

Insights December 12, 2024

# Does Content Coverage Affect SEO? Surfer's Top 100 Articles Analyzed

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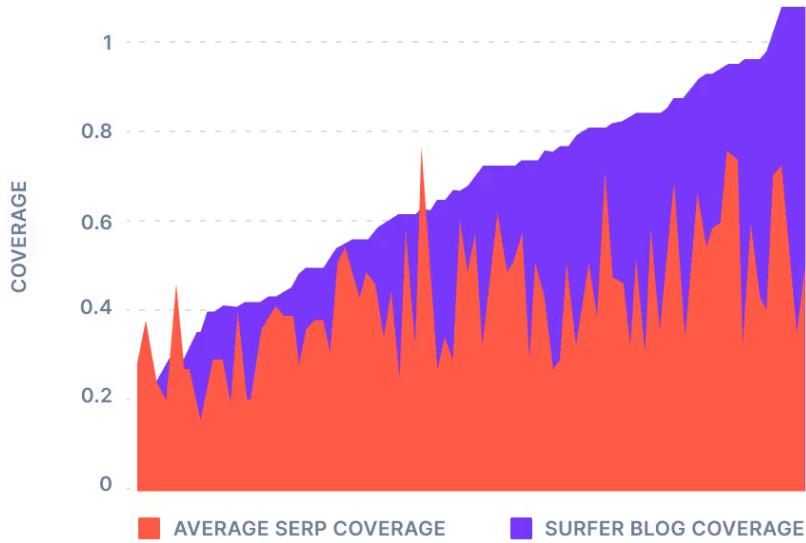
I analyzed the top 100 Surfer blog posts and found that, overall, they are more comprehensive than the average content on SERPs.

Comprehensive content ranks better. Not really a shocker.

So, I dug a bit deeper to find out:

- How can we measure comprehensive content?
- Does comprehensive content correlate with rankings?
- How can you replicate such results?

## Coverage of Surfer blog posts vs average SERP coverage



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Stick around, and I'll answer these questions for you.

## Study methodology

To understand the relationship between content depth and SEO performance, I analyzed Surfer's top 100 performing articles.

Our data science team started by evaluating how well our articles cover a topic. This means how many "facts" they include.

The more relevant "facts" an article includes, the more comprehensive it is.

Facts are pieces of information that are objectively true and provide more information on the subject.

For instance, "AI detectors use machine learning algorithms to analyze text" is a fact.

Coverage refreshed: a few seconds ago

### AI Content Detection 6/14

Users are looking for information on how AI content detectors work, their accuracy, and their implications for content creation and trustworthiness.

### AI Detection Tools 4/8

Users are interested in various AI detection tools available in the market, their features, and comparisons to find the best option for detecting AI-generated content.

AI detectors use machine learning algorithms to analyze text. ✓

ai content detectors 2/4    written by a human 2/2    ai content 8/14  
ai detectors 0/5    content detectors 2/4    sentence structure 0/1  
ai 39/94    word choice 0/1    analyze text 0/1    written 4/12

The accuracy of AI detectors can vary widely.

ai writing tool 0/1    ai detectors 0/5    false positives 0/2  
ai writing 0/3    ai 39/94    false negatives 0/1  
specific characteristics 0/1    detection 7/15

We identified these "facts" by analyzing the top 10 articles ranking for the target keyword.

We then calculated our "facts coverage" relative to these articles.

Next, we ranked our articles from highest to lowest "fact" coverage and compared this ranking to the order of SERP results.

To evaluate how closely the two rankings aligned, we used Spearman's rank correlation, a statistical method that measures the strength and direction of relationships between ranked variables.

Spearman's focuses on the consistency of rank order rather than numerical values, making it ideal for comparing rankings.

We repeated this analysis on a random sample of 100 articles, and the results were consistent.

## How comprehensive content affects rankings

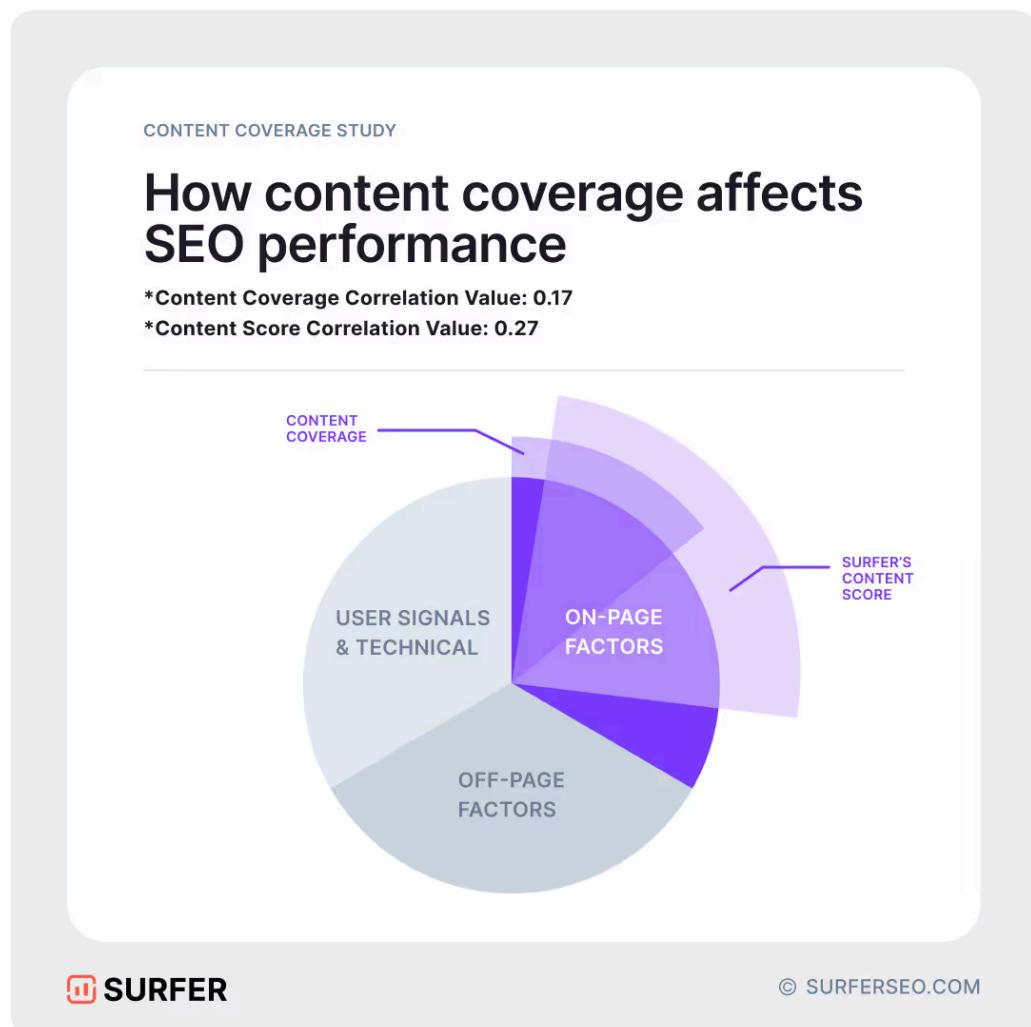
We found a correlation of 0.17 between "comprehensiveness" and rankings.

Let's put these numbers into perspective. Keep in mind that the correlation between

Surfer's content score and rankings is 0.27.

*While these numbers may appear small, they're actually quite meaningful when you consider the bigger picture of SEO, which also includes factors like backlinks and user signals. From the one-third "slice of the SEO cake" reserved for content, these correlations account for a substantial portion—equivalent to almost one-fifth and one-third of the total SEO cake.*

— Michał Suski, Head of Innovation & Co-founder @ Surfer



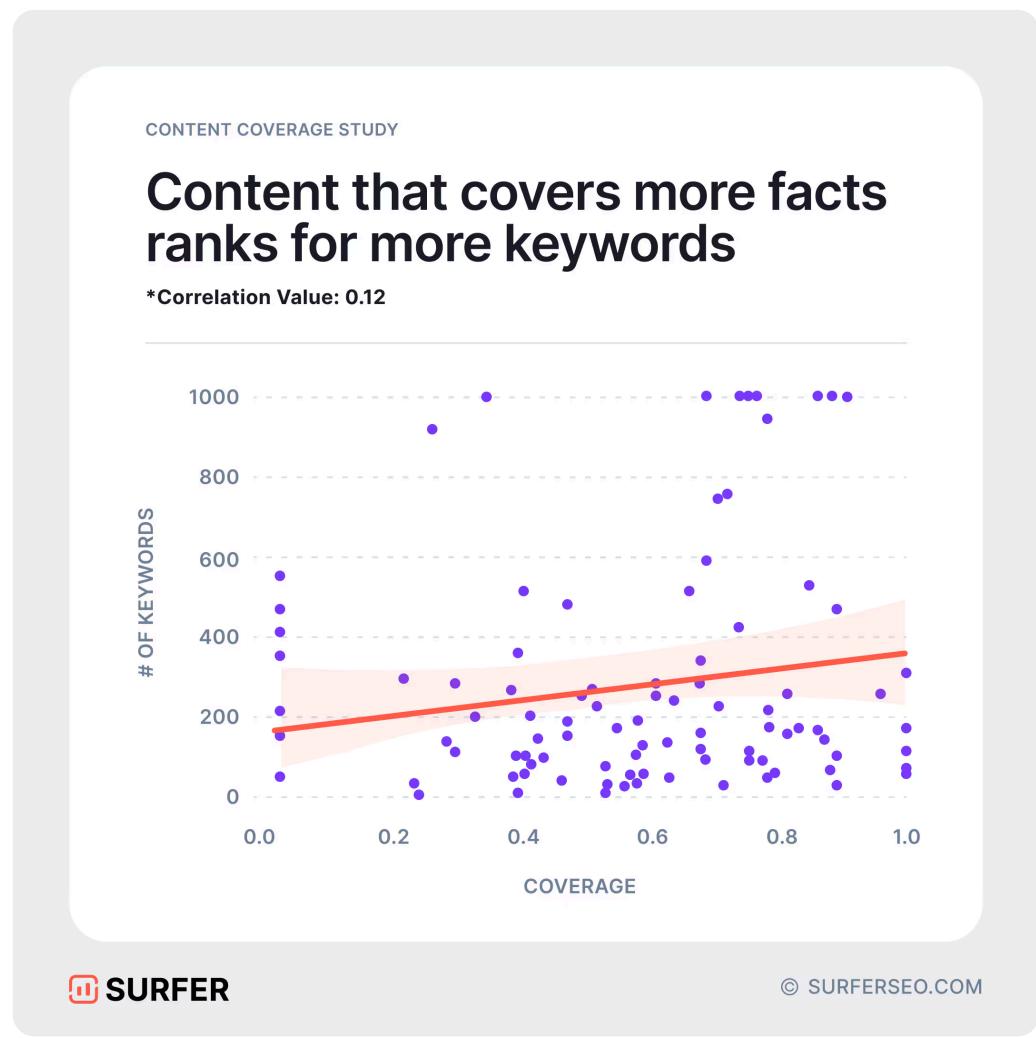
Simply put, articles that cover a topic comprehensively perform better than articles that don't.

## Content that covers more facts ranks for more keywords

Our analysis revealed a positive correlation between the number of keywords an article ranks for and its content coverage.

This makes sense when you consider how search engines evaluate content.

Articles that thoroughly address a topic are more likely to appear in a variety of search queries.



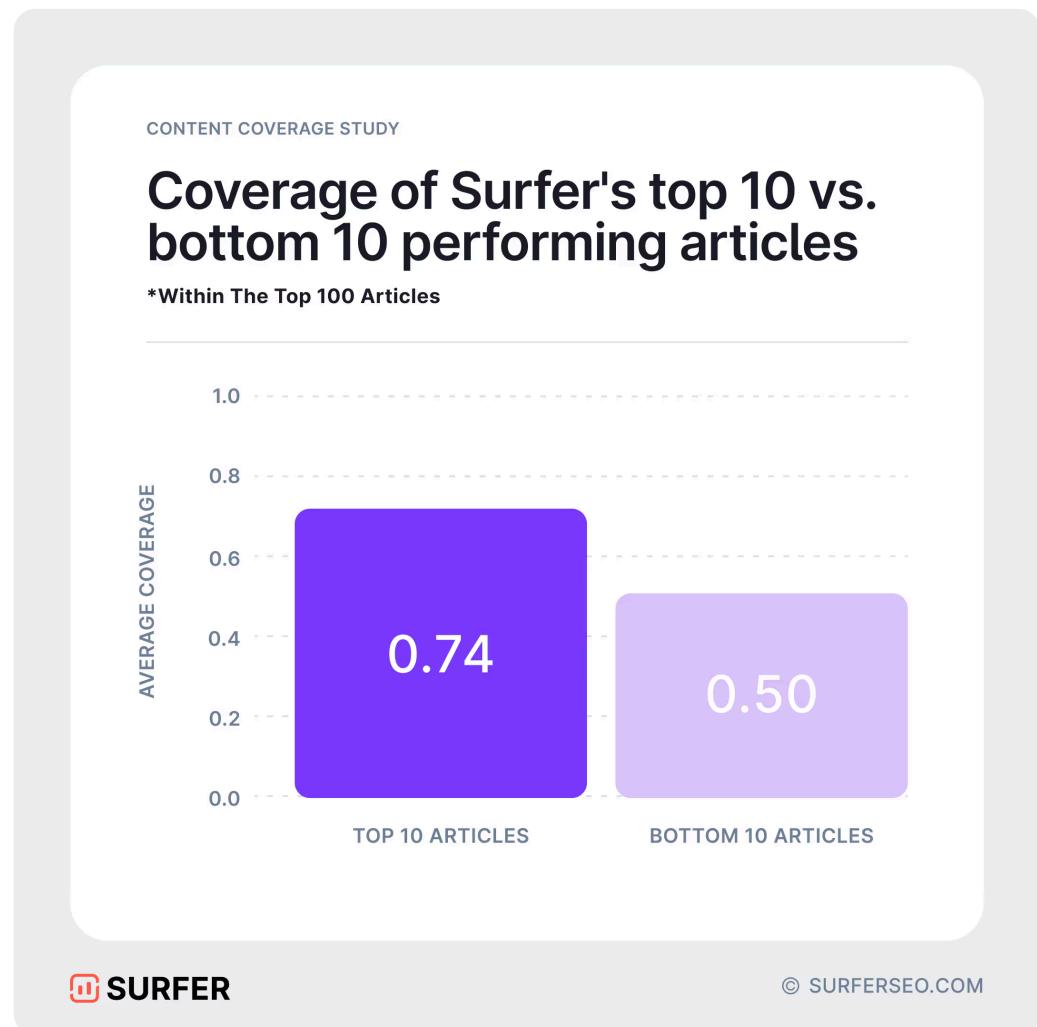
Better coverage doesn't just help with the primary keyword but also with secondary and long-tail keywords.

For example, a well-optimized article about 'email marketing' that discusses benefits, strategies, tools, and metrics may rank not only for 'email marketing' but also for 'email marketing tools,' 'how to measure email marketing success,' and more.

This is evident even within our top 100 articles.

The coverage score of the top 10 articles that rank for the most keywords is 0.74; that of the bottom 10 is 0.50.

This means that our top 10 articles cover 74% of the total facts mentioned by the top 10 ranking articles. Meanwhile, the bottom 10 only cover 50% of the facts.

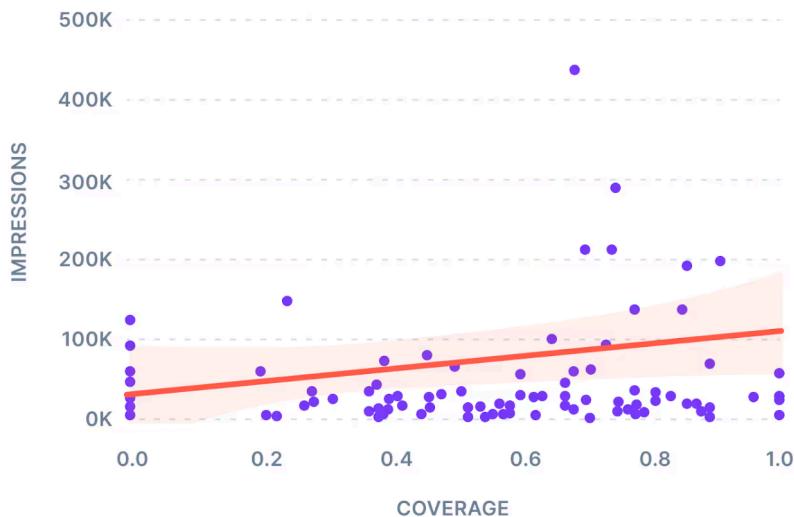


### Content that covers more facts gets more impressions

There is also a positive correlation between content coverage and the number of impressions.

# Content that covers more facts gets more impressions

\*Correlation Value: 0.14



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The more comprehensive your content coverage, the more visibility it tends to achieve in search results.

This aligns with the positive relationship we found between coverage and the number of keywords an article ranks for.

While the correlation isn't overwhelmingly strong, it highlights a tangible benefit: investing in content depth and coverage can lead to greater exposure in search, driving more opportunities for clicks and traffic.

## How to write comprehensive content that ranks for more keywords

Writing comprehensive content should be part of your writing guidelines.

I mention this to our writers all the time:

You know the drill. We aim to write a more **comprehensive** article than what's already out there.

Comprehensive content includes more "facts" than the average articles on SERP.

Manually, you can extract these facts by looking at the top-ranking articles for your main keyword.

Take note of their headings and the topics they touch upon. You should do this for at least the top 3-5 ranking articles.

OR you can have Surfer do the heavy lifting. Let me show you with a practical example using one of our top-performing articles.

Our article on "avoid AI detection" has a **0.80** coverage score. This means it covers 80% of the facts mentioned in the top 10 articles that rank for our main keyword.

URL	coverage	avg. serp coverage
<a href="https://surferseo.com/blog/avoid-ai-detection/">https://surferseo.com/blog/avoid-ai-detection/</a>	0.80	0.44

This is way above the average SERP coverage of **0.44**.

This article ranks not only for its main keyword, "avoid AI detection," but also for related keywords such as "how to humanize AI content" and "how to convert AI text to human text."

## Top queries

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surfer ai

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how to convert ai text to human text

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how can you avoid ai detection

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how to make your writing less like ai

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best way to remove ai from text

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how to avoid being flagged as ai

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how to humanize ai content

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When I import this URL inside Surfer's [Content Editor](#) I can check the article's coverage in the **Topics** tab.

At a glance, I see that Surfer suggests that an article on avoiding AI detection should also cover "AI humanization tools" alongside "Techniques for content creation" and the "Ethics of AI content generation".

Our article does a very good job covering the majority of those subtopics. Just look at the numbers next to each Topic category.

Coverage refreshed: a few seconds ago

### Avoiding AI Detection in Writing 7/10

Users are looking for strategies and techniques to ensure that their AI-generated content is not flagged by AI detection tools, aiming to create text that appears human-written.

### AI Humanization Tools 7/10

Users are interested in tools and services that can transform AI-generated text into more human-like content, making it less detectable by AI detection systems.

### Techniques for Content Creation 5/8

Users are seeking actionable tips and methods for writing content that is engaging and authentic, while also being mindful of AI detection.

### AI Detection Tools 8/11

Users want to understand how AI detection tools work and their effectiveness in identifying AI-generated content, as well as how to use these tools to check their own writing.

### Ethics of AI Content Generation 8/8

Users are exploring the ethical implications of using AI-generated content and the importance of maintaining transparency and authenticity in their writing.

However, there is room for improvement.

For example, "Incorporating personal anecdotes and experiences makes content more relatable and engaging." is a very important content creation technique - especially in the context of avoiding AI detection.

# Keep Learning ↗

[Kristavja Caci](#)



## Pages with Early Query Relevance are Poor Indicators of AI Overview Results

AI Overview results have modest correlation-ship data with pages that display topical relevance quickly

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sentence structure: 2/4 content detection: 8/4

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