ToolGPA

NOVEMBER 2026

Topic

The Insider's Guide

Content briefs, outlines and a draft grader for SEO writers



Every plan, grade, refund rule and rival among SEO content tools, read from Topic's own pages.

Made by Chia Labs Inc. · checked Nov 12, 2026 · toolgpa.com

1.6
GPA

topic

Create Quality SEO Content, **Faster**

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Who made this guide, what else is on the site, and how to cite it

ToolGPA put this guide together from Topic's own pages, its app-store listings and our grades. Every fact in it is on Topic's page too, where it is kept up to date. Checked Nov 12, 2026.

Welcome

What it is, who it suits, its grades and the ten things to know first

1.6

GPA, above 3 of the 95 other SEO content tools we grade

Topic builds content briefs from the top 30 Google results for a focus keyword, listing the headings, questions and keywords to cover. Editors turn the research into an outline, then run a draft through a Content Grader that points out topical gaps. The homepage says Topic has joined the CafeMedia family.

To get you started, here are **9 things to know about Topic**, taken from its own pages and our grades.

> "
>
> **A brief has to be turned into an outline and a draft before it pays off.**
>
> From our grade for ease of use

1 **Best for content briefs and draft grading for SEO writers**

Topic builds a brief from the top 30 Google results and grades your draft against it.

2 **Paid plans start at $99 a month**

As its pricing page puts it: $99 per month for 10 content briefs, billed monthly.

3 **You can try it first**

7-day trial: 3 content briefs for $7

4 **It runs on Web**

Web.

5 **Research from the top 30 results**

Enter a focus keyword and Topic collects the headings, questions and keywords found across the top 30 Google results.

6 **Outline Builder**

Curate the research into an outline, with AI-generated ideas for titles, descriptions and headings when you want a starting point.

7 **Content Grader**

Paste a draft, new or existing, to see which topics it is missing, and share the grader with writers who do not count as users.

8 **A 1.6 GPA, above 3 of 95**

That is against the other SEO content tools we grade, on value, the free plan, features, ease of use and platforms.

9 **Keep it**

To replace Topic you would be making search volumes for millions of keywords, gathered and kept up to date. That is not a weekend's work, with an AI app builder or without one.

Topic at a glance

PRICING
Free trial, from $99 per month for 10 content briefs, billed monthly

FREE PLAN
No

FREE TRIAL
7-day trial: 3 content briefs for $7

RUNS ON
Web

MADE BY
Chia Labs Inc.

CATEGORY
SEO Content Optimizers

OUR GRADE
1.6 GPA, weak

The report card

Best for content briefs and draft grading for SEO writers

Topic builds a brief from the top 30 Google results and grades your draft against it. It starts at $99 a month for 10 briefs, and the pricing page still carries a sale banner from 2021.

TOOLGPA REPORT CARD	Topic	Graded Nov 12, 2026
SUBJECT	GRADE	COMMENT
Value for money	D	$99 a month for 10 briefs, $199 for 25, $299 for 50, where the dearest tenth of this category starts at $99.
Free plan and trial	D	A 7-day trial that costs $7 for 3 briefs, and no free plan.
Features	C	Briefs, an outline builder, a draft grader, geo-targeting, and WordPress and Google Docs plugins. It researches and grades, and writing is up to you.
Ease of use	C	No store rating on record. A brief has to be turned into an outline and a draft before it pays off.
Platforms and integrations	C	Web only, with WordPress and Google Docs as the two named connections.
Grade point average		Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

Who Topic is for

- ✓ Fits if you write by hand and want a checklist from the top results
- ✓ Works for agencies producing 25 to 50 briefs a month

Who it is not for

- ✕ Not for you if you want the article written for you, since it builds briefs and grades
- ✕ Pricey if you write a few pieces a month: 10 briefs cost $99
- ✕ Watch out: unused briefs roll over for only 1 month, and the trial is not free at $7
- ✕ Watch out: the pricing page has a summer sale banner from July 2021, annual prices need a call, and its AI ideas come from GPT-3

Good to know

Good for

- ✓ Editors and agencies producing briefs for freelance writers
- ✓ Teams that want to check drafts against what top pages cover
- ✓ Writers who prefer a brief and outline over fully AI-written articles

Worth knowing

- ⓘ Plans are priced by brief count: 10, 25 or 50 a month, with only 1 month of rollover for unused credits.
- ⓘ The pricing page shows annual rates of $80, $160 and $240 a month but sends buyers to contact the company for annual pricing.
- ⓘ The pricing page still carries a summer sale banner that expired in July 2021, so its figures may be out of date.
- ⓘ The pricing page says AI title and description ideas come from GPT-3, an older model.

What it costs

Every plan, the free plan, ways to pay less and how prices have moved

$99
A month to start

Topic is a paid product with a free trial, starting at $99 per month for 10 content briefs, billed monthly.

STARTER

$99

per month for 10 briefs, billed monthly

10 content briefs and optimizations a month, 1 user, a keyword research tool and 1 month of rollover.

PLUS

$199

per month for 25 briefs, billed monthly

25 content briefs and optimizations a month for in-house teams and agencies, with 3 users and 1 month of rollover.

PREMIUM

$299

per month for 50 briefs, billed monthly

50 content briefs and optimizations a month for agencies, with 5 users and 1 month of rollover.

ENTERPRISE

Custom

For larger volumes or API access; the pricing page says to contact the company.

Trying it first

7-day trial: 3 content briefs for $7

Read from usetopic.com on Nov 12, 2026.

Ways to pay less

ANNUAL DISCOUNT

20% off with annual billing

The pricing page says paying annually saves 20% and lists lower yearly rates, but annual pricing is arranged by contacting the company.

Stated on usetopic.com

What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Content briefs, outlines and a draft grader for SEO writers. Here is what it does, as its own site describes it, and what it covers: AI features, research, keyword research, content optimization.

> **Briefs, an outline builder, a draft grader, geo-targeting, and WordPress and Google Docs plugins.**
>
> From our grade for features

Research from the top 30 results

Enter a focus keyword and Topic collects the headings, questions and keywords found across the top 30 Google results.

Outline Builder

Curate the research into an outline, with AI-generated ideas for titles, descriptions and headings when you want a starting point.

Content Grader

Paste a draft, new or existing, to see which topics it is missing, and share the grader with writers who do not count as users.

Geo-targeting and languages

Briefs can target searches from any location, in English, French, German, Portuguese or Italian.

WordPress and Google Docs plugins

Plugins let writers use Topic inside WordPress and Google Docs instead of switching tabs.

Where it runs

Web

What it works with

WordPress

Google Docs

Topic is made by Chia Labs Inc.

PART 04 · STANDING

Where it stands

Its grades against its category, and whether to keep it or make your own

3/95

Other SEO content tools it is graded above

Topic's GPA of 1.6 is higher than 3 of the 95 other SEO content tools we grade, and level with 4.

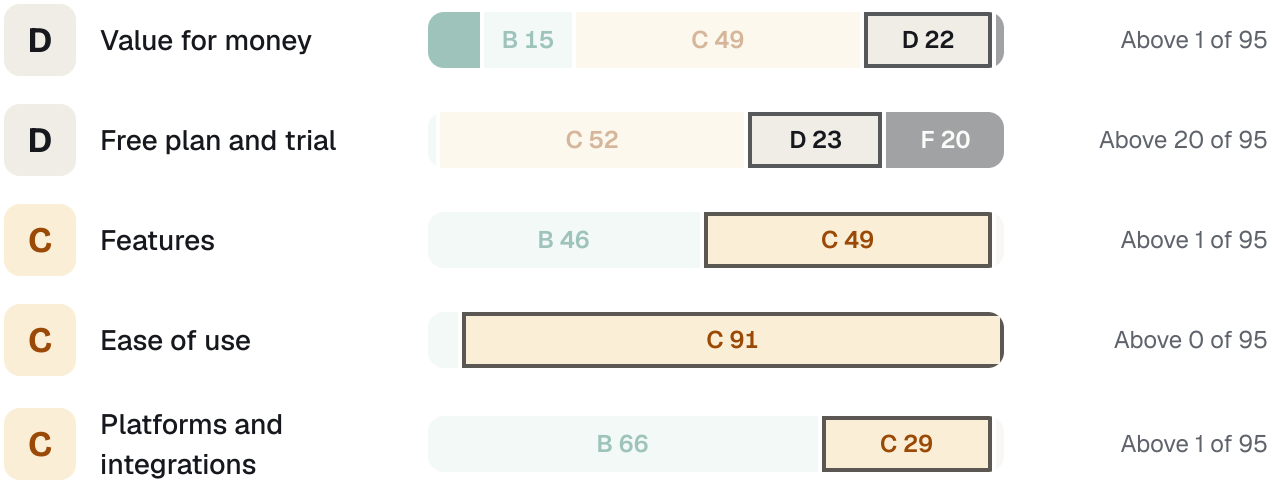
It stands best on features (C, above 1 of 95) and worst on value for money (D, above 1).

Its paid plans start at $99 a month, against a middle price of $47 for the category: 67 of the 88 others that charge start lower.

On features, ease of use and platforms it scores 2.0 out of 4. 51 tools score higher and cost less.

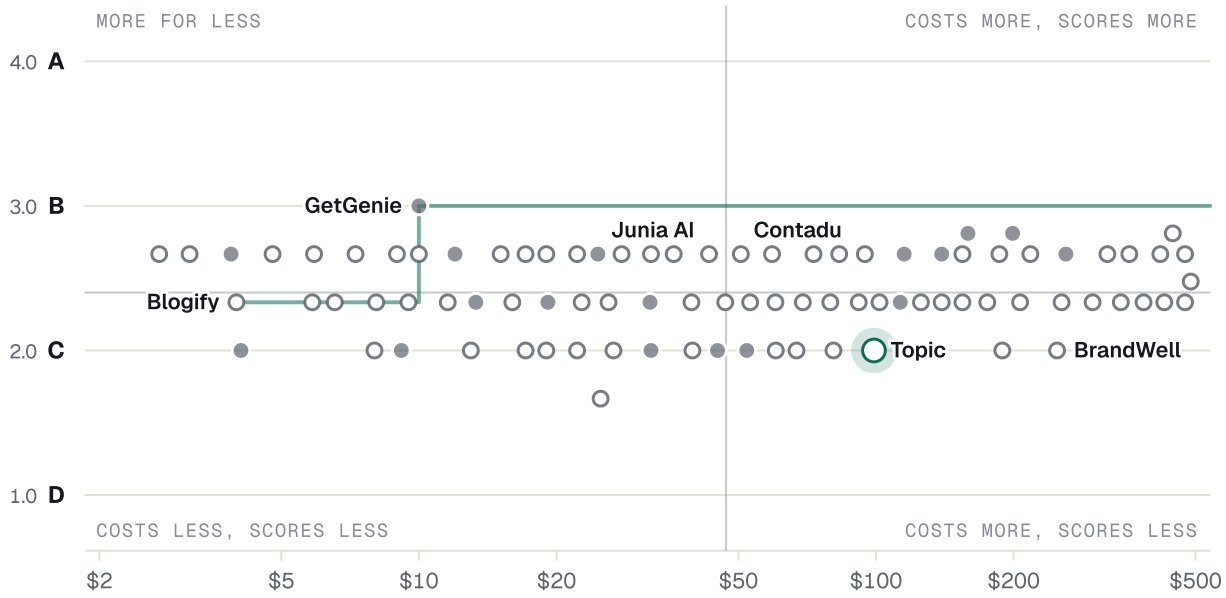
Each grade against the category

Every bar is all 96 SEO content tools we grade, cut by the letter each got. Topic's own letter is outlined.



Price against what you get

Each dot is one of 89 SEO content tools. Further left costs less; higher up scores better on features, ease of use and platforms. Topic is the marked dot.



What paid plans start at, a month (each step along is roughly double)

Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

Keep it

To replace Topic you would be making search volumes for millions of keywords, gathered and kept up to date. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 88 of the 95 other SEO content tools grade higher. It costs $1,188 a year.

What you could not

- ✕ Search volumes for millions of keywords, gathered and kept up to date.
- ✕ A library of papers and sources to search.

- ✕ A score built from what the top results for each keyword cover.
- ✕ AI features, unless you pay a model provider for each request yourself.
- ✕ Sharing with other people, which means accounts and invitations.

What this rests on. Topic's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

The alternatives

The tools it is most often weighed against, side by side



MarketMuse, Page Optimizer Pro, Dashword, Content Harmony and Rankability

The 5 tools Topic is most often weighed against, with where each one differs from it.

2.4 GPA

MarketMuse

Free plan

Content planning and optimization built on a site-wide topic inventory.

- MarketMuse has a free plan. Topic does not, though it has a free trial.
- Topic also covers research.
- MarketMuse also covers internal linking.

Topic and MarketMuse compared in full

2.0 GPA

Page Optimizer Pro

From $40/mo

On-page SEO scoring against the pages that already rank.

- Only Page Optimizer Pro lists a browser extension.
- Topic also covers research.
- Page Optimizer Pro also covers rank tracking, AI search visibility and schema markup.

Topic and Page Optimizer Pro compared in full

Dashword

2.2 GPA

Free trial · from $99/mo

Content briefs and draft scoring, with an API and MCP server.

- Topic also covers research and keyword research.
- Dashword also covers long-form writing and rank tracking.

Topic and Dashword compared in full

Content Harmony

1.8 GPA

Free trial · from $50/mo

Keyword reports, content briefs and a grader, priced per workflow.

- Topic also covers research.

Topic and Content Harmony compared in full

Rankability

2.2 GPA

Free trial · from $97/mo

AI search visibility and content platform for SEO agencies.

- Topic also covers research.
- Rankability also covers rank tracking, site audit, backlink analysis and AI search visibility.

Topic and Rankability compared in full

PART 06 · QUESTIONS

Quick answers

The questions people ask about it, each answered in a line or two

13

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

Is Topic free?

No, Topic is a paid product, but you can try it first. 7-day trial: 3 content briefs for $7.

How much does Topic cost?

Topic lists 4 plans. Starter: $99 per month for 10 briefs, billed monthly.

What platforms does Topic work on?

Topic is available on Web.

Does Topic offer any discounts?

Topic publicly lists the following: 20% off with annual billing.

Does Topic have an Android app?

No Android app was listed when its pages were read on Nov 12, 2026. Topic is listed for Web.

Does Topic have an iPhone app?

No iPhone app was listed when its pages were read on Nov 12, 2026. Topic is listed for Web.

Is Topic open source?

Topic is not described as open source on its own site, as read on Nov 12, 2026.

What does Topic integrate with?

Topic's listing names WordPress and Google Docs. A listing names up to eight integrations, so it may connect to more.

Who makes Topic?

Topic is made by Chia Labs Inc.

What are the alternatives to Topic?

The closest alternatives to Topic in our directory are MarketMuse, Page Optimizer Pro, Dashword, Content Harmony and Rankability.

How does Topic compare with other SEO content tools?

Topic's GPA of 1.6 is higher than 3 of the 95 other SEO content tools we grade, and level with 4.

Is Topic good value for money?

ToolGPA grades Topic D for value for money. Its paid plans start at $99 a month, against a middle price of $47 for the category: 67 of the 88 others that charge start lower.

Could I make my own version of Topic?

To replace Topic you would be making search volumes for millions of keywords, gathered and kept up to date.

Where this guide comes from

The prices, plans, platforms and features were read from Topic's own pages on Nov 12, 2026, and the grades were given on Nov 12, 2026. Graded from this listing, whose facts were read from Topic's own pages on 12 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Chia Labs Inc. Prices change, so check usetopic.com before you buy.

usetopic.com/pricing
usetopic.com/about
usetopic.com

About ToolGPA

Who made this guide, what else is on the site, and how to cite it

7,721

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

7,721	95	739	579
tools graded	categories	price changes on record	apps priced in 12 countries

What else is on toolgpa.com

Topic, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/topic-seo

How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

Scan for the live page

Prices and grades as they are today

Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

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ToolGPA, "Topic: The Insider's
Guide", checked Nov 12, 2026.
https://toolgpa.com/tools/topic-seo
```

Know someone choosing between SEO content tools?

Send them this guide:
toolgpa.com/tools/topic-seo/guide

ToolGPA elsewhere: youtube.com/@toolgpa

See our other guides

The best-graded SEO content tools after Topic, each with an Insider's Guide of its own.

SEO Content Optimizers Insider's Guide

Every one of the 96 SEO content tools we grade, compared

GetGenie Insider's Guide

WordPress plugin for AI writing, keyword research and SERP analysis

3.0 GPA

Publish Owl Insider's Guide

Multi-step AI content workflows that research, write and publish

2.8 GPA

Autoblogging.ai Insider's Guide

Credit-based AI article writer for bulk SEO posts and WordPress

2.6 GPA

ToolGPA

Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Topic's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Topic is a trademark of its owner, and this guide is not made, paid for or approved by Chia Labs Inc. Prices and plans change: check usetopic.com before you buy.