

AI → in Action

MAICON | Marketing
Artificial
Intelligence
Conference
More Intelligent. More Human.™



✦✦ **MarketMuse**

AI → in Action

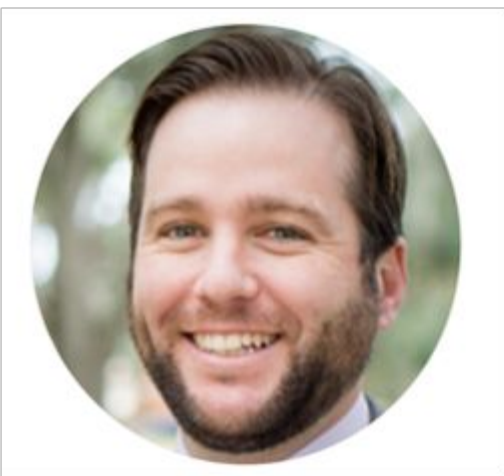
How AI Can Help Google Love Your Content



MARKETING
ARTIFICIAL
INTELLIGENCE
INSTITUTE®

✦✦ MarketMuse

AI → in Action



Jeff Coyle
Co-Founder and Chief Strategy Officer



Paul Roetzer
Founder and CEO



AI → in Action

Aug. 30

How AI Can Help Google
Love Your Content

✦✦ **MarketMuse**

Aug. 31

How AI Can Power Your
Ad Campaigns



Sept. 1

How AI Can Motivate Your
Customers to Engage and
Act

[P E R S A D O]

- Leave questions in the Questions box or in chat
- Technical difficulties? Leave a note in chat
- Watch your email for on-demand links
- Tweeting? Use #MAICON22
- Link for other events:

<https://bit.ly/AlinAction2022>



MAICON 2022 Bundle

Watch our MAICON 2022 main stage sessions on-demand.

BUY NOW

With the theme "Next-Gen. Now," MAICON 2022 content is designed to help marketers better understand what's possible with AI through case studies, methodologies, and technologies. Enjoy on-demand access to all 14 of our main stage sessions, including sessions from Amazon Web Services, EY, Google, and Marketing AI Institute.

Learn more: <https://bit.ly/maicon-bundle>



Piloting AI for Marketers Series

Drive Productivity, Creativity, and Performance with Artificial Intelligence

PRE-ORDER TODAY

- Basic definitions and applications of AI.
- Tips to identify AI use cases.
- Processes to prioritize quick-win pilot projects.
- Steps to solve marketing challenges more efficiently.
- Frameworks to assess and buy AI technologies.
- Case studies of brands building smarter businesses with AI.
- Resources to gain executive support for AI initiatives.
- Strategies to launch pilot programs with confidence.
- Guidance to advance your career, and your team.
- Learn more: <https://bit.ly/pilotingai>

MarketMuse

AI in Action - MAICON 2022

Jeff Coyle, Co-founder & CSO, MarketMuse



Google has been evaluating content quality for years

SEO is no longer about finding "High Volume Low Competition" keywords, but about **satisfying the needs of the user with high quality content.**

PANDA
2010



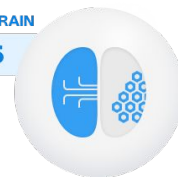
Quality
Quality Assurance

HUMMINGBIRD
2013



Intent
Answer Box, Cards,
Featured Results

RANK BRAIN
2015



Relevance and Context
People Also Ask Boxes,
Searcher Task
Completion

Now



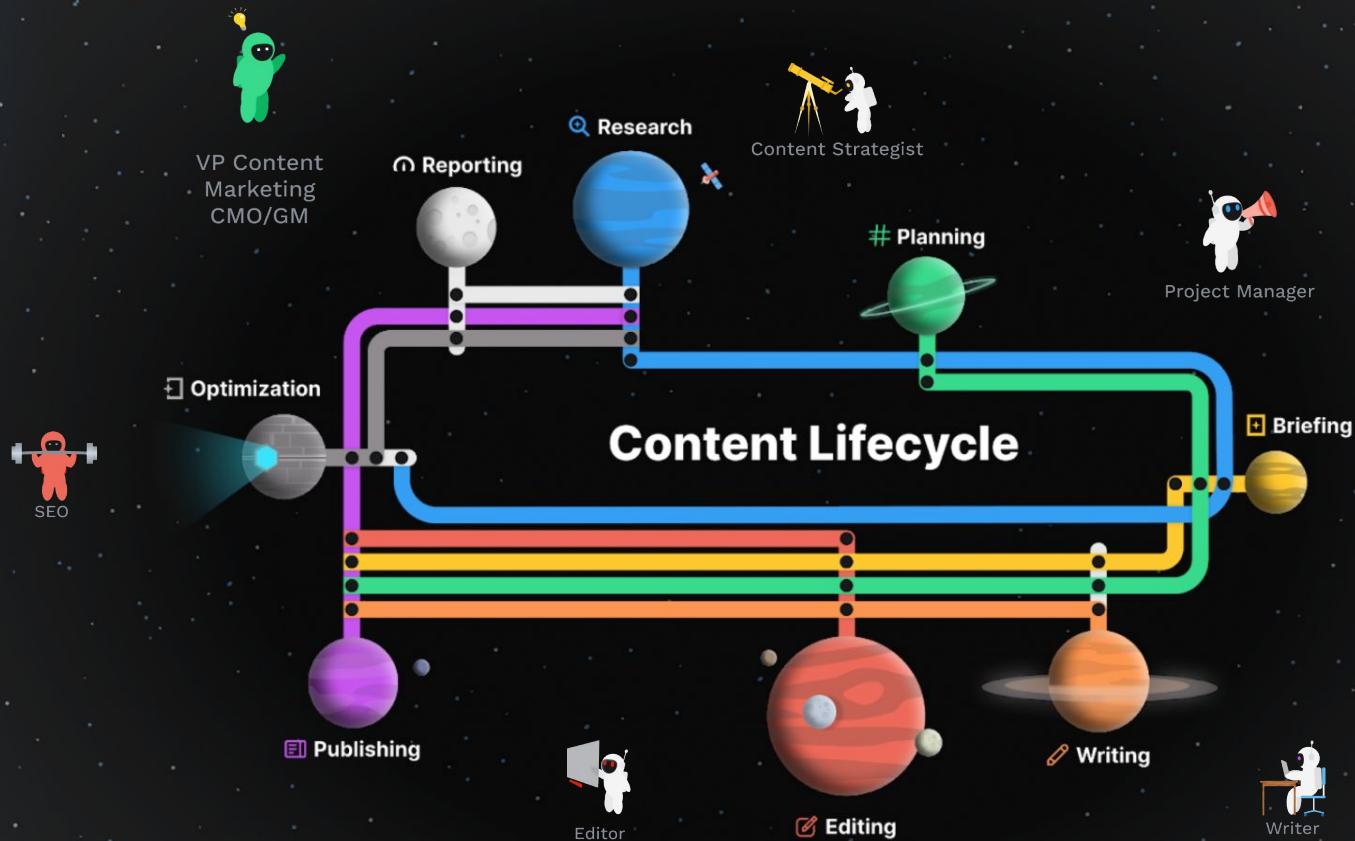
Continuous Updates
Voice Search, Next-Steps,
Topic Layer, Dynamic
Organization

Content clusters win search traffic and create content-driven customer journeys

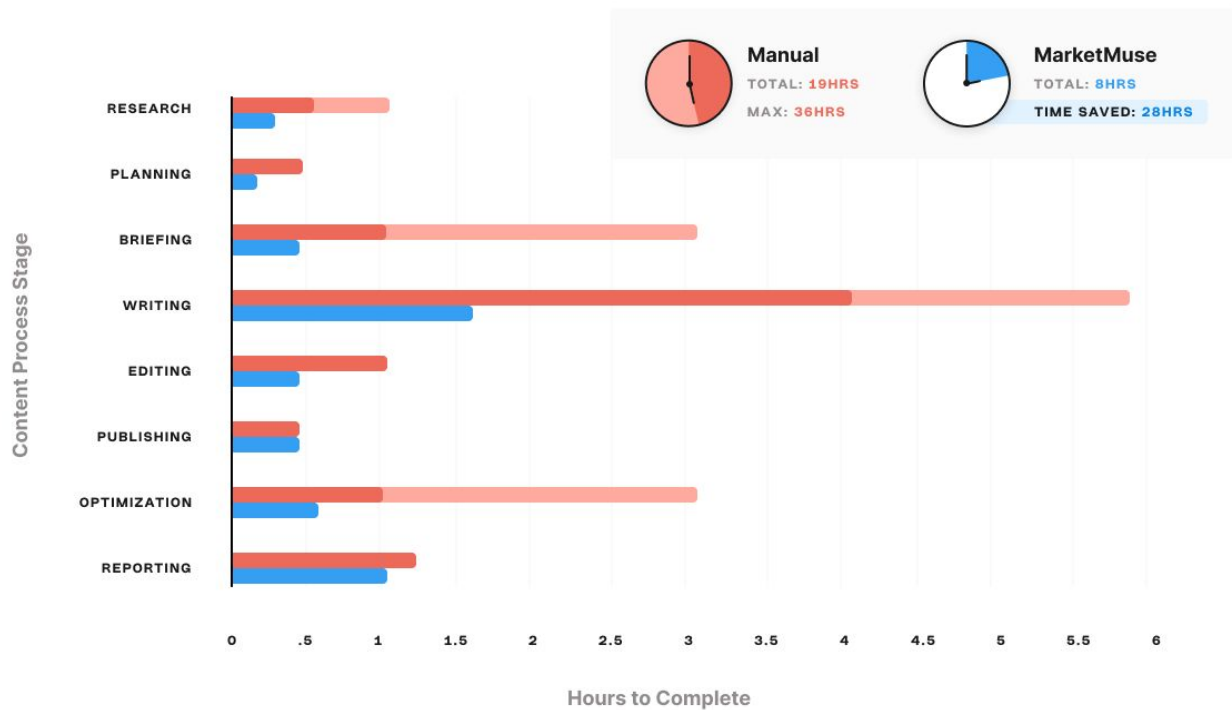
MarketMuse's **topic modeling technology** helps you **identify opportunities** for content clusters, prioritizing topics to include **based on ROI** and potential success.

We take your topic and **analyze tens of thousands of related web pages** to identify important subtopics, questions to answer, and personas to address so you can **write content that ranks** and execute ideas faster.





Measurably faster content workflows with AI



One platform to drive your entire content strategy

MAICON



Content Inventory and Audit

Automatically collect and organize your entire site, or just your most important pages. Analyze your content quality and topic authority at scale.



Planning & Prioritization

Prioritize content based on ROI and personalized success metrics. Build Content Plans for easy organization.



Content Creation

Stop paying writers to guess and start creating consistently high-quality content. Let AI do the heavy lifting with our Content Briefs and First Drafts.



Content Optimization

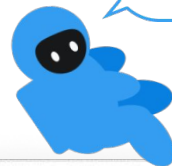
Get specific, detailed directions to optimize old and outdated content so it keeps earning traffic and providing ROI.

 **MarketMuse**

Site-level analysis at your fingertips

Manual: Make sense of a bunch data across various spreadsheets.

MarketMuse: Automated content inventory and audit solution that measures content quality and authority across your domain.



What do I have? What am I missing?

Inventory Search for a topic, URL or page title...					
All	Pages	Topics	++ Arrange	Hide	Filter
Show Archived Items					
+ Add to inventory					
TOPIC	DIFFICULTY	COMPETITIVE ADVANTAGE	PERSONALIZED DIFFICULTY	VALUE/MD	VALUE Δ
marketmuse	0 None		0 None	\$300	+ 0
marketmuse	0 None		0 None	\$300	+ 0
what is content strategy	62 Medium		30 Easy	\$264	+ 263.9
content strategy example	0 None		0 None	\$144	+ 143.9
content brief	40 Medium		4 Easy	\$144	+ 143.9
content briefs	44 Medium		5 Easy	\$144	+ 143.9
content briefs	44 Medium		5 Easy	\$144	+ 143.9
market muse	0 None		0 None	\$117	+ 0
how to get a google knowledge panel	47 Medium		7 Easy	\$78	+ 15

 **Inventory and Audit**

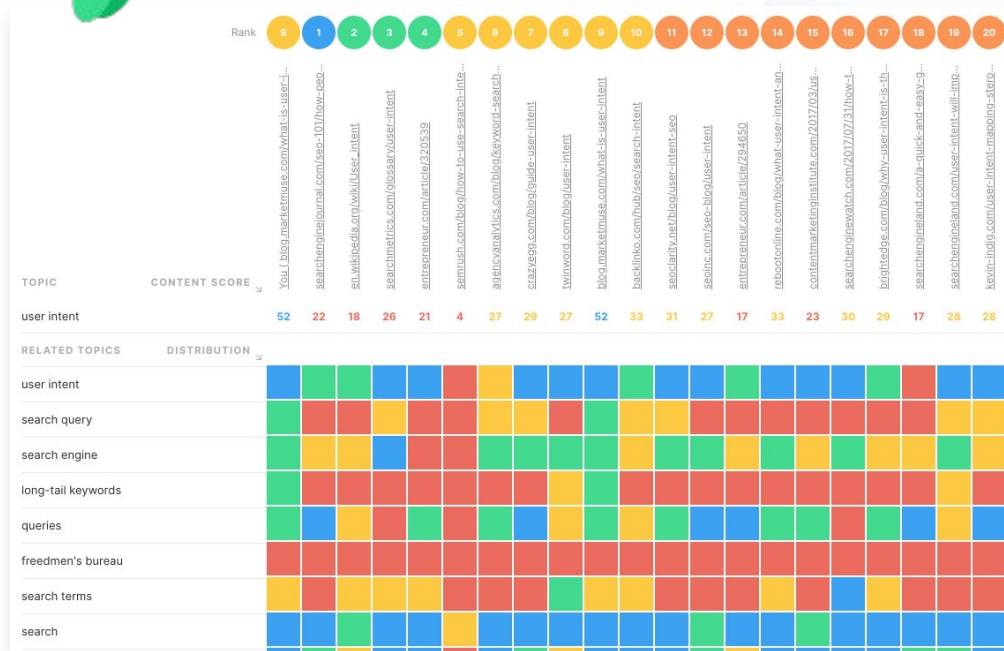
Panoramic view of topical coverage

Manual: Read and analyze the top 20 pieces to understand coverage.

MarketMuse: Visual heatmap shows opportunities and gaps in the SERP on must-have topics and ways to differentiate.



How can we differentiate our topic?



Industry-leading topic models

Manual: Multiple rounds of research and edits based on industry knowledge.

MarketMuse: A quantitative measure of content quality and alignment to user intent. Evaluate topical coverage at the page level and competitors in the SERP.

Does this cover everything?



The screenshot shows the MarketMuse interface with the following details:

- Optimize** tab selected, URL: <https://blog.marketmuse.com/an-idiot-proof-g>
- Buttons: **Run / Fetch**, **Save to inventory**, **Export**
- Metrics: Content Score: 39, Avg: 29, Target: 39; Word Count: 2,482, Avg: 2,668, Target: 4,179
- View** dropdown menu
- H1: A Foolproof Guide to Long Form Content**
- H2: What is Long Form Content and Why is it Necessary?**
- Related Topic Table:**

Related Topic	YOU	THEM
short form content	1-2	1-2
form content	10+	10+
long form	3-10	10+
content	10+	10+
content marketing	3-10	3-10
form	10+	10+
backlink	0	0
blog post	0	1-2
short form	1-2	1-2
longer content	0	1-2
social media	3-10	3-10
long form article	0	0
gated content	0	1-2
content length	1-2	0

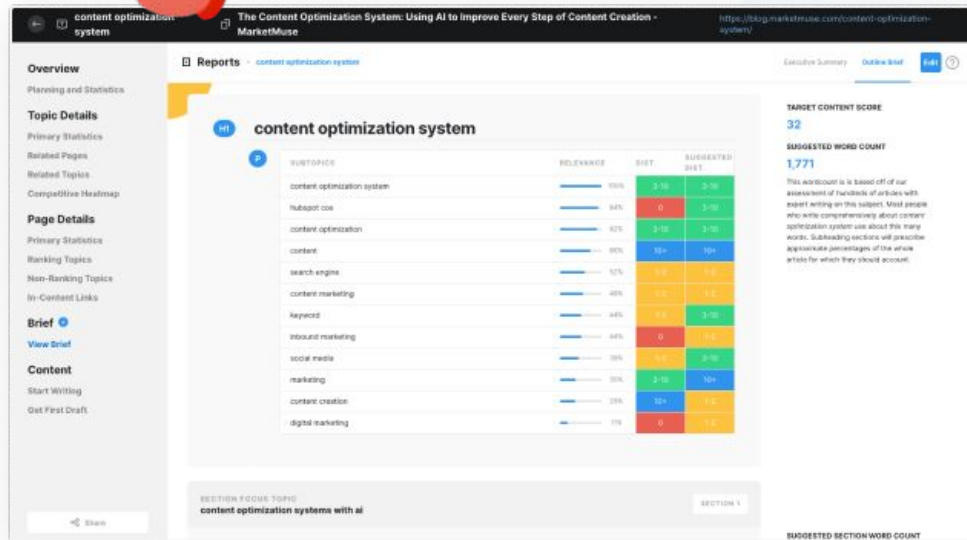
Publish with confidence, at scale

Manual: Briefs based on manual research and industry knowledge.

MarketMuse: Data-driven briefs with keyword research, competitive analysis, link opportunities, and complete outline in minutes.



Can we publish more faster?



 Content Brief

 MarketMuse

AI-Enabled **End-to-End** Content Strategy



Content Teams **Work Better** With MarketMuse



CMO

I am able to predict return on investment for my content with MarketMuse data.



Project Manager

I know how much content I need to create on a particular topic in order to be successful.



Content Strategist

All my content decisions for create and updating content are informed by MarketMuse data.

Content Teams **Work Better** With MarketMuse



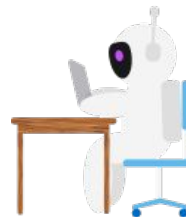
SEO

Every article we publish is equal to or better than all of our competitors.



Editor

I have an objective way of measuring content quality and comprehensiveness.



Writer

Every article that I touch is influenced by MarketMuse data and has a single source of truth of MarketMuse Content Briefs.

MarketMuse: AI in Action



Identify opportunities
via an on-demand
content audit



Develop a strategic
content plan



Create a data-driven
Content Brief



Create and optimize
content at an expert
level

Thank you!

Enjoy **20% off** MarketMuse with code: **MAICON2021**



Jeff Coyle

Co-founder, CSO
MarketMuse
@jeffrey_coyle

marketmuse.com
@marketmuseco



MAICON

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