

Embedding SEO: Use Gemini & Claude to Decode Your Content's Ranking DNA (Free Tool Inside)

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Published: March 17, 2025 · Canonical: <https://metehan.ai/blog/embedding-seo-tool-analysis/>

Hey SEO folks! I came across a LinkedIn post last week by [Michael King](#) about the [latest embedding model from Gemini](#)^[1]. I didn't know the latest Gemini embedding model. It only had 768 dimensions with the previous models. This model is truly remarkable. This represents Google's most extensive range of capabilities to date.![
(/wp-content/uploads/2025/03/gemini-embedding-newest-model.jpeg)

[See the full comparison here with other models.](#)^[2]

Special thanks to [Dan Petrovic](#)^[3] has many models and tools in the AI & SEO space, very inspirational. So I decided to give it a try for Gemini's newest, experimental embedding model integrating with Claude Sonnet 3.7-thinking.

But what if you could look behind the curtain and see how these AI systems actually “read” your content?

That’s exactly what my newest Embedding Analysis Tool does, it's experimental.

What Are Embeddings and Why Should You Care?

First, let’s break down what we’re talking about. When AI systems like Google process text, they convert words and sentences into “embeddings” - essentially translating human language into long sequences of numbers (vectors) that capture meaning in a mathematical space.

These embeddings are the secret sauce behind how search engines understand:

- What your content is *really* about (beyond just keywords)
- How comprehensive your coverage of a topic is
- How your content connects to other concepts
- The quality and uniqueness of your information

Introducing the Embedding Analysis Tool for SEO

My tool gives you X-ray vision into how AI systems see your content by:

- Generating the exact same kind of embeddings that modern search engines use
- Creating visual representations of these mathematical patterns

- Identifying semantic strengths and weaknesses* Practical recommendations to improve your content's visibility

The best part? You don't need a PhD in machine learning to use it! We've designed it to be usable for everyday SEOs.

Access the free tool here: <https://github.com/metehan777/embedding-analysis-with-gemini-claude>^[4]

How It Works (The Simple Version)

Just paste your content into the tool, click "Analyze" and within a minute you'll get:

Visual Embedding Maps - See which semantic dimensions your content activates most strongly

Dimension Clusters - Identify the concept groups your content covers well (or misses)

Activation Patterns - Understand the "semantic fingerprint" of your content

AI-Powered Analysis - Get Claude 3.7's expert interpretation of what these patterns mean for your SEO

Let me share an output here;

Figure

What You Can Actually DO With This Information

This isn't just fancy charts - here's how you can apply these insights:

1. Identify Content Gaps

The tool shows you which semantic dimensions your content isn't activating. These often represent subtopics or perspectives you're missing that competitors might be covering.

2. Improve E-E-A-T Signals

The dimension clusters often correlate with expertise and authoritativeness. Strong patterns in certain clusters can indicate to search engines that you're covering a topic with depth and authority.

3. Optimize for Semantic Search

Stop guessing which related concepts you should include! The embedding analysis reveals exactly which semantic connections would strengthen your content.

4. Benchmark Against Competitors

Analyze top-ranking content and compare its embedding patterns to yours. The differences often reveal why they're outranking you.

5. Create Better Content Briefs

Use the dimension analysis to create comprehensive content briefs that ensure writers cover all the semantic areas important to search engines.

Real-World Example

You can just check the output again above and pay attention to the last sentence.

"The embedding signature suggests this content has strong potential to rank for informational queries about programmatic advertising platforms, particularly for DSP-related searches, but may need enhancement for SSP-specific queries."

I just wanted to check if this analysis is true or not. I analyzed specific content on our [blog](#)^[5]. Then, I decided to export the Google Search Console URL-specific data with all queries and analyze it in a Claude AI chat with Sonnet 3.7-thinking. Here are the results.     So, it's confirmed.

How to Get Started

- Install the tool using the requirements.txt file
- Add your API keys for Google and Anthropic
- Run the application locally
- Start analyzing your most important content
- Look for patterns in high-performing vs. underperforming content

The Future of SEO & GEO is Semantic

As search engines get smarter, traditional keyword analysis becomes less effective. This tool gives you a head start in understanding the semantic patterns that increasingly determine search rankings.

The best part? Most of your competitors are still focusing just on keywords and basic on-page SEO. By understanding how AI interprets your content at this deeper level, you'll have a significant competitive advantage.

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Would love to hear your experiences after trying the tool! Drop a comment below with your insights or questions.

Happy optimizing! ✨

You can catch me at BrightonSEO talking “Generative AI & GEO: the new SEO race and how to win.”^[6]

Join discussion at X^[7] and LinkedIn(mostly in Turkish)^[8]

P.S. Found this useful? Share it with a fellow SEO who needs to level up their semantic optimization game!

Embedding SEO is the technical core of AEO. The pages whose embeddings sit closest to buyer questions earn disproportionate AI citations in ChatGPT, Perplexity and Gemini. Answer engine optimization eventually becomes embedding optimization.

REFERENCES & SOURCES

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