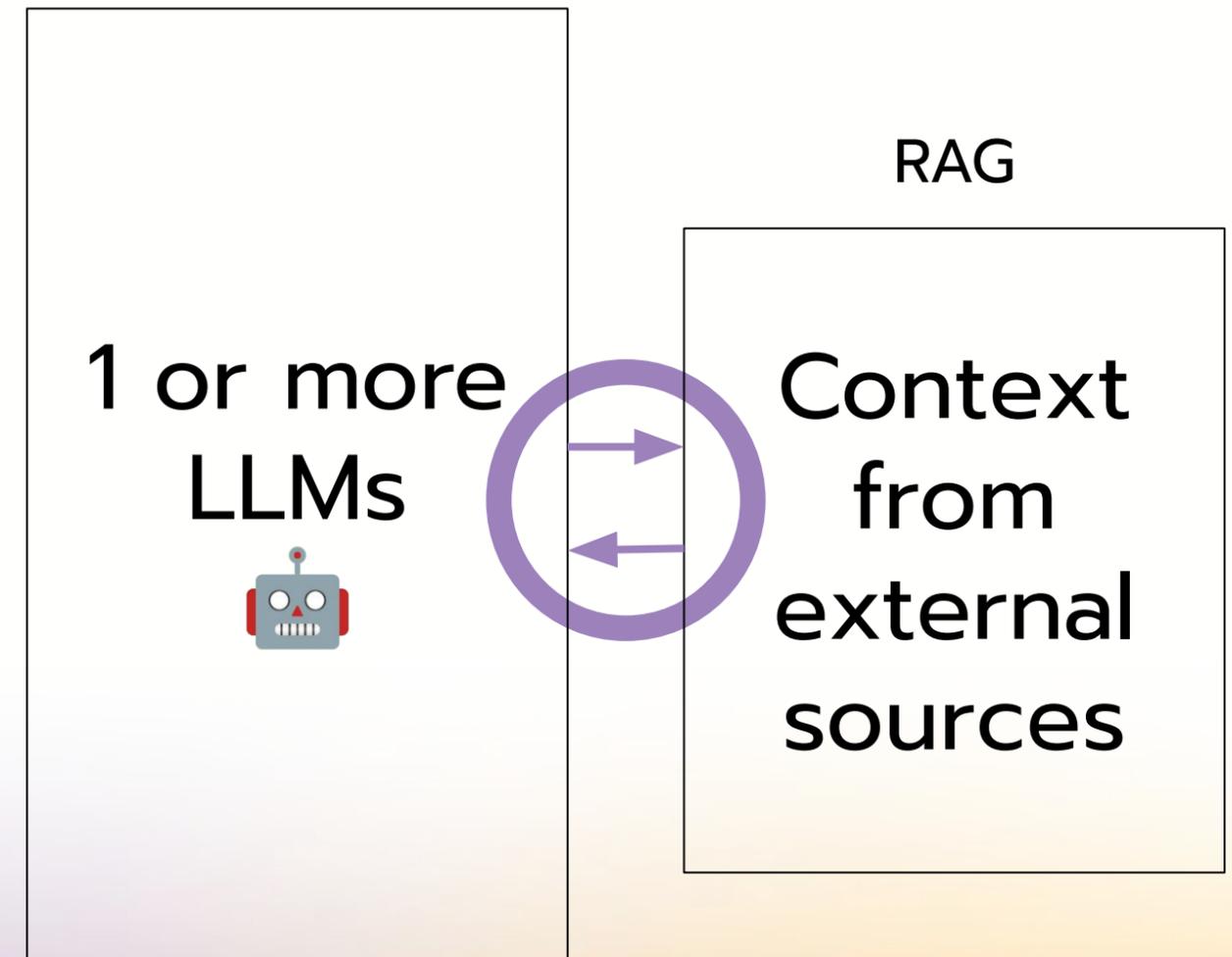
“Used to crawl content that may be used in **training our generative AI foundation models.**” (OAI)



2. Bots for indexing search results

OAI-SearchBot

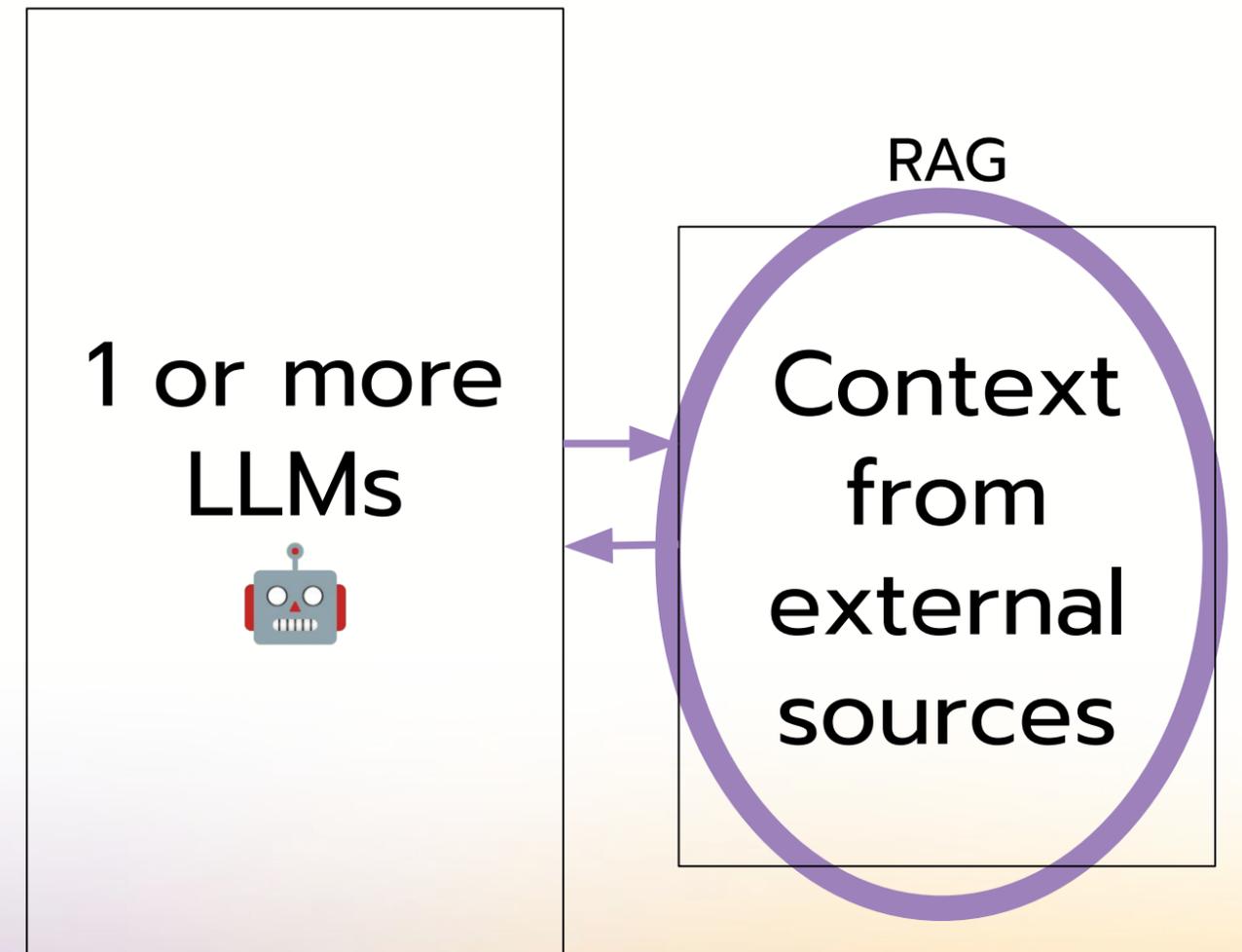
“Used to **link to and surface websites in search results** in ChatGPT’s search features.” (OAI)



3. Bots for **retrieving** context

ChatGPT-User

“When users ask ChatGPT a question, it may **visit a web page.**” (OAI)



ChatGPT-User

**Let's turn raw data
into insightful information**

Important to know (1)

Avg. number of
URLs per prompt



AI bots often visit
more than 1 page
for one prompt

Important to know (2)

Number of prompts
resulting in RAG



AI bots don't
use RAG for
every prompt

From data to insights: total visits



From **data** to insights: url filter

/en/california

5.504 visits to pages
related to this topic

From **data** to insights: URLs/prompt

/en/california

Prompts = avg. 1,8 pages

— So this accounts for
3.077 "prompt answers"

From data to insights

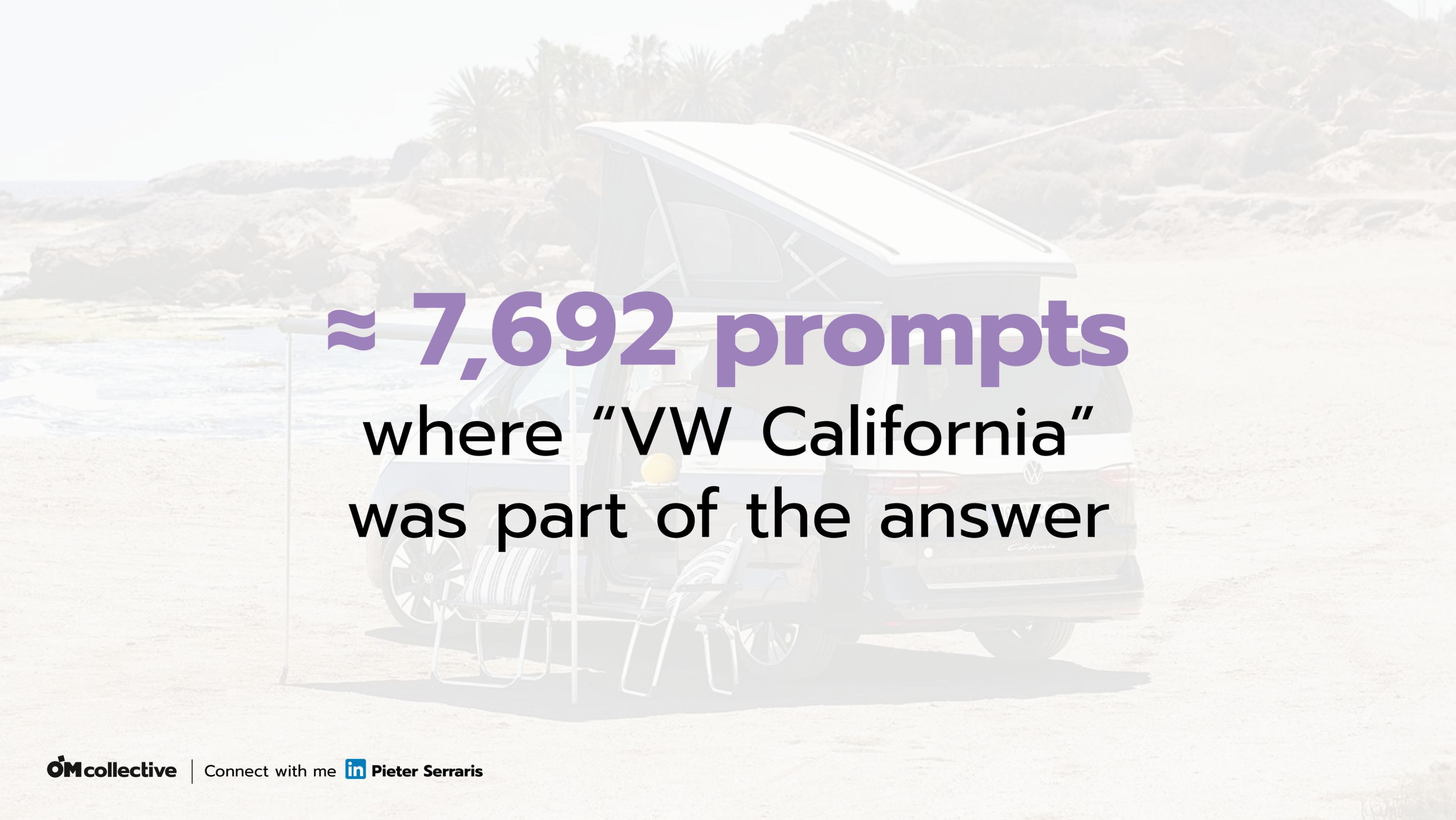
/en/california

Avg. Session = 1,8 pages

= 40% of all sessions

___ Giving us a total of

...



≈ **7,692 prompts**
where “VW California”
was part of the answer

So, log files as a
new **analytics** tool?

Log files = valuable real data

1

Popular topics
& pages

2

Real user data:
people are **seeing**
your brand

3

Real issues like
404s etc. but also
hallucinated URLs

**Log files = valuable real data
without crazy energy consumption.**



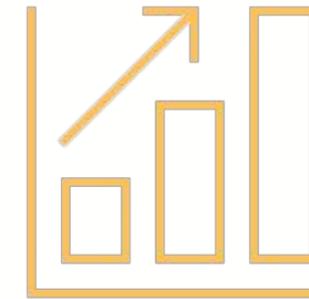
Logs fill the **gaps** in a conversation



PROMPT



ANSWER



TRAFFIC

If we combine with analytics data

| Sessiebron | ↓ Sessies |
|-------------------------|---------------|
| Totalen | 10.380 |
| 1 chatgpt.com | 9.795 |
| 2 copilot.microsoft.com | 227 |
| 3 perplexity.ai | 155 |
| 4 gemini.google.com | 69 |
| 5 perplexity | 58 |

| Paginalocatie | Sessies |
|---|-------------------------------|
| Totalen | 288 100% van totaal |
| 1 | 128 |
| 2 https://www.puratos.us/en | 24 |
| 3 https://www.puratos.us/en/blog/taste-tomorrow/Hottest-bakery-trends-for-2025?utm_source=chatgpt.com | 18 |
| 4 https://www.puratos.us/en/blog/taste-tomorrow/9-bakers-that-lead-the-way-on-tiktok-and-instagram?utm_source=chatgpt.com | 13 |
| 5 https://www.puratos.us/en/blog/the-technical-role-of-eggs-in-baking-a-deep-dive?utm_source=chatgpt.com | 13 |

Log files + GA4 data = CTR



PROMPT

≈ 7,692 prompts



ANSWER



TRAFFIC

71 visits

“VW California” = 0,99% CTR

Add brand tracker for optimization



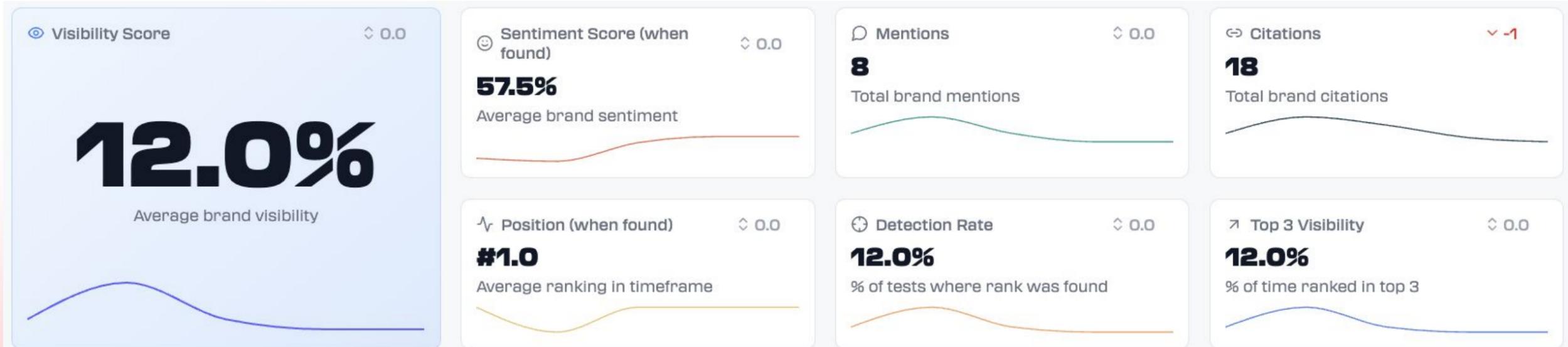
PROMPT



ANSWER



TRAFFIC



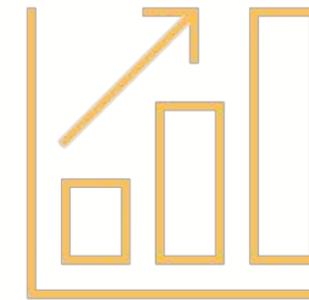
Log files + GA4 + Brand tracker



PROMPT



ANSWER



TRAFFIC

Ready to get **started**?

Build your tool stack (examples)

Log files



JetOctopus

Crawler and log analyzer

oncrawl

Scree**ming**frog

Brand tracker

 **rankscale**

 promptwatch

Analytics

 Google
Analytics

 **matomo**



@Volkswagen please contact me

THANKS

Give me your review

[https://omcollective.com/\[your-review\]](https://omcollective.com/[your-review])

Connect with me  **Pieter Serraris**