

MCP SERVER

NO CODE

CLOUD HOSTED

# MarketMuse MCP

Build perfect content from topic research to final draft.

MarketMuse connects your AI agent to advanced content strategy research. Analyze any topic for authority scores and search volume, generate comprehensive content briefs with recommended word counts, or score existing drafts against deep semantic models.

**A+** Quality Score 100/100

content-strategy

semantic-seo

topic-authority

content-briefs

search-intent

content-optimization



# The infrastructure that powers AI agents in the real world.



Vinkius connects AI to the world's software through secure, enterprise-grade infrastructure — enabling real-world execution at scale, built on the Model Context Protocol (MCP).

# Your AI Connections Run Through Vinkius Cloud

The world's largest  
managed MCP catalog

Vinkius is the cloud infrastructure where AI agents connect to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

*The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.*

— Architecture principle

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## Four Pillars of the Vinkius Runtime

### 01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

### 03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

### 02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

### 04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

**AES-256**

Encryption at rest

**Ed25519**

PKI vault signatures

**24h TTL**

Ephemeral session keys

**V8 Isolate**

Sandboxed execution

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## One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT

`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

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## Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

### 01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

### 02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

**03 — SSRF Guard**

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

**05 — Cryptographic Audit Trail**

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

**04 — DLP & PII Redaction**

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

**06 — Honeytoken Trap System**

Phantom credentials are injected into isolated environments. If a honeytoken is used outside Vinkius infrastructure, the server is quarantined instantly.

## Emergency Kill Switch

EU AI Act Art. 14(1)  
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

**01 — Server deactivated**

The MCP server is immediately taken offline across the entire cluster.

**02 — All tokens revoked**

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

**03 — WebSocket connections killed**

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

## Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

**Control Plane**

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

**FinOps**

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

**Firewall & DLP**

PII redaction activity, sensitive data protection counters, and security event timeline.

**Agent Activity**

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

**Tool Health**

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

**Incident Log**

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at [cloud.vinkius.com](https://cloud.vinkius.com) — connect your AI agent in under 60 seconds.

# MarketMuse (AI Content Strategy & SEO) MCP

10 tools available  
Cloud-hosted on Vinkius

Take full command of your writing process using this connector. Instead of spending hours clicking through different SEO tools or manually researching topics in separate tabs, you tell your agent what you need—whether it's identifying high-value content gaps or auditing a site's current performance. Your AI client connects to the entire MarketMuse catalog, letting you treat complex semantic research like a natural conversation.

Your agent handles everything: retrieving topic authority scores and generating detailed content briefs with specific section recommendations. You can run deep competitive analyses against top-ranking pages or score new drafts instantly to see exactly what's missing semantically. When you subscribe through Vinkius, your agent gets access to this entire suite of tools, making comprehensive SEO research available right where you're working.

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## Core Capabilities

**01 — Assess topic authority and volume**

Determine if a content idea is viable by retrieving its current search volume, competition difficulty, and overall market authority score.

**03 — Compare against top competitors**

Run a deep dive comparison between your existing URLs and pages currently ranking on Google to pinpoint specific content gaps.

**05 — Discover related concepts**

Find semantically linked topics or key questions people ask about your main topic, expanding your content scope naturally.

**02 — Build structured content plans**

Generate detailed outlines for articles that include recommended word counts, mandatory subheadings, and key questions the piece must answer to rank well.

**04 — Grade draft content quality**

Submit finished text and instantly receive a score showing how well it covers the necessary semantic topics for better search engine performance.

# One Click on Vinkius — From Prompt to Execution

Available at [vinkius.com/mcp/marketmuse-ai-content-strategy-seo](https://vinkius.com/mcp/marketmuse-ai-content-strategy-seo) — connect your AI agent in three steps.

- 01** First, subscribe to this MCP and input your MarketMuse API Key into Vinkius.
- 02** Next, prompt your AI client with a strategic goal; for example, 'Analyze the topic X' or 'Give me a content brief on Y'.
- 03** Your agent executes the request, retrieving authority scores, generating outlines, or providing optimization suggestions directly in your workspace.

The bottom line is: you move from broad strategy to specific, actionable content points without leaving your chat interface.

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## Built For

Content Strategists and SEO Specialists who are tired of switching between multiple research tools. This MCP gives you a single conversation point for everything from keyword idea generation to final draft auditing.

### SEO Specialist

Running deep competitive analysis against top-ranking pages and using the ``get_topic_model`` tool to ensure every piece of content hits all necessary semantic points.

### Content Strategist

Generating automated content briefs using ``get_content_brief`` and auditing a domain's entire content inventory with ``get_inventory`` before any writing starts.

### Marketing Manager

Scoring new drafts of web copy using the ``score_content`` tool to verify competitive positioning and ensure all semantic terms are included for maximum visibility.

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## What Changes When You Connect

- 01** Stop guessing what users want. Use `get_questions` and `get_related_topics` to ensure your content covers every angle of a topic, not just the obvious ones.

- 02 Know exactly where your site stands against rivals. The `competitive_analysis` tool lets you directly compare your URLs to top-ranking SERP pages to find concrete gaps.
- 03 Never start from scratch again. Use `get_content_brief` to get a full, structured plan—including word counts and required headings—so you only have to write the content, not structure it.
- 04 Instant quality control. After writing a draft, run it through `score_content`. It tells you which semantic terms are missing so you can fix the piece before publishing.
- 05 Maximize existing assets. With `get_inventory`, you can audit your site's entire body of work to find pages that need an optimization boost using `optimize_url`.

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## Real-World Applications

### Developing a new pillar article on 'AI Ethics'

A content strategist uses the MCP to run `analyze_topic` first, confirming authority. They then use `get_content_brief`, which specifies 2,000 words and required sections like 'Bias Mitigation' and 'Regulatory Impact'. The agent provides a clear roadmap for writing.

### Auditing an entire site for SEO decay

An SEO specialist uses `get_inventory` to pull a list of 50 older articles. They then use the `score_content` tool on batches of those articles, quickly identifying which ones are semantically weak and need urgent updates.

### Updating an old blog post that lost traffic

A marketing manager passes the URL to `competitive_analysis` and sees top competitors are covering 'Implementation Challenges.' They then use `optimize_url`, which suggests adding a section on 'Practical Use Cases' and boosting word count.

### Planning content around niche search intent

A technical writer needs to understand what people \*actually\* ask about a topic. They run `get_related_topics` first, then use `get_questions` to build out an FAQ section that perfectly matches user queries.

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# Patterns to Avoid

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## Treating it like basic keyword research

### X AVOID

Only running a topic into the agent and accepting the first few keywords provided. This misses semantic depth.

### ✓ INSTEAD

Always follow up by calling ``get_topic_model`` to understand the *relationships* between those keywords, or use ``get_related_topics`` to expand your pillar content.

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## Ignoring existing site weaknesses

### X AVOID

Writing new, high-quality content but forgetting that 20 old articles on the site are decaying in rank.

### ✓ INSTEAD

Before writing anything, run ``get_inventory`` to see what's already published. Use ``optimize_url`` on those weak spots first to boost overall domain authority.

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## Stopping after generating a brief

### X AVOID

Generating the content brief with ``get_content_brief`` and then just writing based on headings, without checking competition.

### ✓ INSTEAD

After getting the brief, run ``competitive_analysis`` to see what real competitors are doing. Use those findings to add unique sections or data points that set your piece apart.

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## The Right Fit

Use this MCP if your content workflow is complex and requires deep semantic understanding—if you need to know *why* something ranks, not just *what* keywords to use. This tool excels when moving from 'idea' (using `analyze_topic`) through 'planning' (`get_content_brief`, `get_topic_model`) to 'execution' (`score_content`). Don't use it if you only need a simple list of 10 general keywords; for that, a basic keyword tool is enough. If your pain point is simply optimizing meta descriptions or titles on a single page, the `optimize_url` tool handles that efficiently. But if your problem involves auditing hundreds of pages or mapping complex topic clusters, this MCP is necessary.

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## The SEO content gap starts with endless tabs and copy-pasting.

Today's process means juggling five browser tabs: one for keyword volume, one for competitor analysis, a third to manually jot down required subheadings, and then another to check your draft against basic topic models. You end the day with notes spread across three different documents, losing context and wasting hours on tedious cross-referencing.

With this MCP, you tell your agent what you want—say, 'Create a comprehensive guide on X.' The agent autonomously runs `analyze_topic` to establish authority, calls `get_content_brief` for the structure, and even uses `get_related_topics` to fill in missing knowledge areas. You get one perfect plan, delivered instantly.

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## MarketMuse gives you full control over your content strategy.

You no longer have to manually check if a draft is comprehensive enough or if it hits all the necessary semantic notes. Instead, after drafting a section, you simply ask your agent to `score_content` against the desired topic model. It instantly flags missing concepts like 'Knowledge Graph' or 'Search Intent,' telling you exactly where to add more substance.

The difference is that your process moves from reactive guessing to proactive design. You build content with authority, knowing every section serves a specific strategic purpose.

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# MarketMuse (AI Content Strategy & SEO) 10 Tools

These tools let you perform deep semantic research, analyze topics for authority, and generate structured content plans directly from your agent.

#	TOOL	DESCRIPTION
01	<code>analyze_topic</code>	Analyzes a given topic to retrieve its authority score, search volume, and overall content opportunity metrics.
02	<code>get_topic_model</code>	Retrieves the full semantic model for a topic, detailing related entities and their importance scores.
03	<code>get_content_brief</code>	Generates a detailed content outline including recommended word count targets, heading structures, and key questions to answer.
04	<code>competitive_analysis</code>	Runs an analysis comparing your specified URL against the top-ranking search results for a given topic.
05	<code>score_content</code>	Evaluates submitted text content and provides a score, flagging missing semantic terms relative to a target topic model.
06	<code>get_questions</code>	Retrieves common questions people ask about a specific topic that you should consider answering in your article.
07	<code>get_related_topics</code>	Identifies semantically related topics to expand your content pillars and cover adjacent search intent areas.
08	<code>get_heatmap</code>	Provides a visual representation of the Search Engine Results Page (SERP) landscape for a topic.
09	<code>get_inventory</code>	Inspects your website's existing content inventory, highlighting pages that need optimization or are high-value assets.
10	<code>optimize_url</code>	Generates specific recommendations, including term suggestions and word count targets, to boost the organic performance of an existing URL.

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## See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

### **U** Analyze the topic 'AI Content Strategy' and show me authority metrics



Retrieving metrics for 'AI Content Strategy'... The topic authority score is 45/100 with a Search Volume of 1,200/mo. The difficulty is moderate. Key opportunities identified in 'Semantic SEO' and 'Content Automation'. Would you like a full content brief for this topic?

### **U** Generate a content brief for the topic 'How to use AI in Marketing'



Content brief generated! I recommend a word count of 1,500-1,800. Key sections should include 'Generative AI Tools', 'Marketing Personalization', and 'ROI Measurement'. I've also identified 15 must-include semantic terms. Would you like the list of questions people also ask?

### **U** Score this content for the topic 'Semantic SEO': [content text]



Analyzing draft... Your current Content Score is 18/100. To improve, you should include terms like 'Knowledge Graph', 'Search Intent', and 'Topic Authority' which are currently missing. The recommended target score for this topic is 35+. Would you like more term suggestions?

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## Frequently Asked Questions

### **01** How does MarketMuse analyze topic using `analyze\_topic`?

The `analyze\_topic` tool assesses a given subject by providing an overall topic authority score, estimated search volume, and difficulty metrics. This helps you quickly determine if the idea is worth pursuing.

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**02 What is the difference between ``get_content_brief`` and ``get_topic_model``?**

``get_topic_model`` gives you the raw semantic data—the entities and importance scores. In contrast, ``get_content_brief`` takes that complexity and turns it into a ready-to-write outline with word counts and headings.

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**03 Can I use MarketMuse to check my old content? Use the ``get_inventory`` tool.**

Yes, ``get_inventory`` inspects your domain's entire published set of pages. It lets you identify which indexed articles have high authority and which ones desperately need an optimization push.

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**04 How do I improve a low-scoring draft with the ``score_content`` tool?**

After running ``score_content``, the agent points out specific missing terms (like 'Search Intent'). You then ask for more suggestions, or use ``get_questions`` to find natural ways to integrate those required concepts.

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**05 What is the best way to identify content gaps using MarketMuse?**

Use the ``competitive_analysis`` tool. By feeding it your URL and a target topic, you get a direct comparison showing what top competitors cover that you are missing.







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# Go Live in 60 Seconds

Get your connection token from [cloud.vinkius.com](https://cloud.vinkius.com), then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

```
https://edge.vinkius.com/[TOKEN]/mcp
```

CLIENT	WHERE TO CONFIGURE
 <b>Claude AI</b>	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 <b>Cursor</b>	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 <b>VS Code</b>	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"marketmuse-ai-content-strategy-seo": { "url": "..." }</code>
 <b>Windsurf</b>	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 <b>ChatGPT</b>	Settings → Tools & plugins → Add MCP server → Paste endpoint
 <b>Gemini</b>	Extensions → Add MCP Server → Paste endpoint URL

## ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  **Ask ChatGPT** 
-  **Ask Claude** 
-  **Ask Perplexity** 
-  **Ask Gemini** 
-  **Ask Grok** 

READY TO CONNECT

# MarketMuse (AI Content Strategy & SEO) is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and start building. No SDK. No deployment. Just results.

[Start at cloud.vinkius.com](https://cloud.vinkius.com) →

[vinkius.com](https://vinkius.com) · [support@vinkius.com](mailto:support@vinkius.com)

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### DOCUMENT INFORMATION

Generated	June 2026
MCP Server	MarketMuse (AI Content Strategy & SEO) MCP
Server ID	019d75cf-6286-731d-af8f-6c82f4848cd1
Platform	Vinkius Cloud for AI Agents
Endpoint	<a href="https://edge.vinkius.com/{token}/mcp">https://edge.vinkius.com/{token}/mcp</a>

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