



PRODUCT OVERVIEW

MARKET BREW™: THE PRECISION SEO PLATFORM

Brought to you by Brewco™

Market Brew turns SEO from art to science. It uses AI to build an accurate simulation of how any search engine ranks pages for any keyword. This simulation can analyze any site to determine what drives that site's ranking for that keyword – and what changes will improve rankings the fastest.

The black box that is today's search engine has made search engine optimization an imprecise and unpredictable art where SEO practitioners use "best practices" to achieve often unpredictable results.

At a time when the rest of marketing has become fully data-driven, SEO has remained an area which operates with limited data. Search engines consider many factors in their rankings – technical considerations, page content, backlinks, and internal links among others – so there are often thousands of potential fixes an SEO team or agency could work on.

For any given search engine query, though, some of these fixes are much more important than others, and some don't matter at all. And today's popular SEO platforms don't tell you which are which – they just give you the laundry list.

There's a better way to do SEO. Market Brew's AI-built models allow SEO to become fully data-driven, where you'll know exactly how your page is being ranked and what you need to do to improve your ranking power, in what order.

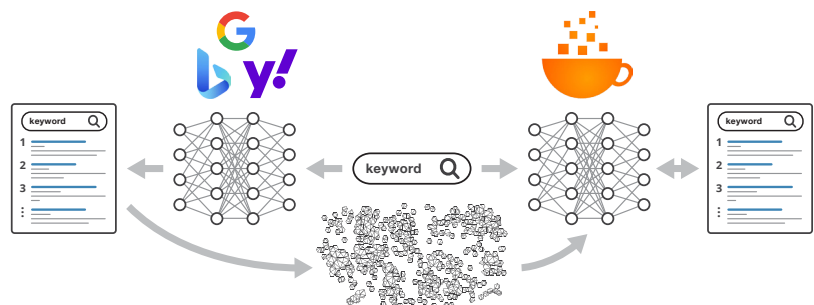
Search engine modeling – how Market Brew is creating a new type of SEO

The Market Brew platform is the only SEO solution that has its own built-in search engine, which can rank pages based on all of the same on- and off-page factors that Google, Bing and other search engines do.

How much each set of factors influences SERP rankings – from semantic factors to domain factors to page rank factors and others – is different for every query and every search engine. And how each factor is weighted changes all the time. Since the search engines are all now AI black boxes, trying to figure out what actually drives SERP rankings is an impossible task – for humans.

Market Brew's patented AI search engine modeling method rips the covers off those black boxes. It analyzes how your target search engine environment (TSEE) ranks pages for your target keyword and then uses a form of AI – particle swarm optimization – to machine learn the parameters your TSEE is using and build a highly accurate simulation for the TSEE/keyword pair.

Once you have this model in hand, you can optimize your page rankings in an entirely new and precise way.



Market Brew builds a simulation of your target search engine for any keyword, using *particle swarm optimization* to adjust parameters of its built-in search engine until its SERP matches the search engine's SERP.

What can a search engine model tell you?

Once Market Brew has built your search engine model, it crawls your site and other sites that you're competing with for rankings on your target keyword.

Market Brew does the technical analyses that other platforms provide – all the site errors you can fix, how well your content matches the search term, and more. For us, that's just table stakes. With Market Brew, you get insights no other solution can offer:

- precise, accurate data on which specific factors are driving rankings,
- exactly how close or far away you are from each competitor, and
- whose site has the advantage in each set of factors.

Precise analyses create precise, detailed, and prioritized recommendations

Market Brew turns the data from its crawls into a detailed and prioritized list of the changes you should make to improve your site's rankings. You'll know exactly which changes to make, which to do first, and which not to bother with, so you'll improve your SERP positions more quickly and efficiently than ever before.

Do you need to better match your page content and incoming link text with the search query? Market Brew tells you how many times to add specific words, so you maximize your rankings without being penalized for keyword stuffing. Need to improve your Link Flow[®] distribution to make your pages stop competing with each other for rankings? Market Brew tells you exactly what you need to do.

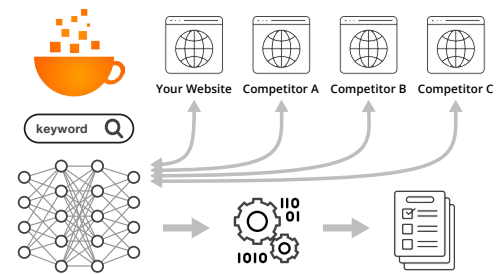
Whatever you need to fix or improve, Market Brew will give you precise instructions in its detailed reports. It gives you the same insights on each of your competitors' sites, too, so you'll know how to flank and outrank.

Solutions for every digital business and SEO agency

Market Brew puts AI to work to deliver better, faster SEO results to any company doing business online. Its competitively priced solution empowers SEO teams and agencies to do their best work. And if you don't have an SEO team, Brewco's authorized partners will deliver you a turnkey AI-powered SEO solution.

Apply for a free Market Brew AI SEO analysis of your site

Contact us at hello@brewco.ai or call +1.415.870.6004. Are you an SEO agency? Ask about the Brewco Authorized Partner Program.



Market Brew crawls your and your competitors' sites, using its AI model to determine why each site ranks where it does, and telling you how to improve your position.

WHY IS MARKET BREW BETTER THAN OTHER SEO PLATFORMS?

Market Brew's AI models open up a whole new way to do SEO, so you can efficiently produce the best results. Don't waste any time on the "best practices" everyone else is using! Here are some of the reasons SEO teams prefer Market Brew:

TRANSPARENCY

Know exactly what moves the needle for any search.

PREDICTABILITY

Predict the impact of your efforts within a couple of hours.

EFFICIENCY

Work only on the changes that will help your rankings the most.

COMPETITIVE ADVANTAGE

Track the impact of your competitors' moves weeks faster than they can.

SAFETY

A/B test any site change before you bring it live, and avoid unexpected drops.

PROOF

Deliver the data upfront that supports the importance of your work.