



Content Optimization

What you're about to read isn't your everyday ordinary search engine optimization guide. We're not going to talk about alt tags, page load speed or any other factors that the average SEO guide discusses. Instead, we're going to look at how to make your content better, both for your audience and Google so that you can rank better.



What is Content Optimization (for SEO)?

Content optimization refers to the practice of turning average content into high-quality content. The goal is to make it attractive to search engines, with the purpose of getting higher rankings.

Content optimization in this context is generally considered a part of search engine optimization (SEO). It is called on-page SEO or on-page optimization, meaning that the writer is improving the quality of content on the page for a better [user experience](#).

The other SEO strategy refers to off-page SEO which focuses on building backlinks to drive traffic from authoritative sources to their page. This method is also called "link building." For a great guide to link building, read guides by [Backlinko](#) and [Moz](#).

When you start optimizing many pieces of content around a particular topic, then you're getting into topic optimization. Since that's more involved, we'll leave it for another time.

So let's get started!

A Business Case for Optimized Content

Is content optimization good for business?

For most companies, Google is an important source of traffic. Creating content that doesn't rank is a wasted expense. However, producing a blog post that ranks well is a wise investment. Repeating this on a consistent basis gives you a serious competitive advantage.

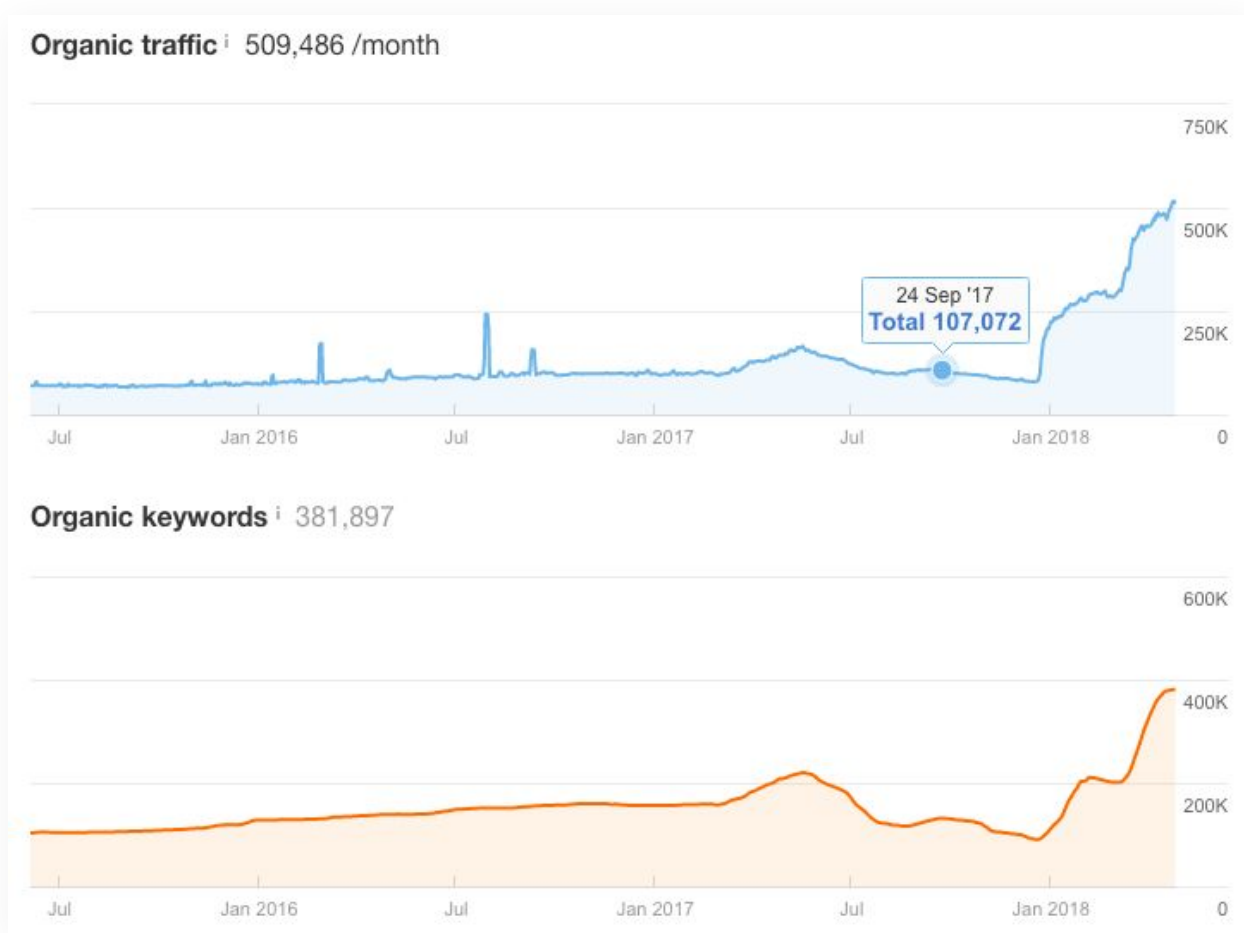
So if you want your content to be found by Google, make content optimization part of your SEO strategy.



When most people think about SEO optimized content, they imagine a laborious process. The post is published, and now you're going back to make improvements. It's a tedious and time-consuming activity with questionable results.

But it doesn't have to be that way. You can incorporate content optimization into your content creation workflow. In doing so you raise the bar for high-quality content, creating the type that Google adores.

Establish your authority by continually publishing content that is more in-depth and comprehensive. That will ultimately lead to greater traffic and more leads, just like this.



Here's a good [business case for content optimization](#).



Keywords vs. Topics - What is the Difference?

Keywords have been used in SEO and online marketing to signify specific phrases that rank in search engines. A keyword is really a query typed by a user into a search engine. It's typically thought of as exact match, although phrase match and broad match are also used.

That phrase is used to retrieve a particular page.

But Google moved away from keywords in 2013 with their [Hummingbird update](#). This algorithm change placed “greater emphasis on natural language queries, considering context and meaning over individual keywords.”

So now pages need to match the meaning of search terms.

Enter topics.

Topics are the main ideas in a concept. They are components that describe a concept. A topic is the subject -- the main element -- of a sentence. It is the main idea. Regarding how topics are used in content writing, they are the facts and concepts that underlie a concept.

Topics are often depicted in a hierarchical fashion, such as topic trees, taxonomies or ontologies.

High-quality content is also used to denote technical facets, such as page load speed, user experience, design and other factors that impact the user's satisfaction with a page.



Content Optimization vs. SEO: What is the Difference?

What is the difference between [content optimization vs SEO](#) optimization? Discussions about optimizing content for SEO focus solely on the material. We're not talking about [long-tail keywords](#) or [keyword stuffing](#). That ship sailed a long time ago.

Instead, the goal is to ensure your post provides an exhaustive examination of the subject. You want to be recognized as an authority on the subject. Think topic clusters, pillar content, satisfying search intent and anything else that goes along with high-quality content.

On the other hand, SEO optimization refers to the format of the content including factors like page load time and other technical elements.

For a great guide on optimizing content for SEO, see this checklist from [Search Engine Land](#).

How to Build a Web Content Optimization Strategy

Build thought leadership. Become an authority on a topic. Build a Wikipedia-like resource for your area of interest.

Time and again we say that high-quality content is what Google loves. So your [search engine optimization strategy](#) should lean heavily towards on-page optimization of content.

The best content optimization strategy is one that is infused into the entire process, from planning to [creation](#), editing, and publication.

So let's see how a [content optimization workflow](#) could look.

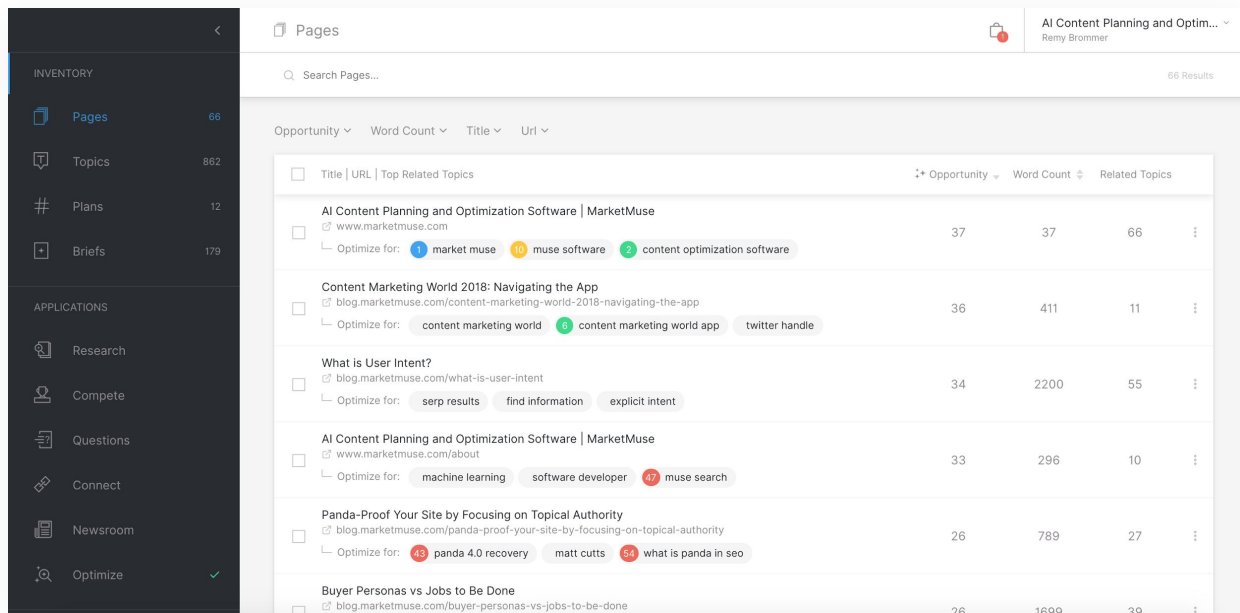


How to Make Content Optimization Part of Your Process

From the start, determine how your blog post or page fits into your existing content structure. Think in terms of content clusters:

- Where will this new piece of content fit?
- Will it be a pillar piece or supporting content?
- What will it link to internally?

If you don't have a content inventory, now is the time to create one!



Consider creating or purchasing content briefs. If you're not familiar with them, they're like outlines, only better. A content brief should include:

- Title suggestions
- Subtopics
- Subheading suggestions
- Questions to answer
- Related topics to mention
- Internal and external linking suggestions
- Suggestion word count



INVENTORY

Pages66

Topics862

Plans12

Briefs179

APPLICATIONS

Research

Compete

Questions

Connect

Newsroom

Optimize

Briefs » How to Create a Content Optimizatio...

AI Content Planning and Optim...

Remy Brommer

Executive Summary

Outline View

AI Content Planning and Optimization Software

Optimize Brief for the topic content optimization system

h1

Suggested Title

How to Create a Content Optimization System

Title Variants

Subtopics

search engines

content marketing

marketing

marketing strategy

Relevance

87%

80%

77%

71%

1000

Suggested Article Word Count

h2

Suggested Subheading

The Eight Step Content Creation Process

200

Suggested Section Word Count

Refer to this for the 8 steps

https://drive.google.com/open?

A content brief can significantly reduce content creation efforts and provide for consistent, high-quality output.

Your first research task should be determining your focus topic. Establish the most critical issues that relate to the central theme. These are critical to ensuring your final content has sufficient depth.

INVENTORY

Pages66

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AI Content Planning and Optim...

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content optimization

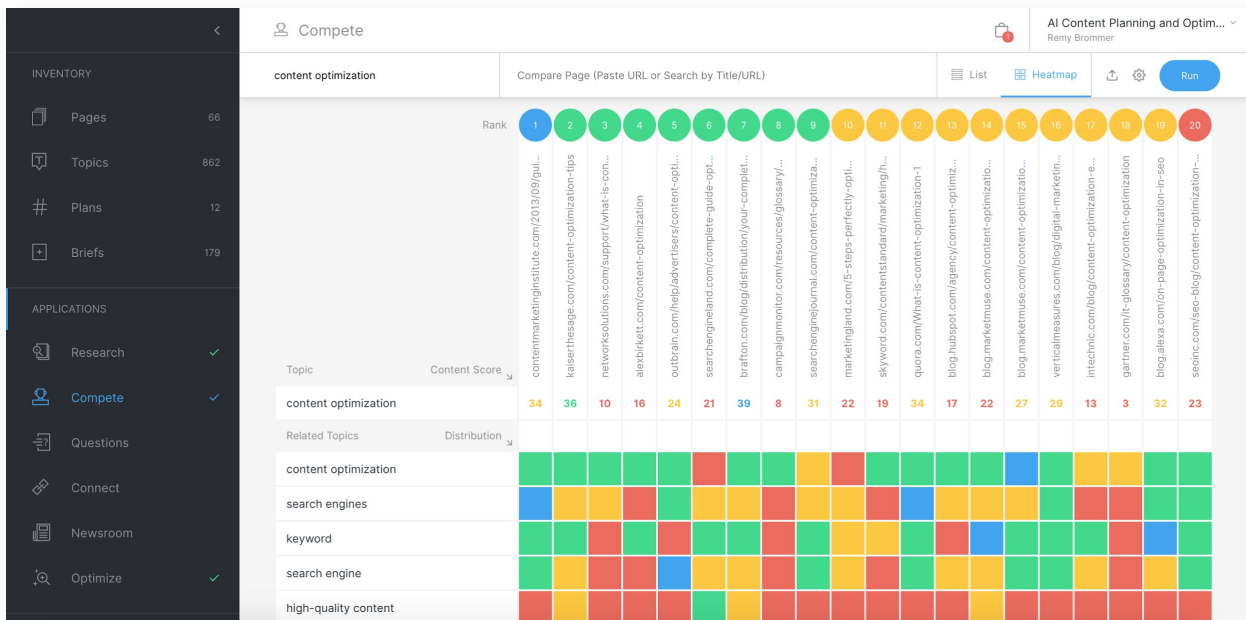
Compare Page (Paste URL or Search by Title/URL)

Run

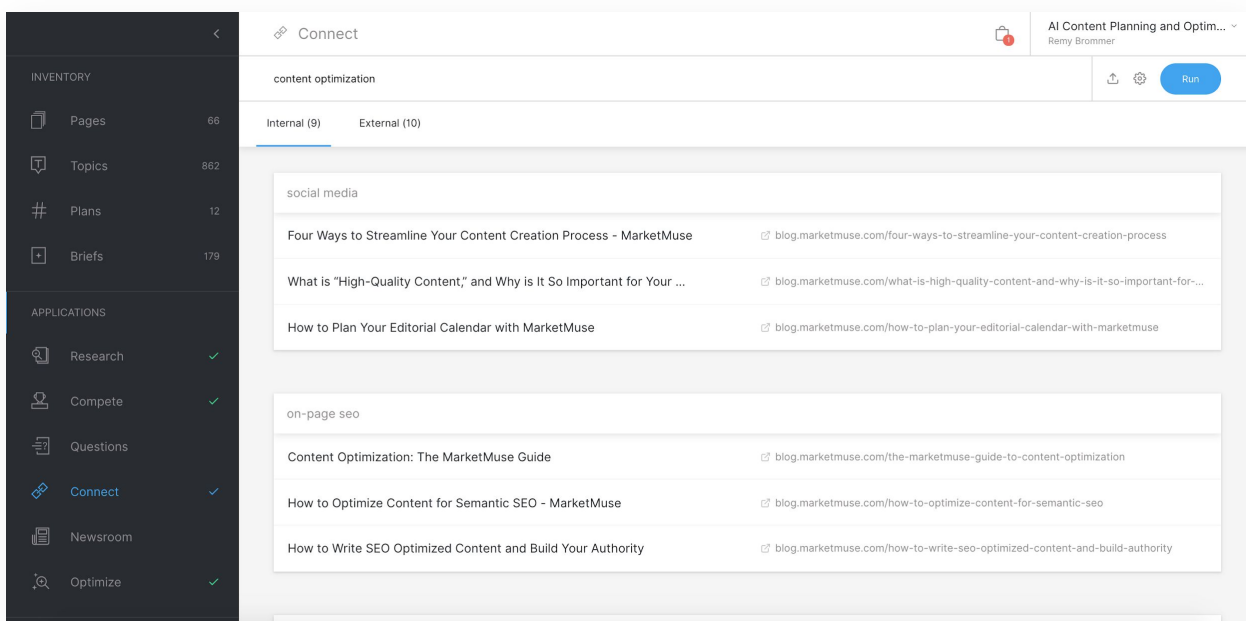
Related Topics	Variants	Suggested Dist.
☐ content optimization	19	3-10
☐ search engines	46	3-10
☐ keyword	8	3-10
☐ search engine	66	3-10
☐ high-quality content	2	1-2
☐ search engine optimization	14	1-2
☐ target audience	1	1-2
☐ optimizing content	1	1-2
☐ social media	68	1-2
☐ voice search	26	1-2

Ranking well in search engines requires a good understanding of the competition. Take time to find out the content gaps from which they suffer.

Structure your blog post so that it covers those gaps, giving your audience that is more in-depth than anything else.



Determine what links will improve the user experience and search ranking.



Find the most important questions your audience is asking about the topic. Make sure to answer those clearly and concisely.

The screenshot shows the 'Questions' tab in the MarketMuse interface. The left sidebar has 'Questions' highlighted under the 'APPLICATIONS' section. The main area displays a list of questions related to 'content optimization'. Each question has a 'Run in Application' button to its right.

Questions	Action
Who needs content optimization software?	<< Run in Application
What is content optimization software?	<< Run in Application
What is Web content optimization?	<< Run in Application
What is page content optimization?	<< Run in Application
How can you perform content optimization activity?	<< Run in Application
What is SEO optimized content?	<< Run in Application
What is meant by site optimization?	<< Run in Application
What is search media optimization?	<< Run in Application
Where does content optimization software fit into an existing workflow?	<< Run in Application
How do you write good SEO content?	<< Run in Application

During the editing phase, verify that all topics are sufficiently addressed. Check for repeated usage of the same term as this can be construed as “keyword stuffing.” Replace with SEO-equivalent synonyms as required.

Verify that content length and content score are optimal when compared to those on the first page of the SERPs.

The screenshot shows the 'Optimize' tab in the MarketMuse interface. The left sidebar has 'Optimize' highlighted under the 'APPLICATIONS' section. The main area displays a content analysis for the article 'Content Optimization : The MarketMuse Guide'. The interface includes a toolbar with editing tools, a content score of 42, a word count of 2047, and a list of recommendations.

Content Optimization : The MarketMuse Guide

This article isn't your everyday ordinary **search engine optimization** guide. We're not going to talk about **alt tags**, page load speed or any other factors that the average SEO guide discusses. Instead, we're going to look at how to make your content better, both for your **audience** and Google so that you can rank better. What is **Content Optimization** (for SEO)?

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The other SEO strategy refers to **off-page SEO** which focuses on building backlinks to drive traffic from authoritative sources to their page. This method is

Content Score: 42

Word Count: 2047

Recommendations:

- You've used this topic more than suggested. Consider replacing an instance with another related topic!
- content optimization: 10+ (blue), 3-10 (green)
- organic traffic: 1-2 (orange), 1-2 (yellow)



Content Optimization Tips and Best Practices

When it comes to [optimizing content](#) there are things you should do and others that are not worth doing.

What Elements Don't Matter for Optimizing Content?

Meta tags refer to meta keywords and meta descriptions that are legacy forms of content optimization. Updating the meta tags are not enough! Historically, search engines such as Google added particular emphasis to meta tags.

But no longer.

Google practically ignores meta keywords now that it dynamically generates its search snippets. As a result, meta descriptions have little significance.

So trying to improve the click-through rate by optimizing your meta description offers little guarantee of success. More often than not, Google will ignore it.

Once upon a time, Google matched keywords on a page to those in a search. So optimizing for long-tail words made sense.

But that ship has long since sailed.

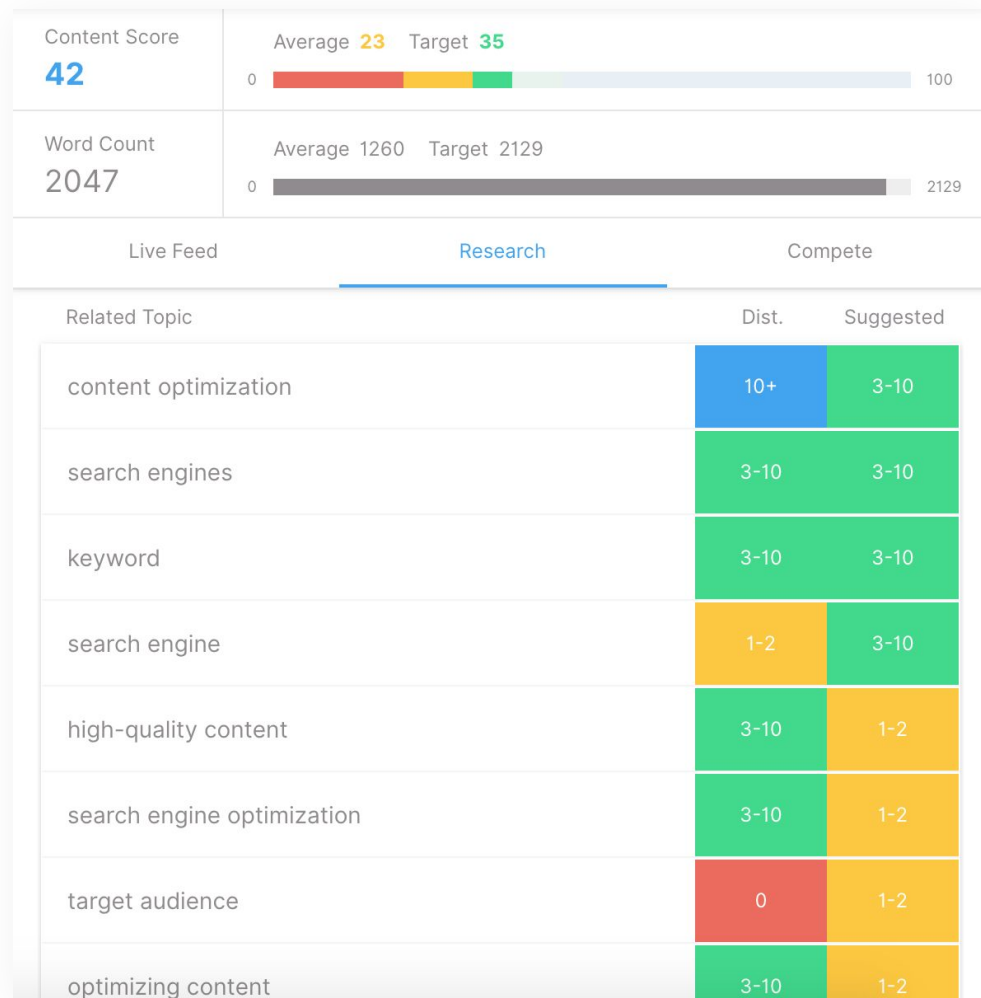
Now Google looks to surface the most comprehensive answer to a query. It does this by trying to understand the meaning of a page.



Optimization Elements That Count

It all starts with topics.

Using [a good topic model](#) ensures your post covers all the significant issues that relate to the primary subject. This screenshot shows a partial output from MarketMuse for the topic "content optimization."



As usual, the devil is in the details. Remember, a topic model by nature is a hierarchy populated by semantic relations. The approach and the result are radically different than that of a keyword generator. Take a look at this output from a well-known keyword tool looking at keywords related to "content optimization."



content optimization vs seo
content optimization seo
content optimization jobs
content optimization techniques
content optimization strategy
content optimization checker
content optimization moz
content optimization systems
content optimization services
content optimization system open source
content optimization 2017
content optimization manager
content optimization wiki
content optimization tutorial

Notice that the common denominator is that all entries simply share the phrase "content optimization." That's the result of poor topic modeling.

Keep this in mind when you optimize your content. You want to ensure there is sufficient depth of coverage. Here you're looking for content gaps within your blog post that you need to fill. Likewise, there may be topics you briefly mention that need further elaboration.

Use structure to convey meaning.

Start with the title tag. Make sure it reflects your focus topic. Search engines have no sense of humor, so don't try to be funny or smart. Be clear and concise if you want to rank well.

Header tags have a particular purpose in HTML. They are cues to understanding the meaning of a page. There's a structural reason for header tag order <h1, h2, h3, h4, h5, h6> so make sure you use them the way they were intended.

Header tags are about structure and not design.

Use the opportunity to incorporate related topics into header tags. Be clear and avoid indirect references.

For example, the <h2> heading of this section is "Content Optimization Tips and Best Practices." I could have called it "tips and best practices." But I chose the former because it's more precise and explicit. That's good for both people and search engines.



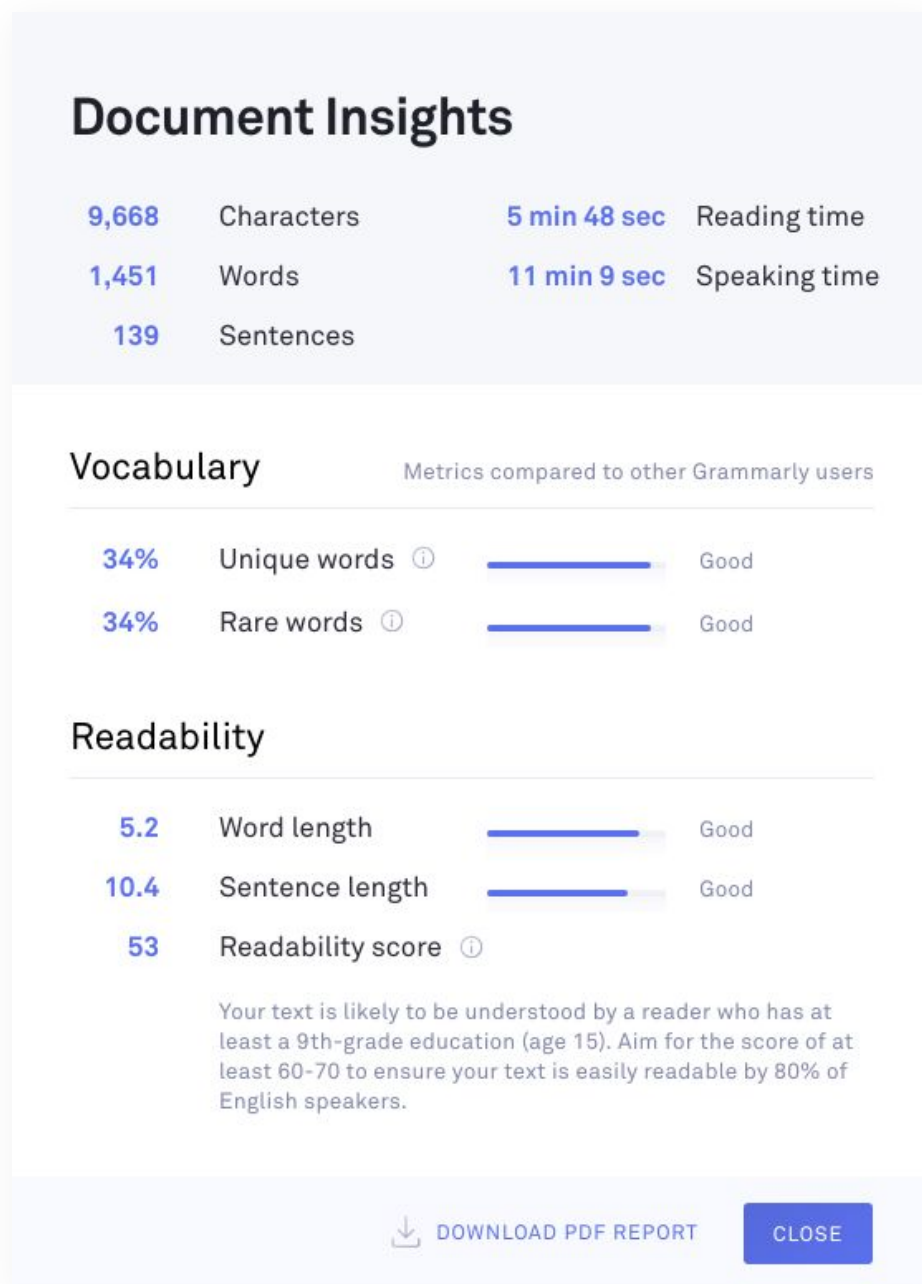
Connect questions to answers.

Search engines see every query as a question. Consequently, they look to surface pages whose content matches the intent behind that query. So make sure your blog post concisely answers the relevant questions.

Write with clarity.

Clarity of writing is essential to your audience and to search engines. There are limits to [Google's Natural Language Processing capabilities](#).

My personal rule of thumb. Treat Google like a 15-year-old 9th-grade student!



How to Measure the Success of Your Content Optimization Efforts

Here are a few metrics you can use to evaluate your search engine optimization efforts. These are the key performance indicators with which you should be most concerned.

Higher performance in organic search. Better [performance in search engines](#).

Lower bounce rate. Users are more likely to find what they are looking for as soon as they hit your page.

Users spend more time on the platform and are more engaged. That's measured by deeper scroll depth, more click-throughs to other content items on your site (internal links) and on other pages (external links).

Content Optimization Software Tools

There are many tools from which you can choose. On-page SEO checkers are quite popular, but they do not cover high-quality content or topics. Instead, they cover the format of SEO. If you have a Wordpress blog, Yoast SEO plugin is a great tool.

When it comes to [content optimization software](#) (read our guide) there are a handful of solutions:

Acrolinx is another AI platform that analyzes content and automates recommendations for improvement. It helps ensure everything a company writes is perfectly on-brand.

BrightEdge is great for keeping tabs of keywords and offer comprehensive dashboard. They provide many tools including ContentIQ and Data Cube.



Atomic Reach is a machine learning platform that helps create, share, and get engagement with your content.

Content King is a content auditing, and tracking app gives you traditional SEO metrics. It's limiting factor is that it can't help create or optimize content at the page level.

Conductor is an organic marketing solution focused on intent mapping that offers good ROI tracking. Unfortunately, it can't analyze existing content.

[MarketMuse](#) uses artificial intelligence to help marketers measure and improve the quality of their content. It offers a suite of applications to support the research, creation, editing, and optimization of your blog posts and pages.

Content marketing starts with great content. Optimizing your content to perform well in search engines has little to do with keyword density and cramming keywords into alt text meta tags. That's kind of spammy when you stop to think about it.

Instead of exploring ways to exploit the loopholes in Google's search algorithm, establish a process to consistently produce quality content. The more quality content you provide, the more significant your competitive advantage when it comes to securing organic traffic.

To create content at scale, you need an efficient workflow. Here are some common workflow challenges for [SEO content optimization](#) and how to get everyone on your team working together. Also included is a set of steps that will get your content updated quicker in the search engine indexes, drive more traffic and improve content optimization workflow adoption.



Two Common Workflows

[Workflow management](#) can get quite complicated with all the various nuances. Here are two typical situations with which you may already be familiar.

1. The SEO Audit

The strategist creates a proposal, target topic and hands off a paragraph-long overview. The writer authors and creates a draft for editing. The editor checks for alignment and either edits or passes it onto a copy editor.

The copy edit confirmation goes to an SEO resource where they process through any number of keyword research tools and SEO tools to develop recommendations for keywords to add and ways to improve. Some workflows may enable the search engine optimization team to edit and update the page.

Organizational Impact

In this scenario, the writer often feels like the search engine optimization team is using analytics and mystical unshared goals for hitting nebulous ranking factors to satisfy the "Google Beast."

If you are a writer in this workflow, your work and creativity are challenged, and your output is edited by someone who is not a subject-matter expert. There aren't enough learning paths and internal training sessions on content optimization and search engines to change the resentment that you feel. You're being critiqued by someone who isn't speaking from "writing experience." While it may increase traffic, click-through rate and blog performance, they don't know what it means to produce creative content.



2. The SEO Spreadsheet Attachment

The strategist creates a proposal, target topic and hands off a paragraph-long overview to the organic search team. Content strategy and search engine optimization are confirmed, and the team builds a spreadsheet with keywords that the writer needs to include. This approach lacks context, angles, structure, style, voice or reader, and user intent goals.

Organizational Impact

The writer feels constrained and encapsulated in the SEO box. Their creative process is stifled by the list of keywords they have to hit to make the search engine team happy and get them off their backs. They deliver their draft.

The editor checks for alignment and either edits or hands to a copy editor. The copy edit confirmation goes to an SEO resource. They recheck it and reply to make sure they got all the words in there and didn't duplicate content.

This attempt at collaboration with the content marketing team doesn't feel right --- no matter how many social media shares the blog post got in the first week. The writer didn't have the opportunity to shine.

Team Collaboration With Website Content Optimization as a Priority

SEOs can only get you so far.

Don't expect the average search professional to be a great writer or have the ability to edit and improve a great page of content. Content creation is not easy and optimizing content with empathy for a writer isn't simple.

User-generated content optimization can be even more difficult. When the writer is a contributor or contract worker for the site, it is even more challenging.



Use your search experts to help with content strategy prioritization and train key learning paths on SEO tools. Evaluate the success of optimized content they didn't have to touch. Determine if it was successful at hitting the ranking factors agreed upon by the organization.

Content Strategy Experts and Editors Can Take the Content Further

By understanding an entire site, content inventory, and competitive landscape, company leaders can explicitly detail content's key performance indicators and how they connect to the company's marketing strategy. On-site SEO guidelines, when agreed upon by all groups, can allow group leadership to build great content proposals or content briefs for each content item.

AI-Enabled Writers and Subject-Matter Experts are Every Organizations Secret Weapon

Getting more information in the writer's hands earlier in the process is the key to success. A shared agreement on every element of the page that can be created with a detailed content brief is in everyone's best interest. The result is:

- [Better organic search](#) performance with every page
- Shared understanding of goals and marketing strategy
- Shared marketing strategy collaboration
- Optimized content is a meets-minimum for all drafts

The case studies for this type of organizational growth that MarketMuse has influenced with clients is a model for success for every company.

The best content creation workflows are built with empathy for each role. Here are some writer-focused post-publication content optimization goals your team can adopt today.



Expansion

Search Engine Expert: *"This content item has performed extremely well. The topic was covered and the inclusion of it lead to rankings for 25 keywords. But if editorially appropriate, let's expand it by adding content and covering these three additional topics. "*

Writer: *"Awesome! That'll only take me an hour. Let's do it! I love it when my content is successful."*

Modernization

Search Engine Expert: *"This content item has performed extremely well and is an important part of our content presence. It ranks for thousands of keywords. That stated, it is three years old. I've put together some ideas for ensuring it is appropriate for today. They have the added bonus of further optimizing this page so it can be successful for five more years!"*

Writer: *"Awesome! Let's do it! I love it when my content is successful. I can't believe that page is still ranking as it seems like I wrote it in another lifetime."*

Sections

Search Engine Expert: *"This content item has performed extremely well. This topic was covered, and the inclusion of it lead to rankings for 25 keywords. But if it is editorially appropriate, let's expand it by adding a section that covers this other angle and adding content that addresses these additional topics. "*

Writer: *"Awesome! That'll only take me an hour. Let's do it! I love it when my content is successful."*



User Intent Profiling and Answering Questions

Search Engine Expert: *"This content item has performed extremely well. By researching the success of the page, I've uncovered these common reader questions, user intent details, and task completion goals. To respond to our user-generated content on the topic and this research, we should expand this page to allow users to answer these questions and achieve more of their likely goals when reading this page. "*

Writer: *"Awesome! Let's do it! I love it when my content is making my readers successful!"*

Linking

Search Engine Expert: *"This content item has performed extremely well. Since we published it, we have also published many related pages. Let's update the page to connect with the rest of this topic cluster and make sure readers can access all our great content. Also, in the past three months, there have appeared some great references around the web that aren't competitive. Let's figure out a way to make our readers more successful by highlighting these resources."*

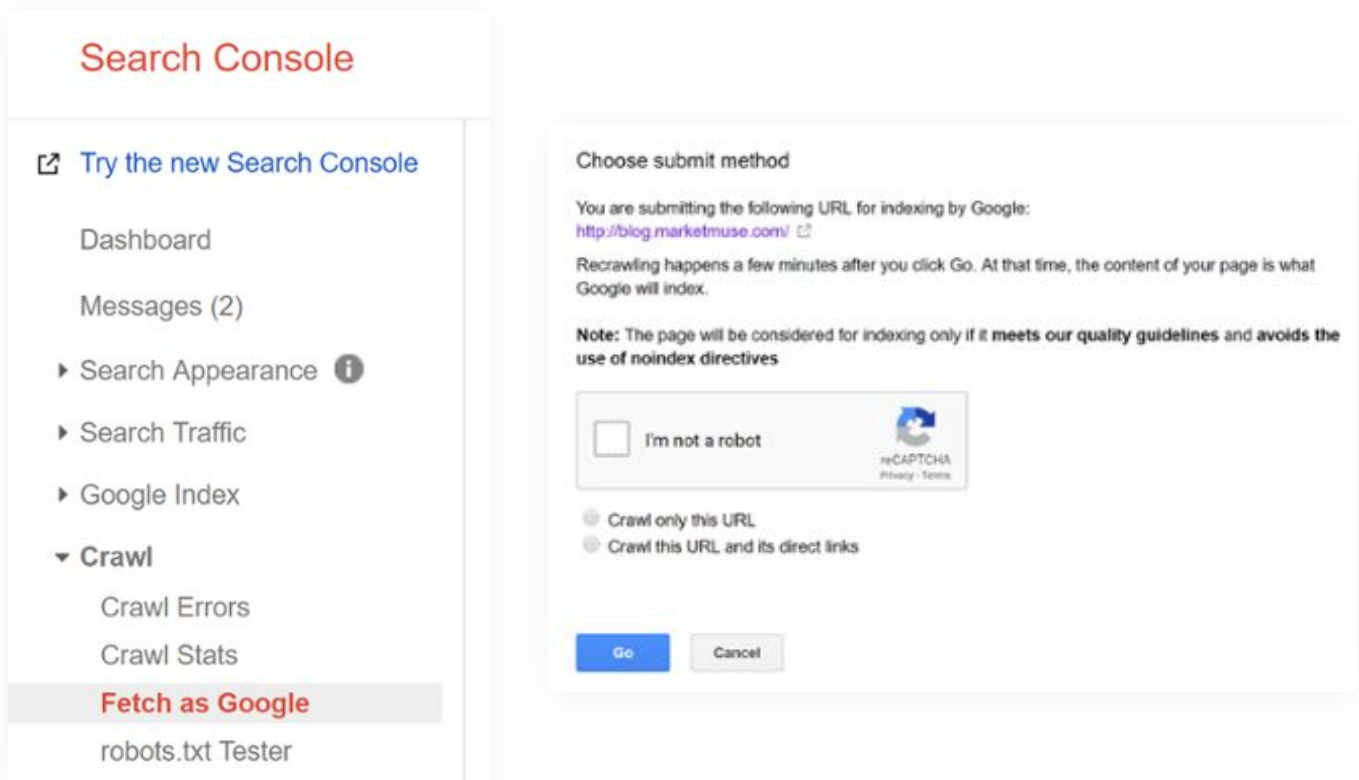
Writer: *"Awesome! Let's do it! I love it when my content makes my readers successful and I've wanted to go back and add these links. This gives me a reason to justify the effort. Thanks!"*



Three Steps That Most Writers, Editors, and Content Marketers Miss and Don't Think About

1. Google Search Console and Sitemaps are your Friends

When you go optimize a content item, you can let Google know. You can get immediate feedback and re-indexing of the updated page. Use either a sitemap update or by explicitly using the old version of GSC (Google Search Console) to 'Fetch as Google' and 'Request Indexing'



The process with the new GSC is a little different. Using the URL Inspection tool, you need to Inspect the URL. Select Request Indexing to run a live test on the page to see if there are any apparent issues. If not, it gets queued for indexing. One added benefit with this is that it finds issues that you can fix as soon as possible.



URL Inspection

TEST LIVE URL



URL is on Google

It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. [Learn more](#)

[VIEW SOURCE](#)

Page changed? [REQUEST INDEXING](#)



Coverage

Indexed, not submitted in sitemap



Enhancements



Mobile Usability

Page is mobile friendly



AMP

Linked AMP version is valid



2. Repromotion, Paid, and Social Media Channels

This is a common miss for search engine optimization resources. That's because they don't have a clear path to the social and [content marketing](#) team's processes. When you update a page significantly, push it and get your audience's attention. When you've modernized a page and added additional user value, let them know about it. Don't just sit back and wait for rankings to change.

3. Report Success Stories

This is a tough one for many teams because natural Google Organic ranking flux makes a content strategy team numb to improvements. Adoption of content optimization workflows requires the team to actively promote wins. It is the shortest path to getting on the same page with writers and editors.

Don't get caught up building a scientifically sound data study (leave that for people like [Jeff Baker](#), [John Gillham](#), and [Neil Patel](#)). Develop a process that looks at individual pages, the entire cluster of related content, and how all boats have risen since you've all adopted a content optimization process with content briefs.



The MarketMuse Unfair Advantage

MarketMuse enables content strategists and search engine optimization professionals to collaborate on ideally targeted content plans. It's the first software suite that generates content briefs at-scale that detail explicit goals, topics, user intent-targeted questions, linking recommendations and content structures for writers.

The screenshot shows the 'Plans' section of the MarketMuse interface. On the left is a dark sidebar with 'INVENTORY' (Pages: 66, Topics: 861, Plans: 13, Briefs: 179) and 'APPLICATIONS' (Research, Compete, Questions, Connect, Newsroom, Optimize). The main area is titled '# Plans » Content Optimization Software' and includes a search bar. Below is a table with columns: Plan Name, Items, Associated Briefs, and Date Created. The table lists six items, each with a dropdown menu to 'Optimize on' and a link to a specific content optimization software article. The items are: 'content optimization software' (1 item), 'what is content optimization in seo' (5 items), 'content optimization software' (1 item), 'website content optimization' (27 items), 'what is content optimization' (9 items), and 'seo optimization software' (74 items).

Plan Name	Items	Associated Briefs	Date Created
Content Optimization Software	6		11/7/2018

- Item: content optimization software
Optimize on: 1 Content Optimization Software: What SEOs Need to Know for 2018
[blog.marketmuse.com/content-optimization-software-what-seos-need-to-know](#)
- Item: what is content optimization in seo
Optimize on: 5 Content Optimization vs SEO: What's the Difference?
[blog.marketmuse.com/content-optimization-vs-seo-whats-the-difference](#)
- Item: content optimization software
Optimize on: 1 Content Optimization Software: What SEOs Need to Know for 2018
[blog.marketmuse.com/content-optimization-software-what-seos-need-to-know](#)
- Item: website content optimization
Optimize on: 27 Content Optimization vs SEO: What's the Difference?
[blog.marketmuse.com/content-optimization-vs-seo-whats-the-difference](#)
- Item: what is content optimization
Optimize on: 9 Content Optimization vs SEO: What's the Difference?
[blog.marketmuse.com/content-optimization-vs-seo-whats-the-difference](#)
- Item: seo optimization software
Optimize on: 74 Content Optimization Software: What SEOs Need to Know for 2018
[blog.marketmuse.com/content-optimization-software-what-seos-need-to-know](#)

The screenshot shows the 'Briefs' section of the MarketMuse interface. On the left is the same dark sidebar as the previous screenshot. The main area is titled 'Briefs » How to Create a Content Optimization System' and includes a search bar. Below is a detailed content brief for 'How to Create a Content Optimization System'. The brief is divided into two main sections: 'User Intent' and 'Why are people searching for this topic?'. The 'User Intent' section explains that when a user performs a search, they expect to get something out of the experience. The 'Why are people searching for this topic?' section explains that content strategists are responsible for managing the content creation process. On the right side of the brief, there is a sidebar titled 'Your path to the best content.' which lists six steps: 1. Determine ideal user intent and audiences, 2. Discover questions to answer when you're writing, 3. Choose your article title, 4. Find the most relevant subheadings, 5. Distribute the most important related topics among subheadings accordingly, and 6. Link to external and internal pages.

1 User Intent

When a user performs a search in a search engine, they expect to get something out of the experience. There is intent behind every search and it can be explicit or implied. MarketMuse has analyzed search intent for **content optimization system** to determine the specific intent of your audience. By incorporating this information into your content, you can provide your audience with the information they need to move forward in their purchase journey.

We have determined that these are the most applicable User Intent Profiles.

Why are people searching for this topic?

To learn how to optimize their content creation process.

Who are the audiences for this article?

Content strategists

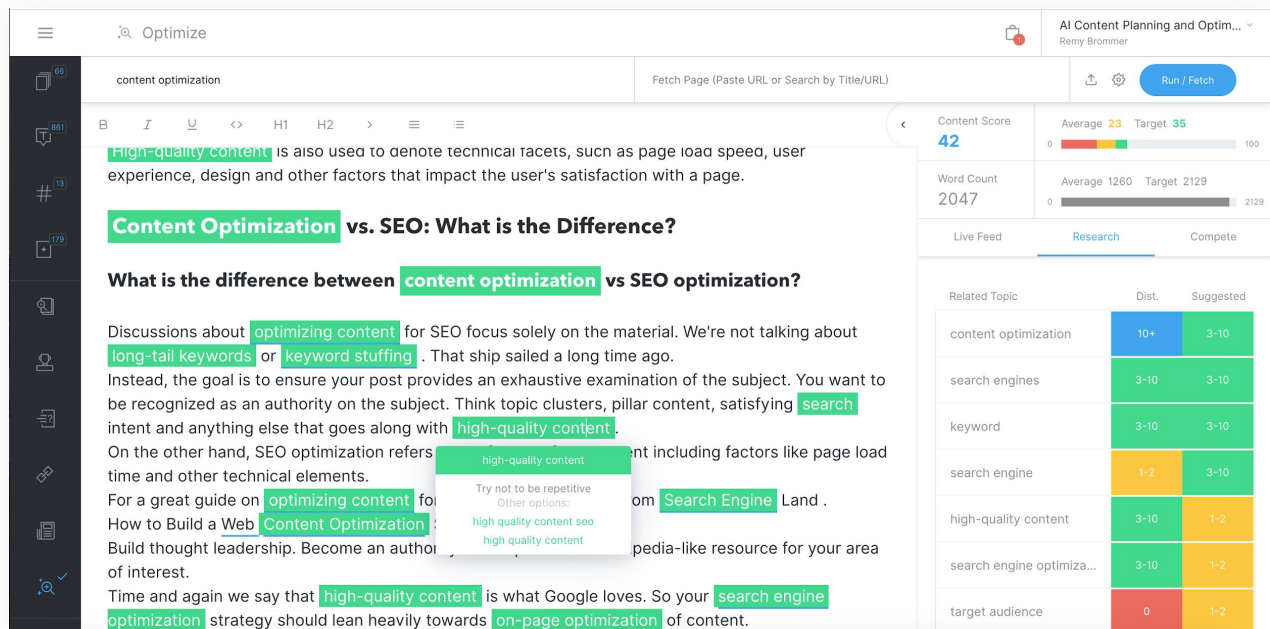
Anyone responsible for managing the content creation process

Your path to the best content.

- 1 Determine ideal user intent and audiences
- 2 Discover questions to answer when you're writing
- 3 Choose your article title
- 4 Find the most relevant subheadings
- 5 Distribute the most important related topics among subheadings accordingly
- 6 Link to external and internal pages



The MarketMuse Suite also consists of a collection of applications including MarketMuse Optimize. MarketMuse Optimize is an AI-augmented writing application that provides in-line recommendations that are focused on quality, comprehensiveness and search engine optimization success.



The screenshot displays the MarketMuse Optimize web application. The main editor area shows a draft article titled "Content Optimization vs. SEO: What is the Difference?". The text discusses the importance of high-quality content and SEO optimization. The interface includes a sidebar on the left with various tools like "Content Score", "Word Count", and "Live Feed". On the right, there's a "Content Score" section showing a score of 42, and a "Word Count" section showing 2047 words. Below these, there's a "Related Topic" table with columns for "Dist." and "Suggested".

Related Topic	Dist.	Suggested
content optimization	10+	3-10
search engines	3-10	3-10
keyword	3-10	3-10
search engine	1-2	3-10
high-quality content	3-10	1-2
search engine optimiza...	3-10	1-2
target audience	0	1-2

MarketMuse delivers content optimization solutions that give ALL team members an unfair advantage.

Get a customized demonstration today and find out what an empathetic and collaborative content optimization process could mean for your website network.



MarketMuse uses AI to provide the topic intelligence and market analysis you need to evolve your content strategy and outperform competitors. [Learn more.](#)