ContentKing

Protect AI & Search Visibility, 24/7

Est. 2013 | New York City | SEO | www.contentkingapp.com

BEST FOR

+ Enterprise SEO teams managing large, complex websites that need 24/7 real-time monitoring to catch technical issues before they impact rankings and revenue — the always-on approach detects problems in minutes rather than days
+ Organizations in regulated industries (finance, healthcare, retail) that need continuous compliance monitoring and a complete audit trail of all website changes for legal and brand governance purposes
+ Agencies and in-house teams already evaluating Conductor's broader platform (Intelligence, Creator, Data modules) who would benefit from adding real-time monitoring as part of an end-to-end enterprise SEO solution

NOT IDEAL FOR

! Small businesses or freelancers looking for affordable standalone SEO monitoring — Conductor's enterprise pricing (typically $30,000-$150,000+/year) is designed for larger organizations and is not competitive with tools like Ahrefs, Semrush, or Screaming Frog for smaller teams
! Teams that want to purchase ContentKing as a standalone product — it is no longer available independently and can only be accessed as part of the Conductor platform
! Users who need transparent, self-service pricing — Conductor requires contacting sales for a custom quote, with no publicly listed plan tiers or monthly pricing options

Key Features

ACQUIRED — Now Part of Conductor (Feb 2022)

ContentKing was acquired by Conductor in February 2022 and has been fully integrated into the Conductor platform as 'Conductor Monitoring.' The standalone ContentKing product and pricing no longer exist — contentkingapp.com redirects to conductor.com. ContentKing's real-time website monitoring technology is now sold exclusively as a module within Conductor's enterprise AEO (Answer Engine Optimization) platform. Existing ContentKing relationships were honored, and the login remains at app.contentkingapp.com.

24/7 Real-Time Website Monitoring

The core ContentKing technology provides always-on website monitoring that continuously crawls sites (as frequently as every 10 minutes) to detect technical SEO issues, content changes, and performance degradation before they impact search rankings. Unlike traditional scheduled crawlers that run weekly, this approach catches issues within minutes rather than days. The system learns which pages are most important to a business and monitors those with higher frequency.

Real-Time Alerting and Change Tracking

Customizable real-time alerts notify teams when critical changes or issues occur on monitored pages — without waiting for a scheduled crawl cycle. A complete changelog tracks every content update, redirect change, new page, deleted page, and metadata modification with timestamps, enabling teams to correlate traffic drops with specific site changes. This audit trail is designed for enterprise environments with multiple stakeholders making concurrent changes.

Intelligent Issue Prioritization

Issues detected by the monitoring system are automatically prioritized based on business impact — factoring in page importance, traffic volume, and severity. This prevents teams from being overwhelmed by low-priority alerts. Unlimited customization allows segmenting pages, alerts, and issues by business relevance, ensuring the right teams receive the right notifications for their specific growth goals.

Compliance and Standards Management

The platform proactively monitors content, product pages, brand standards, and legal compliance requirements across an entire website in real time. It tracks all relevant page elements — paired with performance metrics — to ensure brand consistency and regulatory adherence. This is particularly valuable for enterprise websites in regulated industries (finance, healthcare) where non-compliance can have legal consequences.

Enterprise-Grade Security via Conductor

As part of the Conductor platform, ContentKing's technology operates under Conductor's enterprise security framework: SOC 2 compliant, ISO 27001:2022 certified, GDPR compliant, SAML SSO with MFA support, and an explicit AI trust policy stating that customer data is not used to train global AI models. Conductor was named a Leader in the 2025 Forrester Wave for SEO platforms and holds FedRAMP compliance.

Pricing & Plan Guidance

PLAN	PRICE (ANNUAL)	KEY INCLUDES
Conductor Platform (Custom Enterprise Pricing)	**Custom**	Conductor Monitoring (formerly ContentKing) — 24/7 website monitoring module Conductor Intelligence — SEO and AI visibility insights module Conductor Creator — AI content generation module Conductor Data — Power BI and agentic workflows module Pricing scales with number of domains, keyword tracking volume, user seats, and modules selected Annual or multi-year contract structures Typical annual contract values range from $30,000 to $150,000+ depending on scope

PLAN GUIDANCE

ContentKing no longer exists as a standalone product. Its technology is now available exclusively as 'Conductor Monitoring,' one module within the Conductor enterprise AEO platform. Conductor does not publish standard pricing — all contracts are custom-negotiated based on the number of domains monitored, keyword tracking volume, user seats, and modules selected. Based on third-party procurement data, typical annual contracts range from $30,000 to $150,000+, with mid-market deployments (2-5 domains) averaging $40,000-$70,000/year. Conductor offers a 3-week free trial. Teams interested specifically in the ContentKing monitoring capabilities should contact Conductor sales and specify they want the Monitoring module.

Compliance Transparency Index™

A

Score: 85 / 100

Security 40/40 | Pricing 10/25 | Data Rights 20/20 | Legitimacy 15/15

Methodology: blocksentient.com/about

COMPLIANCE SNAPSHOT

- ✓ SOC 2 Yes
- ✓ GDPR Yes
- ✓ SSO Yes
- ✓ Data Retention Yes
- ✗ Public Pricing No
- ✓ Free Trial Yes
- ✓ Data Export Yes
- ✓ Data Deletion Yes

KEY FACTS

Starting Price	**Custom**	Output Ownership	**User**
AI Training Opt-Out	**Yes**	Legal Entity	**Conductor (parent: Cascade Parent Limited via Bregal Sagemount)**

HOW IT WORKS

ContentKing's technology, now branded as Conductor Monitoring, works by continuously crawling and analyzing a website 24 hours a day, 7 days a week. Unlike traditional site audit tools that run scheduled crawls (weekly or monthly), this always-on approach monitors pages in near-real time — detecting broken links, missing meta tags, redirect chains, duplicate content, and other technical issues within minutes of their occurrence. The system intelligently prioritizes which pages to check more frequently based on their business importance. When a change or issue is detected, the platform sends customizable real-time alerts to the relevant team members. A complete audit trail of all changes is maintained, enabling teams to correlate traffic drops or ranking changes with specific site modifications. ContentKing was originally founded in 2015 in Amsterdam by Vincent van Scherpenseel and served approximately 775 customers including Netflix, Adidas, H&M, FedEx, and Condé Nast. It was acquired by Conductor in February 2022 for an undisclosed amount. The technology and team were fully integrated into Conductor's platform, with the Amsterdam team joining Conductor's London office and the Brno, Czech Republic office maintained as an R&D hub.

ALTERNATIVE CONSIDERATIONS

01 SEMrush: SEMrush offers similar SEO monitoring features but lacks the same level of real-time alerting.

www.contentkingapp.com

Full review: blocksentient.com/review/contentking