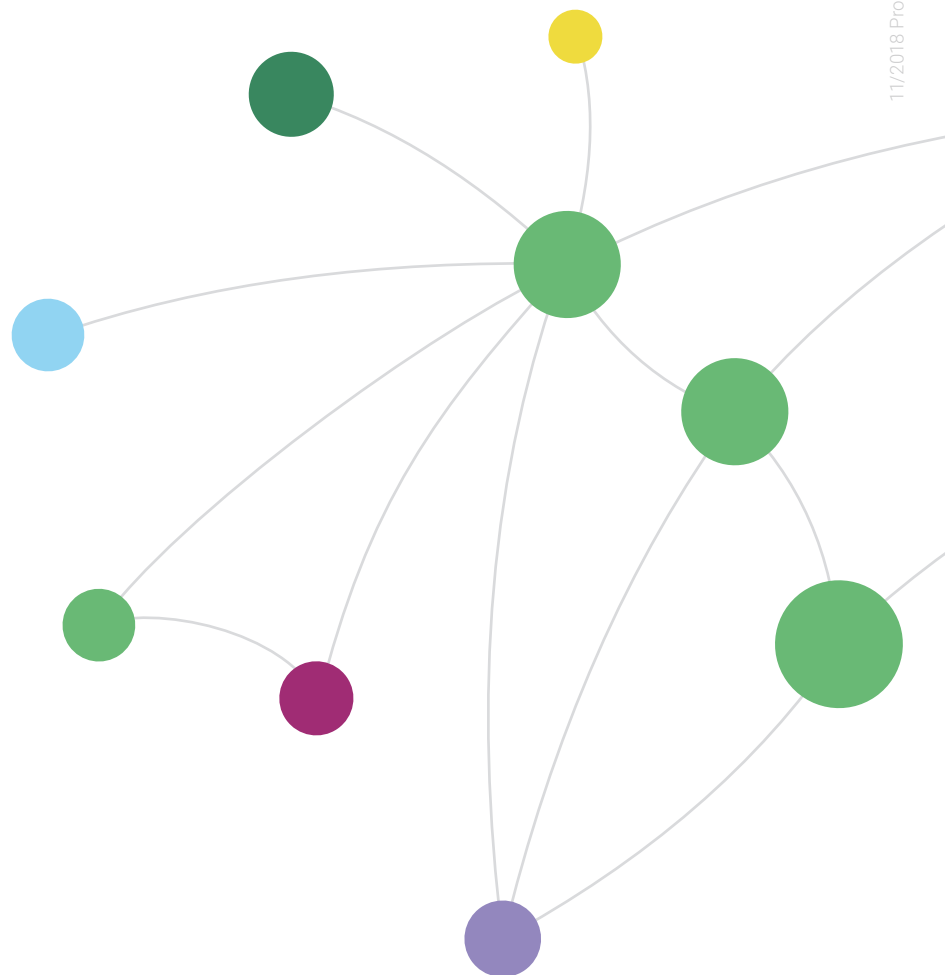


# Welcome to the Searchmetrics Content Experience

## New User Getting Started Guide

11/2018 Product Marketing



# Welcome to Searchmetrics!

First of all, thank you for choosing us to support you in your content marketing and SEO efforts!

## What's Searchmetrics?

We guide modern marketers to confidently invest in earned media with the knowledge and expertise they need to create an effective growth strategy. The pathfinding Searchmetrics Search Experience and Searchmetrics Content Experience platforms use deep learning insights to guide companies through discovery, optimization and measurement of engaging storytelling online. Searchmetrics is the place marketing executives turn to in order to understand where the intersections of SEO and content marketing can create revenue and elevate their brands.

## What's the Content Experience?

We have developed a data-driven software that is based on the methodology of Agile Content Development. Thus, the process of content creation becomes an iterative one, guiding you through discovery, optimization and measurement of engaging storytelling.



Our overall goal is to help you eliminate the guesswork in content marketing. Based on the world's largest search and content data repository (our own), we have access to billions of data points to help you create successful and engaging content that is also being found in search engines.

Long story short, to help you get started quickly we have created this guideline for you. If some things haven't been covered in depth, don't forget that you also have access to your personal Client Success Manager, who will be more than happy to help!

Your Searchmetrics Team

# TABLE OF CONTENTS

## SETTINGS

- Licenses
- Projects
- Users

## CONTENT MANAGER

1. Active Briefs
2. Brief and Content Activity
3. Active Content
4. Activity List

## BRIEF CREATOR

- Step 1: Starting a new Brief
- Step 2: Adding Topics
- Step 3: Content Optimization
- Step 4: Questions
- Step 5: Analytics
- Step 6: Brief Details

## CONTENT EDITOR

1. Starting Conditions
2. Keywords
3. Content Scores
4. Version History
5. SCE Add-In for Microsoft Word

## CONTENT ANALYTICS

1. Content Visits Total
2. Content Market Share: Benchmarks
3. Content SEO Visibility

## USE CASES

1. For Content Managers and Strategists
2. For Writers

# SETTINGS

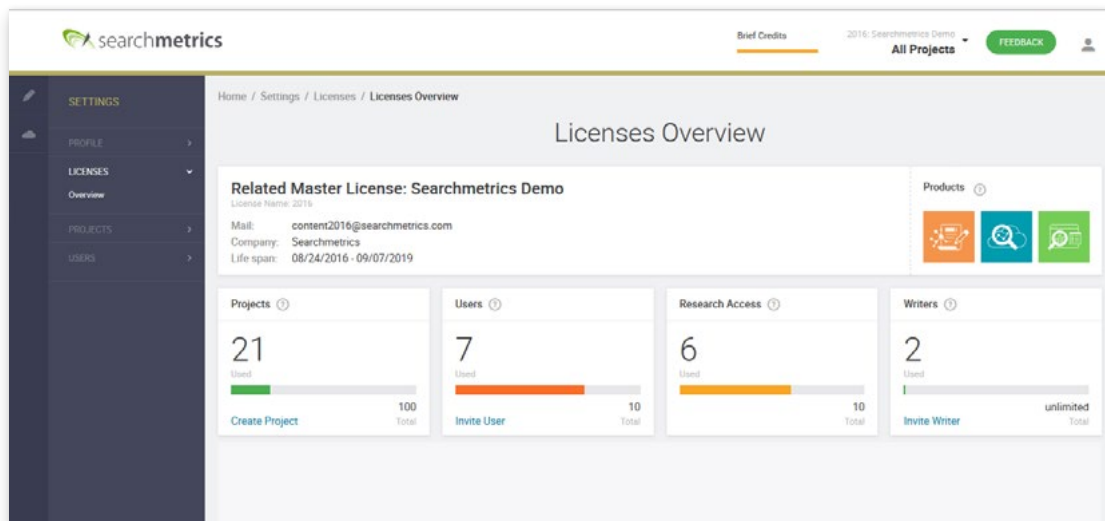
## Before you start

### With which browsers is the Content Experience compatible?

To ensure that the software reaches its full potential and gives you the best product experience, we recommend you to use the newest versions of Chrome and Firefox.

## Licenses

Within the settings you can easily see your license overview. On the top, you get an instant overview on the number of users, or users with research access only, have been invited to your master license. Moreover, you can see the number of projects, keyword queries, and reports created for the license.



**Tip:** You can choose to display the information for the Content Experience as well as the Search Experience (if you've purchased our SEO product, too).

# SETTINGS

## Projects

In the project overview, you can see all projects that have been created within your license.

You may add further columns to further see the tracking frequency, the last time the project has been tracked, the chosen search engines, project keywords, benchmarks and which web analytics are in use.

The screenshot displays the Searchmetrics Project Overview interface. At the top, it shows the 'Master License: Searchmetrics Demo' with contact information and a license period from 07/26/2014 to 12/31/2015. Below this, four key metrics are presented with progress bars: 13 Projects (92 Total), 23,519 Keyword Queries (48,500 Total), 21 Billing Credits (1,000 Total), and 115 Users (498 Total). A 'Projects' section shows a search bar and a table of active projects. The table has columns for Project Name / Domain, Search Engines, Total Keywords, Keyword Queries, and Date Last Updated. The projects listed are DEMO Enterprise \$25 DE, DEMO Enterprise \$25 UK, DEMO Enterprise \$25 US, and DEMO Enterprise DE.

Project Name / Domain	Search Engines	Total Keywords	Keyword Queries	Date Last Updated
DEMO Enterprise \$25 DE searchmetrics.org	Germany + Google (German) + Desktop Austria + Google (German) + Desktop Switzerland + Google (German) + Desktop	647	4,528	11/31/2016
DEMO Enterprise \$25 UK searchmetrics.org	United Kingdom + Google (English) + Desktop United Kingdom + Google (English) + Desktop Local United Kingdom + Google (English) + Smartphone as...	461	1,844	11/31/2016
DEMO Enterprise \$25 US searchmetrics.org	USA + Google (English) + Desktop USA + Bing (English) + Desktop USA + Google (English) + Desktop Local + Boston, MA	462	1,848	11/31/2016
DEMO Enterprise DE searchmetrics.com	Germany + Google (German) + Desktop Germany + Bing (German) + Desktop Austria + Google (German) + Desktop	387	2,708	11/30/2016

## Users

In the user overview, you can access a detailed list of users, and their respective roles, that have been invited to your license.

When inviting a new user, you have a few options regarding their respective access rights. To start with, you can assign a user either Admin rights, User rights or Writer rights, depending on what you wish them to do and see within the Content Experience.

**Admin right:** has access to all areas of the Content Experience and may invite users to sublicenses.

**User right:** has access to all areas of the Content Experience

**Writer right:** will be able to see the areas that have been assigned to him, which is mainly the Content Editor for writing. The writer can neither create or edit Briefs, nor has access to the Research Cloud.

You can further decide on if a user should be able to **export all data or reports** or only their own created reports. Moreover, you can choose to grant them access only to the Content Experience, or additionally, to the Research Cloud.

Last but not least, you might limit the access to selected projects of the sublicense or give access to see all projects of that sublicense.

# CONTENT MANAGER

## What is the Content Manager?

Enrich your daily work experience with the intuitive Content Manager. It's a fast way to manage activities and teams in one place. It's designed to be the tool to use if you work collaboratively in creating content and/or supervise the progress and quality of delivery for your teams.

On top of getting an instant overview of the general Brief and Content Activity and their respective status, you can easily open or filter existing briefs and generate new ones. The Content Manager immediately shows you on how many briefs and texts your team is currently working on.

The screenshot displays the Searchmetrics Content Manager interface. It features a sidebar on the left with navigation options: 'Content Manager', 'Team Performance', 'Custom Analytics', and 'Custom Services'. The main area is titled 'Content Manager' and includes a search bar for content briefs. Below the search bar are three summary cards: 'Active Briefs (5/32)', 'Brief and Content Activity' (showing 643 total activities, with 530 briefs and 13 content items), and 'Active Content (11)'. A table below these cards lists individual content items with columns for 'Brief Name, URL', 'Brief Labels', 'Word Count', 'Content Score', 'Created', 'Amount of duplicated pages', and 'Tracking'. The table contains several rows of data, including entries for 'financial planning', 'vorwerk staubsauger', 'küchengeräte', 'jagdbrille', and 'isabelhöhe'. Numbered callouts (1-8) point to various UI elements: 1 points to the sidebar, 2 to the search bar, 3 to the summary cards, 4 to the table header, 5 to a row in the table, 6 to the table body, 7 to the table footer, and 8 to the tracking status column.

## 1 Active Briefs

View the number of briefs that are either in progress, ready for Approval or complete.

## 2 Brief and Content Activity

Within the Brief and Content Activity chart you can easily check how many Briefs and texts are currently worked on.

## 3 Active Content

View the amount of Content that is either in Progress, ready for Approval or ready to Publish.

## 4 Activity List

The Activity List allows you to see all content activity at a glance. You can easily sort the list by Brief Status, Assignee, Due Date etc. For each content piece, you can access and edit the corresponding Brief or write and edit the respective content in the Content Editor.

You can further configure the table to display the information you really need. Add or remove columns to keep the Content Manager lean and suited to your exact information needs:

## 5 Brief Labels

Label your briefings to better find and manage them.

## 6 Word Count

At first glance a feature known from Word or any other editors but the Searchmetrics word count is more than just a counter for length. It actually works as an indicator and target for a recommended text length, which is based on the average text length of your direct competitors.

## 7 Content Score

This score is a remarkable feature that will help you defining the level of quality you wish to aim for with your text.

## 8 Created

As a supervisor you want to know when a text was created and how long it takes until publishing. Ideally you want to publish fast, thus being able to track the performance of your text and writers.



Brief Name, title	Refreshed	Topic	Brief Creator	Assignee	Amount of duplicated pages	Status
health benefits of avocado https://www.healthline.com/nutrition/12-proven-benefits-of-avocado 12 Proven Health Benefits of Avocado - Healthline	10/31/2018	health benefits of av...	[Avatar]	[Avatar]	No duplicates Show all	Brief in progress
avocado recipes https://www.healthline.com/nutrition/12-proven-benefits-of-avocado 12 Proven Health Benefits of Avocado - Healthline	10/31/2018	avocado recipes	[Avatar]	[Avatar]	no data (text too short)	Brief in progress
avocado mask Add URL	10/11/2018	avocado mask homemade avocado... how to make avocad...	[Avatar]	[Avatar]	Severe duplicates: 1 show all	Brief in progress
avocado maske Add URL	09/27/2018	avocado maske avocado haare 2.more	[Avatar]	[Avatar]	No duplicates Show all	Brief in progress

## 9 Refreshed

You have the option to refresh briefings to get the latest data on your chosen topic without having to create a new brief. If you click on the 3 dots, you can simply click on refresh.

## 10 Topic

This column gives you a quick overview of what topics you have used so far, especially if you created a lot of briefs.

## 11 Brief Creator

See who has created the brief.

## 12 Assignee

Identify who has assigned the brief.

## 13 Amount of duplicate pages

Learn about the websites, whose content is similar to your text.

## 14 Status

Find out the status of each brief and content. The brief may either be:

- in progress,
- ready for approval
- or ready to create content.

Whereas, the content may be:

- in progress,
- awaiting approval,
- approved,
- or published.

Brief Name, Title	Share of Market	Tracking	Due Date	Project Name, Country	Search Volume	SEO Visibility
health benefits of avocado https://www.healthline.com/nutrition/12-proven-benefits-of-avocado 12 Proven Health Benefits of Avocado - Healthline	n/a	Not active	Not set	DEMO Enterprise B2B US USA	12,378	n/a
avocado recipes https://www.healthline.com/nutrition/12-proven-benefits-of-avocado 12 Proven Health Benefits of Avocado - Healthline	n/a	Active	11/13/2018 Overdue	DEMO Enterprise B2B US USA	39,713	n/a
avocado mask Add URL	n/a	Not active	Not set	DEMO Enterprise B2B DE USA	3,542	n/a
avocado masks Add URL	n/a	Not active	Not set	DEMO Enterprise B2B DE Germany	1,698	n/a

## 15 Share of Market

Instantly see the share of market for all topics that have been tracked in your brief over time (within the Content Analytics section). Market share is analogous to other marketing metrics as “share of voice” and “impression share”.

## 16 Tracking

Discover which keywords for a specific brief are being tracked within the Content Analytics section.

## 17 Due Date

See if the content piece has a due date.

## 18 Project Name, Country

See if the brief is assigned to specific projects and countries.

## 19 Search Volume

This metric is great to discover how many times a topic is searched for, which is a huge help in finding out what your future audience is interested in. Topics with a high search volume have both a large reach and potential, so focusing on topics that matter to people was never this easy.

## 20 SEO Visibility

Due to the high competitiveness of content, the SEO Visibility score is a very important metric as it calculates the overall likelihood of a website or page to be seen in organic search results. The higher the value is, the higher the likelihood is.

The Visibility score is an index developed by Searchmetrics and is calculated by using search volume, organic position, and the proprietary dynamic click-through rate (CTR) modeling. A drop in SEO Visibility can have several reasons: new technical site errors, a Google algorithm update, a sudden loss in keyword rankings etc. So, this will put you in a better position to manage an increase or decrease accordingly.

# BRIEF CREATOR

## What is the Purpose of a Brief?

A brief facilitates the ideation and research process, allowing you to define important aspects of the content you want to create. The brief is also meant to facilitate smooth communication between content managers, editors, and writers.

Creating a brief is a great way to clearly define goals for the writer (e.g., the topic, text length and due date) and inspires the creative expansion of topics addressed in the text. This efficiently shortens the amount of time needed for proper research and makes the consistent creation of high-quality content across teams and countries possible.

The image shows a 'Start a New Brief' form with the following fields and callouts:

- 1**: Project dropdown menu containing 'avocado'.
- 2**: Country & Language dropdown menu containing 'USA (EN)'.
- 3**: Core Topic text input field containing 'avocado'.
- 4**: Radio button for 'For New Page (URL not published)'.
- 5**: Radio button for 'Update Existing Page (URL is published)'.
- 6**: Brief Name text input field containing 'avocado'.

Buttons at the bottom: Save & Close, Edit Content, Complete Brief.

## Step 1: Starting a New Brief

For creating a new brief, you just need to click on “Create Brief” in the top right corner and you will see the following window.

### 1 Project

Select one of your existing projects to which you wish to add your brief.

## 2 Content Localization

Due to the increasing importance of adapting content locally, we have made it quite easy to adapt content consistently across teams and countries.

### English:

- Google US
- Google UK
- Google Canada
- Google Ireland
- Google Australia
- Google India
- Google Singapore
- Google South Africa

### German:

- Google Germany
- Google Austria
- Google Switzerland

### French:

- Google France

## 3 Core Topic

### What is your text about?

Whilst entering a topic you will receive a list of suggestions from which you have to select one. To help making your decision easier, you will see the search volume and CPC (cost-per-click) of each topic listed behind it with. This becomes very useful as a high search volume and CPC indicate a high potential for the content piece yet to be created.

**CPC:** The CPC is the average cost-per-click for paid ads in Google search results. Advertisers buy ads from Google on certain keywords and Google displays those ads in their search results.

## Duplicate Briefs

If you have already created a brief with the same topic, you will be informed in order to prevent duplicate content.

### Start a New Brief ✕

Project ?

Country & Language ?

Core Topic ?

A brief with the same or similar topic already exists.

Brief, Creation Date	Topics, URL, Title
<b>health benefits of avocado</b> 10/31/2018	health benefits of avocado <a href="https://www.healthline.com/nutrition/12-proven-benefits-of...">https://www.healthline.com/nutrition/12-proven-benefits-of...</a> 12 Proven Health Benefits of Avocado - Healthline
<b>avocado recipes</b> 10/31/2018	avocado recipes <a href="https://www.healthline.com/nutrition/12-proven-benefits-of...">https://www.healthline.com/nutrition/12-proven-benefits-of...</a> 12 Proven Health Benefits of Avocado - Healthline


## On-Demand Briefs

In case we don't have your topic covered in our database, you can simply create an On-Demand brief.

With this feature we fetch the needed data immediately, i.e., do a **live crawl** to find information in your chosen search engine. After a few minutes you'll receive an email if the brief is ready.

**Tip:** This is also a perfect opportunity to research breaking news topics or niche products that appeal to a very small market.

Core Topic ?  ON DEMAND

 **You've selected a very special topic!**

You're the first to create a brief with this topic. We're ready to get all the data, however this will take a bit longer than usual. We'll notify you as soon as the results are in.

Now you will be asked if this brief is for creating a new page or update an existing one.

## 4 New Page (URL not published)

If you want to create a new text, click on New Page (URL not published) and go ahead with the next step of giving the brief a name.

**Tip:** Ranking data cannot be shown if you do not provide a URL for the Brief. If you know that your new content will exist on a specific URL, then you can still add that URL in order to get ranking data. If you do not know the URL, you can always add a URL to the Brief at another point in time.

## 5 Update Page (URL is published)

Alternatively, if you want to revise and optimize existing content, you only need to enter the URL of the page you want to update. **By adding a URL, you can:**

- Discover quick wins that can be obtained through content optimization.
- Find out which URLs have the highest potential within the Research Cloud (see the use [Case 1](#) below).
- Analyze current rankings for your page and those of competitors.

## 6 Brief Name

Now you can select a name for the brief. When choosing a name consider which words you would use when searching for the brief at a later point in time.

After clicking on “Complete Brief”, you can continue to develop and built out the brief.

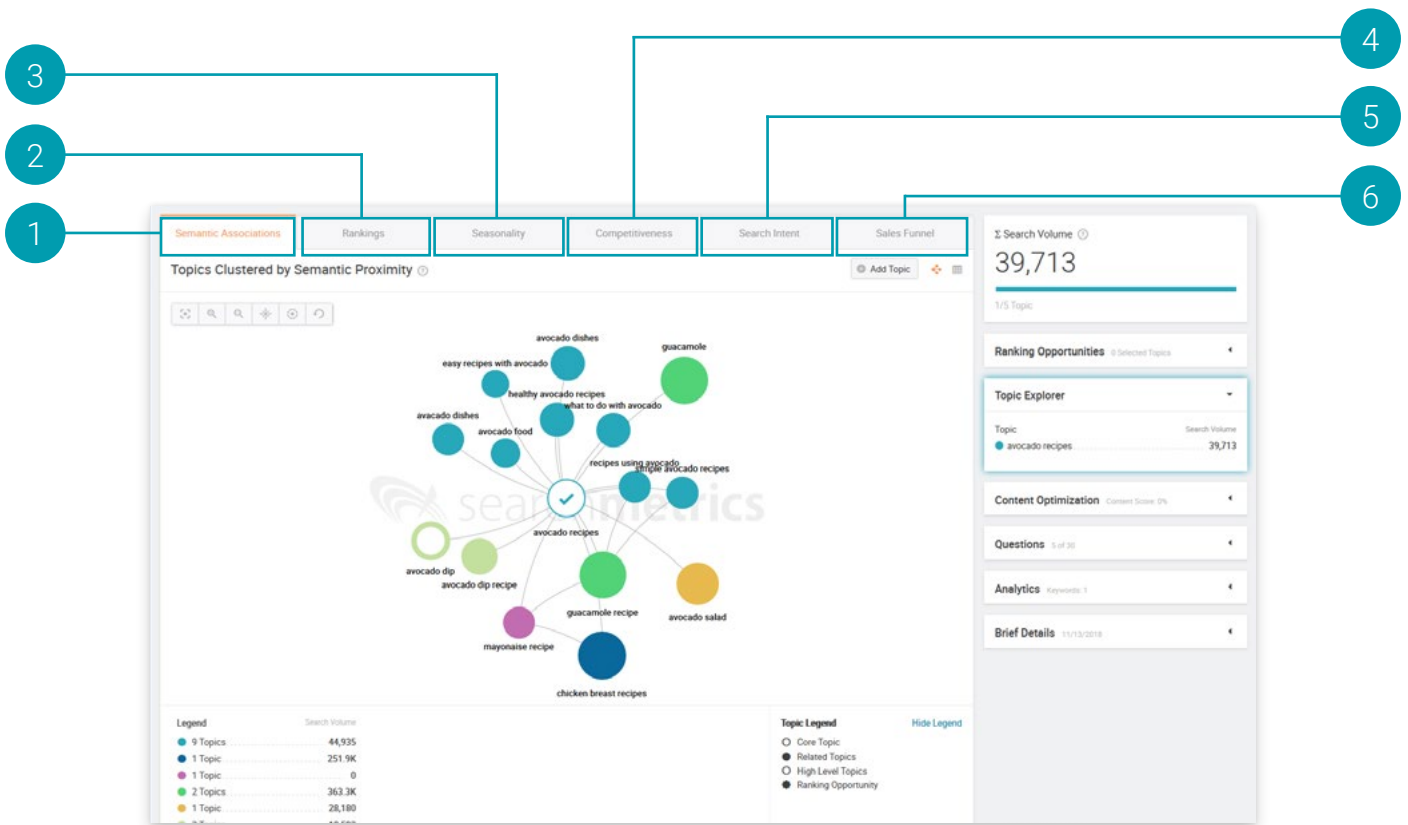
The more developed your brief, the more likely you are to produce high-performing content. There are several easy-to-follow and intuitive approaches to selecting promising topics with the Topic Explorer’s help. Within each approach, you can choose either the visualization of the topics or the table view.

## Step 2: Adding Topics

Step two offers the possibility of **expanding and refining your brief** with regard to the content strategy and actual content, starting with your initial topic. The most popular feature within the Content Experience – the Topic Explorer will help you with this easily.

You will see how topics that share common contexts are located in close proximity to one another and are of the same color.

There are several easy-to-follow and intuitive approaches to selecting promising topics with the Topic Explorer’s help. Within each approach you might choose either the **visualization of the topics or the table view**.



## Step 2.1: New Page (URL not published)

### 1 Find related Topics by Semantic Proximity

Here you can beautifully see how topics that share common contexts are located in close proximity to one another and are of the same color.

**By clicking on a topic, it can be**

- selected,
- expanded to an additional level (dividing the topic into further subtopics),
- removed from the graph
- or analyzed in detail.

### 2 Rankings

To give you some further inspiration, in this section we present you topics that are colored by their **ranking position (outer circle)** and **by the amount of predefined competitor domains (benchmarks) that rank better (inner circle)**.

Considering the ranking position of the given page in comparison to the project's benchmarks, will incredibly help in creating content that focuses on bridging the gap to previously neglected topics.

### 3 Seasonality

Another important, yet easy-to-follow strategy of discovering topics for your content, is to anticipate the seasonality of specific topics. **Considering the seasonal impact, helps publishing content when the demand is the highest.**

In the visualization you can see topics whose search volume peaks in the same season.

### 4 Competitiveness

Another strategy is to **take high CPC topics** into consideration as these are more competitive since more advertisers are willing to spend money for ads on those keywords. High CPC topics are thus more valuable as one can rank well for them organically.

### 5 Search Intent

One of the most helpful strategies is to ask yourself the question **“Why are people searching for this topic in the first place?”**

The answer to this will help you deliver information people are looking for when searching for the topic. But how do you answer this question? Searchmetrics Content Experience provides the answer.

In general, there are three main categories of search intent:

**Informational:** wanting to know or learn something, this could be any broad topic (“what is Content marketing?”)

**Navigational:** drives the searcher to a pre-determined destination (entering “Content Marketing Institute” into Google’s search bar.

**Transactional:** indicates an intent to complete a transaction (“where can I buy the best Content Marketing software?”)

**Equivocal:**an intent that is ambiguous/uncertain in nature.

### 6 Sales Funnel

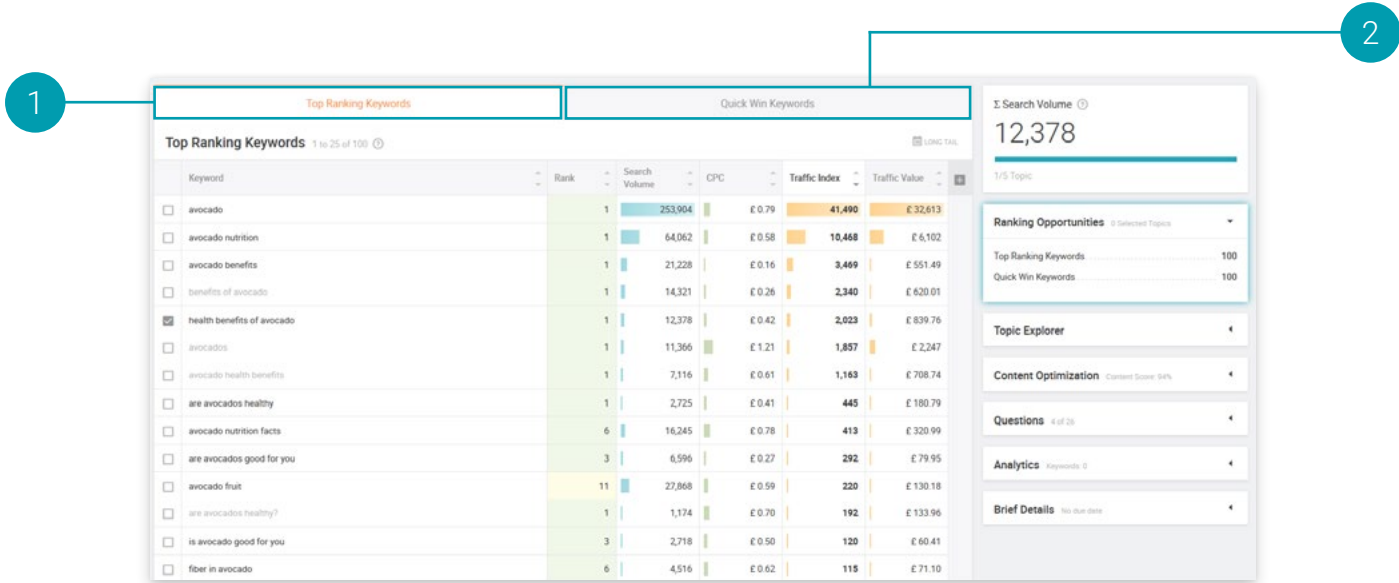
Last but not least, we offer you insights into topics that are colored according to their phase in the Sales Funnel. Considering the phase in the Sales Funnel will put you in a better position to create content that supports the purpose of the page. In fact, this will make it easier to catch people’s attention when it matters most to you.

**Awareness:** Users are aware of a product, brand etc. (unqualified leads).

**Consideration:** Users are considering taking action on a purchase through research & evaluation (prospects).

**Retention:** Users are considering loyalty to a particular brand.





## Step 2.2: Update Existing Page (URL is published)

### 1 Top Ranking Keywords

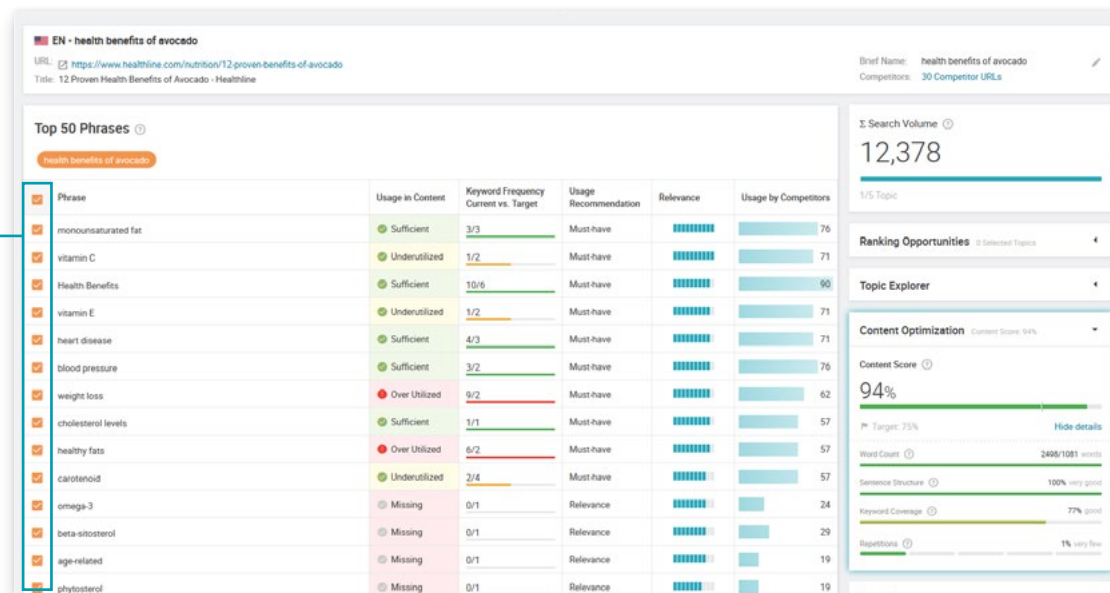
These are the **keywords that your page is ranking for in Google**. Select these keywords to add to your brief if you want to improve and continue to leverage your current presence in the search engine.

### 2 Quick Win Topics

These are **keywords where a little improvement can make them perform much better**. Consider them 'low hanging fruit' to tackle if you want relatively easy rank and traffic gains.

## Step 3: Content Optimization

This step will help you in optimizing your brief and the strategy of the yet-to-be-written text with **data-driven subtopics and content recommendations**.



### 1 Selecting Phrases/Keywords

Save time by making use of phrases/keywords that have a high search volume and that are **being used by your competitors**. To make it easy for you, we offer three usage recommendations:

**Must-have Keywords:** These keywords are central to the topic(s) you are targeting. These terms are being heavily used in the content of your competitors. Incorporating these terms into your content is critical in order for your content to perform well in search engines.

**Additional Keywords:** Including these keywords in your content can significantly increase the uniqueness of it. Search engines reward uniqueness, so the usage of these additional keywords can help your content outrank competitors and stand out in the crowd.

**Recommended Keywords:** These keywords are used by many of your competitors and are associated with your topic(s), however, these are not as central as the Must-have keywords. Nevertheless, be sure to incorporate the Recommended Keywords in order to create the holistic content your target audience is searching for.

**You can simply select or deselect keywords that shouldn't be used by the author.**

We further made it easy for you to see who your competitors for that topic are by clicking on the **Competitor URLs** on the top-right corner. You get instant information on the specific URLs, titles and word count. This acts as the basis to create content that will outperform your competition.

## Step 4: Questions

### Which are the most popular questions among your audience that you should cover?

In order to make sure your text appeals to and reaches as many people as possible, it's important to cover their interests and expectations thoroughly.

**Questions that are frequently asked in online forums** in context of your selected topic act as an excellent indicator in this step of the briefing creation. With this in mind, the writer not only saves valuable time in not having to research those questions beforehand, while benefiting from an additional source of inspiration.

The screenshot shows the Searchmetrics Question Finder interface for the topic "health benefits of avocado". The interface includes a list of questions on the left, a search volume of 12,378 on the right, and various optimization tools like Ranking Opportunities, Topic Explorer, Content Optimization, Questions, Analytics, and Brief Details. The "Questions" section is highlighted, showing a list of questions such as "What are some health benefits of eating avocados?", "what is health benefit of avocado seed?", and "Does avocado have any special health benefits?".

**Please select questions that are supposed to be picked up by the writer**, answered within the text or worked into the FAQs. Covering questions in your text immediately increases its relevance.

**Tip:** Less relevant questions often cover a niche topic and can therefore be just as relevant for your text. Commonly, they are less contested and can lead to a quicker success in ranking.

## Step 5: Analytics

### What good is efficiency without effective results?

As a next step we recommend you **keywords that you should track**, as these are the most relevant success keywords based on your selected topics. If you should decide to add a keyword for tracking, you will be able to see the ranking progress of it in the Analytics section.

Keyword	Search Volume	CPC	Relevance
<input type="checkbox"/> avocado	140,237	€ 1.33	5/5
<input type="checkbox"/> nutritional benefits of avocado	173	€ 0.39	5/5
<input type="checkbox"/> avocados benefits	192	€ 0.25	5/5
<input type="checkbox"/> why is avocado good for you	555	€ 0.18	5/5
<input type="checkbox"/> avocado is good for	185	€ 0.20	5/5
<input type="checkbox"/> what are the benefits of avocado	189	€ 0.51	5/5
<input type="checkbox"/> avacado	20,450	€ 2.28	4/5
<input type="checkbox"/> avacodo	2,709	€ 2.71	3/5
<input type="checkbox"/> avocados	876	€ 2.88	4/5
<input type="checkbox"/> avacodo nutrints	765	€ 0.81	3/5

Σ Search Volume: 140.2K

1/5 Topics

Topic Explorer

Content Optimization Content Score: 0%

Questions 16 of 104

Analytics Keywords: 0

Recommended Keywords (12)

Keyword	Search Volume
avocado	140.2K
nutritional benefits of avocado	173
avocados benefits	192

## Step 6: Brief Details

### Which editorial goals need to be set for the author?

The last step of the Brief Creator allows you to set editorial goals for your writer. These can, for example, be specifications on the to-be-achieved content score, word count or a due date.

1 Content Score: Set Target 75%

2 Word Count: Set Target 1297 words

3 Brief Details

4 Status: Brief in progress

5 Assigned to: To The New Searchmetrics Suite!

6 Due Date: 11/13/2018

Comments: Please let me know if you have any question! Thank!

Σ Search Volume: 39,713

1/5 Topic

Ranking Opportunities 3 Selected Topics

Topic Explorer

Content Optimization Content Score: 0%

Questions 1 of 30

Analytics Keywords: 1

Brief Details 11/13/2018

Status: Brief in progress

Assigned to: BrightonSEO Visitor

Due Date: 11/13/2018

Brief Label (W20)

A comment is waiting for you.

## 1 Content Score

The content score serves as an easy-to-use tool to define the **level of quality you wish to aim for with the text**. As the content score serves as an indicator for the holistic structure of your text, a higher content score automatically indicates a more thorough coverage of topics.

## 2 Word Count

Determine the amount of words to be used in the process of creating the text. As a guideline the **average amount of words used by your competitors** is calculated. If you wish to increase your competitiveness, the amount of words used in your text should not be under the calculated guideline.

## 3 Brief Status

Please select the status of your brief in order to keep track of it.

**Brief in progress:** Your brief is still in editing and is not yet of the quality necessary to forward it to a writer.

**Brief waiting for approval:** You have finished your brief and are waiting for approval.

**Ready to create content:** Your brief is finished and has been accepted. The writer might begin writing a text according to your brief.

## 4 Assigned to

Please select an assignee to guarantee a seamless process of collaboration across teams.

## 5 Due date

If you wish to follow up on the creation of text at a later point in time, set a due date for it here.

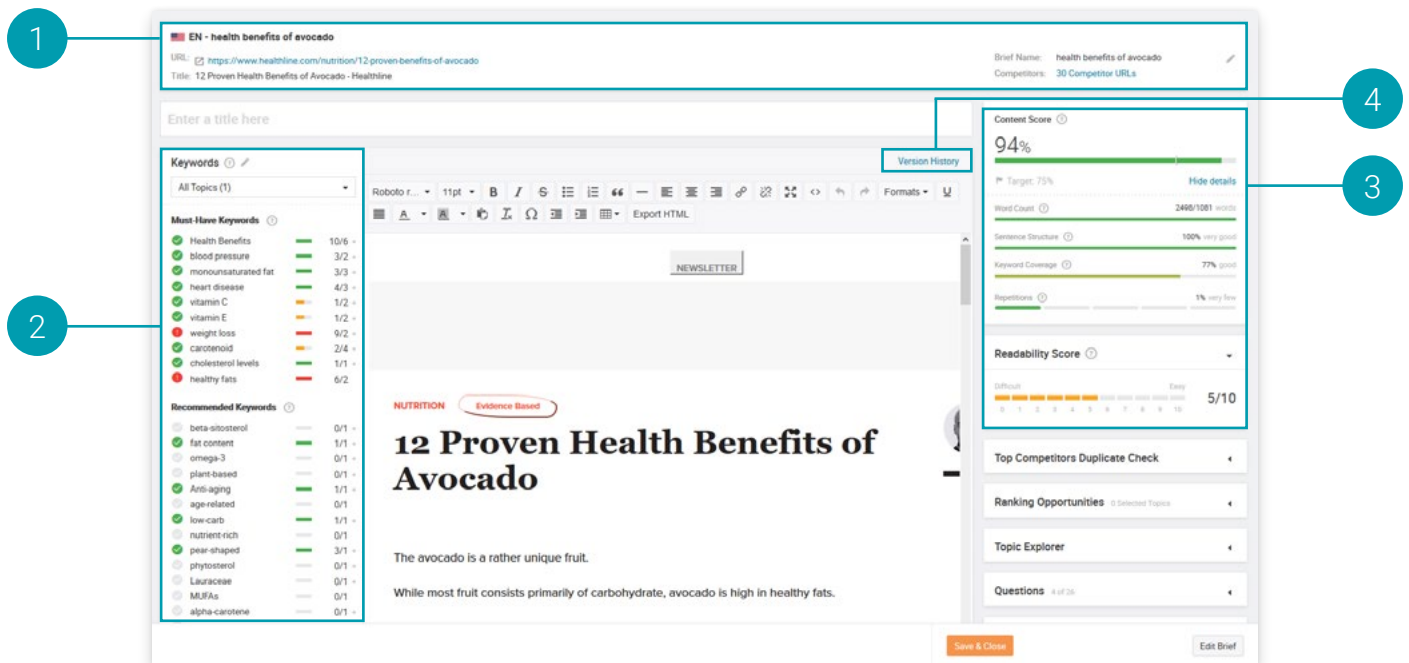
## 6 Additional Comments

If you have further information on the text or brief you wish to pass on to the writer, add them here. The writer will be able to access your notes inside the Content Editor.

# CONTENT EDITOR

How can I create content that is based on the recommendations in the brief?

The content editor is a text editor enriched with large amounts of easy-to-use information, designed to support writers in the creation of high-quality and competitive content.



## 1 Starting Conditions

In the top you will see the brief's name, topic, language and, and if available, the according URL.

## 2 Keywords

On the left-hand side of the Content Editor you can see how the keywords from the brief are compared against the text **in real-time**.

The usage of the keywords will be visualized according to the three different categories of keywords: Must-have Keywords, Additional Keywords and Recommended Keywords.

**Tip:** If the recommended quantity of keywords is used, the probability that your text will outrank those of your competition increases.

## 3 Content Scores

We have developed a new content score on the right column to **measure the quality of your text based on different sub-scores**:

**Content Score:** The content score represents how holistically and comprehensively your content addresses the topic(s). It is based on 4 components: word count, sentence structure, keyword coverage, and repetitions. We believe good text are comprised of all 4 factors equally.

The higher the content score, the better the coverage of the given topic(s) and the higher the potential for your content to perform successfully in the search engine.

**Word Count:** This score depicts the gap between the amount of words in the text and the target word count. The target word count has been set by the creator of the brief and is usually based on the word count of the competing pages. The target value influences the recommended keyword frequencies and affects the overall Content Score.

**Sentence Structure:** This new score assesses how well your text is structured. With our new deep learning algorithm, we can detect when you are not using natural language and calculate the score accordingly. For ex. If you write a phrase such as „I eats fish“, we are able to detect that this is not proper language and this will affect your score.

**Keyword Coverage:** This score calculates your keyword coverage, based on our recommendations. The more keywords that you add in your text, the higher the score.

**Repetitions:** If you are heavily repeating sentences and phrases within your text, your score will be affected. This does not apply to individual words, only phrases & sentences.

**Readability Score:** The readability score, inspired by the Flesch-Kincaid readability tests, assesses how difficult a text is to read. This is measured by the length of sentences and the number of syllables in a word.

**The scoring system ranges from 0-10:**

0-3: more difficult to read

3-5: less difficult to read

5-7: generally understood

7-10: easy to read & understand

For now, the content creation/optimization is completed. However, if you would like to check a previous version of the written content, you can also use the “version history” functionality.

## 4 Version History

Use the Version History link within the Content Editor to see how your content has changed over time. Track additions and deletions and how content score has improved. You can also restore previous versions of your content as needed.

Old version

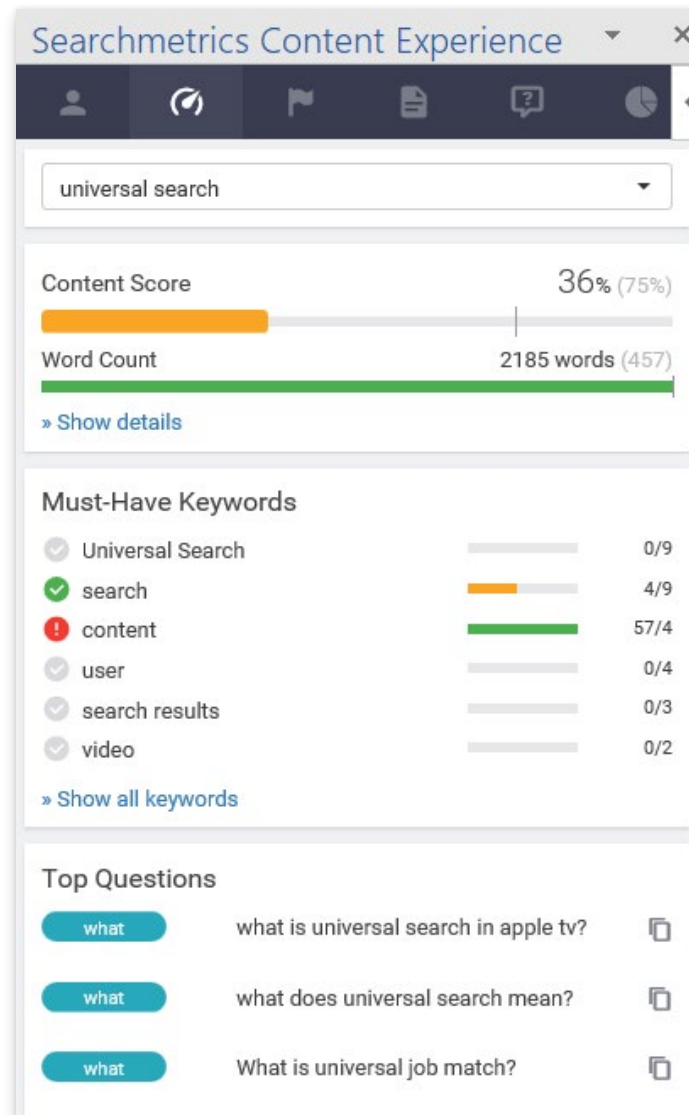
New version

The screenshot displays the 'VERSION HISTORY' interface for a document. On the left, a sidebar lists two versions from 'Last Week': 'Oct 31, 2018 5:59 PM' (9% 1,249 words) and 'Oct 31, 2018 5:52 PM' (0% 1,249 words). The main content area is split into two panels. The left panel, labeled 'Old version', shows the document as of 5:52 PM with a Content Score of 0% and 2459 words. The right panel, labeled 'New version', shows the document as of 5:59 PM with a Content Score of 94% and 2498 words. The new version's content includes a title '12 Proven Health Benefits of Avocado', a sub-header 'The avocado is a rather unique fruit.', and two paragraphs: 'While most fruit consists primarily of carbohydrate, avocado is high in healthy fats' and 'Numerous studies show that it has powerful health benefits.' Both versions include the text 'Here are 12 health benefits of avocado that are supported by scientific research.' and a list item '1. Avocado Is Incredibly Nutritious' followed by an image of hands holding a sliced avocado.



## 5 Searchmetrics Content Experience Add-In for Microsoft Word

If you prefer to write and edit content in Microsoft Word™, you can download the Content Experience Add-In. It provides the key features of the Searchmetrics Content Experience seamlessly integrated into the familiar Microsoft Word™ environment.



### How to Install the Add-In?

Follow these steps:

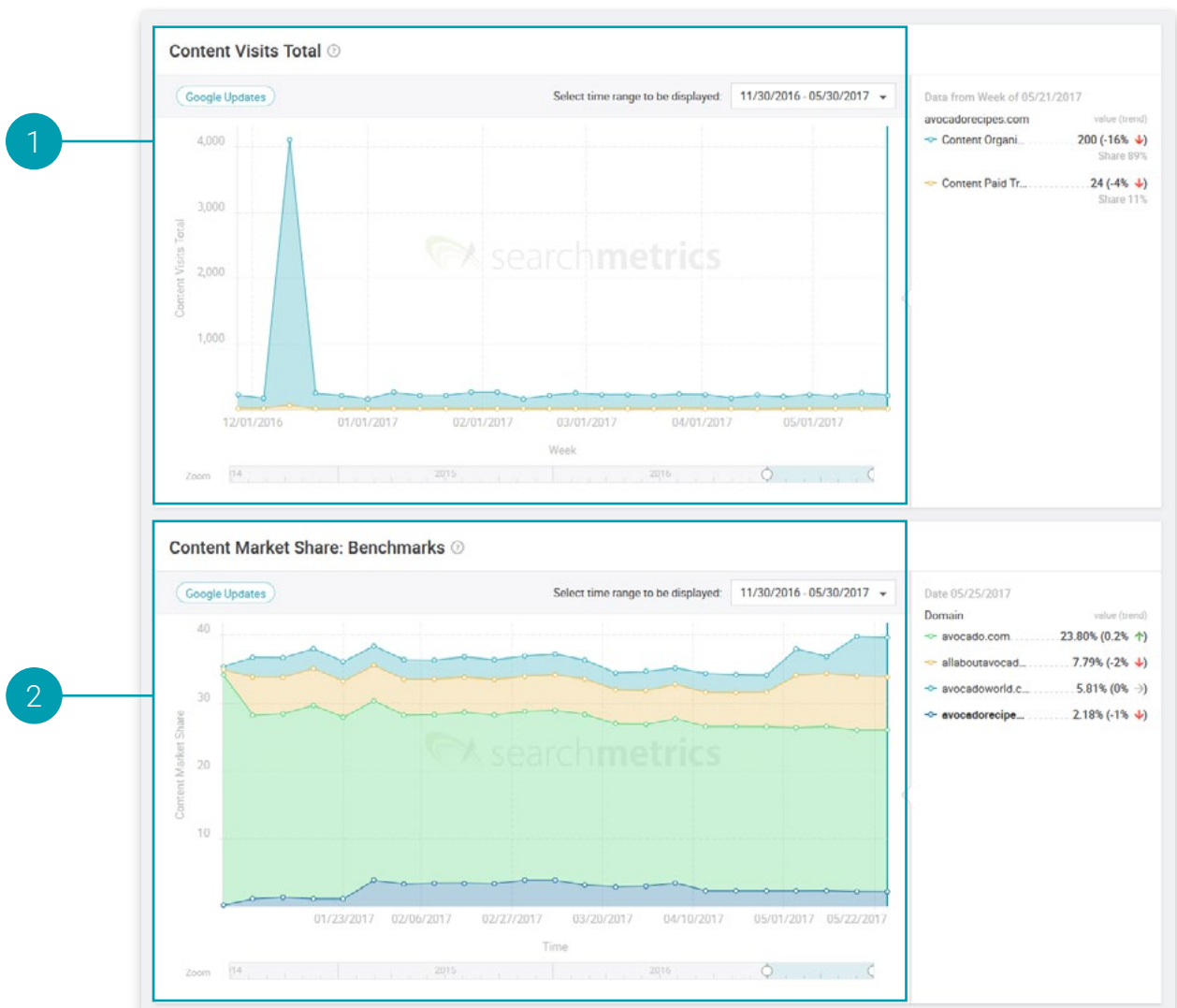
1. Go to AppSource.Microsoft.com
2. Search for "Searchmetrics"
3. Download the Add-in
4. Within Word, go to File > Options > Add-ins to activate
5. Sign in with your SCE credentials

# CONTENT ANALYTICS

## How can I track the content performance and measure its success?

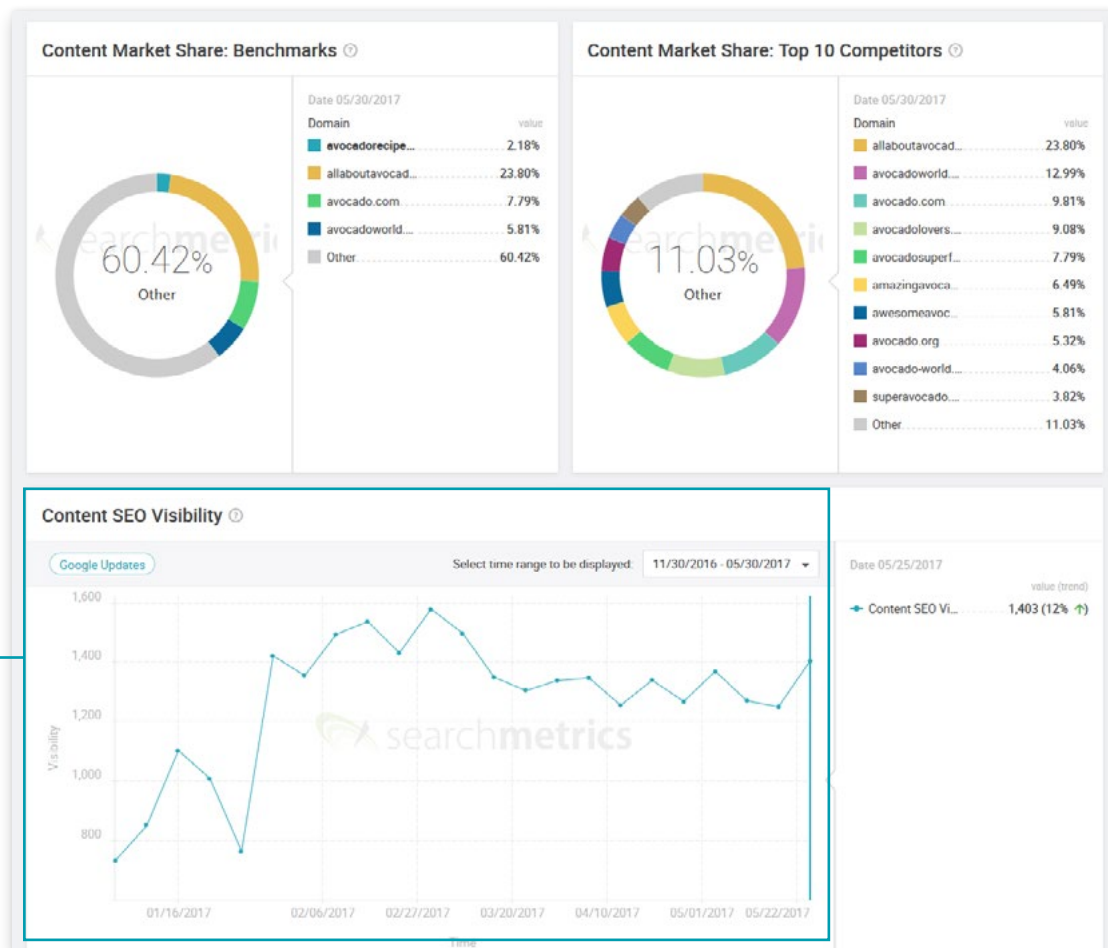
In the Content Analytics section you will see the performance of all briefs aggregated on a project level.

With this approach performance not only becomes measurable but also transparent. It is of utmost importance to understand the ROI of content creation, in order to enable future growth and scaling effects.



## 1 Content Visits Total

Content Visits show the sum of organic and paid visits from search engines week on week to discover the performance per project or per Brief.



3

## 2 Market Share of Top 10 Benchmark Domains

The Market Share displays the Market Share for all topics which have been tracked in your Brief. You can further see the Market Share for the benchmarks/competitors you have selected as well as for the best 10 competitive domains in comparison to your tracked topics. Last but not least, we show you how your market share has changed over time, to show your success in the long-term.

**Tip:** The Market Share is analogous to other marketing metrics as “share of voice” and “impression share.”

## 3 Content SEO Visibility

The Visibility score is calculated by using search volume, organic position, and the dynamic click-through rate (CTR) modeling.

**A drop in Visibility can have several reasons:** new technical site errors, a Google algorithm update, a sudden loss in keyword rankings etc. So, this will put you in a better position to manage an increase or decrease accordingly.

## 1. For Content Managers and Strategists

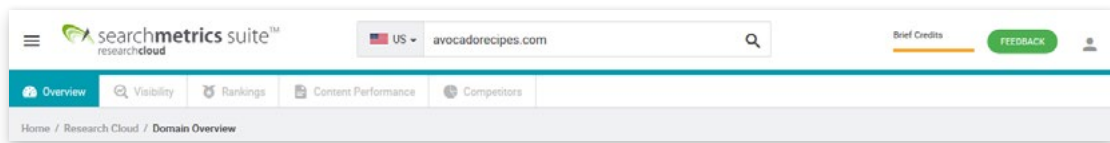
### 1.1 Where can I discover pages and topics that are worth optimizing and exploring?

In the Searchmetrics Research Cloud. This is an on-demand data and knowledge repository that contains over 250 billion data elements that are continuously updated, such as keywords, search topics, social and PPC data—reaching back to 2009.

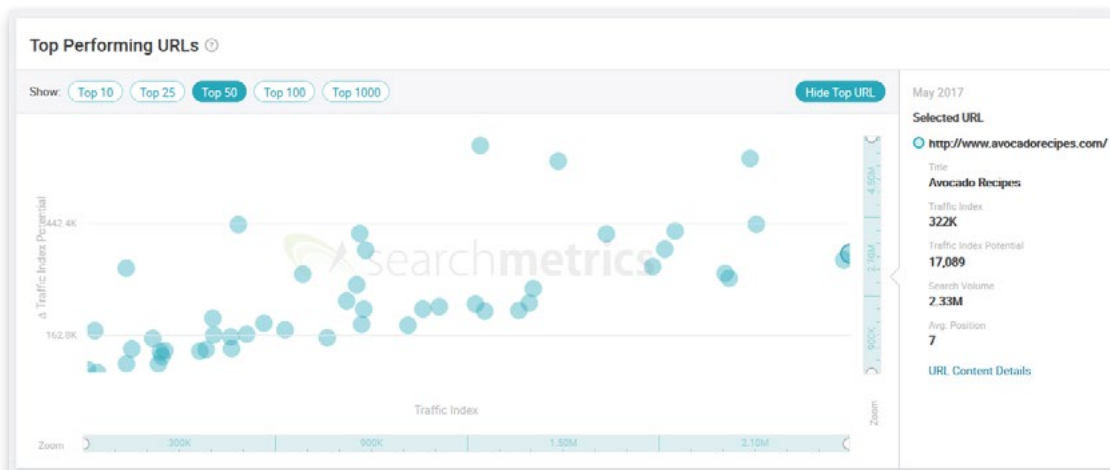
In practice, this will support you in depth with understanding and capturing the potential, performance and relevance of every requested page with one click. This is the shortest way from finding a keyword or topic to creating an engaging and high-quality text that will help you in increasing your brand awareness and improving your search engine rankings.

### 1.2 How can I find my 25 pages that have the highest potential for optimization?

Enter the Research Cloud and enter the domain that you would like to optimize. In our example this is the Content Marketing Institute.



Click on “Content Performance” in the top navigation and scroll down to the “Top Performing URLs” section. In this chart you can see the current **Traffic Index** (x-axis) vs. **Δ Traffic Index Potential** (y-axis).



**Traffic Index:** this is the estimate of the current traffic to an URL based on ranking, search volume and other key factors.

**Traffic Index Potential:** this is the estimate of the potential traffic if your ranking position moves to the top of page 1.

**Δ Traffic Index Potential:** the difference between your Traffic Index Potential and your current Traffic Index.

You can read this chart from the left to the right to immediately discover URLs that have the highest Δ Traffic Index Potential.

**Tip:** You click on the button "Hide Top URL" as the brand page doesn't really offer room for optimization.

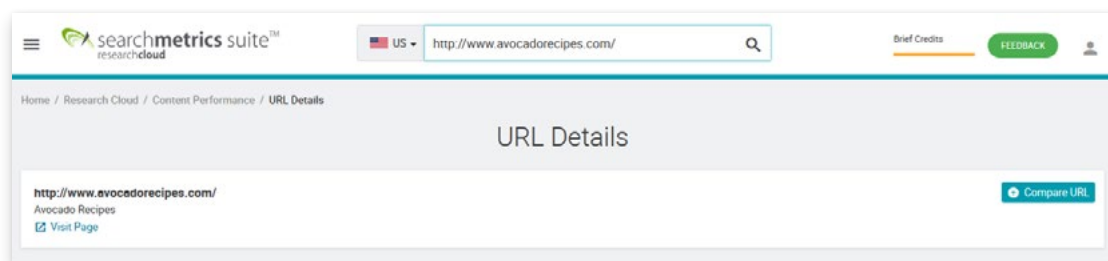
If you click on the top right bubble and then on "URL details", you will get an **overview on that specific URL**.

Scroll down to "Keyword Performance" and have a **closer look at those keywords, where you are not ranking for position 1**. Simply click on the brief symbol to create a new brief within the Content Experience. Follow the process of the Brief creation until the end and then assign the brief to one of your writers and repeat the whole process for your 25 most high-potential pages.

### 1.3 How can you compare your existing URL with your competitor's URL to discover if there is any potential for optimization?

Once again:

- go into the Research Cloud and enter a domain
- go the Content Performance section and choose a high-potential URL (on the top right corner)
- click on the **URL details**
- then click on **Compare URL** and you will see the following window:



avocadorecipes.com vs.

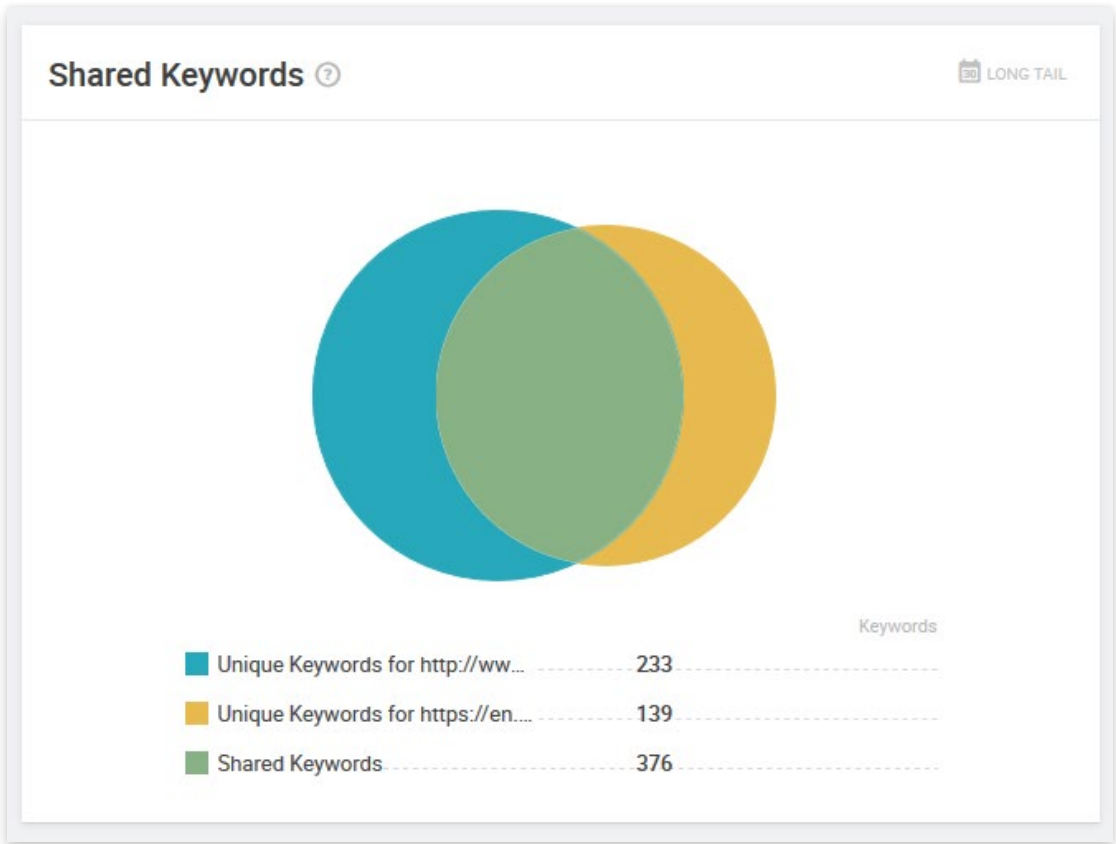
Enter domain to compare Compare

or select from list below:

Domain	SEO Visibility
wikipedia.org	52.56M
facebook.com	17.64M
amazon.com	9.19M
wikia.com	3.64M
rottentomatoes.com	1.24M

Now you will discover your direct competitors for that specific page. You can instantly see the number of keywords that you are sharing. Click on the link with a high number of **Shared keywords to compare your URL vs. their URL.**

Scroll further down, to discover the **unique keywords that your competitor uses by clicking on the yellow bubble.** You can simply analyze the keywords that you are missing by clicking on those and then adding them to a new brief.



## 2. For Writers

### 2.1 With which brief should I begin?

1. Search for briefs that have been assigned to you by using the filter in the upper left corner.
2. Check if there are briefs “at risk”. They will be displayed by activating the “at risk” filter on top of the table. A brief is categorized as “at risk” if there are five days or less between the current date and the due date.
3. We further recommend to start with the “at risk” brief which has the highest Traffic Index Potential. This indicates how many visits the **URL could reach if it ranked as number one for all of its keywords**.

The Traffic Index Potential is calculated by subtracting the current Traffic Index from the maximally possible Traffic Index.

### 2.2 Besides covering the specified keywords and topics, which possibilities do I have to optimize content?

While creating a text it is helpful to take the amount of questions per topic into account. In order to make sure your text appeals to and reaches as many users as possible, it is important to cover their interests and expectations thoroughly. Questions that are frequently asked in online forums in context of your selected topic act as an excellent indicator. Covering questions in your text immediately increases its relevance.

### **I have ideas for the improvement of your product. How can I pass them on to Searchmetrics?**

Your feedback is very important to us. You are more than welcome to share your feedback or ideas for improvement with your personal Client Success Manager.