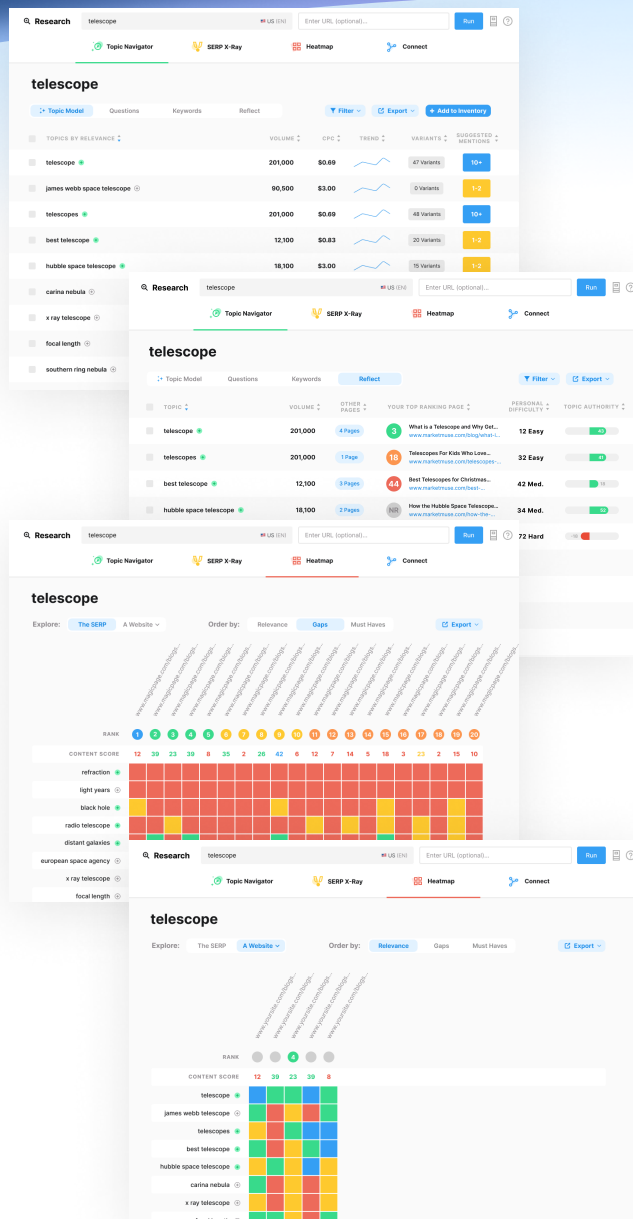


Competitive Content Analysis: Know strengths, exploit weaknesses

You can't exploit a weakness if you don't know what it is.

MarketMuse examines competitive content, shows how your content measures up, and how to structure it to stand out.



Pinpoint the right topics to research deeper with volume, CPC, and trend lines.

Understand how well your existing content covers the topic and how hard or easy it will be for your domain to rank for it.

See keyword coverage by topic relevance, gaps and must-haves across the SERP.

Conduct a mini-audit on any site to see how well it covers a topic, beyond the top 20 results.

Discovering the secrets to high-performing content just got a whole lot easier.