



Guide

Content Optimization vs. Search Engine Optimization

 **MarketMuse**

Is the Keyword Dead?

No. But the game has changed. While the keyword is still relevant, SEO has gotten more complex as Google has gotten smarter. Gone are the days of pure keyword-optimization. Instead, we enter the days of rich content.

In essence, today you need to focus on covering a topic rather than zoning in on a specific keyword. Think “content strategy” rather than “keyword density”. Think content optimization.

But what is content optimization, exactly?

Topic Modeling: A Framework for Content

Keyword optimization is a framework for SEO. Similarly, you could say that topic modeling (how words and phrases are interrelated) is a framework for content optimization. With the rise of semantic search, you need to focus on specific topics and cover them in depth. Content optimization focuses on providing the best answers to any given query with elaborate content. That includes which subtopics you need to cover to build authority in that niche.

With content optimization, you still start off with a keyword. But you need to cover the entire topic encompassing that keyword. In short, you need to show you’re an expert.

How to Create Authoritative Content

To create authoritative content, you can use tools like MarketMuse. But if you want to go at it on your own, here’s what you should consider.

- First, determine the goals of your content and decide what seed keyword your page will focus on. From a strategic perspective, start out with your most important pages.
- Second, do your research. Identify who your target audience is and what it actually wants.

Here it's a good idea is to group keywords that have a similar intent into one cluster. For example, let's say you're creating a page about omega-3. What are people searching for omega-3 looking for?

Look at the top 10 search results for that term, and see what topics they cover. TF-IDF analysis can give you a better grasp of keywords, but it won't fully optimize your content.

If we analyze the page one results of "omega-3" — a generic query — this is what pops up:

<https://www.webmd.com> › Healthy Aging › Reference ⓘ

Omega-3 Fatty Acids Facts - WebMD

Should You Take **Omega-3 Supplements?** — **Omega-3s** are nutrients you get from food (or supplements) that help build and maintain a healthy body. They're ...

<https://www.webmd.com> › Hypertension › Guide ⓘ

Omega-3 Fish Oil Supplements: Benefits, Side Effects, and Uses

Apr 20, 2021 — Omega-3 **fish oil** contains both docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA). Omega-3 fatty acids are essential nutrients that are ...

<https://www.healthline.com> › nutrition › omega-3-suppl... ⓘ

Omega-3 Supplement Guide: What to Buy and Why - Healthline

Jan 9, 2020 — A few reputable **omega-3 supplement** brands include Nordic Naturals, Green Pasture, Bio-Marine Plus, **Omegavia**, and **Ovega-3**. Summary. A regular ...

[Different forms](#) · [Natural fish oil](#) · [Processed fish oil](#) · [Krill oil](#)

<https://www.mayoclinic.org> › art-20364810 ⓘ

Fish oil - Mayo Clinic

Fish oil is a dietary source of omega-3 fatty acids. ... **Fish oil** contains two omega-3s called docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA).

We see a few common denominators right off the bat. Such as **sources of omega 3**, **benefits**, **scientific information**, and **supplement information**. You want to look at what those keywords signify and how they help cover the topic in a comprehensive way.

Keyword

Intent

Buy omega-3

Buy omega-3 fish oil

Buy fish oil

**To find places that sell
omega-3 supplements.**

Best fish oil

Best omega-3 supplement

Fish oil reviews

**To learn what the top omega-3
supplement brands are.**

Fish oil benefits

omega-3 benefits

**To research the benefits of
omega-3.**

Once you have identified the searcher's intent, create content around that, and build topic clusters with related content.

Start with creating one pillar article that covers the topic broadly. Next, link out to specific articles that cover the topic more in depth. It's important that you cover every relevant angle. For this case, examples might be:

- What is omega-3?
- Sources of omega 3
- Benefits of omega 3
- Best omega 3 supplements
- Omega 3 reviews
- Links to pages where you can buy omega 3 supplements
- Links to pages with healthy eating and lifestyle

Keep in mind, this is only scratching the surface. There are more things you should do to optimize your content, including improving UX/UI and A/B-testing, but it goes beyond the scope of this guide.

Do Traditional SEO Tools Still Cut It?

Yes and no. Current SEO tools are still very useful for optimization. But they're often not end-to-end solutions.

Tools like Moz and SEMRush offer powerful keyword research capabilities, but they don't tackle the "topic" as much as they tackle the keyword. That is, they lack the semantic analysis to find the gaps you need to fill to truly master a topic.

If you're looking to fully optimize your content, you instead need to look at more holistic solutions. There are various options out there — aside from MarketMuse — that help you optimize your content. We have [briefly covered these before](#), and while there are a lot of great tools, few are truly complete, start-to-finish solutions.

Conclusion: Is the Keyword Obsolete?

No. The keyword is still very much relevant, but [SEO has become more complex](#). Increasingly, you need to take the user's full potential intent into consideration. Comprehensive content that covers a topic extremely well ranks better than a disjointed page that is super optimized for a certain keyword.

The takeaway? **Think bigger.** Content optimization won't always help you rank your page as directly as backlinks will. But it helps search engines understand your intent and it helps you create better content. The latter in itself is key, irrespective of SEO, to build authority in any niche. It should also help boost your rankings along with traditional factors.

Understanding the intent behind a query and building comprehensive content around that is the best way to ensure your content stands the test of time.

Integrate MarketMuse into Your Workflow

This brief has been compiled to provide a complete strategy for MarketMuse to create a new piece of content for terms related to the topic **Omega-3**.

TARGET CONTENT SCORE
51

Content Score is the proprietary MarketMuse rating of content breadth, depth, and comprehensiveness. We come to this number by analyzing thousands of pieces of content to find the most expert distribution of topics throughout the piece. Content Score, although not correlated 1-to-1 is a great indicator of ranking potential. Writing, or importing, this piece after executing on this content report, into our Optimize Application in the MarketMuse Suite or the Optimize Tab will give you a good idea of the movement of your content score and how that relates to ranking competitors based on related topic distribution.

SUGGESTED WORD COUNT
2,237

Increasing the richness and depth of your content through the inclusion of related topics is an important factor of the brief implementation process. This can sometimes cause writers to be too terse or too longwinded. Rather than stuffing the suggested topics into the article and becoming dense, or writing extensive copy on each topic, we want to hit a readable and comprehensive middle ground. Aim for the above wordcount to achieve maximum coverage in a natural way.











Order a MarketMuse Content Brief

to create optimized content the first time. Briefs are a complete blueprint helping writers craft expert-level content that your audience will enjoy and search engines will understand. Your SEO lead will be happy too!

TOPIC	DIST	SUGGESTED
omega 3	0	3-10
fatty acid	0	10+
fish oil	0	10+
omega 3 fatty	0	3-10
omega 3 fatty acid	0	1-2
omega 3 fat	0	1-2
fish	0	10+
fatty fish	0	1-2

Make use of the MarketMuse Optimize

Application to verify that a piece of content meets your quality target. Get real-time feedback on how to improve, as you write in our editor.

RELATED TOPICS	VOLUME	TREND	CPC	VARIANTS	SUGGESTED
omega 3	90,500		2.27	37	3-10
fatty acid	22,200		3.35	35	10+
fish oil	74,000		2.69	33	10+
omega 3 fatty	1,300		1.49	3	3-10
omega 3 fatty acid	33,100		2.08	1	1-2
omega 3 fat	1,300		1.49	4	1-2
fish	550,000		0.59	2	10+
fatty fish	12,100		2.76	2	1-2
fatty acids	22,200		3.35	24	10+
american heart association	165,000		0.85	2	1-2

Use the MarketMuse Research

Application to identify opportunities, understand topical context, and ensure new content comprehensively covers the subject.

Publish better every time.

Let us show you how MarketMuse helps
thousands of content teams turn
content into a growth channel.

[Schedule a Demo](#)