

ML WORKBENCH GAINING DEEPER INSIGHTS INTO SEARCHUNIFY'S ML CAPABILITIES



While the surging popularity of ML across several industries isn't a secret, many are still unaware of what goes under the hood. This is where [SearchUnify's Machine Learning \(ML\) Workbench](#) enters the frame!

It is a brand new feature that empowers admins to examine the impact of SearchUnify's proprietary ML algorithms. Simply put, you can now understand the "behind the scenes" of deep learning even without having the expertise on it.

What Does ML Workbench Bring to the Table

ML algorithms are sometimes defined as black boxes; meaning, they are too complicated to comprehend. In light of this, SearchUnify launched ML Workbench with its latest release— [Mamba '23](#). Let's see how it works:

To begin with, it is designed for two features—[Rich Snippets](#) and [Content Annotation](#). Let's dive into the specifics.



Rich Snippets



Content Annotation

ML Workbench for Rich Snippets

Rich snippets are visually appealing search results with additional valuable information alongside the title, description, and URL. This additional information is extracted from structured data on the page and is the key to enhanced visibility and CTR.

Here, ML Workbench provides users with the ability to test their public URLs and HTML codes (anyone at a time) to get a sneak preview of the rich results. See how the interface looks like at the backend:

The screenshot shows the 'Machine Learning Workbench' interface. At the top, there's a title 'Machine Learning Workbench' and a subtitle 'Visualization and Control of Machine Learning powered SearchUnify features.' Below this, there are three tabs: 'Rich Snippets' (selected), 'Content Annotation', and 'LAUNCHING SOON! Auto Tuning'. Under the 'Rich Snippets' tab, there are two sub-tabs: 'Playground' (selected) and 'Control Panel'. The 'Playground' section contains the text 'Visualization and Control of Machine Learning powered SearchUnify features.' and a 'Guide' button with a document icon. Below this, there's a toggle switch for 'Public URL' (which is turned on) and 'HTML Code'. At the bottom, there's a large text input field with the placeholder 'Enter your URL' and an orange 'Test Live URL' button.

The first step is to enter a live URL and click on “Test Live URL.” A list of rich snippets will appear that SearchUnify is able to fetch from the entered URL. When you click on any of the listed snippets, you will see a preview of how the rich snippet looks on the search page. A list of keywords that contributed to the generation of this snippet will also be shown on the right-hand side of the screen.

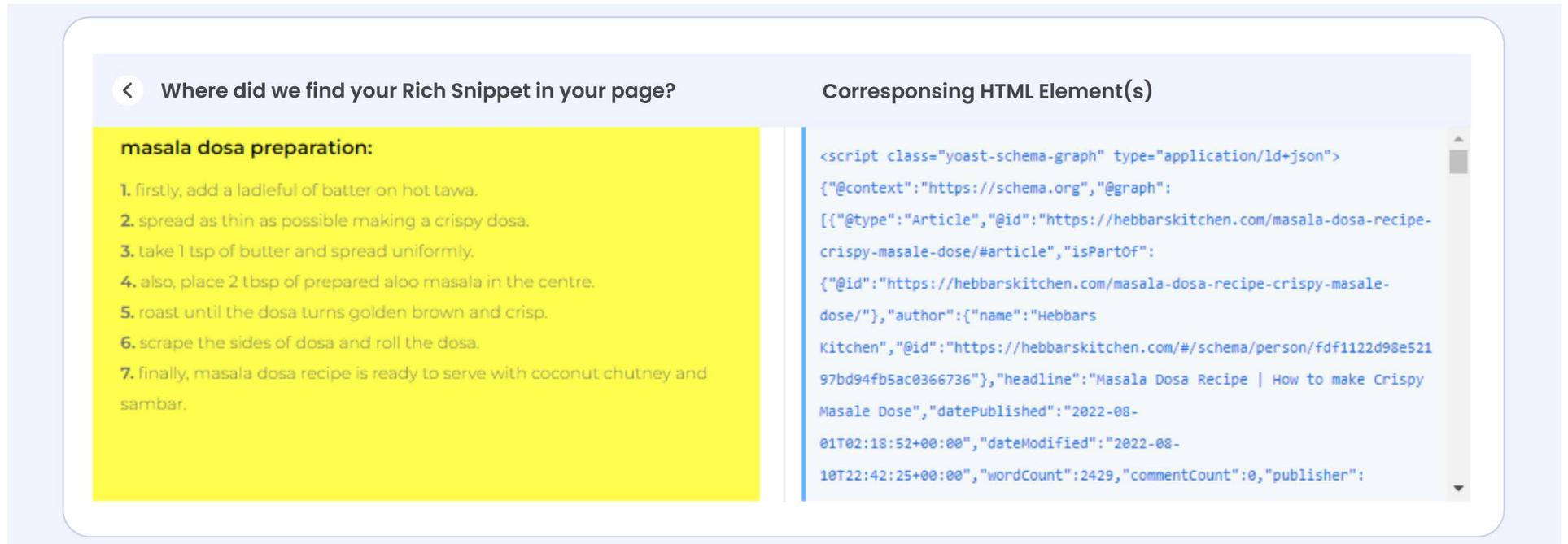
The Rich Snippet Preview has an Insights button. Clicking on it opens two new sections:

- **Finding the Source of Rich Snippet:**

It shows the part of the page that was highlighted (fetched live from URL) where we found the rich snippet.

- **Corresponding HTML Element(s):**

It shows the HTML snippet for the same part of the page displayed on the left.



The screenshot displays a user interface for inspecting a rich snippet. It is divided into two main sections:

- Where did we find your Rich Snippet in your page?:** This section shows a yellow highlighted area containing the text: **masala dosa preparation:** followed by a numbered list of seven steps: 1. firstly, add a ladleful of batter on hot tawa. 2. spread as thin as possible making a crispy dosa. 3. take 1 tsp of butter and spread uniformly. 4. also, place 2 tbsp of prepared aloo masala in the centre. 5. roast until the dosa turns golden brown and crisp. 6. scrape the sides of dosa and roll the dosa. 7. finally, masala dosa recipe is ready to serve with coconut chutney and sambar.
- Corresponding HTML Element(s):** This section shows a code editor with the following JSON-LD script:

```
<script class="yoast-schema-graph" type="application/ld+json">
{"@context":"https://schema.org", "@graph":
[{"@type":"Article", "@id":"https://hebbarskitchen.com/masala-dosa-recipe-crispy-masale-dose/#article", "isPartOf":
{"@id":"https://hebbarskitchen.com/masala-dosa-recipe-crispy-masale-dose/"},"author":{"name":"Hebbars
Kitchen", "@id":"https://hebbarskitchen.com/#/schema/person/fdf1122d98e52197bd94fb5ac0366736"},"headline":"Masala Dosa Recipe | How to make Crispy
Masale Dose", "datePublished":"2022-08-01T02:18:52+00:00", "dateModified":"2022-08-10T22:42:25+00:00", "wordCount":2429, "commentCount":0, "publisher":
```

To test the HTML code, you can simply switch the toggle and follow the same steps to test your code.

ML Workbench for Content Annotation

Content annotation is the process of categorizing and labeling data in pre-defined forms like videos, images, and texts to help machines comprehend them. And the ML Workbench empowers you to test it, i.e., how SearchUnify finds entity values in the text content.

To start with, paste your text in the box on the left-hand side and run annotation using:

- **Pre-defined Set of Taxonomy Entities:**

Choose an already existing entity added to the Taxonomy (NLP Manager).

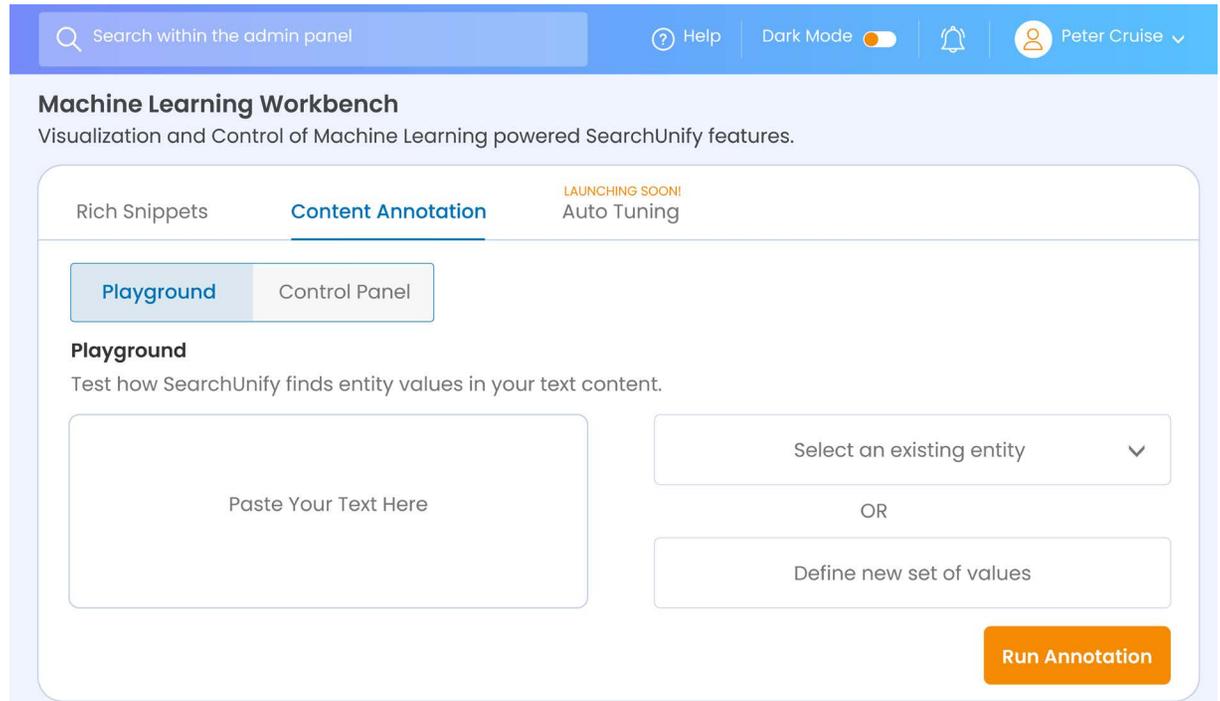
- **New Set of Values:**

Define a new value or a new entity.

Once the annotation is processed, you will see two sections thereupon:

- The paragraph with highlighted entity values.
- An entity value list with its strengths in percentage.

If you want to run the annotation again, click on “Run Again” and repeat the process with new entities.



ML Workbench is Just the Beginning

As enterprises become increasingly reliant on technology, we can see the predominant impact of ML in their workflows. However, its effective deployment demands an understanding of the science behind it. Thanks to ML Workbench, SearchUnify users can now easily grasp the underlying mechanism of ML algorithms and how they enable software applications to become accurate in predicting outcomes.

That's not all. We are planning to expand its features with the next release. Users will soon be able to upload their own ML models and customize them according to customer needs, thus yielding more accurate results. Stay tuned!

If you are interested in obtaining more insights into SearchUnify and its stellar features, [Request a Demo Now!](#)