Keyword Density analysis

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Keyword Density

- \( \frac{\text{count(keywords)}}{\text{total words}} \)
- Used to determine whether a web page is relevant to a specific keyword
What did I do?

● Website: Boredpanda
● Data Collection: FB Graph API
● Data Used: Titles of the articles
● Processing:
  ○ Extract the keywords
  ○ TF-IDF values
● Observations:
  ○ relations between keyword density and stats
Results

Comments' Count for creative

Shares' Count for creative
Results

Shares' Count for designs

Comments' Count for designs