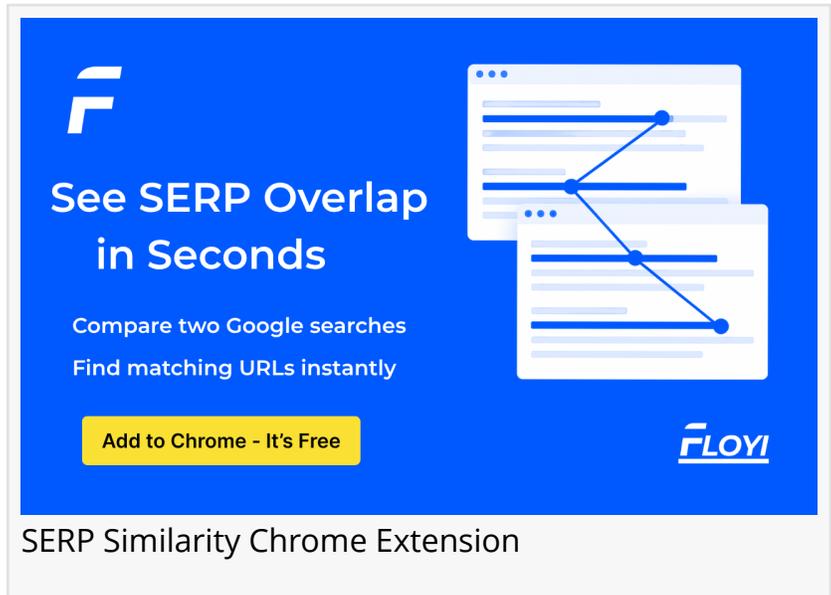


Floyi and TopicalMap.com Launch Free SERP Similarity Chrome Extension for Instant Google SERP Overlap Analysis

Built on proven SEO workflows, the extension helps SEOs instantly compare Google results and visualize keyword overlap without copy-pasting.

NEW YORK, NY, UNITED STATES, June 2, 2025 /EINPresswire.com/ -- Floyi, in collaboration with TopicalMap.com, has launched the SERP Similarity Chrome Extension, a free browser tool that lets marketers, SEOs, and content strategists compare two Google search results side by side and instantly see which URLs appear in both.



SERP Similarity Chrome Extension

This tool is built directly from the workflows used by TopicalMap.com - known for creating in-depth [topical maps and SEO strategies](#) for hundreds of agencies and brands. With the rise of AI Overviews, AI Mode, and evolving SERP layouts, understanding how search results pages (SERPs) overlap has never been more important.

“

This started as a clustering tool for our own workflows. Now it gives every SEO and strategist instant clarity about what Google is really showing.”

Yoyao Hsueh

How It Works:

1. Click and Capture: Open the extension on any Google search to instantly collect the top organic results.
2. Compare Any Two Search Queries: Enter a second search term to pull its results in a background tab.
3. Visual Overlap: See both SERPs side by side, with overlapping URLs clearly highlighted and connected.

4. Save and Revisit: Use the “Show in Tab” option to preserve your comparison and return to it later.

The tool automatically cleans and matches URLs to ensure accurate comparisons, even when

formatting varies slightly. Visual lines between matched results make it easy to spot overlaps at a glance.

“This started as an internal tool to help us cluster keywords while building topical maps,” said Yoyao Hsueh, Founder of Floyi and TopicalMap.com. “Now it's available to everyone. If you're working with SERPs, this removes the grunt work and gives you clarity fast.”

What SEOs Can Do With It:

- Validate keyword clustering by checking SERP overlap in seconds
- Compare search intent across two queries without switching tabs
- Spot cannibalization risks before they hurt your rankings
- Save time during audits and topical map builds
- Work with clean, matched URLs that filter out fluff
- Stay accurate in an evolving SERP environment with AI Overviews and new features

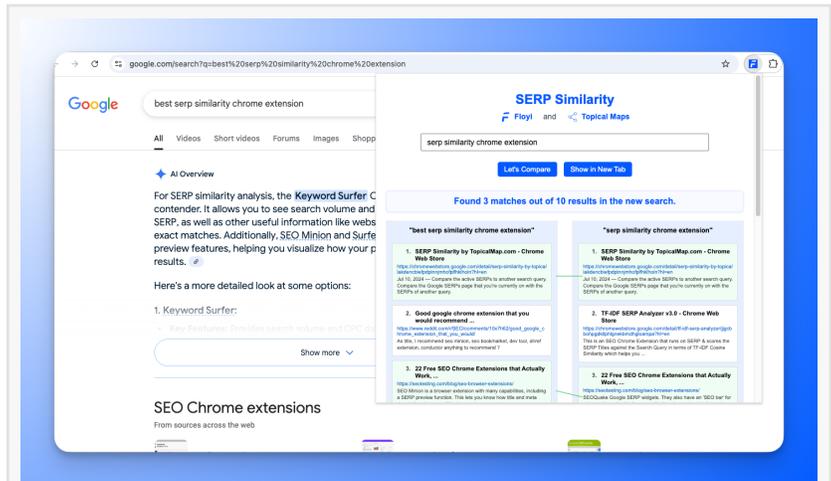
The SERP Similarity Chrome Extension is now available free to all users. Get it here: <https://floyi.com/serp-similarity-extension/>

About Floyi

Floyi is an [AI-powered tool for content strategy](#) and search visibility. Its tools help marketers and SEO teams build brand-aligned content, analyze SERPs, and scale content planning across both traditional and AI-driven search.

About TopicalMap.com

TopicalMap.com is a service that helps agencies, publishers, and businesses create expert-level topical maps to build authority and dominate niche rankings. Its done-for-you topical mapping process is trusted by over 200 brands worldwide.



SERP Similarity Chrome Extension by Floyi and TopicalMap.com



Floyi logo

About Yoyao Hsueh

Yoyao Hsueh is the founder of Floyi and TopicalMap.com. He is a [leading voice in topical authority SEO and content strategy](#), and publishes Digital Surfer, a weekly newsletter focused on SEO, content systems, and AI search trends.

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