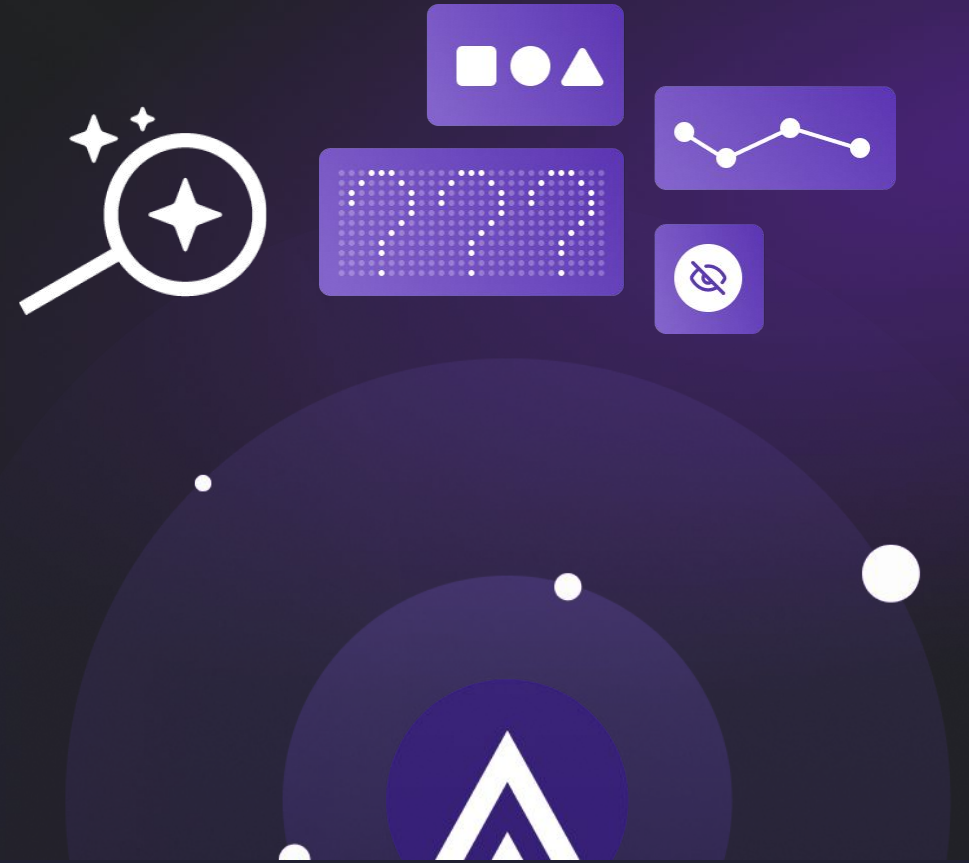


SEMJI STUDY

AI-powered competitive analysis guide

For CMOs



Opportunities - Strategies - Use cases



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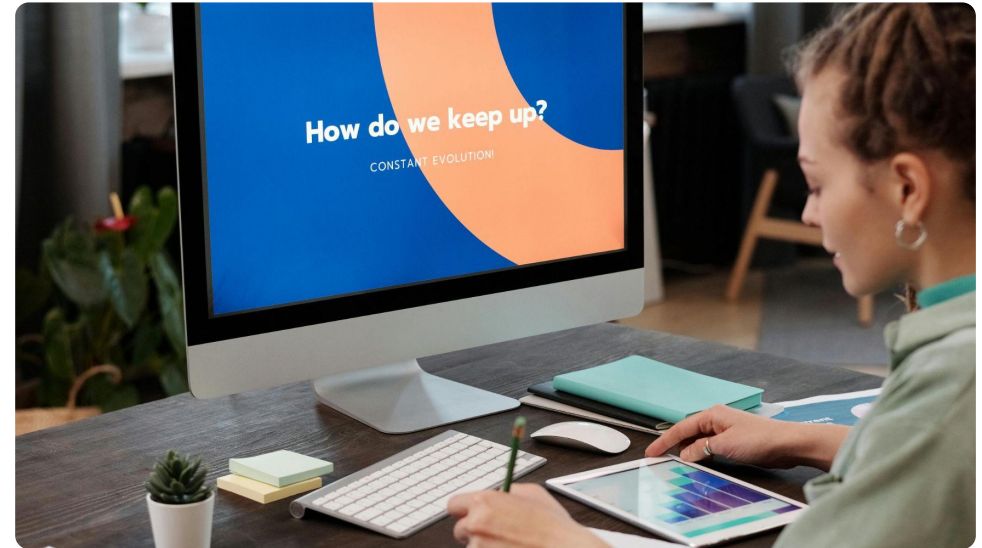
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Introduction

The rapidly evolving digital landscape poses a significant challenge for companies, particularly for Chief Marketing Officers (CMOs), in maintaining SEO competitiveness. To stay ahead, it's crucial to focus on several key imperatives:

- Monitor and understand competitor dynamics,
- Quickly anticipate market changes to stay on top,
- Adapt to the frequent updates in Google's algorithms.

In this whirlwind of technological, practical, and commercial changes, intuition and experience alone are no longer enough: new tools and perspectives are essential to make informed decisions and ensure the success of your marketing strategy.



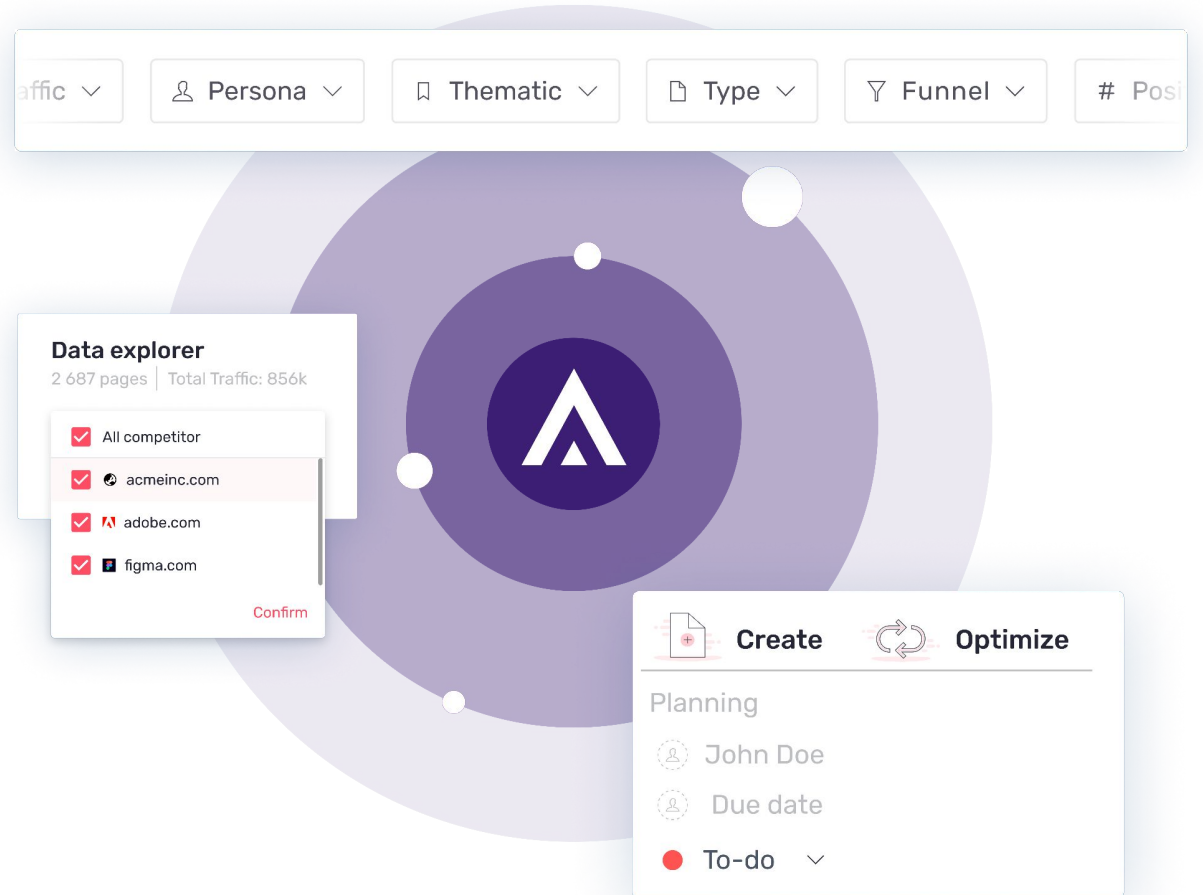
This is where Artificial Intelligence (AI) comes into play as a powerful tool to outpace the competition in SEO. How? By decoding complex data to help you identify emerging trends, anticipate competitors' actions, and refine your marketing strategy.



Introduction

These possibilities are all covered by Semji Intelligence Hub, our advanced AI-powered competitive analysis solution. The tool promises to help you collect and analyze real-time data, providing a clear view of the market, your competitors, opportunities, threats, and areas for improvement. These features allow you to continuously optimize your SEO strategy while maximizing your impact and return on investment (ROI).

As the future of marketing becomes more intelligent, tomorrow's trends will be shaped by CMOs who successfully integrate AI into their strategy. In this whitepaper, you'll discover the possibilities offered by these recent solutions—including Semji Intelligence Hub—for effective competitive analysis and a sustainable marketing strategy.



AI-Powered competitive analysis: a promising opportunity for CMOs

As a CMO, you face a daily challenge: finding new ways to improve the performance of your digital marketing strategy. In a constantly evolving industry and amid increasing competition, competitive analysis has become indispensable.

However, this analysis can no longer rely solely on intuition and the experience of managers and teams: the vast and complex data available today presents a risk of missing out on opportunities or overlooking hidden threats behind your competitors' strategies.



69% of key accounts CMOs want to use AI to make data analysis and decision-taking easier.



AI becomes a key tool to address these challenges by allowing you to observe and act on various aspects of your digital marketing strategy:

1



Identifying key competitors

Detect which competitors are targeting the same keywords as you and may be capturing your audience.

2



In-depth analysis of competitor strategies

Evaluate the strengths and weaknesses of your competitors' SEO strategies to better understand the landscape.

3



Detecting opportunities and threats

Monitor market trends, including emerging trends and algorithm changes, to adjust your positioning.

4



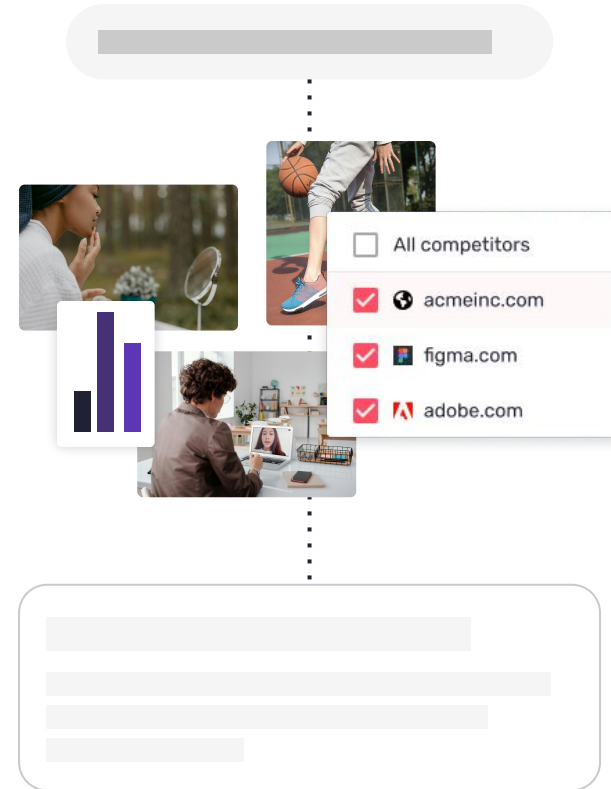
Understanding SEO performance

Analyze your competitors' rankings, organic traffic, and backlinks to gain a comprehensive view of their SEO effectiveness.

SEMJI'S RECOMMENDATION

The pillars of effective AI-powered competitive analysis

- A clear and well-defined prompt will enable AI to provide relevant insights that will enrich your strategy. Ensure you include specific information about your industry, keywords, and competitors.
- Additionally, encourage the AI to provide supplementary data on your topic (such as comparative analyses, interpretations, etc.). You can then use this information to refine your strategy, adapt your campaigns, and make more informed strategic decisions.



KEY TAKEAWAY N°1

Identify your key competitors

On one side, you have well-known competitors recognized for their market presence and reputation; on the other, competitors identified by comparing their key performance indicators (KPIs) with yours.

This identification exercise can be complex—unless you have AI assistance. AI can help you detect your most relevant competitors based on your keywords and industry: this means not only your direct commercial competitors but also those targeting the same keywords as you and thus potentially attracting your audience.

Scenario

You're a CMO at a company specializing in selling sports shoes. A traditional competitive analysis would lead you to identify major brands (Nike, Adidas, Puma, etc.) as your direct competitors.

However, AI-assisted analysis could reveal other lesser-known competitors whose positioning on specific keywords surpasses that of your brand. This could include niche brands catering to athletes involved in less popular sports or those sensitive to the sustainability of their equipment.



Prompts for ChatGPT 4o for this market:



"I sell sports shoes. Who are the main competitors targeting the keywords 'running shoes' and 'basketball shoes'? Provide me with a list of these competitors, including lesser-known brands that could be potential competitors."

KEY TAKEAWAY N°2

Analyze your competitors' SEO strategies

AI provides a clear and realistic view of your competitors' SEO strategies' strengths and weaknesses, allowing you to act on concrete data rather than assumptions.

Scenario

You're the CMO of a company launching a new line of natural cosmetics. Using AI to analyze your competitors' SEO strategies can help you identify their main traffic acquisition channels (influencer marketing, high-quality blog content, etc.). AI can also reveal specific or general keywords used by these competitors, offering you deeper insights to refine your own strategy.



Prompts for ChatGPT 4o for this context:



"I'd like to analyze the SEO strategies of my main competitors in the natural cosmetics sector. Can you provide a comparative analysis of their SEO strategies in terms of keywords used, content published, social media usage, and inbound links?"

KEY TAKEAWAY N°3

Detect opportunities and threats

Analyzing market trends and algorithm changes is as complex as identifying your competitors and analyzing their SEO strategies. AI can also assist in this area by helping you identify emerging opportunities and potential threats in your market. This allows you to anticipate changes and position yourself as a leader on your more or less competitive queries.

Scenario

You're the CMO of a travel agency or a general tour operator. Commercially, AI could help you identify emerging tourism trends (e.g., sustainable travel, lesser-known destinations).

In terms of SEO, AI could also detect changes in search algorithms, such as the increased value of visual content on social media. This insight would allow you to effectively adapt and plan your content strategy.



Prompts for ChatGPT 4o for this context:



"I'd like to know the emerging trends in the tourism sector. Can you provide an analysis of the latest trends, including information on destinations, types of travel, technologies used, and changes in search algorithms?"

KEY TAKEAWAY N°4

Understand your competitors' SEO performance

AI provides a comprehensive view of your competitors' SEO performance: backlinks, organic traffic, SEO rankings, and more. This overview allows you to decipher the strategies used to attract traffic and effectively position themselves on the search engine results pages (SERPs).

Scenario

You're the CMO of a company launching an e-learning platform. AI reveals two main positioning strategies among your competitors: some position themselves on keywords related to specific courses, while others focus on more general keywords associated with online learning.

Analyzing their backlinks with AI could help you identify influential websites in the education sector. You would then be able to develop an effective link-building strategy and secure relevant inbound links.



Prompts for ChatGPT 4o for this context:



"I'm launching an e-learning platform. Can you provide an analysis of my main competitors' SEO performance? I'd like to know their SEO rankings, organic traffic, backlinks, and the keywords they're targeting."

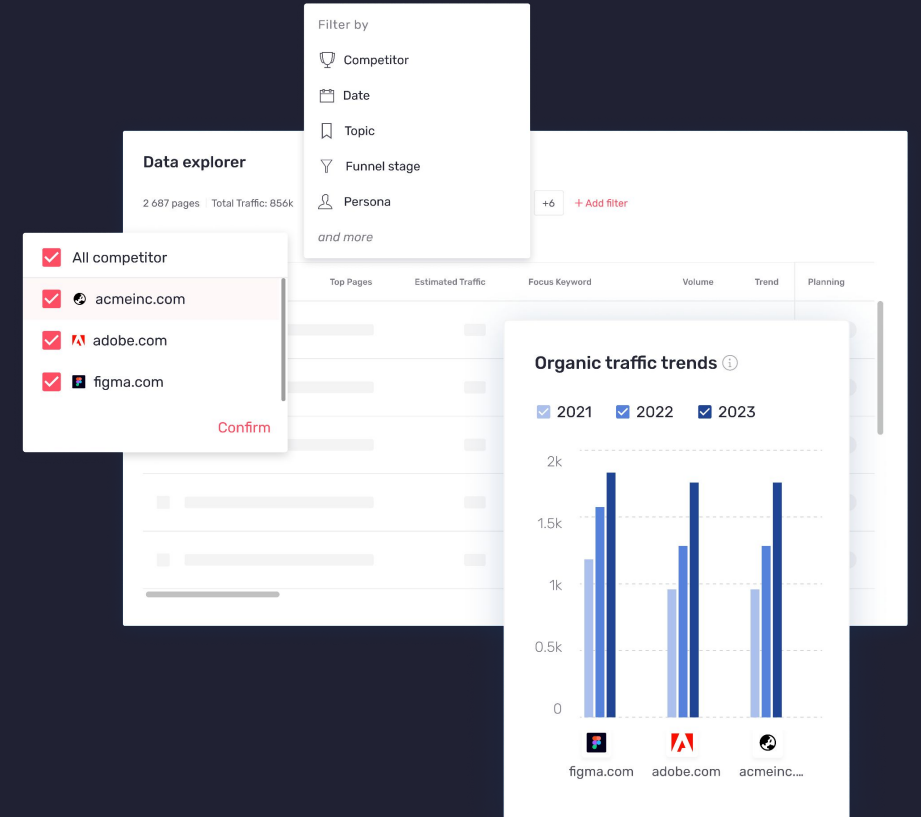


Use AI for in-depth competitive analysis

We've seen how AI can add value to your competitive analysis—however, its use is not limited to simply understanding your competitors' behaviors and strategies.

In reality, the stakes are even higher, particularly in terms of data management. AI allows you to develop a sharper strategic vision and identify market innovation opportunities.

 **This is where Semji Intelligence Hub comes in—a powerful AI-based SEO analysis solution designed to help companies understand and outpace their competitors.**



Semji Intelligence Hub provides a complete view of the SEO landscape, enabling you to identify opportunities and outmaneuver your competitors' strategies.



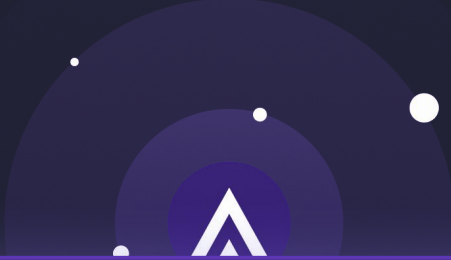
Comprehensive competitive analysis with Semji Intelligence Hub

KEY TAKEAWAY N°1

Choosing and mastering your competitive analysis solution

Mastering and fully understanding your SEO analysis tool plays a crucial role in your competitive analysis operations. The goal is to easily access key information, navigate data efficiently, and obtain precise, actionable insights for in-depth analysis.

While this task is known to be time-consuming, it remains essential and unskippable. In fact, comprehensive competitive analysis should be regularly updated, ideally every quarter or at least twice a year. That's why ergonomics and replicability are our top priorities.



💡 Semji Intelligence Hub offers an intuitive and comprehensive interface, allowing you to access and deeply analyze key data with just a click. The interface provides an overview of your SEO performance and that of your competitors, with all analyses 100% customized based on your strategic goals.

KEY TAKEAWAY N°2

Monitoring competitors' SEO performance

Beyond understanding your competitors' SEO performance, it's important to monitor them in real time. This involves analyzing their data, such as their SEO rankings, organic traffic, backlinks, and target queries.

Continuous monitoring allows you to identify your competitors' strengths and weaknesses all while anticipating their strategic moves. With these insights, you can adjust your own strategies to close gaps, stay ahead of the market, and position yourself as a leader.



Prompts for ChatGPT 4o to track Competitors' SEO KPIs:



"What KPIs should I monitor to analyze my competitors' SEO performance?"

"Based on these KPIs, what key questions should I ask to analyze my competitors' SEO rankings, organic traffic, and backlinks?"

"Can you provide examples of SEO strategies my competitors might use to improve their performance (rankings, organic traffic)?"



💡 Semji Intelligence Hub enables you to deeply analyze your competitors' SEO performance, providing precise data on their rankings, organic traffic, backlinks, and keyword performance.

This analysis helps you understand how they rank and what strategies allow them to attract traffic, enabling you to identify the most effective SEO strategies and adapt them to your own website.

| <input type="checkbox"/> | Top Pages | Estim... | Focus Keyword | Volume | Trend | Positi... | My P... | Key... | Funn... | Perso... |
|--------------------------|--|----------|----------------|--------|-------|-----------|---------|--------|---------|----------|
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| <input type="checkbox"/> | 10 graphic tools to know 2024 <small>adobe.com Article Graphic design</small> | 736 | graphic tools | 1k | | 8 | 4 | 73 | | Beginner |

| My Position | Keyword Difficulty | Funnel Stage | Personas |
|-------------|--------------------|--------------|------------------|
| >100 | 73 | | Graphic Designer |

KEY TAKEAWAY N°3

Comparing content strategies

Taking a step back from your own strategy involves a comparative analysis of your competitors' content relative to yours. This competitive intelligence will help you detect the best practices to implement, as well as the strengths and areas for improvement on both sides.

With this information at your fingertips, it will be easier to implement strong actions within your teams to create higher-quality content and stand out from the competition.

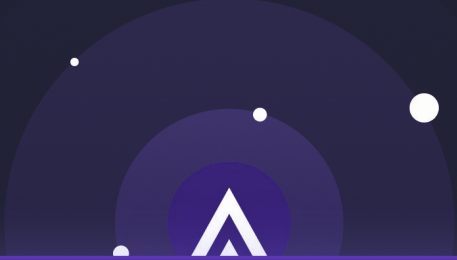


Prompts for ChatGPT 4o for comparing content strategies:



“What important questions should I ask to analyze my competitors' content?”

“What content strategies can I use to create higher-quality and more effective content than my competitors?”



💡 Semji Intelligence Hub allows you to thoroughly analyze your competitors' content by identifying the keywords, content types, and formats that perform best. You can then leverage their best practices to create more engaging and effective content to support your SEO strategy.

KEY TAKEAWAY N°4

Staying up-to-date on the latest SEO trends

From a technical standpoint, it's also crucial to monitor Google's algorithm updates. Your vigilance and responsiveness will enable you to stay competitive by quickly adjusting your strategy, allowing you to get ahead of your competitors.



Prompts for ChatGPT 4o to Monitor SEO Changes from Google



"What are the latest updates to Google's algorithm, and how do these changes impact organic search rankings?"

"Provide examples of SEO strategies to adapt in response to the latest updates to Google's algorithm."



💡 Semji Intelligence Hub allows you to track the latest SEO trends and Google algorithm changes in real time. You can anticipate changes and adjust your SEO strategy to stay ahead of the competition.



Semji Intelligence Hub in action: let's set the scene...

You are the CMO of a major telecommunications company, tasked with improving your SEO strategy's performance. To achieve this, you want to use the full power of AI for an in-depth competitive analysis.



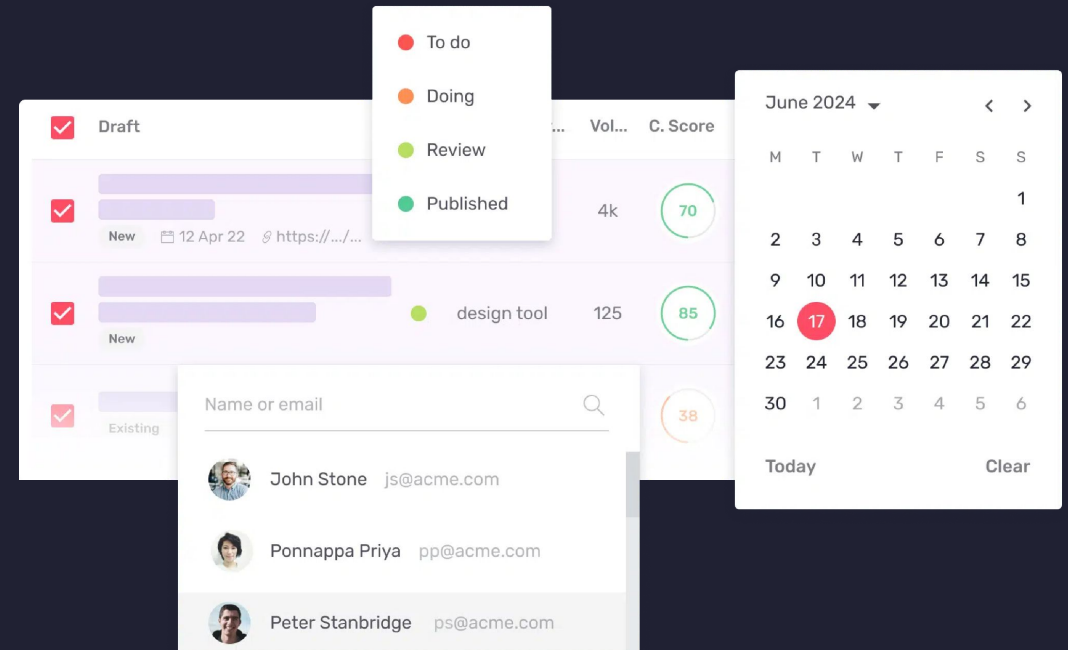
Semji Intelligence Hub assists you in accomplishing this task through its comprehensive features:

- ➔ **Identifying and comparing top-performing keywords:** discover the keywords your competitors use effectively and compare them with your own.
- ➔ **Backlink analysis:** identify the most influential websites in your industry to develop or adjust your link-building strategy.
- ➔ **SEO performance monitoring:** identify emerging trends and adjust your strategy accordingly to maintain a competitive edge.

Optimizing your SEO strategy with AI

Combining the strengths of AI for comprehensive strategy management

Using AI goes beyond understanding your competitors. It enables you to take an evolving and proactive approach to SEO. It can extend to various tasks, helping you take concrete action, achieve tangible results, and reach different goals, whether in terms of competitiveness or continuous improvement.



KEY TAKEAWAY N°1

Customizing analysis reports

Rather than settling for generic reports, AI offers the ability to create customized analyses for each keyword and competitor. This customization facilitates the identification of:

- The strengths and weaknesses of each competitor,
- Your own areas for improvement,
- The most effective keywords and growth opportunities for your website,
- The nuances that influence your site's performance and that of your competitors,
- Targeted decisions to improve your SEO strategy.



2 prompts to use with ChatGPT 4o for analyzing and optimizing your SEO strategies:



“What key elements should be included in a customized SEO analysis report for the following query: [insert keyword here]?”

“What questions should I ask to analyze the performance of my competitor [name the competitor] on the following keyword: [insert keyword here]?”



Semji Intelligence Hub includes this functionality of generating customized analysis reports by keyword and competitor. This gives you a macro view by selecting the most relevant data and indicators for your analysis.

KEY TAKEAWAY N°2

Detecting growth opportunities

When it comes to high-potential keywords and link-building opportunities, untapped niches possess considerable power, often underestimated. By combining this dimension with market trend analysis and your competitors' strategies, AI becomes capable of guiding your decision-making, significantly optimizing your impact in this crucial aspect of digital marketing.



Leveraging SEO growth with ChatGPT 4o:



"What high-potential keywords should I target for my website [insert website name here]?"

"I want to acquire quality backlinks to boost my website's organic search rankings. What are the most influential sites in my industry: [insert industry here]?"



💡 By analyzing your competitors' performance and market trends, Semji Intelligence Hub acts as a shortcut. The tool directly leads you to identify market trends, high-potential keywords, and associated backlink opportunities.

KEY TAKEAWAY N°3

Improving content

By analyzing your competitors' content, you can enhance the positioning of your own content and increase your organic traffic. This analysis should include several aspects, such as the most effective keywords and formats, as well as the most popular topics that drive the most traffic.

This is precisely where AI proves particularly useful. Additionally, your tool can provide valuable data to implement optimizations, such as improving the relevance or readability of your content, making your pages more pertinent and attractive.

These actions will significantly enhance the credibility of your content in the eyes of search engine algorithms, positively impacting audience engagement!



Prompts to ask ChatGPT 4o to improve your content:



"Help me write an optimized title and description for my article on [insert topic here] using the following targeted keywords [insert list of targeted keywords]."
"What content is likely to interest my audience [insert audience insights here], considering market trends and my competitors' content [name your main SEO competitors]?"



Semji Intelligence Hub centralizes all this information: analysis of your competitors' content, identification of the most effective keywords, and suggestions for optimizing and adapting your own content.

KEY TAKEAWAY N°4

Predicting SEO performance

One of AI's flagship features is its ability to analyze historical data and market trends, helping you anticipate:

- Algorithm changes,
- Emerging search trends,
- Potential growth opportunities,
- Your website's performance.

When regularly updated, fresh data combined with the responsiveness of your tool and your teams will enable you to go beyond mere experimentation (commonly known as "Test and Learn"), it will ensure you make informed decisions to optimize your website's SEO performance—and stay ahead of the competition!



Prompts for ChatGPT 4o for assistance with predictions:



"Considering market trends in my industry [insert your industry here] and search engine algorithm changes, what are the predictions for my website's SEO performance [insert website name here] in the coming months?"

"Based on these predictions, what actions can I take in my SEO strategy to improve my website's performance?"



Semji Intelligence Hub conducts a joint analysis of your website's performance history, your competitors' performance, and market trends. The solution thus facilitates the anticipation of adjustments—and, consequently, the performance—of your SEO strategy.

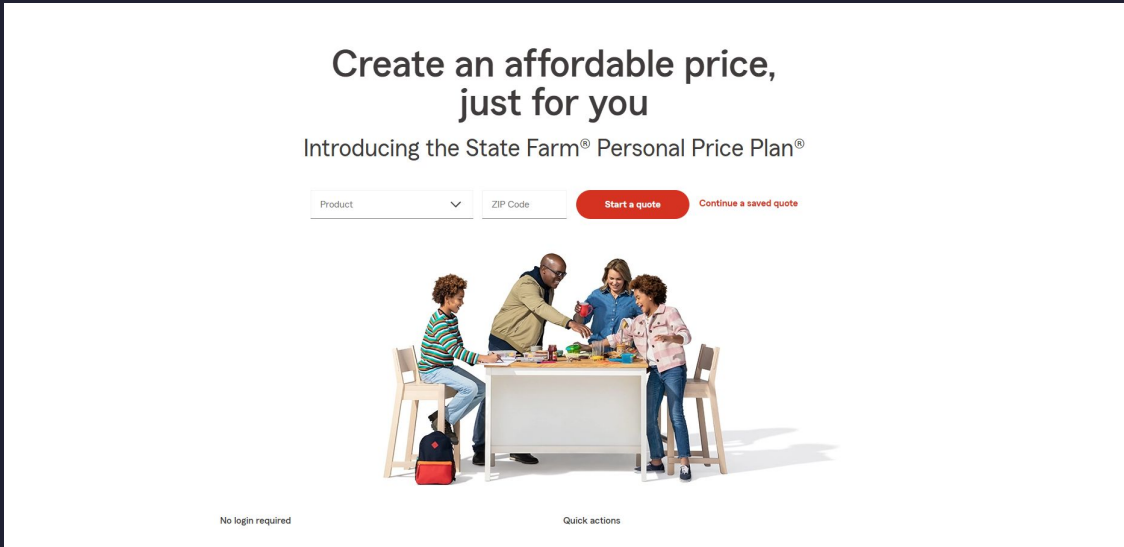


Case study

AI-Powered competitive analysis: case study with State Farm

This practical case study highlights how CMOs can use **AI-powered competitive analysis** to refine their SEO strategies, leveraging Semji Intelligence Hub. We'll illustrate how AI was used to evaluate **State Farm**, a leading U.S. insurance provider, alongside competitors like Progressive.com and Allstate.

With Semji, CMOs can identify opportunities to enhance their market positioning, optimize content strategies, and maximize SEO-driven ROI. This case study demonstrates actionable insights for developing a **data-driven SEO strategy** to outperform competitors.



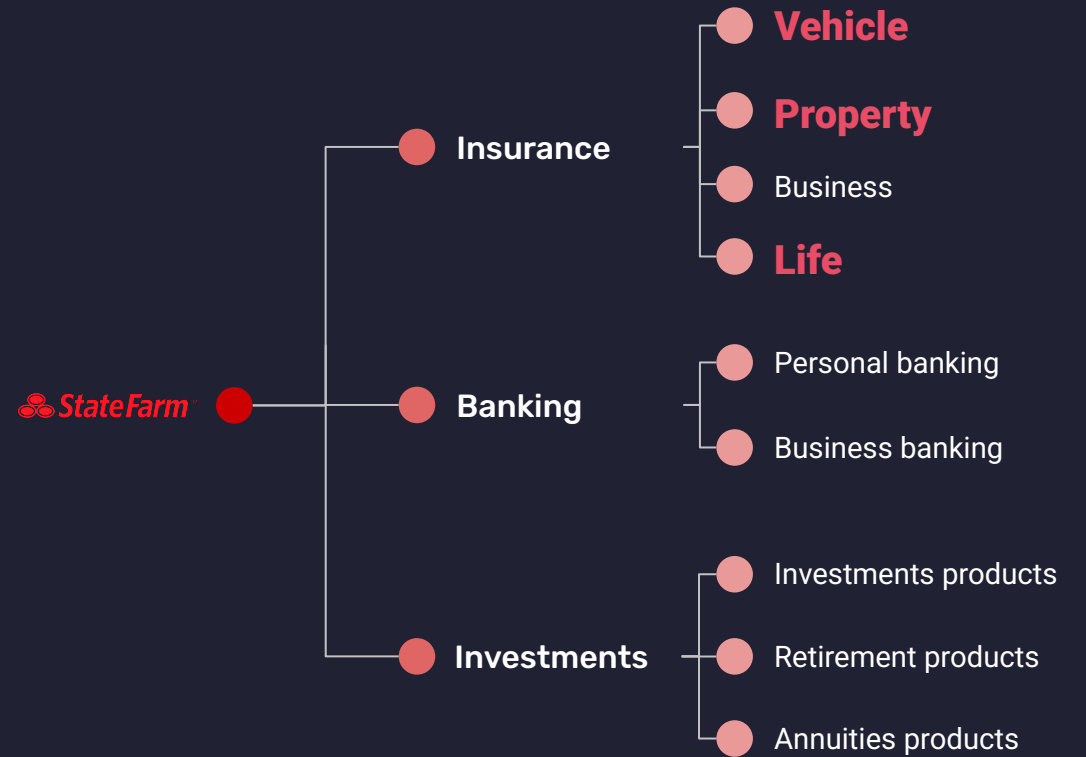


Case study

Using AI to evaluate State Farm's competitive landscape

SETTING THE STAGE

You are **State Farm's** new CMO and are tasked with developing a **comprehensive SEO strategy**. Your goal: to create an actionable plan focusing on increasing **SEO traffic** for core business areas—vehicles, property, and life insurance.





KEY GOALS :

- **Understanding your current performance** by analyzing SEO metrics like traffic, branded vs. non-branded keywords, and content reach.
- **Benchmarking competitors** by comparing State Farm's performance against your main competitors, **Progressive.com** and **Allstate**, among others.
- **Identifying growth opportunities** by pinpointing high-potential keywords, pages, and topics for optimization or creation.

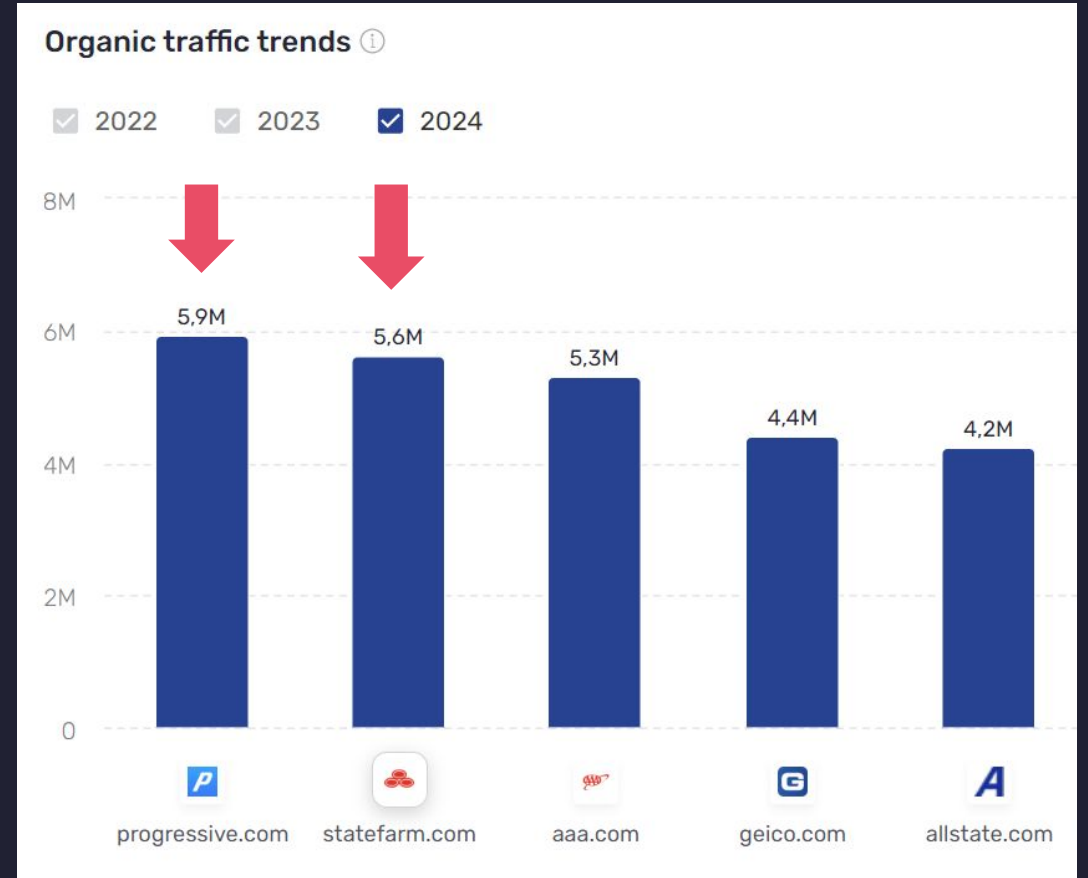
Case study

Competitive analysis framework

STEP 1: ASSESSING ANALYSIS FRAMEWORK

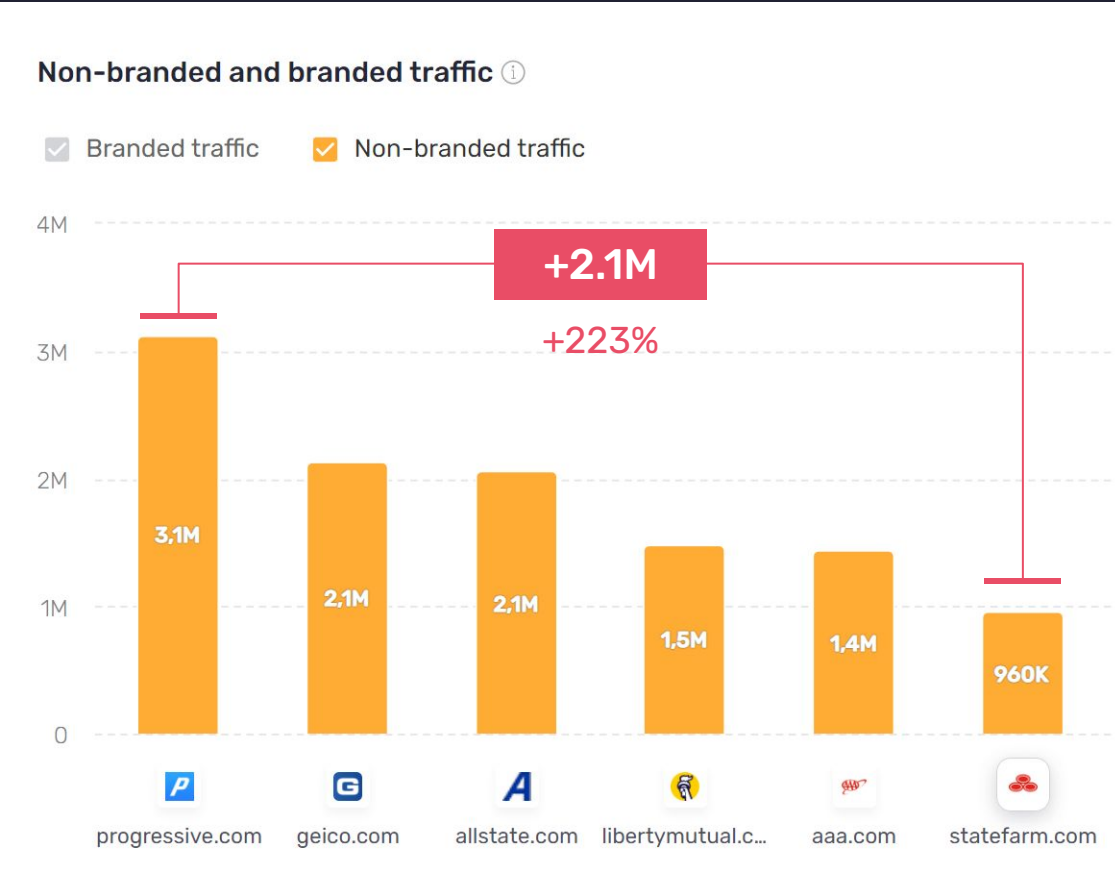
You need to start by identifying the global key SEO elements: what's your global traffic like compared to competitors? How much do you need to work on your content production effort? Where do you stand compared to competitors?

Using Semji's Intelligence Hub, here is what you see:



TRAFFIC TRENDS:

Overall traffic: State Farm ranks second in organic traffic, just after Progressive.com.



TRAFFIC TRENDS:

Non-branded traffic: once you sort your traffic into two categories - branded versus non-branded -, you realize that State Farm drops to the 6th position, highlighting a gap in visibility for generic keywords like “car insurance.”

CONTENT PRODUCTION EFFORT:

State Farm has **28,000 pages**, while Progressive.com operates with only **2,000 pages**—demonstrating Progressive’s superior content efficiency.

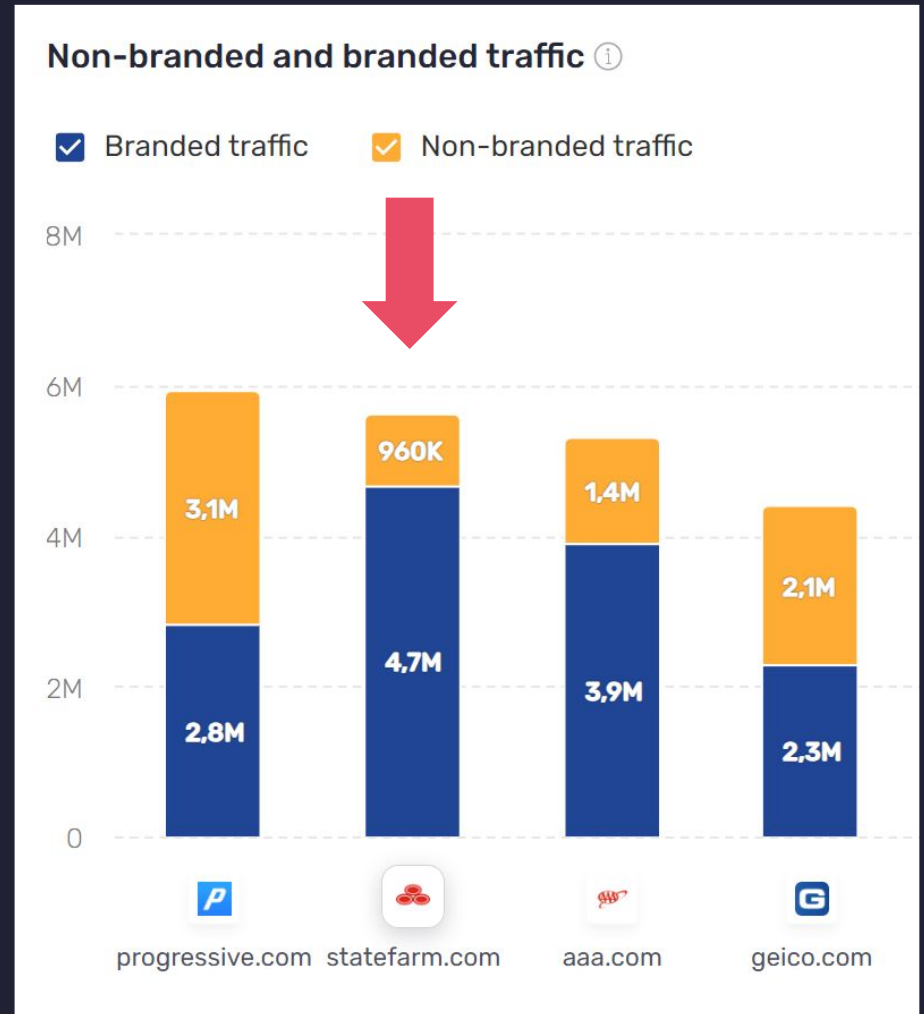
So not only does State Farm need to work on its non-branded traffic, but it also needs to work on its content efficiency: Progressive.com generates higher traffic with fewer pages, signaling this **content efficiency** as a key driver of success.

Case study

Competitive analysis framework

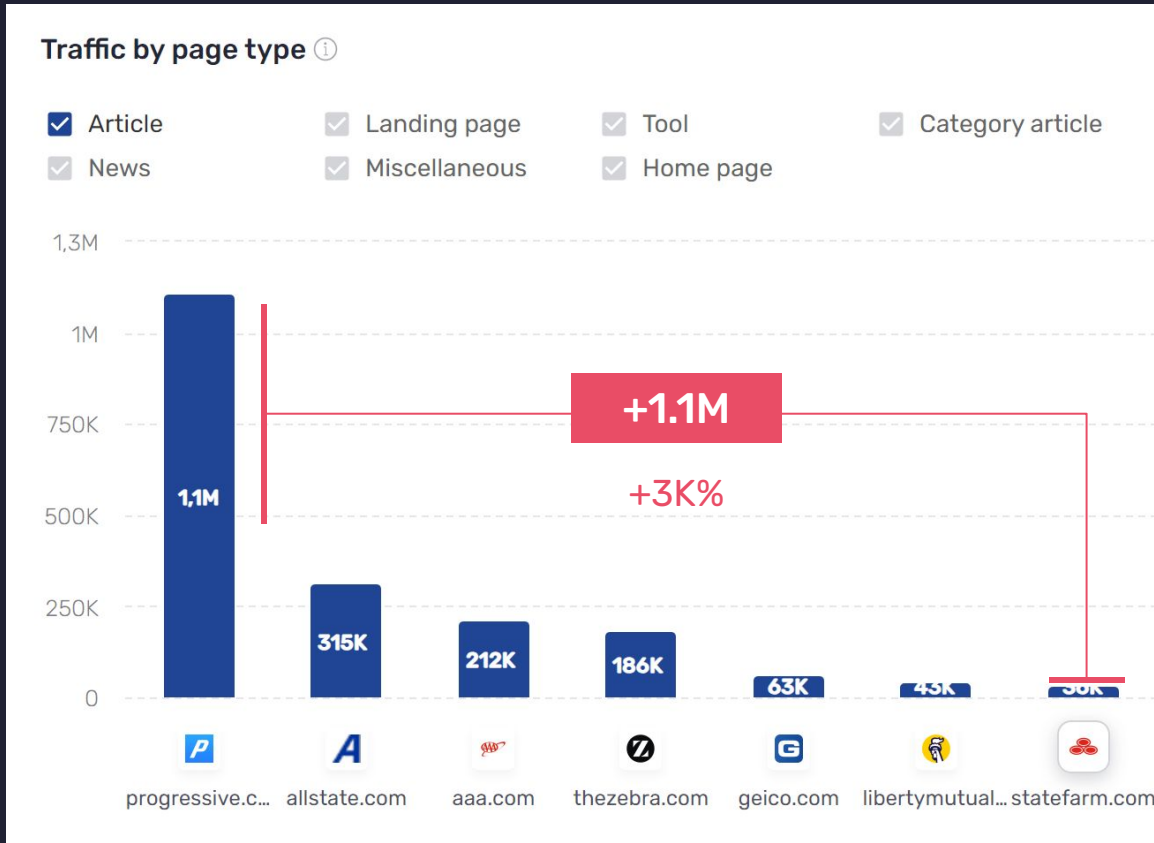
STEP 2: IDENTIFYING TRAFFIC SOURCES

Now that you have identified the first apparent SEO opportunity on which to work, you need to go further: how much do you need to work on your non-branded content? What pages get the most traffic? Where do the traffic opportunities lay on your competitors' sites?



BRANDED VS. NON-BRANDED TRAFFIC:

83% of State Farm's traffic is branded, compared to Progressive's **50/50 split**.



CONTENT DISTRIBUTION:

State Farm generates most of its traffic from **landing pages** and the homepage.

Progressive gains **30% of its traffic from articles**, compared to only 4% for State Farm.



State Farm needs a content diversification strategy, focusing on informational articles to capture non-branded traffic. The website is, overall, well-positioned and gets a lot of traffic, mostly because the brand is already renowned: with more work on non-branded and informational pages, there is no doubt that it would quickly get strong results.



Case study

Competitive analysis framework

STEP 3: LINKING CONTENT TO BUSINESS STRATEGY

Now, you know that State Farm needs to work on its informational content to get more non-branded traffic. But what strategy should you apply? What kind of informational content should you work on? What keywords should you work to best your competitors?

Using Semji's advanced AI classification, you see:

TRAFFIC BY BUSINESS SEGMENT:

Progressive outperforms State Farm in "life insurance" content, achieving five times the traffic.

KEY PERSONAS:

AI reveals Progressive successfully targets families, attracting 100,000+ clicks versus State Farm's 27,000.

EXAMPLE KEYWORDS:

“Wedding insurance” (high search volume, untapped by State Farm).

“Dog insurance” (State Farm ranks 16th, far below the CTR sweet spot).

ACTIONABLE STEPS:

Create new pages for unranked keywords.
Optimize existing pages for low-ranking but high-potential keywords.

State Farm should prioritize life insurance content and refine its tone of voice and imagery to resonate with families and with common life experiences. This will lead to better positioning on such keywords and to a more user-centric experience. The goal here, for State Farm, is to repurpose competitor strategies to generate quick wins in underperforming areas.



Case study

Competitive analysis framework

STEP 4: ROI-DRIVEN STRATEGY

Now that you have analyzed and determined a strong strategy on which to work, you must secure executive buy-in by linking investment to ROI:

7.8 M monthly SEO traffic potential

Semji estimates State Farm could achieve **7.8M monthly visits** by creating new content, optimizing already existing content, and working, overall, on editorial and informational needs, a **+40% growth** opportunity.

PERFORMANCE-TO-EFFORT ANALYSIS:

Progressive achieves greater growth with minimal new content (407 new pages vs. State Farm's 11,000).

Present **data-backed projections** highlighting untapped growth potential and the cost-efficiency of AI-driven content planning. By focusing on keywords and topics that actually work, SEO-wise, for its competitors, State Farm will actually reduce its production costs and gain great added value for both its customers and its ROI.



Case study

Key recommendations

1. Focus on informational content

You need to prioritize articles to increase non-branded traffic. Topics like “how to choose car insurance” or “life insurance tips” align with search intent and audience needs.

2. Target high-value keywords

Optimize for currently underserved keywords like “wedding insurance” and “dog insurance.” Use Semji to identify competitors’ content gaps and replicate successful formats..

3. Tailor content for personas

Refine tone and imagery to resonate with **families**, a key target audience for insurance.

4. Leverage content efficiency

Focus on creating **quality over quantity**, as Semji’s data shows Progressive achieves better results with fewer pages.

5. Align content with funnel stages

Build awareness-stage content to complement State Farm’s strong performance in conversion-focused landing pages.

CONCLUSION

Winning with AI-Powered Competitive Analysis

By leveraging Semji Intelligence Hub, CMOs can transform overwhelming data into actionable insights. In this case study, State Farm's path to competitive dominance includes:

- Expanding **non-branded traffic** through diversified content.
- Prioritizing **high-value keywords** identified via competitor benchmarking.
- Aligning content strategies with **business priorities** for maximum ROI.

With AI as a strategic partner, CMOs can refine their approach, anticipate trends, and secure leadership in the SEO battlefield.



Semji Intelligence Hub in numbers

AI-powered competitive analysis with Semji Intelligence Hub is a major asset for CMOs seeking to maintain their competitiveness in an ever-evolving market. By leveraging AI-provided insights and analyses, you can make more informed decisions to dominate your market and build a strong, sustainable, and competitive brand.

Here are a few examples from different industries:

E-commerce:

+20% to +30%

organic traffic in 6 months thanks to AI-assisted identification of high-potential keywords and backlink opportunities.

Information:

+15%

organic traffic thanks to AI-assisted analysis of competitors' SEO performance and identification of backlink opportunities.

Digital Marketing:

+20%

conversion rate thanks to content optimization with AI.

Tourism:

Detection of an emerging trend in sustainable tourism and adaptation of the content strategy to target this growing market.

SEMJI'S RECOMMENDATION

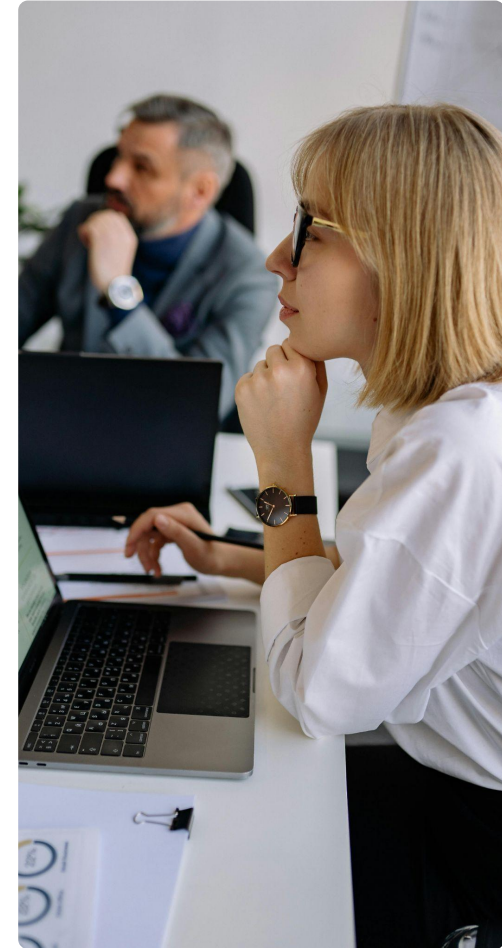
Our tips for getting your teams on board with AI

Implementing AI in your processes can present challenges due to resistance and the effort required for adaptation. Your enthusiasm is essential to ensure the success of its rollout.

To maximize AI's impact, we recommend the following strategies:

- **Train your teams:** equip your teams with the tools and techniques needed to fully leverage AI's potential.
- **Integrate AI into decision-making:** appoint AI ambassadors within your team—these individuals can guide and motivate colleagues as you roll out new marketing initiatives.
- **Capitalize on AI's responsiveness:** use AI's agility to anticipate market shifts and maintain a competitive edge, whether against direct competitors or within the SEO landscape.

Remember, AI is more than just a tool—it's your strategic partner, transforming your marketing approach to gain a decisive competitive advantage and distinguish yourself in a constantly evolving digital world.





Key takeaways

If you aspire to dominate the digital landscape, AI-powered competitive analysis is no longer an option—it's a necessity. It revolutionizes your SEO approach by providing precise insights, giving you a significant competitive advantage. All of this is facilitated by an ergonomic, interactive interface that delivers immediately actionable data.

How to maximize the potential of Semji Intelligence Hub?

Semji Intelligence Hub is designed to assist you with the utmost relevance and accuracy. To maximize its potential, adopt these best practices:

- 1 Explore the interface: spend time getting familiar with the interface to quickly access and deeply analyze key data.
- 2 Leverage precise data: utilize the precise data on your competitors' rankings, organic traffic, backlinks, and overall SEO performance in real-time.
- 3 Analyze competitor content: identify the most effective keywords, formats, and content types to adapt your strategy accordingly.
- 4 Stay updated on SEO news and algorithms: keep track of SEO and search engine algorithm updates to anticipate changes and adjust your SEO strategy accordingly.

[Try Semji Intelligence Hub](#)

[Request a demo](#)



About Semji

Semji is an AI-powered solution made for content excellence.

Our solution helps you generate high-performing content in less time.

Whatever the targeted market, Semji helps you:

- Multiply your content's traffic,
- Raise your turnover,
- Boost your teams' productivity,
- Measure your content investments' performance.

[Request a demo](#)

Brand Voice

Use AI to amplify your brand voice and create consistent, authentic and SEO-optimized content.

Knowledge base

Use your company's exclusive knowledge base to create custom, expert content.

SEO Optimization

Guarantee the publication of content with optimum SEO gains thanks to the platform's recommendations.

Priorization score

Find out in just a few seconds which content to optimize.

Content ideas

Quickly identify new sources of SEO acquisition.

AI Writing & GPT-4o brief

Produce 6x faster by saving time on preparing and writing your content.

Reporting

Easily track the profitability of content created and optimized content.

Chrome extension

Eliminate time-consuming production tasks and save up to 10 hours a month.

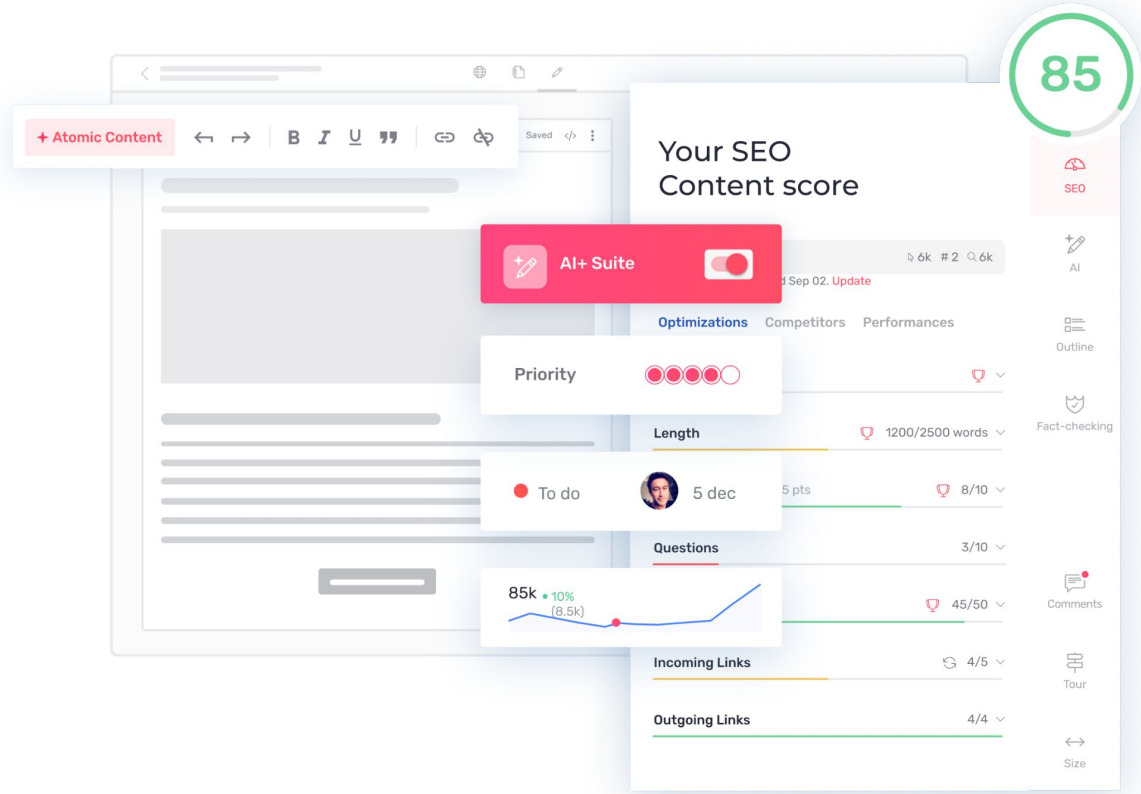


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- **+45% increase in sales**
- **Production time **divided by 6****

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