Content Creation

Presented by MarketMuse

Creating consistent high-quality content to satisfy both humans and search engines is complex. The entire process, from creating an SEO optimized outline to having publishable content, is time-consuming. It makes scaling content production even more challenging.

MarketMuse helps facilitate content creation at scale without compromising quality or SEO optimization. In this document, you will find three content creation resources, which when implemented, drives successful content creation.

Content Brief: An outline of content direction against a topic/page.

First Draft: An AI-generated output of content off of a brief created for a topic.

First Draft

Natural Language Generation, Alpha – Presented by MarketMuse

Product Note: Fact-checking and deep grammar edits are not incorporated in the Alpha version. We will address both these issues as we continue to enrich this offering. Please submit all feedback concerning this product to support@marketmuse.com.

What is First Draft and how do I use it?

What is First Draft?

First Draft is the raw output of MarketMuse AI-generated content, built on the shoulders of a MarketMuse content brief. The Content Brief is a competitive deep dive into a specific topic, revealing what's required to fully optimize a page for that subject.

We build AI content addressing the subheadings and corresponding subtopics of the associated content brief. Analyzing vast amounts of content on the web for each subheading, we then match it to our subtopics list. Our plagiarism detection algorithm ensures that the AI content we construct is always unique.

What do I get with First Draft?

You receive paragraphs (or snippets) of content that directly address the relevant subheadings and subtopics. This raw data output requires editing for your specific use case. You'll need to weave that content together to form a complete picture of the focus topic.

What do I do with First Draft?

The First Draft output is not a final version. While it will reduce the amount of time spent on research and writing, it still requires editing to build a complete story. You may want to enrich your content using images, infographics, pull quotes, video, additional links, step-by-step instructions, promotional language, and your own experiences.

How do I use this document?

Comb through each section title, questions, relevant topics, and text of First Draft. Copy and paste the content that's pertinent to your intended article's direction into another document, where you will build the final version.

Like a puzzle, take content and concepts from this First Draft and pull them into that other document. Supplement that document with some of the items suggested in the previous section. Then use Optimize to verify that the polished article has a competitive Content Score. Once confirmed, you are ready to publish!

H2 What is in a service level agreement?

A service level agreement is a contract between two parties that defines what constitutes a level of service. Essentially, it creates an understanding between an organization and other end users about what the service will be. The percentage of revenue achieved in a year is a key performance indicator. If your business depends on cloud services, for example, that percentage is crucial.

The service level agreement will typically range from 0.25% to 0.99%. Depending on the nature of your relationship with a service provider, that monthly fee that the supplier agrees to will vary based on the extended timeframe your organization has. However, an operational level agreement usually includes a set of expectations and conditions for the supplier to provide commercially reasonable efforts to meet those expectations.

However, it's vital to make sure your SLA is performing at its maximum potential. A service level failure is a problem where both an organization and its end users are suffering. Without an agreement to enforce compliance with the agreements, both parties are essentially either negotiating a wager on the future of performance of the service, or they're writing off revenue from the lock-in period because the agreement wasn't met.

But what happens if the SLA is breached during the acceptable term? Or if the solution isn't met? Or what happens if the provider goes out of business? Or if the customer suffers a loss to opt-out of the agreement?

The solution you choose (end-user) has to make sure that:

The provider will have a written down process to review compliance and deliver deliverables with the customer

The provider will meet with the supplier and the customer to clarify what has happened and what the SLA penalties have been, and allow costs for support request and support ticket to be deducted of the service credit

Both the end-user and the supplier must comply with all required add-ons such as marketing and KPI reporting to ensure uptime and compliance.

H2 What are some types of SLAs?

A Service Level Agreement (SLA) is a contract between two parties that defines what constitutes a level of service. Basically, an SLA is a translation from a service to a property. The SLA is typically a four-letter word (rather than a five-letter word) but includes a simple description of the term. For example, you might have a service level of 99% availability.

An SLA can be underwritten by a service provider so the expectation is that if the provider is down there 99% of the time there'll be an SLA. When your service availability falls below 99% it is then considered as underperforming. This is important as a customer wants their service delivered on time and in their payment requirements.

Similarly, an SLA can be underwritten by a supplier so the expectation is that if the provider is down there 80% of the time there will be an SLA.

That means if your customer has a problem, fixing that problem before the SLA starts for up to 90 days then you will receive a service credit. That's that service credit that you can use to offset the SLA penalties.

An SLA can also be used as a bonus to make sure that the customer is happy with the service delivery. For example, an SLA can be offered for someone who runs a non-profit. This will ensure that the employee receives the customer satisfaction that they were going to expect.

While all SLAs are designed to foster relationships, not every SLA will be equal. Perhaps the default SLA is a multi-level SLA. It will vary based on what a provider offers. Ideally, an SLA should be the default after a KPI (KPI is an SLA metric). An SLA timer or some other kind of performance standard will work, without creating an enhanced SLA because the customer will want access to the service. These types of levels will complement an internal SLA of performance rather than constrain it.

An enhanced SLA should be aligned with an internal KPI in customer-based SLA and keep the provider aware of metrics such as uptime and latency. An external SLA may also be beneficial, as it helps to maintain multi-level digital SLAs. So, in cloud computing, you might consider an enhanced SLA to improve the service level for customer-based SLAs.

H2 What is included in a service level agreement?

A Service Level Agreement (SLA) is a contract between two parties that defines what constitutes a level of service. A level of agreement generally will include the service standards that the supplier supports.

A customer-based SLA defines an expectation about the customer satisfaction that the vendor will maintain. For example, an SLA may define the type of customer that the client will be and if not, how they'll behave.

A marketing-based SLA defines an expectation about the marketing team that will be involved with the agreement. A marketing-based SLA may define the expectations of the marketing team and the level of marketing will be deducted from the payment. In the end, you will usually have two levels of service to offer, two levels of service to demand, and one level of service credit.

A supplier-based SLA defines the characteristics of the provider that will be included in the SLA. For example, you could have the marketing team prioritize its customer after the KPI gives them service credit to do so. Moreover, you might have the vendor indicate that the customer service is top of the list to do so. However, there should be a minimum requirement of the supplier.

A cloud-based SLA defines an expectation about performance before the cloud service is released using a series of service standards. For example, you could have the vendor focus on uptime versus performance before the cloud service is released using a series of service standards. This will allow the performance standard to be achieved in the cloud. They will have no obligation to give performance after cloud service is released using some service standards. However, you should be wary of any SLA management that is overly critical of the service provider or vendor.

H2 Service level metrics

The service level agreement that you define should be a key performance indicator to measure the level of service from the provider. In order to measure such a document, a KPI (KPI is a metric used in cloud computing) or other SLA metric will generally be used. Your KPI should be a KPI unless your SLA agreement does not include an SLA.

The performance metrics should be a minimum requirement for the SLA policy to work. These requirements can be based on the APIs used. Response times of a response may need to be higher than expected because the customer is using an engine.

A service provider should also provide a minimum expectation of uptime. When uptime is lower than expected because the platform has been down for more than 9 hours, there is a probability the customer is in an SLA violation.

Your SLA should have a credit attached to it. For example, you may have the SLA of offering 50% of the service availability for a customer. You will be most likely to receive this service level if you meet the requirement. However, if your SLA policy does not include uptime for a customer, you will be automatically in an SLA violation.

It is important to note that the SLA policy you have in place may not constitute a violation of your SLA agreement. When service is released, you are likely to violate it if the SLA policy does not specify uptime. Regardless of whether or not the uptime is lower than expectation, customer service must have at least 50% non-performance credit. This should not be overused within business requirements.

H2 What is an SLA example?

A service level objective or Contract / Key Performance Indicator is a metric that reflects the level of customer satisfaction with the service provider. Examples of such metrics are the KPI of the level of uptime achieved vs 2-hour response times.

A service provider should have an agreement with its customer where the KPI is the level of uptime achieved. In the event, the customer wishes to use an API or they are dissatisfied with the performance, there is an agreement with the provider that the customer should be eligible for an indemnification clause.

A service level agreement between the customer service and the customer is designed to indicate the level of service we intend to deliver. The SLA metric may be worked on based on the customer's requirements or based on performance data.

Any SLA credit that you are paid when you meet the requirement for the service. In case of an SLA violation, you are likely to have to pay the service provider 50% of the service credit.

A service level agreement between the customer service and the service provider is designed to establish a termination or future breach of the contract. As a result, you may receive a trade-off offer for having to be compensated for failure to meet a service level or failure to meet a termination requirement.

A service level report may be written based on the performance of the platform. This type of report is typically requested when a platform is absent due to some incident. To extend the amount of the trade-off, you may be able to create a report for the organization. If you use an SLA template, it is simple to get the functionality.

H2 Why is an SLA important?

A service level agreement needs to be used to measure customer satisfaction with the service provider. This provides the KPIs or KPIs are used in cloud computing.

A key performance indicator (KPI) is the number of times the KPI for the service is reached. These are important for organizations to analyze the metrics such as uptime, performance, and client satisfaction.

An SLA is an agreement between two or more parties with the service provider to measure an internal KPI of the service delivery.

The liability of the provider will depend on upon the terms of the SLA. Hence, it is important to have a contract with the customer or vendor and be sure that the provider has a contract with the customer / vendor.

Our SLA targets are the level of customer service the provider will be able to deliver to that customer / customer.

The KPI is the key performance indicator (KPIs) that measures the customer satisfaction with the provider. These are important for organizations to analyze the metrics such as uptime, performance, and client satisfaction.

You may have a demand for the service from a customer, stating that they would appreciate getting an SLA. But the requirement might not be achieved when the provider is close to closing the deal or the relationship is peaceful. So, the SLA is required to be in an appropriate way.

A SLA is important for the service level management as it creates a level agreement between two parties. By defining the service level, the provider meets the expectation. It is not always possible to meet all the KPIs as the service provider can reach more expectations. Hence, the SLA serves as a trade-off between the customer and provider.