

The Global Leader in SEO
and Content Performance

BRIGHTEDGE CONTENT

Create Smart Content Faster

Smart Content powered by BrightEdge Content

Is your content performing in the moments that matter?

Today's customers are looking for content that fully answers highly specific questions, so that they can make informed decisions. AI-powered and natively integrated in BrightEdge Platform, BrightEdge Content helps search, content and digital marketers to redefine and elevate their content marketing programs. Blending the best of search marketing and content marketing best practices, BrightEdge Content powers the development, activation, and automated optimization of Smart Content.

BrightEdge Content enables content writers and strategists to discover profitable content opportunities and to understand what top competitors are publishing to get ahead. Writers convert these insights into Smart Content that ranks faster, acquires new customers, and stays optimized for search and mobile.

Pull ahead of the pack with Smart Content

Today's marketers struggle to identify the right content that will effectively engage their target audiences. And without adhering to SEO and mobile best practices before publishing content, they struggle to predict when and how new content will perform online. The answer lies in the development of Smart Content that ensures that content is found in key moments that matter for customers - when and where your target audiences is looking for it.

“BrightEdge Content has helped us increase our organic search traffic by 60% year-over-year. Its Smart Content outperforms some of our blog content by up to 6x.

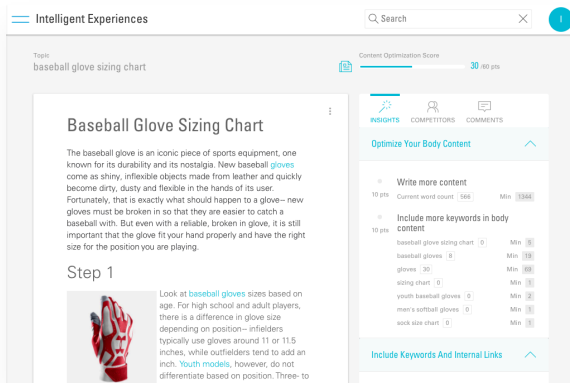
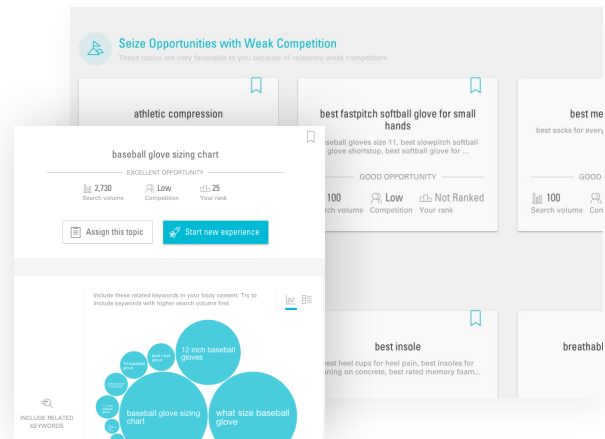
Avi Bhatnagar, Director of Digital Strategy
WhiteHat Security

How smart is your content? Turn articles, landing pages, and glossaries into content performance drivers with BrightEdge Content!

- Targets precise customer intent
- Prioritizes profitable revenue opportunities
- Tailors copy format to the needs of the content topic
- Starts off pre-optimized for search and mobile performance
- Adheres to brand and style guides
- Activates quickly
- Remains automatically optimized for new search and mobile best practices
- Loads fast and responds to mobile devices
- Engages readers with crisp copy and sharp imagery
- Drives performance with effective CTAs

Discover profitable revenue opportunities

Leverage topic strategies, based on industry-leading data analysis of your content and the competitive landscape, to uncover, quantify, and prioritize opportunities for new content that accelerates site visits, conversions, and revenue.

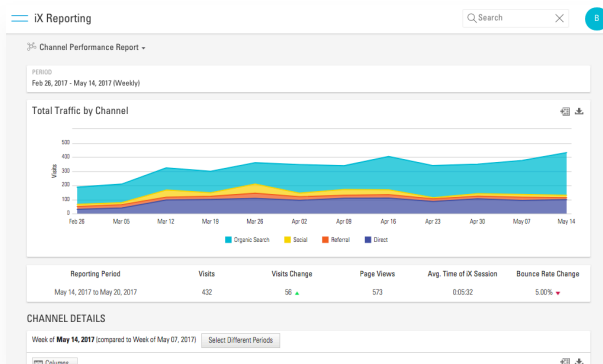
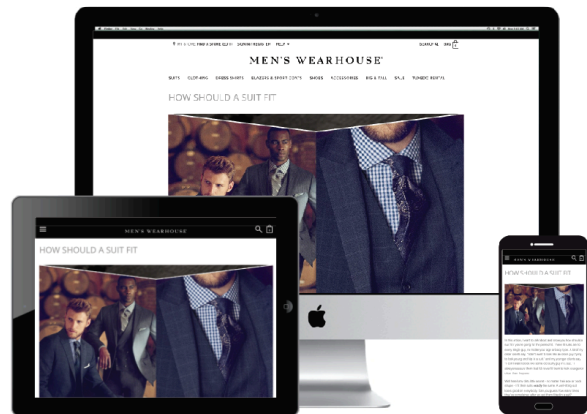


Create content customers easily find and love

Use intuitive workflow, flexible approval processes, full content and image editors, as-you-type SEO recommendations, readability assessments, automatic in-text linking, and smart CTAs to produce content that looks great and reads flawlessly.

Keep content optimized and mobile-friendly

Create AMP versions of your content automatically for fast page load. Insert dynamic content recommendations to keep visitors engaged. Keep up with emerging Search and Mobile trends and standards with automated page optimization.



Understand contribution to the bottom line

View the performance of your content items, analyze how they acquire and engage organic and campaign traffic, and visualize their contribution to your key business metrics.