

Accelerate our content's impact

TLDR: Why should we invest in MarketMuse?

- ✓ Save time
- ✓ Unify the team on strategy
- ✓ Improve our decision-making with objective data
- ✓ Increase organic traffic and rankings (avg. 2-6X increase)



Manual
TOTAL: 10HRS
MAX: 15.5HRS



MarketMuse
TOTAL: 4.5HRS
TIME SAVED: 14.5HRS

Trusted solution

Industry
recognized

INSIDER

SEJ SearchEngine
Journal



Forbes

User approved



Why MarketMuse

It takes hours to research topics, keywords, competitors, SERP structure and our own content performance.

We can minimize the number of points solutions we use to gather that research. MarketMuse streamlines that process and will help us make decisions faster around:

- ✓ What content to create
- ✓ Our site's strengths and weaknesses
- ✓ How much to produce
- ✓ What quick wins are possible
- ✓ How to strategically compete
- ✓ How to maximize our ROI

MarketMuse inventory reads all our content and extracts entities to help us understand our site's strengths and weaknesses.

Implementation

Engineering doesn't need to get involved, which accelerates our timeframe. They only need our website(s) and topics we care about to get us started.



Team training will be scheduled, but we can start using it immediately.

Risks of not choosing MarketMuse

- ✗ Losing traffic
- ✗ Making non data-driven decisions
- ✗ Chasing the wrong topics
- ✗ Publishing low-quality content
- ✗ Spending more money later to make up for inefficiencies
- ✗ Wasting time on research

Software comparison

MarketMuse offers something nobody else on the market does:
personalized insights based on our content and goals.

	✦✦ MarketMuse	clearscope	 frase	 SURFER
On-Demand Content Inventory	Full domain	No	No	No
Cluster Prioritization and Planning	Yes	No	No	No
Content Recommendations	Yes	No	No	No
Personalized Metrics	Yes	No	No	Yes
Data Sources	Proprietary	Commodity	Commodity	Commodity
Content Analysis and Planning Documents	Yes	No	No	No
Analyze SERP Structure, Linking Recommendations, Questions to Answer	Yes	No	Yes	Yes
Site-wide Quality Analysis	Yes	No	No	No
Content Brief Offering	Full Research & Outline	Just outline	Just outline	Just outline