Product assessment - SEO new verb recommendations

Table of Contents

Context

SEO team recommends launching Acrobat frictionless verbs for the below new opportunities as per findings from TAM research:

Verb	MSV (Monthly Search Vol)	Monthly Click Opportunity
Description	Searches monthly for the keywords associated with the verb/new use case.	Using our US CTR model we can est. how many clicks we would get monthly if we ranked in position 1 for all keywords associated with the verb.
AI & Text Detector	2M	418.3K
Word (Text) Counter	2M	402.3K
Grammer Checker	2M	375.5K
Citation Generator	1M	348.0K
Paraphase Tool	1M	340.0K
Citation (APA) Generator	1M	325.5K
Plagarism checker	1M	313.1K
Citation (MLA) Generator	667K	165.0K
AI Text Generator / Writer	393K	97.0K
AI & Text Rewriter	274K	67.7K
Rewording Tool	165K	40.7K
AI & Text Summarizer	154K	38.1K
Spell Checker	126K	31.1K
PDF to PNG	112K	27.8K
Paragraphy Generator	104K	25.8K

DC product team deep dived into these verbs to understand their relevance and alignment with product strategy and business priorities to arrive at recommendations holistically.

Summary

Based on opportunities identified for Acrobat by SEO team, DC product team assessed these features against a set of parameters like:
- Fitment with product strategy: Strategic priorities and business goals, Core product competencies, Brand positioning
- Understanding user needs and alignment with product workflows
- Compete landscape, Opportunity

Our recommendations from this assessment are categorized below:
   A. Recommended but needs prioritization
   These are new frictionless verbs that align with Acrobat's core value proposition and strategic priorities but needs prioritization in roadmap as projected impact to OKRs estimated to be low.
   - <u>AI & text summarizer</u>
      o Aligns with Acrobat AI Assistant's comprehension product value & GenAI priorities
      o Monthly attainable traffic (rank#1 all keywords) = 38K
      o ROI could be low based on Chat PDF frictionless observations where SEO ranks are still below 10 (WW), 7.5 (US).
   - <u>PDF to PNG</u>
      o In line with Acrobat's core PDF product value
      o Monthly attainable traffic (rank#1 all keywords) = 28K
      o ROI estimated to be lower due to low traffic opp. & lower conversion rate (comparing with similar convert/export verb).
      o Similar to ILovePDF (single page for all image format exports), we also recommend exploring optimization of existing PDF to JPG page for PNG keywords too.

B. Reevaluate against learnings from upcoming GenAI workstreams

These are identified as new values that currently do not exist as product features but could possibly have adjacency with upcoming GenAI workstreams – AIA usage, KW, Creation.

We recommend revisiting these verbs in H2'25 based on the evolution of Acrobat's genAI product value, understanding of product-market fit, and insights gathered post-release of related features, to determine the next steps:

- Editing assistance: Grammar checker, Spell checker
- Rewrite: Paraphrase tool, AI & Text Rewriter, Rewording Tool
- Content generation: AI text generator / writer, Paragraph generator

C. Not recommended

These are solutions associated with writing productivity and text/content analysis apps and hence frictionless pages are not recommended due to weak alignment with Acrobat's core product value proposition, brand positioning and current strategic priorities.

- AI & text detector
- Word (text) counter
- Citation generator
- Citation (APA) Generator
- Plagiarism checker
- Citation (MLA) Generator

Deep diving into new product feature recommendations

Verb level evaluation matrix

Verb	Evaluation criteria						Recommendation
	User needs	Product strategy alignment	User journey fit in Acrobat	Offered by key players *(SmallPDF, ILovePDF, Canva)*	Business opp. *(Highest attainable monthly traffic)*	Estd. effort	
AI & Text Detector	Users need to verify if input content was written by an AI tool	No. *Content verification and text analysis not aligned with Acrobat value proposition.*	Low. *Applicability across Acrobat user base seems low.*	No	418K	Medium to High	Not recommended due to weak association with Acrobat core value prop, positioning and strategic priorities.
Word (Text) Counter	User needs to analyze content.	No. *Since Acrobat is not positioned as a writing or content analysis tool.*	Low. *Limited relevance in the current workflows.*	No	402K	Medium	Not recommended due to weak association with Acrobat core value prop, positioning and strategic priorities.
Grammar checker	Validate content for grammatical accuracy	Moderate (Future) *Acrobat is not positioned as a writing tool, but potential adjacency could exist with upcoming value*	Moderate *Relevance in editing workflows.*	No	376K	Medium to High	Reevaluate in future as there may be adjacency with new GenAI value.
Citation generator	Create citations for research,	No. *Since Acrobat is not positioned as a writing tool.*	Low *Weak fitment with product.*	No	348K	Medium to High	Not recommended due to weak association with Acrobat core value

	academic purposes						prop, positioning and strategic priorities.
Paraphrase tool	Rewrite text / documents to adjust tonality, length etc.	Moderate (Future) *Acrobat's genAI value evolution around features like rewrite.*	Moderate *Applicability could exist in specific flows like AI rewrite.*	No	340K	Medium to High	Reevaluate in future as there may be adjacency with new GenAI value.
Citation (APA) Generator	Create APA style citations.	No. *Since Acrobat is not positioned as a writing tool.*	Low *Weak fitment with product.*	No	326K	Medium to High	Not recommended due to weak association with Acrobat core value prop, positioning and strategic priorities.
Plagiarism checker	Detect content similarity to identify instances of plagiarism	No. *Since Acrobat is not positioned as a writing tool*	Low *Weak fitment with product.*	No	313K	Medium to High	Not recommended due to weak association with Acrobat core value prop, positioning and strategic priorities.
Citation (MLA) Generator	Create MLA style citations.	No. *Since Acrobat is not positioned as a writing tool.*	Low *Weak fitment with product.*	No	165K	Medium to High	Not recommended due to weak association with Acrobat core value prop, positioning and strategic priorities.
AI text generator / writer	Content creation / Help with cold start problem	Moderate (Future) *While Acrobat is not positioned as a writing tool, creation adjacency could exist in future.*	Moderate *Potential adjacency could exist with new value.*	Yes (Canva)	97K	Medium to High	Reevaluate in future as there may be adjacency with new GenAI value.
AI & Text Rewriter	Rewrite content to improve grammar / vocabulary, adjust tonality, length etc.	Moderate (Future) *Acrobat's genAI value evolution around features like rewrite.*	Moderate *Potential adjacency could exist with new value.*	No	68K	Medium to High	Reevaluate in future as there may be adjacency with new GenAI value.
Rewording Tool	Rewrite content to improve grammar / vocabulary, adjust tonality, length etc.	Moderate (Future) *Acrobat's genAI value evolution around features like rewrite.*	Moderate *Potential adjacency could exist with new value.*	No	41K	Medium to High	Reevaluate in future as there may be adjacency with new GenAI value.
AI & text summarizer	Comprehend documents / content to generate quick summaries	Yes. *Aligns with Acrobat's gen AI strategy.*	High *Relevant to AI Assistant's comprehension workflows.*	Yes (SmallPDF, Canva)	38K	Medium	Recommended, needs prioritization. While summarize aligns with Acrobat's genAI value prop & strategic priorities, ROI could be low based on Chat PDF frictionless observations where SEO ranks are still

							below 10 (WW), 7.5 (US).
Spell checker	Validate content for grammatical accuracy	Moderate (Future) *Acrobat is not positioned as a writing tool, but potential adjacency could exist with upcoming value*	Moderate *Relevance in editing workflows.*	No	31K	Medium to High	Reevaluate in future as there may be adjacency with new GenAI value.
PDF to PNG	Conversion of PDF docs to PNG image format	Yes *Aligns with Acrobat's core strategy.*	High *Relevant to Acrobat's core workflows.*	Yes. *Only Canva has a tool page, SmallPDF has a SEO optimized content page, while ILovePDF's PDF to JPG is SEO optimized for all image keywords*	28K	Medium	Recommended, needs prioritization. ROI estimated to be lower due to less attainable traffic & lower conversion.
Paragraph generator	Create paragraph content based on entered topic	Moderate (Future) *While Acrobat is not positioned as a writing tool, future value may be relevant.*	Moderate (Future). *This could have adjacency in creation space.*	Yes (Canva)	26K	Medium to High	Reevaluate in future as there may be adjacency with new GenAI value.

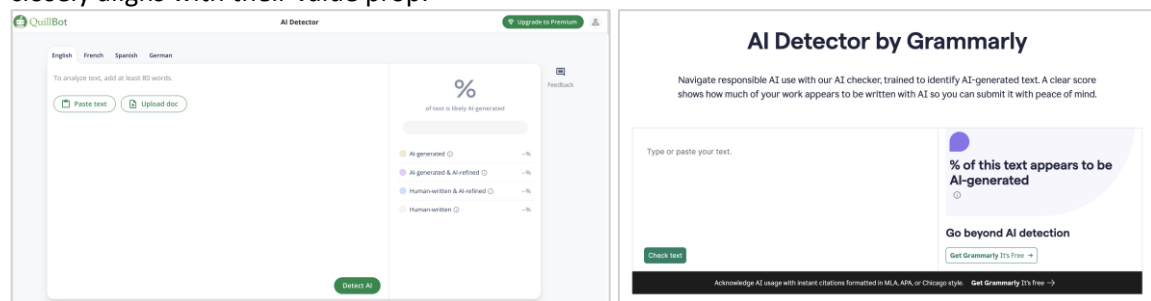## Examples – Leading market players with these features

1) **AI & Text detector**
   <u>User's expectation of functionality:</u>
   Capability to detect AI generated content in a document or a content snippet.
   <u>Feature offered by Compete:</u>
   Writing productivity apps like Quillbot, Grammarly are the top solutions as AI & text detector closely aligns with their value prop.
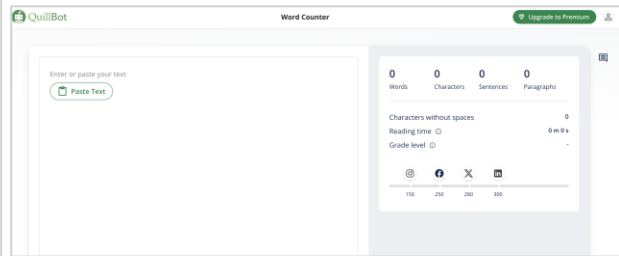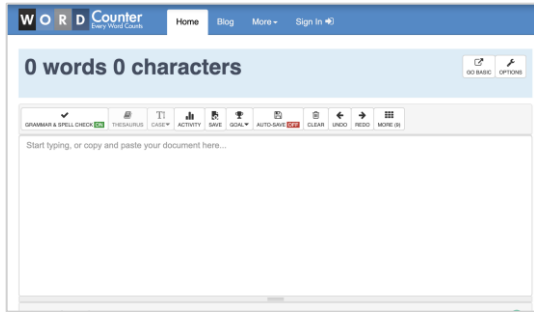

2) **Word (text) counter**
   <u>User's expectation of functionality:</u>
   Understand character count in content (text or document).
   <u>Feature offered by Compete:</u>
   Writing productivity apps like Quillbot
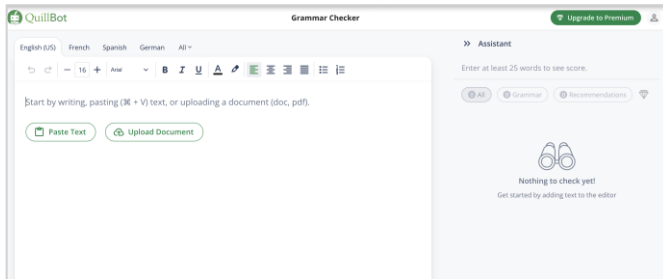
3) Grammar checker

<u>User's expectation of functionality:</u>

Check for grammatical accuracy in content (text or document).

<u>Feature offered by Compete:</u>

Writing productivity apps like Quillbot, Grammarly
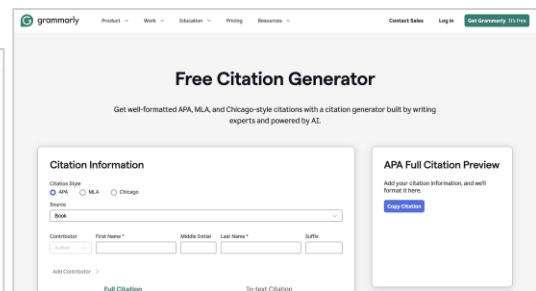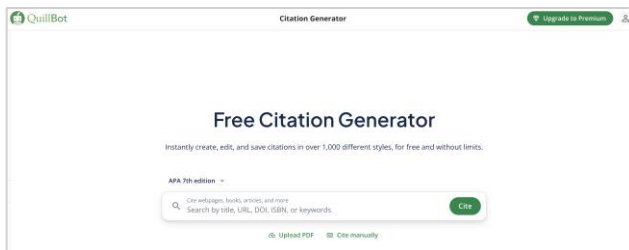

4) Citation generator

<u>User's expectation of functionality:</u>

Creation and modification of citation references.

<u>Feature offered by Compete:</u>

Writing productivity apps like Quillbot, Grammarly
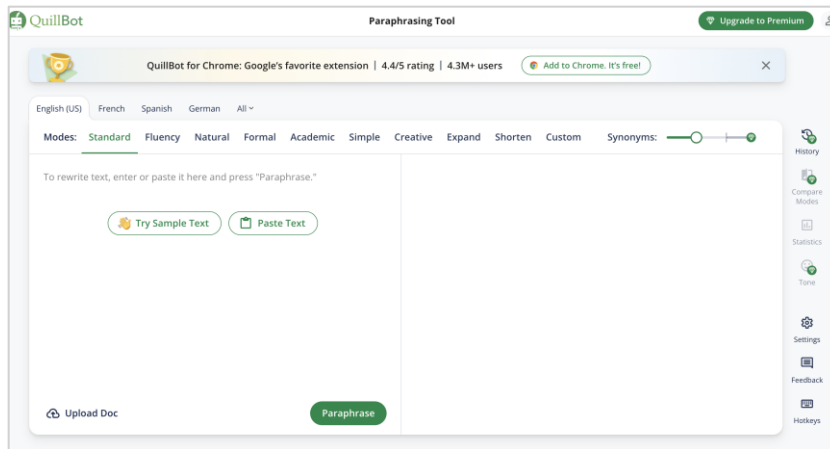

5) Paraphrase tool

<u>User's expectation of functionality:</u>

Modify existing content to adjust for content length, tone, etc.

<u>Feature offered by Compete:</u>

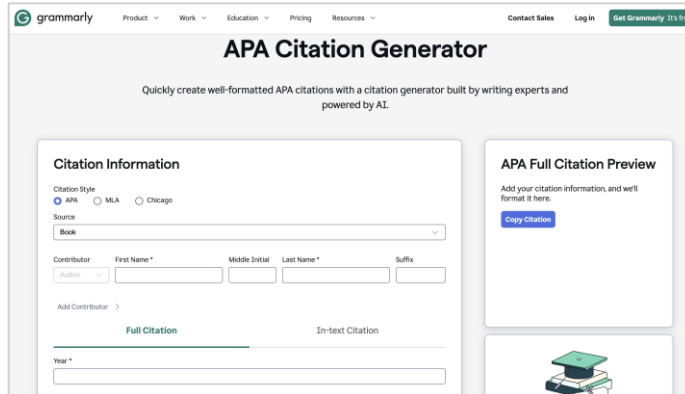Writing productivity apps like Quillbot, Grammarly

6) **Citation (APA) generator**
   <u>User's expectation of functionality:</u>
   Generate APA style citations.
   <u>Feature offered by Compete:</u>
   Writing productivity apps like Quillbot, Grammarly, Scribbr

7) **Plagiarism Checker**
   <u>User's expectation of functionality:</u>
   Check for instances of plagiarized content.
   <u>Feature offered by Compete:</u>
   Writing productivity apps like Quillbot, Grammarly, Scribbr

8) **Citation (MLA) generator**
   <u>User's expectation of functionality:</u>
   Generate MLA style citations.
   <u>Feature offered by Compete:</u>
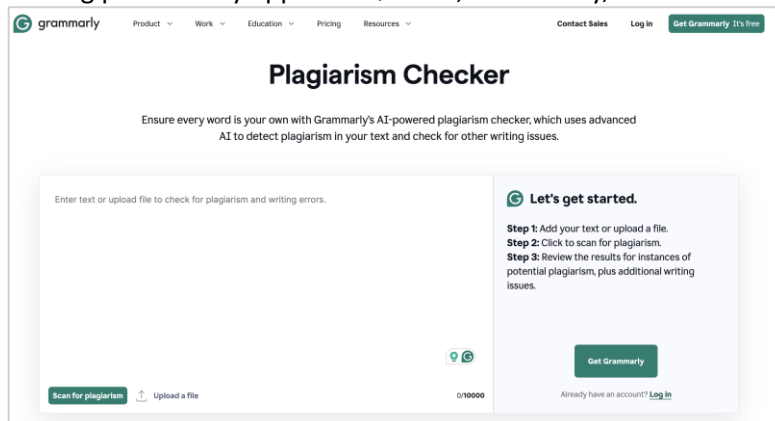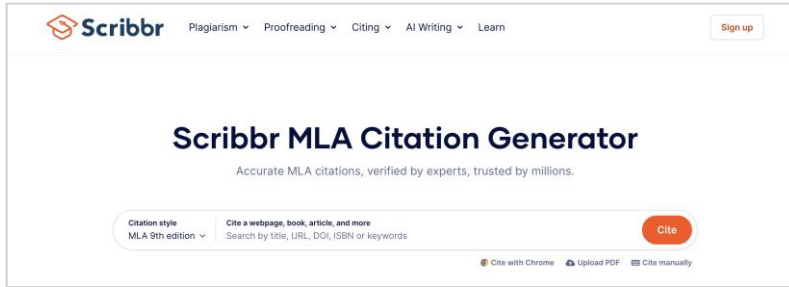   Writing productivity apps like Quillbot, Grammarly, Scribbr

Scribbr MLA Citation Generator

Accurate MLA citations, verified by experts, trusted by millions.

9) AI Text Generator

User's expectation of functionality:

Create content based on user prompts, solve cold-start problems like suggest outlines.

Feature offered by Compete:

Mainly by writing productivity apps but Canva is also leveraging this demand to acquire users in their AI first workflows.

Magic Write™: Online AI Text Generator

Looking for some words of inspiration to kickstart your creative process or some expert editing to polish your work? Magic Write™, powered by OpenAI, is your very own AI text generator to help you get out a first draft, fast. Simply start with a prompt and watch as copy, blog outlines, lists, bio captions, content ideas, brainstorms, and more appear in seconds.

10) AI text rewriter

User's expectation of functionality:

AI's help in paraphrasing paragraphs / content.

Feature offered by Compete:

Writing/Content productivity apps like Quillbot, Grammarly, Copy.ai

Free AI Paragraph Rewriter

The Paragraph Rewriter tool rewrites your paragraphs in a unique way to give you new versions of your content.

Paragraph Rewriter Tool
Rewrites a sentence to improve it

PARAGRAPH TO REWRITE

Your text here

NOTES FOR IMPROVEMENT

what to improve

WRITING STYLE

Tell us the style to write your content in
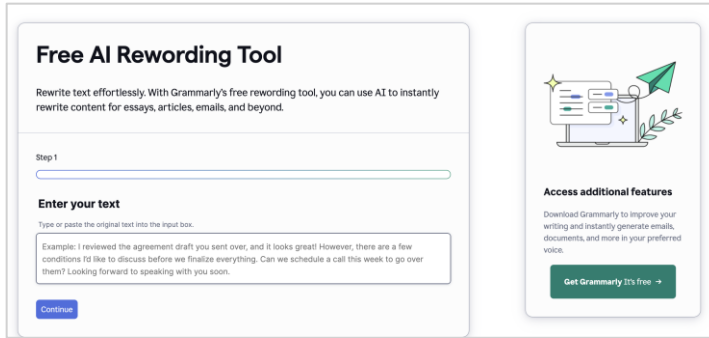
Submit

Powered by Copy.ai

11) Rewording Tool

User's expectation of functionality:

Content modification to rewrite text copy.

Feature offered by Compete:

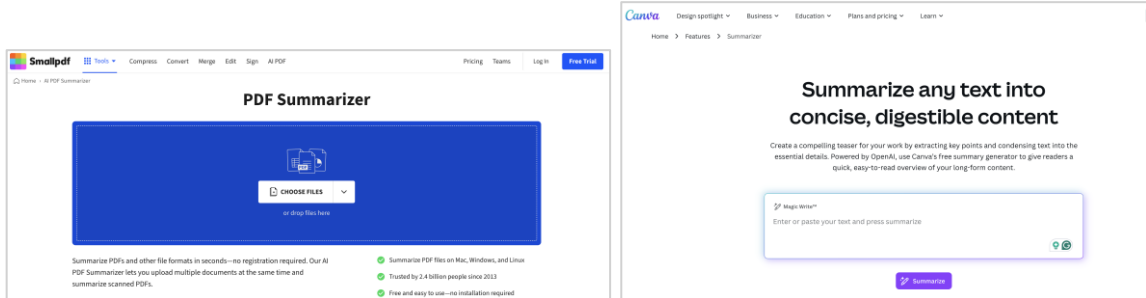Writing productivity apps like Grammarly

12) AI & text summarizer

<u>User's expectation of functionality:</u>
Instant summarization of content (text or document) to get quick takeaways.
<u>Feature offered by Compete:</u>
SmallPDF & Canva both have SEO pages for Summarize use case
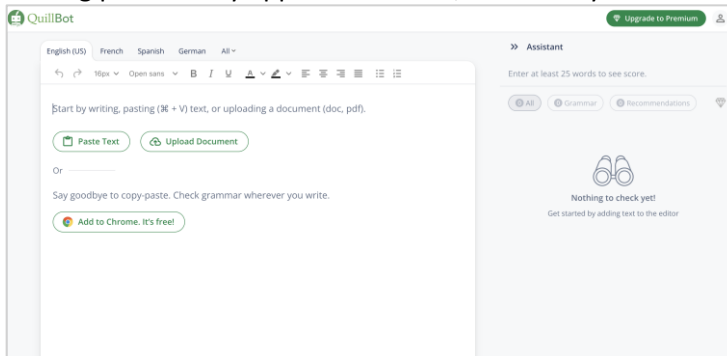

13) Spell checker

<u>User's expectation of functionality:</u>
Check for grammatical accuracy in content (text or document).
<u>Feature offered by Compete:</u>
Writing productivity apps like Quillbot, Grammarly
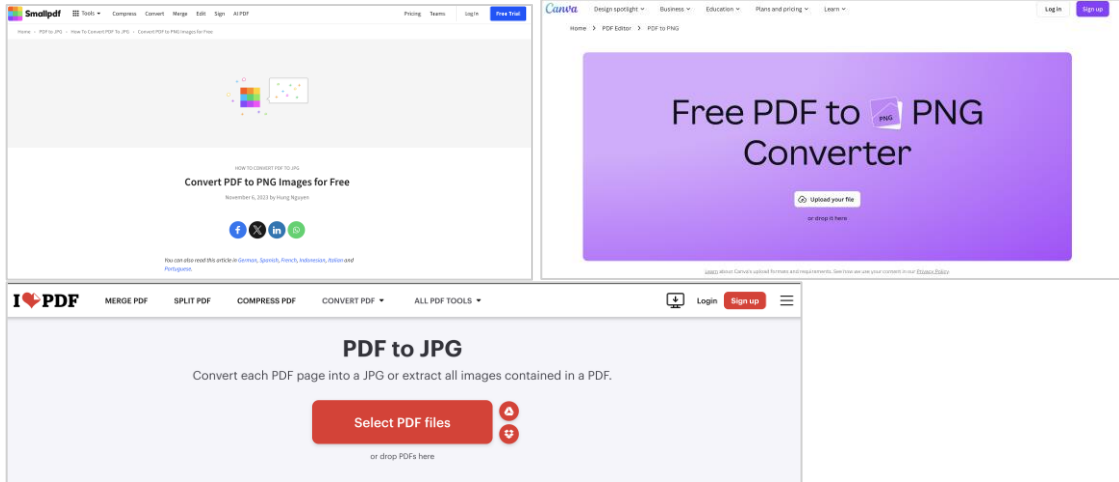

14) PDF to PNG

<u>User's expectation of functionality:</u>
Convert pages in PDF source document to PNG format.
<u>Feature offered by Compete:</u>
SmallPDF (blog), ILovePDF (PDF to JPG), Canva have SEO optimized pages

15) Paragraph generator

<u>User's expectation of functionality:</u>

Create content in paragraphs based on user prompts, topics.

<u>Feature offered by Compete:</u>

Mainly by writing productivity apps but Canva is also leveraging this demand to acquire users in their AI first workflows