

MarketMuse Metrics

Value/Mo

The dollar value of the traffic that comes to your site each month by searching the topic. MarketMuse calculates the RPM or CPC replacement value of a topic, a page on your site, and the combination of pages and topics.

Traffic Estimate

An estimation of how much organic traffic you will receive from a keyword or topic based on your rank and the SERP features present. At the page level, it's all the traffic from all ranking topics.

Intent

The intent behind a user's query in a search engine. Common intents are Know, Know Simple, Comparison, Transactional, and Navigational.

Page Classification

A system that classifies pages based on their purpose, such as articles, product pages, author pages, etc.

Personalized Difficulty

A measure of how difficult it will be for your domain to rank for a topic based on your coverage of related topics and overall authority. If Personalized Difficulty is lower than Difficulty, the domain has a Competitive Advantage on the topic.

Knowledge Graphs

A data store that contains concepts, topics, entities and structures that Google uses to enrich search results pages.

Competitive Advantage

The difference between a topic's Difficulty and your Personalized Difficulty. How much easier is it for you to improve your ranking on the topic vs. a generic site?

Topic Model

An algorithm that takes into account multiple probabilities to calculate the relationship and relevance between a topic and its related topics.

Difficulty

A keyword difficulty metric that considers off-page factors for the top search results on a topic, and also measures the content quality of them to determine how difficult it would be to rank higher in search.

Content Score

For a given focus topic, MarketMuse generates a model of subtopics and their relationship to the main topic. MarketMuse analyzes the text on a page and scores the content based on its inclusion of the model's subtopics. Content Scores are calculated for both the user's content and that of competitive pages to determine a Target Content Score.

Topic Authority

A metric that considers the breadth of coverage on a topic across a given domain, how comprehensive the content is, how well it performs, the potential for improved performance relative to competitive domains. Predicts the likelihood of success should you write content on that particular topic.

Page Authority

A metric that calculates the overall authority of a page relative to other pages on the same domain. MarketMuse uses the page's overall number of ranking topics and the page's rankings for those topics to determine overall authority.

Intent Fracture

The search results page for a query, topic, or keyword can have pages that serve multiple distinct user intents on the same page. Shows which intents should be present on a page they want to rank for that query.

