

## Identifying Interest in Amenities:

- **Filter:** `(pool|balcony|gym|parking)`
- **Explanation:** This targets queries containing words like "pool," "balcony," "gym," or "parking." This helps you understand which amenities users are searching for and optimize content accordingly.

## Identifying Interest in Which Floor Plans Certain Cities Prefer:

- **Filter:**

`(?i)(city name) +1 Bedroom(s?)`

`(?i)(city name) +2 Bedroom(s?)`

`(?i)(city name) +3 Bedroom(s?)`

- **Explanation:**

- `(?i)`: Enables case-insensitive matching, so "Bedroom" and "Bedrooms" are captured.
- `(city name)`: Replace this with the actual name of the city you're interested in.
  - `+`: Matches one or more whitespace characters (space, tab, etc.).
    - Will find both "B" and "b".

## Identifying “Unwated” Keywords Cheap, Low Income, and Section 8:

Filter: `\b(section\s8|low\sincome|cheap)\b`

- **Explanation:**

This pattern uses `\b` to ensure that we are matching these phrases as whole words and not as part of other words. The `|` operator acts as an “OR” to match any of the three phrases. The `\s` ensures that spaces are accounted for in phrases like “section 8” and “low income”.