



# Market Brew

## MARKET BREW FEATURE LIST

Unique Features Descriptions from the Chameleon Search Engine Platform

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## SEO A/B TESTING

SEO A/B testing lets you compare different versions of a page or site section to see which performs better in search results. Most platforms measure performance post-implementation, but Market Brew simulates outcomes before deploying changes, eliminating costly delays and uncertainty.

## LOCAL SEO TOOLS

These tools help businesses optimize for location-based queries by managing local listings, enhancing on-page signals like NAP (name, address, phone), and boosting visibility in local packs. Market Brew models how local ranking factors interact with broader algorithms to predict outcomes geographically.

## CUSTOM REPORTING DASHBOARDS

Most platforms offer dashboards that surface surface-level KPIs — traffic, impressions, and rankings. Market Brew's dashboards are different. They plug you directly into the core of the search engine model, allowing you to monitor how changes in ranking factors, link flow, and algorithmic weights ripple through your entire site.

It's like sitting at the head console at Google HQ, watching how the search engine interprets your site and your competitors in real time. You're not just tracking performance — you're steering it with precision.

## COMPETITOR ANALYSIS

Most tools show you the “outside” of your competitor's SEO — rankings, traffic, backlinks. Market Brew lets you go inside. Our search engine modeling reveals the first-principles building blocks your competitors are using to win rankings: from link flow distribution to embedding clusters, and more.

It's like not only seeing their skyscraper but being handed the architectural blueprint, down to the footers. Better yet, Market Brew brings you inside the black box of the search engine model itself, showing how each competitor page scores in every ranking factor — and exactly how your pages compare. This is not just competitive insight; it's competitive engineering intelligence.

## KEYWORD RESEARCH

While traditional platforms help you find high-volume keywords and track rankings, Market Brew takes keyword research further by analyzing anchor text distribution across a competitor's entire backlink graph. Using our precision-calibrated link scoring system, we can determine exactly how competitors are using keyword-rich vs. branded vs. generic anchors — revealing the intentional (or accidental) keyword strategy behind their linking efforts.

This goes beyond surface-level keyword reports. Market Brew shows how each competitor is designing their authority, and which anchor strategies are most influential in the model's ranking calculation — so you can reverse-engineer their strategy and outperform them with clarity, not guesswork.

## BACKLINK ANALYSIS

Backlink analysis reveals who links to you and your competitors, and how that influences authority. While others show data, Market Brew simulates how those links interact with your site's internal structure to influence rankings, letting you prioritize link building with precision.

## TECHNICAL SEO AUDITING

Audits identify crawl issues, indexation problems, and site structure inefficiencies. Market Brew not only surfaces these issues — it simulates their impact on rankings, letting teams prioritize fixes that have the highest algorithmic weight in the model.

## AI-POWERED CONTENT CREATION

Many platforms now offer tools that auto-generate or optimize content using AI. Market Brew doesn't replace writers, but guides them: by comparing your page embeddings with top-ranking pages, it tells you where and how to adjust for maximum alignment with AI Overviews.

## CHAMELEON SEARCH ENGINE | NOTE: this is UVP #1 at top of Features page

Market Brew's Chameleon Search Engine is an innovative, patent-supported system designed to emulate the behavior of leading search engines like Google. By dynamically calibrating with real-time Search Engine Results Pages (SERPs), it constructs a sophisticated, first-principles model that mirrors current ranking algorithms. Incorporating 35 key ranking factors across more than 1,500 dimensions, Chameleon delivers a level of analytical precision and adaptability beyond human capability, empowering users to optimize SEO strategies with unparalleled accuracy.

## SEO FORECASTING | NOTE: this is UVP #3 at top of Features page

Forecast future organic traffic performance (Monthly Traffic Increase) based on proposed SEO Tasks changes. Market Brew shows all Tasks prioritized by potential lift (or drop) effect with high precision by re-ranking search results in real-time for a view into increase in website visits (or clicks).

## SEO ATTRIBUTION MODELING | NOTE: this is UVP #3 at top of Features page

Tie specific SEO Tasks – prioritized in the SEO Forecasting Calculator – to indicate business impact by simulating which changes influenced which rankings, and how that translates to saved PPC spend and ARPV (Average Revenue Per Visit). This enables teams to claim credit and secure budget — something most platforms fail to quantify or justify.

## INSTANT SEO TESTING

Unlike traditional SEO tools that wait weeks for search engines to re-crawl and re-rank, Market Brew's search engine models let you test changes and see ranking outcomes within hours — saving weeks of uncertainty and reducing risk of failure.

## AI OVERVIEWS VISUALIZER

Explore how Google integrates your content into its AI-driven responses with our AI Overviews Visualizer.

This free tool leverages pieces of Market Brew's search engine model to vectorize your content, much like Google's AI overviews feature, and visualize its representation in vector-space.

### Key Features:

- Content Vectorization: View how your webpage's content is represented in vector-space.
- Embedding Similarity Analysis: Compare embedding similarities for URL content and queries.
- DOM Structure Exploration: Analyze how your page's Document Object Model (DOM) reacts to different structures.
- Heading & META Title Similarity: Get a semantic comparison between headings, META titles, and queries using cosine similarity.
- Cluster Analysis: Visualize how your content is grouped, explore embedding clusters.

*Get started today and see how your content stands in Google's AI overviews.*

START EXPLORING THE AI OVERVIEWS VISUALIZER

## AI MODE VISUALIZER (SEO SIMILARITY MATRIX)

Analyze how well your content aligns with target keywords using the SEO Similarity Matrix as our AI Mode Visualizer

This tool compares the semantic similarity between multiple keywords and your page's content, giving you deep insight into keyword performance across different sections.

### Key Features:

- Keyword Embedding Comparison: Enter a URL and up to 10 keywords to see a matrix of cosine similarities.
- Content Chunk Analysis: View how each chunk of content on your page matches up with your root and long-tail keywords.
- Semantic Similarity Breakdown: Gain insights into the parts of your content that align best with each keyword.

*Ready to explore your content's semantic alignment?*

USE THE AI MODE VISUALIZER (SEO SIMILARITY MATRIX)

### **EMBEDDINGS-BASED SCORING**

This feature uses Sentence-BERT embeddings to simulate how AI Overviews view and cluster content. It goes beyond keywords and entities, measuring semantic proximity between your content and what appears in Google's AI Overviews, giving you a tactical edge in visibility.

### **REAL-TIME ALGORITHM UPDATES**

Market Brew models are continuously recalibrated with fresh SERP data, ensuring your SEO simulations reflect the current algorithmic landscape. No static scoring rules — just a dynamic engine learning what matters most right now.

### **SEARCH MODEL SANDBOX**

Create isolated testing environments that mirror real search engine behavior. You can run experiments without affecting your live environment — perfect for agencies managing multiple clients or large teams evaluating different strategies.

### **CUSTOM ALGORITHM PLUG-IN (BYOA)**

Market Brew's "Bring Your Own Algorithm" framework lets advanced users inject their own ranking logic. This is ideal for agencies or brands with proprietary IP that want to simulate how their weighting systems would behave in search.

### **"WHAT-IF" SIMULATIONS**

Test hypothetical changes like adjusting metadata, rewriting copy, or shifting link structures — and instantly see the projected ranking impact. It's SEO without guesswork, making it easier to get stakeholder buy-in on specific tasks.

### **OUTPERFORMER ANALYSIS BY RANKING FACTOR**

Identify the exact combination of ranking factors that make a competitor page outrank yours. Market Brew lets you break this down by factor (e.g., location, content similarity, link flow) and use that intelligence to close the gap fast. — This is the equivalent of "Predictive Analytics"

### **RANKING FACTOR WEIGHTINGS**

While others show a list of general ranking factors, Market Brew quantifies how much each factor matters per search engine model. These weights are reverse-engineered from real SERP data, enabling precision-level task prioritization.

### **ENTITY SEO VISUALIZATION**

Understand the entities and topics your content covers with our Spotlight Entity Visualizer.

This tool offers a partial view of Market Brew's Spotlight algorithm, an entity-based model using a knowledge graph (WikiData) to map topic clusters and provide an Expertise Score.

**Key Features:**

- Entity Extraction & Topic Clustering: Identify key entities and how your content clusters around them.
- Expertise Score: See how well your content covers a topic cluster.
- Content Coverage Insights: Discover how Google might group and bias your pages based on entities.

*Optimize your content by ensuring it thoroughly covers key topics and entities for improved ranking.*

**EXPLORE THE SPOTLIGHT ENTITY VISUALIZER****EMBEDDINGS-BASED BACKLINK FINDER**

Find the best spots to link back to your most important pages.

Link Spotter leverages the power of AI to analyze and recommend optimal link placements to a target page.

Simply input a target page and up to five source pages, and Link Spotter will identify contextually relevant chunks of content within those pages to create high-impact links.

Save time, improve your internal linking strategy, and enhance user experience and SEO with precision-driven recommendations.

Enter a target URL and up to 5 source URLs.

**Key Features:**

- Link Spotter Analyzes Content: The tool breaks each page into sections, creating "chunks" of content that can be independently analyzed.
- Embedding and Clustering: Using AI and k-means clustering, Link Spotter finds the content "chunks" that align most closely with your target URL's top embedding cluster.
- Get Your Link Recommendations: The tool returns a ranked list of content chunks from the source URLs that are the best spots for linking back to your target page.
- Implement with Ease: Simply review the recommendations and add the links directly to your content.

*Ready to use the most advanced embedding techniques to find the most important links?*

**USE THE LINK SPOTTER**