Content Marketing Suite Streamlines Content Creation With DataForSEO API

C M S
CONTENT MARKETING SUITE

> "DataForSEO is an organization that, although based on a technological platform, offers a very fast and functional help desk support. We get very good feedback from our customers."

Filippo Rancan
Director at Content Marketplace LTD, Contentmarketingsuite's owning company

About CMS

Since 2013 Content Marketing Suite has been delivering high-quality content to its clients.

On its platform e-marketers can manage the entire content life cycle: creation, translation, and distribution. CMS's mission is to become the only one-stop shop for content marketing strategies.

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Business Challenge

Contentmarketingsuite.com started out as a content marketplace back in 2013. However, as the company's customer base expanded, the team realized they could be delivering more value to its customers.

Following the vision of its management team and numerous clients' request, Content Marketing Suite decided to pivot towards developing a SaaS solution that would simplify the initial phase of content creation. At the same time, this solution would also supply CMS's copywriters with a valid tool to optimize their content in terms of SEO.

As Filippo Rancan, Director at Content Marketplace LTD, pointed out: "Creating a good article is only the beginning. You will need to make sure that the right audience sees it. That is exactly what we do."

Given that the development of such solutions usually requires an enormous amount of time and money, finding a reliable third-party source of necessary SEO data was the company's only option.
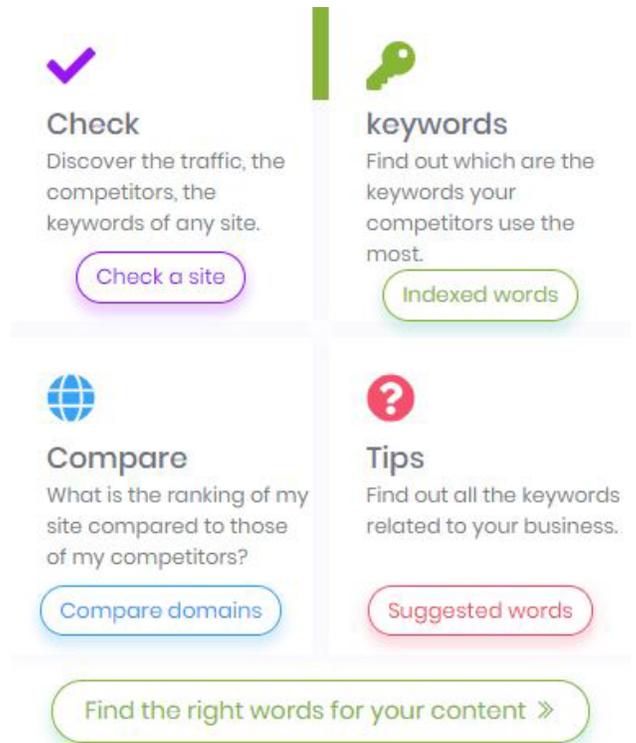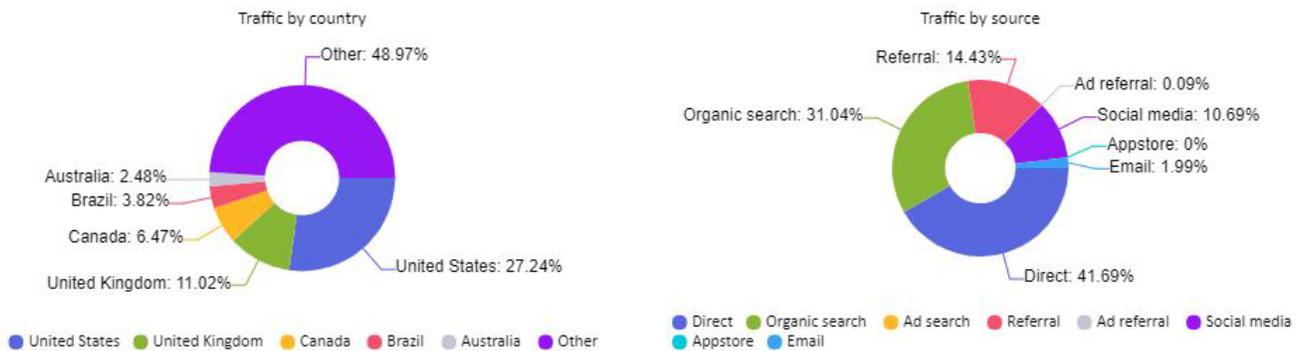
Objectives

- Pivot from the content marketplace to developing software.

- Simplify content creation.

- Build a tool that would help writers optimize their content.

- Find a reliable third-party source of SEO data.

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Solution

Content Marketing Suite decided to enlarge its offerings with seven brand new products. Called CMS keys, they focus on helping copywriters to create, manage and monitor every content-based marketing activity.

Direct	Organic search	Paid search	Referral	Social media
177878K 41.69%	132451K 31.04%	245K 0.06%	61587K 14.43%	45626K 10.69%

Traffic by country

- Other: 48.97%
- Australia: 2.48%
- Brazil: 3.82%
- Canada: 6.47%
- United Kingdom: 11.02%
- United States: 27.24%

Legend: United States, United Kingdom, Canada, Brazil, Australia, Other

Traffic by source

- Referral: 14.43%
- Organic search: 31.04%
- Ad referral: 0.09%
- Social media: 10.69%
- Appstore: 0%
- Email: 1.99%
- Direct: 41.69%

Legend: Direct, Organic search, Ad search, Referral, Ad referral, Social media, Appstore, Email

After evaluating several SEO data providers, CMS decided on leveraging DataForSEO APIs as the company's primary data source. CMS-Keys powered by DataForSEO's Keyword Finder API allows their clients to:

- analyze the domain
- compare it with the competitors
- search for suggested keywords to develop contents on
- find related keywords

In particular, customers of Content Marketing Suite can now easily use its SEOBasic tool and save time getting all the keywords they need to write optimized content.

"DataForSEO APIs allowed us to develop a product that we can adapt to the needs of our customers without excessive costs." - adds Filippo. "Since the beginning, it has been simple to get in touch with online support to solve implementation issues."

Following the company's effort to build a solid SEO tool well integrated into a content marketing platform, the team of Content Marketing Suite has recently started testing OnPage API.

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About DataForSEO

DataForSEO is the leading provider of SEO data for the marketing technology industry. With an API-led approach to data delivery DataForSEO is enabling hundreds of software businesses to enhance their products with reliable, accurate, and fresh data.

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