

MCP SERVER

NO CODE

CLOUD HOSTED

SEO Content Brief Scorer MCP

Audit your plan before you write a single word.

SEO Content Brief Scorer audits content briefs against SEO best practices before you start writing. It checks structural elements like title length, keyword placement in headings, and heading flow to spot optimization gaps that hurt search rankings.

A+ Quality Score 100/100

seo

content-optimization

keyword-research

auditing

content-strategy



The connectivity layer between AI and the world's software.



Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects 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

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

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

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 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot 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 — connect your AI agent in under 60 seconds.

SEO Content Brief Scorer MCP

3 tools available

Cloud-hosted on Vinkius

Writing great content starts with a flawless plan. This MCP lets your AI client evaluate your entire content brief—the roadmap for an article—against current SEO standards. You won't just guess if it's good enough; you get concrete feedback on structure, keywords, and flow before the first draft hits the page. The system checks everything from how deep your header tags go to whether your main target terms are actually featured in high-visibility spots like H1 or H2 headings. When you connect this MCP through Vinkius, your agent can run these audits instantly, giving you an overall score and a prioritized list of fixes. You simply tell it the brief details, and it points out exactly where you need to adjust the structure to rank higher.

Core Capabilities

01 — Determine SEO Health Score

The tool calculates an overall score for your content plan, immediately highlighting areas that need improvement.

02 — Check Keyword Focus Areas

It verifies whether key target phrases are properly included in the article's title or main section headings.

03 — Verify Structural Flow

The MCP ensures that your heading tags follow a logical, nested order (like H1 → H2 → H3), preventing structural errors.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/mcp/seo-content-brief-scorer — connect your AI agent in three steps.

- 01** Feed the content brief details—including title, target keywords, and planned headings—to your AI client.
- 02** Your agent sends this data to the MCP, which runs multiple checks against established SEO guidelines.
- 03** You receive a comprehensive report detailing an overall score and specific instructions on how to fix keyword gaps or correct heading levels.

The bottom line is you get an immediate, objective audit of your content plan's structural integrity before writing any copy.

Built For

Anyone responsible for creating scalable content needs this. Content strategists who draft dozens of briefs a week and SEO managers tired of manually checking structure will use this constantly.

Content Strategist

You write the initial blueprint for articles, making sure the structural plan supports strong keyword usage.

SEO Manager

You review content plans submitted by writers to guarantee every brief meets technical SEO requirements before publication.

What Changes When You Connect

- 01** Guarantee proper keyword usage. Use `analyze_keyword_placement` to confirm that key terms appear in the title and main headings, which search engines prioritize.

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- 02** Avoid structural penalties. The `audit_heading_hierarchy` tool catches skips or repetitions in your header tags, keeping your content technically sound.

 - 03** Get a quick health grade. `calculate_brief_score` provides an immediate, actionable score, letting you see exactly how far off track the brief is without guesswork.

 - 04** Save time on revisions. Instead of waiting for manual SEO review, your agent gets instant structural feedback, accelerating the planning phase.

 - 05** Improve content depth. By enforcing a logical heading flow, this MCP helps ensure your article structure supports complex, topic-rich coverage.
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Real-World Applications

Launching a pillar page on 'Advanced Gardening'

A strategist needs to write a huge guide. They ask their agent to run the brief through the MCP. The tool finds that while keywords are present, the heading structure is flat (missing H3s). This allows them to expand subtopics immediately instead of drafting content blind.

Checking client submissions

An SEO manager receives a plan from a freelance writer. They use the MCP's `audit_heading_hierarchy` tool. The system immediately reports that H2 was skipped, saving hours of manual review and ensuring structural integrity.

Updating an old article's plan

A writer wants to revitalize a piece about 'Remote Work Tools'. They use the MCP to `calculate_brief_score`. The tool flags that the primary keyword isn't in the H1, prompting them to rewrite the title and boost the score.

Patterns to Avoid

Assuming structure is fine

X AVOID

A writer copies an old heading outline into a new brief. They assume the flow works because it looks right to them, but H2 was actually skipped and they jumped straight to H3.

✓ INSTEAD

Don't rely on visual inspection. Use `audit_heading_hierarchy` to confirm that your content structure maintains a logical nesting order from H1 down through H4.

Just listing keywords

X AVOID

A strategist includes 10 target keywords in the brief, but they only mention them once or twice in non-heading text. The plan looks comprehensive but fails to meet coverage goals.

✓ INSTEAD

Use `analyze_keyword_placement` to force your agent to check if those key phrases are properly integrated into high-impact zones like H1 and H2.

The Right Fit

You should use this MCP if you're in the planning phase—the moment before writing begins. If your biggest concern is whether the *structure* of your article plan will meet modern SEO requirements, run an audit using `calculate_brief_score`, `analyze_keyword_placement`, and `audit_heading_hierarchy`. Don't use this if you are already deep into drafting or editing existing copy; those tools handle planning, not execution. If your problem is general content quality (e.g., tone or length), look for a dedicated writing assistant tool instead.

The headache of structural SEO audits

Right now, when you get a content brief from a team member, checking its technical viability is a manual slog. You open the document, check the title against keyword density requirements, then scroll through every header to make sure the

With this MCP, you feed the brief details into your agent. The system runs all three structural checks instantly: it calculates an overall score, verifies keyword placement in headers, and validates the heading flow. You don't just get a 'yes' or 'no'; you

nesting (H2 followed by H3, not skipping levels) makes sense. It's tedious copy-pasting and cross-referencing that takes up half your day.

get a clear, prioritized list of exact adjustments needed.

SEO Content Brief Scorer MCP

The most time-consuming parts that disappear are the manual checks for skipped heading levels and keyword coverage. You no longer have to eyeball the structure or count how many times 'best running shoes' appeared in the main headings.

This means you can move from receiving a raw content plan straight to making structural revisions, saving hours of back-and-forth email chains and letting you focus on what matters: creating great content.

SEO Content Brief Scorer with 3 Tools

Use these three specialized tools to audit any content plan and ensure it meets all technical requirements before you write a single word.

#	TOOL	DESCRIPTION
01	<code>analyze_keyword_placement</code>	Checks if your target keywords are integrated into the highest-impact structural zones like H1 and H2 headings.
02	<code>audit_heading_hierarchy</code>	Validates that your content outline follows a logical nesting order (e.g., you can't jump from H1 straight to H3).
03	<code>calculate_brief_score</code>	Generates an overall score for the entire content brief, pinpointing general health issues.

See It in Action

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

- U** Can you check if this content brief is SEO-ready? Title: 'Best Running Shoes 2024', Keywords: ['running shoes', 'marathon training'], Headings: [{'tag': 'H1', 'text': 'Best Running Shoes 2024'}, {'tag': 'H2', 'text': 'Marathon Training Tips'}], Word Count: 1500



The brief is in the Optimal tier with a high SEO health score. Your target keywords are well-placed in the H1 and H2 headings.

- U** Analyze the keyword placement for this brief: Title: 'SEO Guide', Keywords: ['seo strategy', 'backlinks'], Headings: [{'tag': 'H1', 'text': 'SEO Guide'}, {'tag': 'H2', 'text': 'Introduction'}]



The coverage rate is 0%. The keywords 'seo strategy' and 'backlinks' are not found in the title or high-impact H1/H2 headings.

- U** Check this heading structure for errors: [{'tag': 'H1', 'text': 'Main Title'}, {'tag': 'H3', 'text': 'Subtopic'}]



The hierarchy is invalid. The tool detected skipped levels: H2 was bypassed.

Frequently Asked Questions

- 01** **What is the main difference between `calculate_brief_score` and `audit_heading_hierarchy`?**
`calculate_brief_score` gives you a general grade (the 'what'), while `audit_heading_hierarchy` fixes structural problems (the 'how'). The score synthesizes all findings, including hierarchy issues.

02 Can I use the SEO Content Brief Scorer for existing articles?

The tool is designed to audit *briefs*, which are plans. If you need to check an already published article, you'll need a different auditing MCP that accepts full text input.

03 Does analyze_keyword_placement only look at the H1 and H2 tags?

It focuses on high-impact zones like the title and major headings (H1/H2) because these are what search engines pay closest attention to first.

04 How many tools does SEO Content Brief Scorer MCP have?

The MCP includes three focused tools: calculate_brief_score, analyze_keyword_placement, and audit_heading_hierarchy. They work together to give a complete picture.

05 Is this better than using a general SEO writing tool?







General tools might help you write the copy, but this MCP focuses solely on pre-writing structural auditing. It catches planning flaws that other tools miss.

Go Live in 60 Seconds

Get your connection token from 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
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"seo-content-brief-scorer": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	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

SEO Content Brief Scorer 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 · support@vinkius.com

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DOCUMENT INFORMATION

Generated	June 2026
MCP Server	SEO Content Brief Scorer MCP
Server ID	019ef4d0-cc34-7346-b70a-5181433c67b7
Platform	Vinkius Cloud for AI Agents
Endpoint	https://edge.vinkius.com/{token}/mcp

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