Accelerate your 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)

**Trusted solution**

Industry recognized

User approved

marketmuse.com  info@marketmuse.com  (800) 565-8841  @marketmuseco
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
✓ How much to produce
✓ How to strategically compete
✓ Our site’s strengths and weaknesses
✓ What quick wins are possible
✓ 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
✗ Chasing the wrong topics
✗ Spending more money later to make up for inefficiencies
✗ Making non data-driven decisions
✗ Publishing low-quality content
✗ Wasting time on research
MarketMuse offers something nobody else on the market does: personalized insights based on our content and goals.

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<tr>
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<th>MarketMuse</th>
<th>clearscope</th>
<th>frase</th>
<th>SURFER</th>
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<tr>
<td>Content inventory</td>
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<tr>
<td>Analyze competitive clusters</td>
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<td>Your content insights overlay with topic research</td>
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<td>Analyze SERP structure</td>
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