

AI CONTENT PLANNING

How MarketMuse Gives Content
Strategy and SEO Professionals an
Unfair Advantage

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THE MARKETMUSE UNFAIR ADVANTAGE

In the fast-paced world of digital marketing, staying ahead of the curve is key to success.

That's why many professionals in the content strategy and SEO fields are turning to AI tools like MarketMuse to gain a competitive edge.

MarketMuse gives content strategists an unfair advantage using advanced artificial intelligence algorithms to revolutionize the way content is planned, researched, and optimized.

Don't miss this in-depth look at how MarketMuse contributes.

UNFAIR ADVANTAGE #1

ON-DEMAND INVENTORY

Our on-demand inventory technology enables us to understand everything that you're about, so we can help you do the same.

We read all of your content, extracting all the entities. We show you how you rank for those topics, plus the keywords for which you already rank. Of course, you can add your own list if you want.

We can analyze an important competitor, in the same manner we study yours, to compare how you're doing against what they're good at.

We take all that information to determine how well you are doing, where you rank, and where you have a competitive advantage.

Inventory Views let you quickly find where those opportunities, or risks, lie. We have templates to cover virtually every case, but you can easily build your own. Share them with your entire team or keep them to yourself.

With MarketMuse, you can dive in to each one of those words and see how well you cover them and how well you

rank. You can do intent analysis to find mismatches where the ranking is not so good, or if it's ranking but not satisfying users.

That gives you opportunities to either update or create a cluster to better represent that intent. Doing it this way gives you a set deck where you know you're going to win.

If you're already ranking with a less successful article or one that doesn't address that intent, we provide a manifestation of all of those.

MarketMuse's Content Inventory also shows topic and page combinations. That's great when you want to see keyword data, but you want to filter it against URL information. So you can filter on the URL and see all the topics.

You can also isolate one or two pages or a handful of pages and do some cluster analysis to get a deeper understanding of where you have wins and losses.



Create a view

Choose a template that fits your needs to create your view. You can create as many views as you want.

Measure ROI

Measure the ROI across all pages on your site

Highest Page Authority

Which pages have the best authority on my site

What's losing traffic?

Find out which pages on your site have lost the most traffic in the last month

What's gaining traffic?

Find out which pages on your site have gained the most traffic in the last month

New User View

Thin Content

Orphaned Pages

Blank slate

UNFAIR ADVANTAGE #2

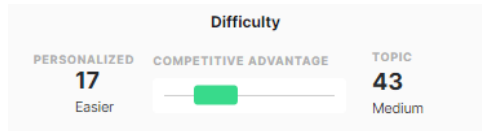
PERSONALIZED DIFFICULTY

A MarketMuse personalized metric showing you how difficult it is for **you** to rank.

Keyword difficulty is a generalized metric that shows how hard it is for anyone to rank for a specific keyword.

Accordingly, a website about Italian food and another one about gardening will have the same difficulty ranking for the keyword 'pizza.' Instinctively, we know that's just not right.

But with MarketMuse's personalized metrics, such as Personalized Difficulty, you can see how hard it'll be for your site and what competitive advantage you have. That's how we manifest our Topical Authority data point.

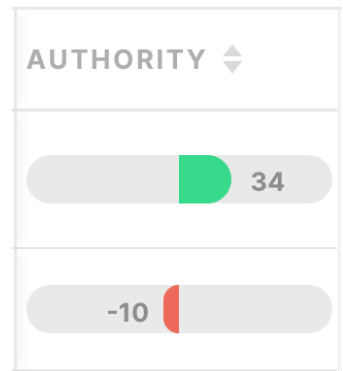


UNFAIR ADVANTAGE #3

TOPIC AUTHORITY

We're the only in-market solution that has a usable metric for Topic Authority.

This data point represents the breadth and depth of coverage, the quality of your coverage, your degree of momentum, plus a composite of off-page factors including links, social, and other components. So we give you the most accurate representation of where you have that momentum.



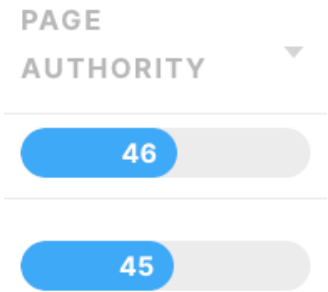
UNFAIR ADVANTAGE #4

PAGE AUTHORITY

Our one-of-a-kind Page Authority metric tells how well these pages cover the topics they're about and how much momentum they have.

So at the site level, we're really providing that means of understanding the pages you have, the topics you write about or the things you want to own, and how hard is it going to be to achieve those goals.

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Page and Topic Authority, combined with Personalized Difficulty and Competitive Advantage show what's required for you to own a topic. Is it going to be really hard, requiring a lot of time, money, and effort? Is it going to be a small tweak to this page? Or does it lie somewhere in the middle?



UNFAIR ADVANTAGE #5

RESEARCH

MarketMuse provides unique value during the research process. We're not simply looking at a list of string matches to find keyword data. Neither are we just doing some basic semantic connectedness.

MarketMuse research reveals what topics you should cover along with additional keyword ideas and variants, plus questions that you should consider answering. More importantly, we'll show you what you're already covering and what you aren't.

See what the search result looks like today and how those pages are structured. Discover how competitors cover these topics and compare that to how you're covering them. Plus, you'll get powerful ideas for internal and external linking.

MarketMuse's Topic Model

We provide a four-step solution that begins with our patented topic modeling technology. It's a special way of analyzing what it means to be an expert. So MarketMuse

goes out and looks at all the content it can find on a specific topic, sometimes looking at tens of thousands of pages.

That’s in addition to our knowledge graph that we already have in our data base.

We manage over 6 billion keywords across over a hundred location-language combinations, constantly learning about what things mean.

We drive that back to a list of concepts that are extremely important to cover whenever you’re doing this type of research.

content strategy						
Topic ModelKeywordsQuestionsReflectFilterExportAdd to inventory						
TOPIC BY RELEVANCE	VOLUME	CPC	TREND	VARIANTS	SUGGESTED MENTIONS	
content strategy	8,100	\$118.11		50 Variants	10+	
content strategist	8,100	\$118.11		50 Variants	1-2	
content	135,000	\$2.04		50 Variants	10+	
social media	110,000	\$4.92		50 Variants	3-10	
content marketing strategy	2,400	\$63.21		50 Variants	3-10	
google analytics	673,000	\$25.00		50 Variants	1-2	
content plan	2,400	\$18.25		50 Variants	1-2	
social media content	1,600	\$6.83		50 Variants	1-2	

Results: 1 - 50 of 50Previous1NextRows: 50

One should, if they were truly an expert, cover all of these concepts — this can be extremely important to know.

Looking at this expertise topic model, you start to see that, really, only an expert would know how to tie those concepts together.

You can also learn about intents if you see brand names, people's names, or locations. It doesn't necessarily mean you need to mention that location, but it means people care about those intents. You may want to also cover them; maybe if it's a competitor, people have a research intent or a comparison.

We also provide keyword variants at this stage. So you can see the ways that people are thinking about the solution, about this particular topic and which ones you have existing coverage on.

Keywords

The keywords we surface are more like a substring match. That's a combination of some things that you commonly expect when expanding a keyword, so you can also get some additional value. There can be hundreds of entries in this cluster to supplement the 50 items in the topic model along with the hundreds of variants.

Questions Analysis

If someone was researching this subject, these are the questions they'd be thinking about. They may not be a

perfect fit for this page, but they're intents that are around it. All of these things are combining to build a research cluster that tells the story of semantic relatedness and user intents.

Reflect

Only MarketMuse connects your research with your content inventory so you can simultaneously see what you’ve already covered, what you haven’t, and how it’s performing. So it’s a quick lens on that site-level coverage.

content strategy						
2+ Topic Model		Keywords	Questions	Reflect		
				Filter Export		
TOPIC	VOLUME	OTHER PAGES	YOUR TOP RANKING PAGE	PERSONAL DIFFICULTY	TOPIC AUTHORITY	
topic cluster content strategy	70	1 page	5 What are Topic Clusters? https://blog.marketmuse.co...	2 Easy	43	
sales enablement content strategy	70	1 page	6 How to Create a Content St... https://blog.marketmuse.co...	3 Easy	36	
content strategy meaning	50	1 page	2 What is Content Strategy? L... https://blog.marketmuse.co...	23 Easy	38	
why quality content is important	20	1 page	7 What is High-Quality Conte... https://blog.marketmuse.co...	12 Easy	37	
content strategy	8,100	25 pages	6 What is Content Strategy? L... https://blog.marketmuse.co...	48 Medium	36	
content strategy process	40	1 page	6 What is Content Strategy? L... https://blog.marketmuse.co...	30 Easy	31	
product content strategy	110	1 page	20 What is Content Strategy? L... https://blog.marketmuse.co...	17 Easy	32	
content strategy goals examples	20	1 page	22 What is Content Strategy? L... https://blog.marketmuse.co...	16 Easy	32	
content strategy terms	10	1 page	6 What is Content Strategy? L... https://blog.marketmuse.co...	21 Easy	32	

Results: 1 - 50 of 300

Previous 1 2 3 ... 6 Next

Rows: 50

You can sort by Topic Authority, Personalized Difficulty (to find easy wins). You can look at the ones we're ranking for and not ranking for even search volume to understand where there might be some areas of opportunity.

So we're getting a site level gap analysis that dives deep and understands everything we currently cover. If it's not here, we've got nothing. If we've got no rankings, we've got no meaningful pages.



UNFAIR ADVANTAGE #6

SERP X-RAY

SERP X-Ray shows you what the search results page looks like right now, so you can see the SERP features.

It reveals the role images play (are there a lot or not?) and video as well. MarketMuse shows the number of in-content external and internal links. You can also see the average Content Score. That's MarketMuse measure of quality and comprehensiveness. Plus, it shows the intent and indicates the high-level structure.

Now you can dive deep and look at each one of these pages in detail and get answers to questions like:

- Where am I inferior or where am I superior?
- Do I have a shorter page?
- How does my Content Score compare?
- What about the sections?
- Does my page match the search intent?
- What about images and videos?
- Internal and external links?



UNFAIR ADVANTAGE #7

HEATMAP

We take that a step further with our heat map solution, where we show you exactly what those competitive articles were. You can see where you are, from the standpoint of comprehensiveness, and dive in to understand why.

What are the concepts that you cover that competition doesn't, and vice versa? What are items that nobody's covering, but MarketMuse says are extremely important?

Those are my favorites. I often say the money's in the red lines because those are things not a lot of people talk about, but through analysis MarketMuse has determined is important.

This is awesome for writers because we're telling them not only the things they have to do because everybody else is. We're also helping them differentiate their content. We're telling them how to be more like an expert, and we also show two views.

One view reveals the stuff nobody's covering and the other shows what everybody's obviously covering. If you miss these, you completely miss the boat.

So we're not just showing you what everyone else is doing.

MarketMuse provides a unique value over other solutions that just look at keyword density of the top ranking pages, and then do a sort descend. That's called co-occurrence analysis or term frequency inverse document frequency.



You might have heard of it as correlation SEO or TF-IDF. It doesn't work, right? It doesn't work at scale.

It gives you only one lens. You want to know those things, but it doesn't work in isolation, and it can lead to some

seriously over-optimized pages. So what we do is we give you the best of both worlds.

What would an expert do? What are they doing? Let's take all of those things into consideration when we're optimizing.



UNFAIR ADVANTAGE #8

CONTENT CLUSTER ANALYSIS

The last thing on this front is we also provide the world's only cluster analysis solution. So we can dive in and see the extent of our cluster, what content we have on a topic and how well it covers the subject.

With our on-demand cluster analysis, you can discover blind spots across your entire cluster. Where are the gaps? Do we need an individual page for that concept? And then weave it into this infrastructure.

By the way, you can apply this same process to your competitors as well.

So cluster analysis like this, a 40-hour process I used to have to do, is now done in seconds.



UNFAIR ADVANTAGE #9

CONNECT

We also show you a high level internal and external linking recommendation solution that takes pieces of that topic model that we think would be easiest to integrate through internal links.

Plus, we display some external links as well. If you have multiple sites in your network, we'll expose cross-linking opportunities. But we can also do named competitors and present them along with stuff you don't want to link to. All of that is baked into our research solutions.



UNFAIR ADVANTAGE #10

OPTIMIZE

Our Optimize solution gives you an editor's or an optimization professional's view of that content. You can scroll through it and see where you mention words that are in the topic model. Where do you have topic relatedness

throughout? This is a beautiful thing to see a lot of green throughout and even distribution.

You can also see these topics to understand where you have absolute gaps. These are things that, if you were an expert, you'd've elegantly included them in the article.

It also could give you ideas. Maybe you had a blind spot on this article. You might need an additional page to connect. So you get a quick lens on your article's comprehensiveness.

You can also look at the competitive landscape, so you can compare yourself head to head. Once more, you can see where you have gaps. Is there anything your competitor covered that you didn't?

So you can do a head-to-head gap analysis with people that maybe are out ranking you, to level up. Maybe you wanna talk about those items you missed. You can learn how to update your page from that simple analysis.

Here's the key — we're not just telling you how to copy your competition. We're building the topic model as a lens of expertise and quality, and showing you what your competitors do so that you can make decisions that are great from an editorial perspective and from a perspective of how to level up your search engine optimization performance.



TAKEAWAY

Only MarketMuse provides a comprehensive solution to help content strategists make informed decisions to improve their website's content. Our AI-powered platform provides valuable insights and analysis so you'll know what content to create and why.

MarketMuse's on-demand inventory technology reads all your content and extracts entities to help you understand your site's strengths and weaknesses.

You get a more accurate representation of your website's potential and what's required to own a topic, thanks to our personalized metrics such as Personalized Difficulty and Topic Authority.



**Get Your Personalized
Content Analysis**

Book Now