

The Searchmetrics Content Experience Microsoft Word Add-In

Deliver content that uniquely matches user intent with the deep learning insights of the Searchmetrics Content Experience.

Our Microsoft Word Add-in guides you to create relevant content for your audience that also performs well in search engine rankings like Google. The Add-in provides the key features of Searchmetrics Content Experience seamlessly integrated into the familiar Microsoft Word environment.



Your Benefits

Our Add-in enhances the writing experience by adding a live content optimization framework backed up by the data and insights from the Searchmetrics Suite™.

Say goodbye to Excel keyword lists, vague content briefings and wasted time using several research tools. All the data related to your topic is analyzed, packaged and clearly displayed in the Word sidebar – with real-time updates as you write and edit.

Searchmetrics Content Experience features available in the Word Add-in:

- **Content Score**
- **Word Count**
- **Relevant Topics and Keywords**
- **Duplicate Content Check**
- **Inspiring Questions**

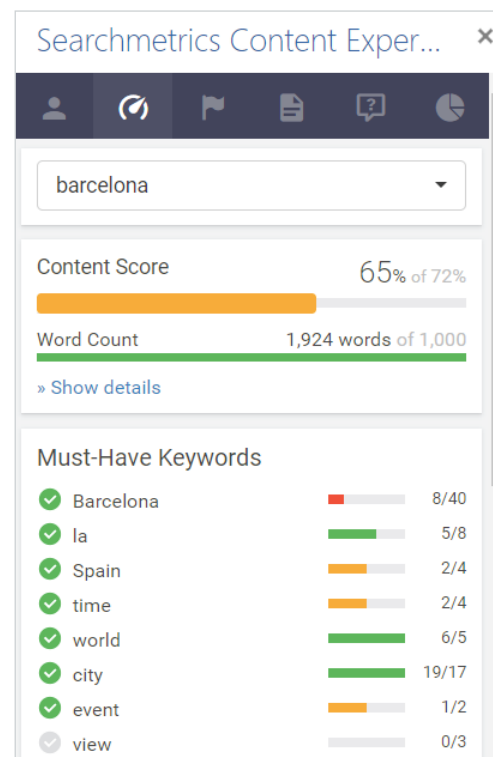
The **Content Score** is an index of how good your content is. Based on data science, it measures the relevance of your content with regards to the topic you are writing about and the competitive content that already performs well online.

Inspiring Questions show you what people are asking about a topic, helping you address highly specific search topics of your potential customers.



Agile Content Development

The integration of Searchmetrics' data into Microsoft Word brings deep learning to your fingertips – enabling writers to truly experience Agile Content Development: the most effective way of creating content that is optimized to meet user intent and stand atop the search engine rankings.



The Add-in is available for all Searchmetrics Content Experience customers. Try it now and you will see how easy and fast it is to create or optimize content.