



## About Searchmetrics

We help you attract an online audience and boost results with content that uniquely matches user intent. Using the deep learning insights of the Searchmetrics Suite and Searchmetrics Content Experience platform, we navigate the shifting priorities of search engines and help you outrank your competition. Search has evolved into a data-driven field that requires powerful software to guide companies through discovery, briefing, optimization and measurement of engaging storytelling.

There's only one platform that owns its data: Searchmetrics, the world's #1 Search and Content Marketing Platform. We don't rely on data from third parties and we've been studying search and content trends since 2005 – compiling the industry's largest global and historical database.

Searchmetrics uncovers the opportunities and pitfalls of online marketing. Our award-winning Searchmetrics products bring search engine optimization and content creation together for the first time, offering marketers an ultimate platform for creating the moments that shape customers' decisions and brand preferences. We offer competitive insights and hands-on consulting to help our customers create predictable returns in earned media. Our SEO Visibility Score – trusted by reputable media sources such as The New York Times, Bloomberg and The Guardian – reliably gauges your online presence. Searchmetrics reveals the connection between social media links and overall engagement, and its analytics make clear which content performs best.

Marcus Tober, one of the top 10 SEO minds in the world, leads Searchmetrics' product development, driving innovations for more than a decade that improve results for content marketers. We have over 100,000 users worldwide, including respected brands such as T-Mobile, eBay and Siemens.

More information: [www.searchmetrics.com](http://www.searchmetrics.com).



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