Optimization Connector Pack

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Depending on your technology stack, search engine optimization (SEO) can either be a never-ending tail chase, or a natural part of the content creation process.

With the Magnolia Optimization Connector Pack, you can view real-time Siteimprove data directly within the CMS. You can leverage the intelligence platform to optimize your web presence for accessibility, content quality, SEO, and more. With Siteimprove's Digital Certainty Index (DCI), marketers know how their pages compare to industry standards.

Search Engine Optimization

Spot SEO mistakes in real-time

Siteimprove gives an SEO score based on the number of issues found in four main categories: technical, content, user experience, and mobile. Using automated detection, Siteimprove finds issues from missing meta content to poor indexability. With the insight the platform provides, marketers can quickly find and fix SEO errors and ascend the search rankings.

Accessibility

Make your website more accessible

Siteimprove gives your website an accessibility score based on the Web Consortium Accessibility Guidelines (WCAG). By following the recommendations, marketers can improve their score and appeal to wider audiences. Excellent accessibility can also earn loyal followers, build trust, and help avoid the growing number of accessibility-related lawsuits.

Content Quality

Publish polished content

Siteimprove gives a quality assurance score based on four areas: content quality, content freshness, user experience, and security. The automated platform quickly identifies and alerts you to your website's SEO issues, showing you how they're impacting your score. Such issues may include spelling errors, poor readability, or even the fact that your website isn't updated often enough. It's handy having valuable insights about your content in the same place you manage it from.
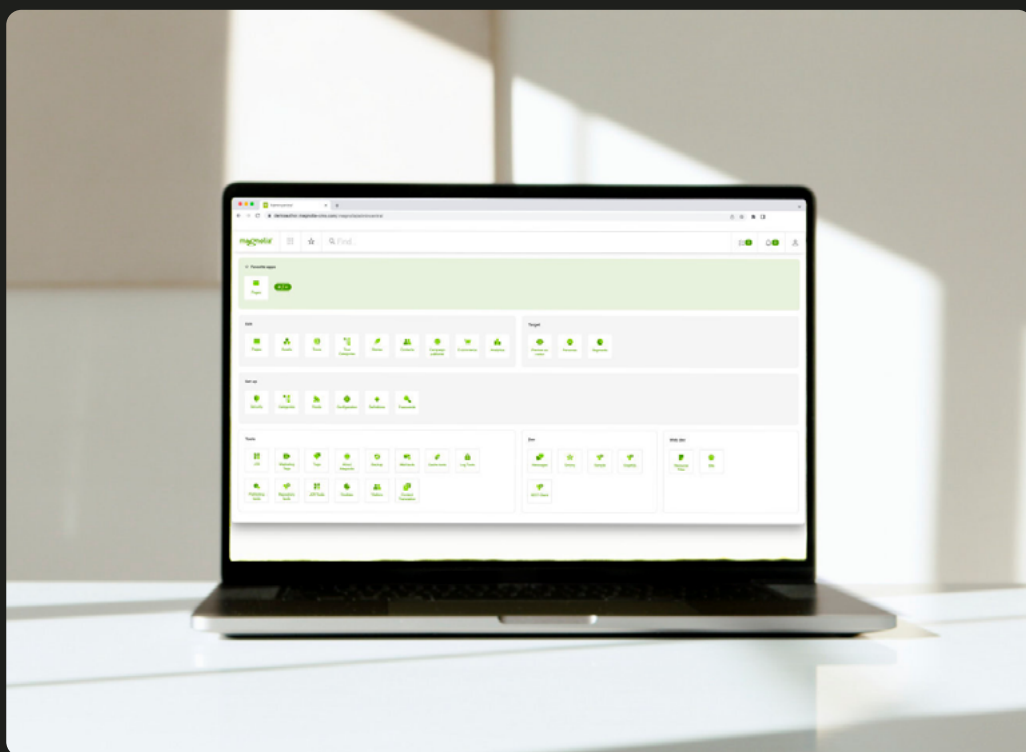
Content and Analytics

Combine powerful content management features with intelligent analytics

Take advantage of automated analytics to create richer content and improve your search engine rankings. Instantly evaluate and fix issues with your site using Siteimprove's on-page highlights and clearly explained recommendations. Manage your content and optimize your website - all in one highly effective workflow.

Prepublish

Your content at its best before you hit publish

With the Siteimprove Prepublish you can ensure that your content and experiences are fully optimized for SEO and accesibility before they reach the market. Set your teams up for success and break the cycle of underperforming content with a fully integrated workflow from content creation, to optimization, to publication.

Get in touch

To learn how Magnolia can help you launch great digital experiences faster, contact us at:

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