

Tridion Sites add-on: Siteimprove enterprise website governance

Data Sheet



Consistent and compliant content across all your web assets

Web Content Management Systems (Web CMS) have long provided business benefits such as process efficiency, better quality content, consistent branding and regulatory compliance.

However, global company websites can still experience serious compliance issues that compromise the user experience, damage the brand, and expose companies to risk and potential lawsuits.

While a CMS prevents problems on the pages of a website, it doesn't address the issue of consistency across all your web properties.

This can potentially be managed by using multiple CMS tools and other point solutions. However, there is a need for an enterprise-wide website governance solution to address the issue of consistency.

Siteimprove, which is available as an add-on for Tridion Sites, gives you exactly that. It helps identify areas of improvement, such as content errors and digital accessibility issues, even for pages which haven't been published yet.

It is an automated intelligence platform that crawls all your websites to identify possible issues. It offers a wide variety of analytics data on web page problems, user behaviour, SEO and more.

Integrated into Tridion Sites, Siteimprove brings you a world-class enterprise website governance solution.

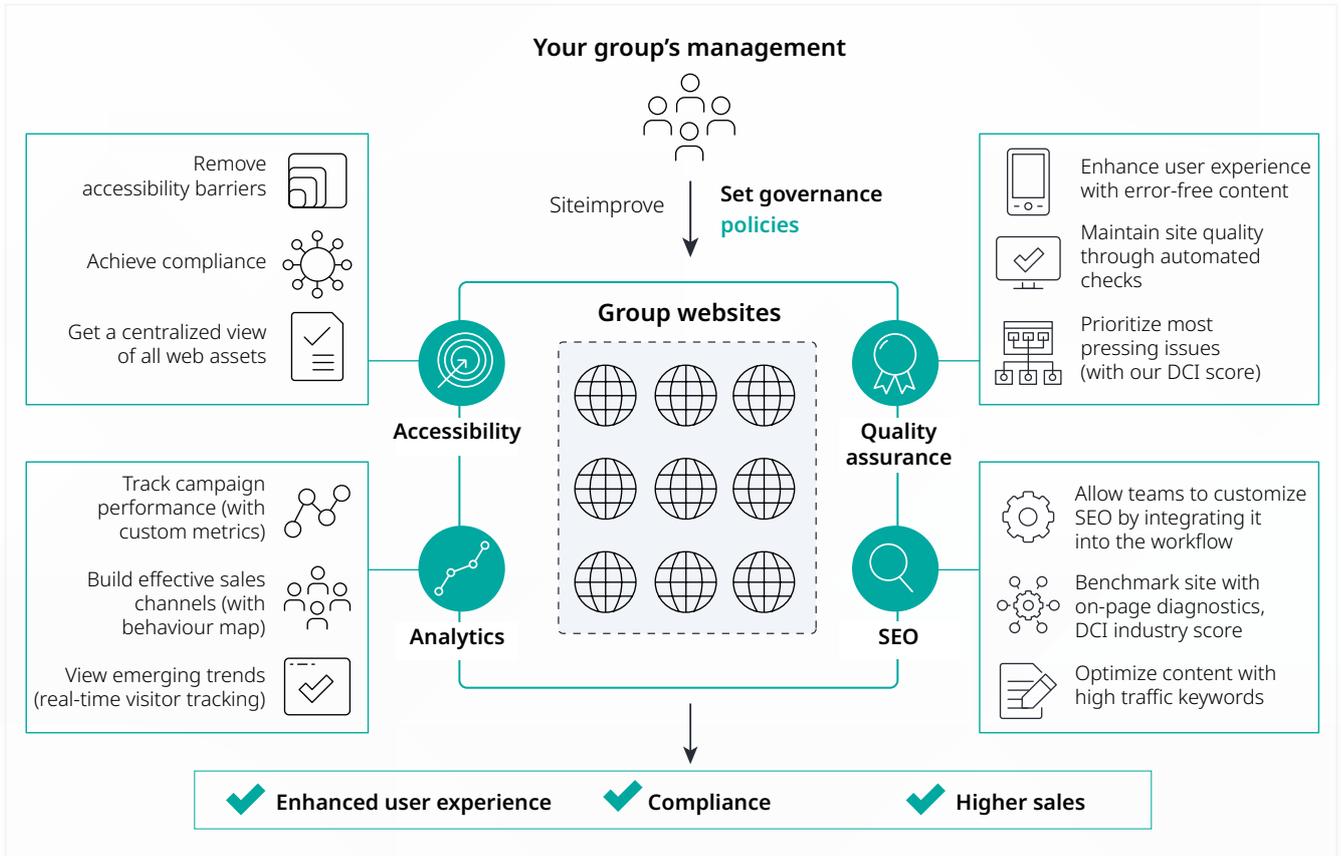
It provides top-tier visibility and insights, and addresses compliance issues across all your web properties.

Policies

At the heart of this governance solution is the policy feature, which helps ensure consistency and compliance across all your websites. It comes with pre-built policies that can be deployed to achieve your goals. You can also configure custom policies for your content, documents, and media, using rules tailored to your own specific needs.

Policies are the brain of the platform and touch every aspect of governance – whether it is Quality Assurance (QA), accessibility, SEO, or analytics. Moreover, you can run the policies on unpublished content as well, so that you know the areas that need improving before the content is published.

Solution overview

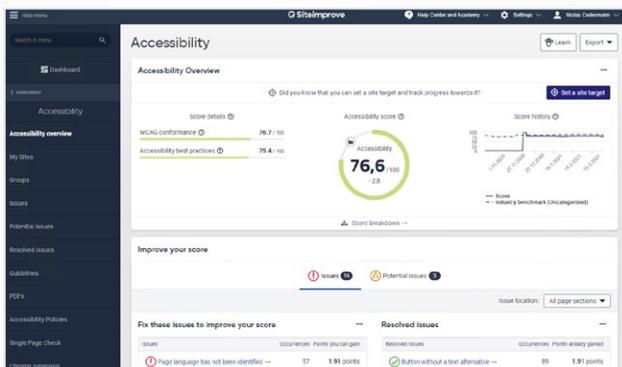


Accessibility

The accessibility tool allows you to easily monitor and adhere to all international Web Content Accessibility Guidelines (WCAG) without compromising on the user experience.

It helps you to:

- Improve the user experience by breaking down complex accessibility issues into easy-to-understand, prioritized tasks. Your organizational teams can prioritize issues based on where in the content they occur, the conformance level, and difficulty to fix. This enables them to efficiently remove accessibility barriers that adversely impact the user experience.
- Adhere to accessibility compliance standards through an automated testing tool that strictly adheres to WCAG standards, so you can spot issues and errors across all conformance levels. It allows you to simultaneously audit hundreds of thousands of pages across dozens of sites, so that you can prioritize the parts of your website that need swift attention. It also runs automated accessibility tests on your PDFs to ensure they are accessible and user-friendly.



Accessibility report to improve your accessibility score

Quality Assurance

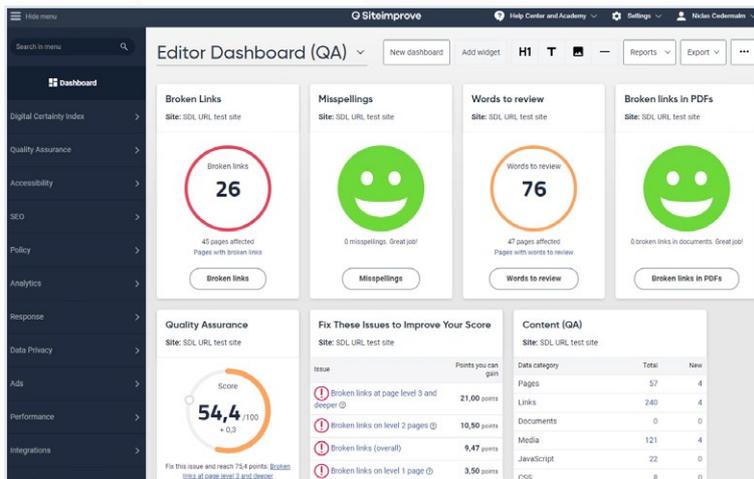
The quality assurance tool works round-the-clock to deliver flawless content and a trustworthy brand experience.

The tool:

- Provides an overview of all the content on your website – while retaining the ability to dig deeper into any specific page
- Helps ensure website content quality by identifying old and irrelevant content, broken links, or outdated branding or wording through a visual and intuitive platform
- Proactively checks and identifies errors before publishing content, so that those areas can be addressed before visitors spot them
- Allows teams to apply usage data to start fixing the areas that affect your audience the most. You can use Siteimprove's comprehensive DCI® Industry Benchmark Score to view which fixes will bring the most value to your site's quality
- Increases visitor engagement and reduces your bounce rate by creating compelling and easy-to-read content
- Identifies when your page content is too dense or hard to comprehend

DCI® Industry Benchmark Score is the average score for websites using Siteimprove in your country and within your industry.

On the dashboard you can see your overall DCI® industry benchmark, along with the industry benchmark for the individual Quality Assurance, Accessibility and SEO modules.



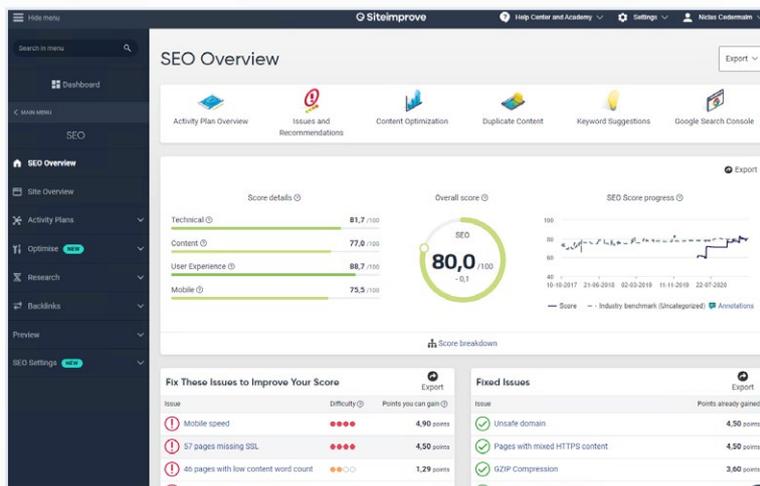
Web content quality report

Search Engine Optimization (SEO)

Managing SEO involves keyword monitoring, optimizing content, analyzing competitors, and reporting ROI. Taken together it is often overwhelming. This solution simplifies it.

Our solution:

- Allows teams to integrate SEO in their workflow and enables them to customize their way of working with SEO. Whether it is to resolve issues that hurt search engine visibility, monitor keywords, analyze competitors, optimize content, or prove ROI, it shows you all the relevant insights in one, customizable place
- Benchmarks performance to understand where the website stands through patented tools such as On-Page Diagnostics and the DCI® Industry Benchmark Score
- Allows you to identify areas where there are content optimization gaps by looking at high traffic keywords and filtering based on your strategy, search volume, or estimated traffic
- Helps you to learn which queries and terms made your site appear in search results so you can better understand your audience, avoid jargon, and speak their language
- Helps manage backlinks by allowing you to understand your website's backlink profile at a glance, easily identify high-value and potentially harmful backlinks, and avoid losing valuable links that might point to wrong or redundant pages
- Integrates with the analytics tools and features like key metrics, allowing you to accurately measure ROI by attaching a monetary value to every action



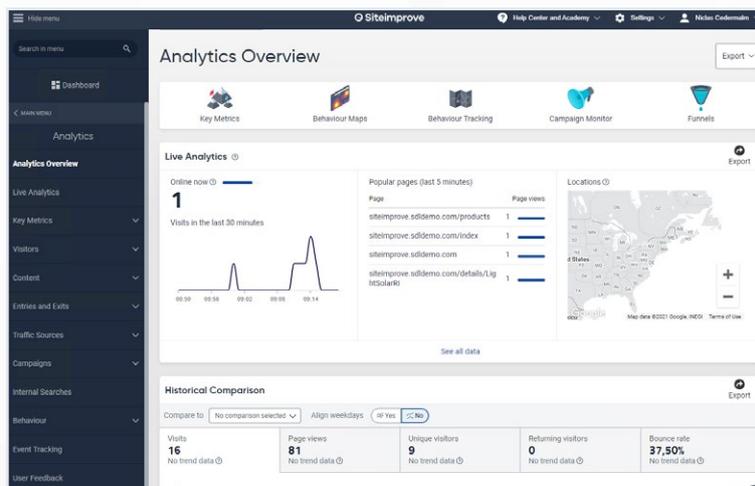
SEO overview

Analytics

Analytics delivers deep insights into visitor behaviour and website performance through intuitive dashboards and easy-to-use reporting, so you can make data-driven decisions and consistently deliver business results across teams.

It allows you to:

- Define performance metrics and goals – including not only page visits and page views, but also all the key metrics that matter most for your goals, and easily keep track of how your marketing campaigns are performing against your targets
- Analyze user behaviour and deliver optimal experience through Behaviour Maps to see how users navigate each page. Use it to track user journeys and create logical paths to the most important destinations on your site
- Use Funnels to identify where you're losing visitors and why, so you can work towards more intuitive user journeys that drive conversions
- Build UTM links, manage campaigns, and monitor their performance. Compared to traditional solutions that solely track data, Siteimprove's web analytics help you plan, organize, and analyze all your initiatives from beginning to end
- Track visitor interaction with the Live Analytics tool that allows you to view users entering your site in real-time and get insights into where they're coming from, which traffic source brought them there, and what pages they're visiting right now
- Gather user feedback through the on-page survey tool to help you learn about users' navigation challenges, gather ideas for improvement, and enhance visitor experiences with insights directly from the source
- Simplify and optimize navigation by better understanding how your visitors navigate from point A to point B, allowing you to make data-driven decisions on the layout of your site



Analytics overview

Siteimprove add-on:



Simplifies complex accessibility issues



Provides a bird's eye view of all the content on a website



Enables on-demand checks



Increases visitor engagement and reduces the bounce rate



Provides 'access crawled' results for the current page being viewed



Presents issues in the context of the page

To find out more
rws.com/tridion-sites

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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