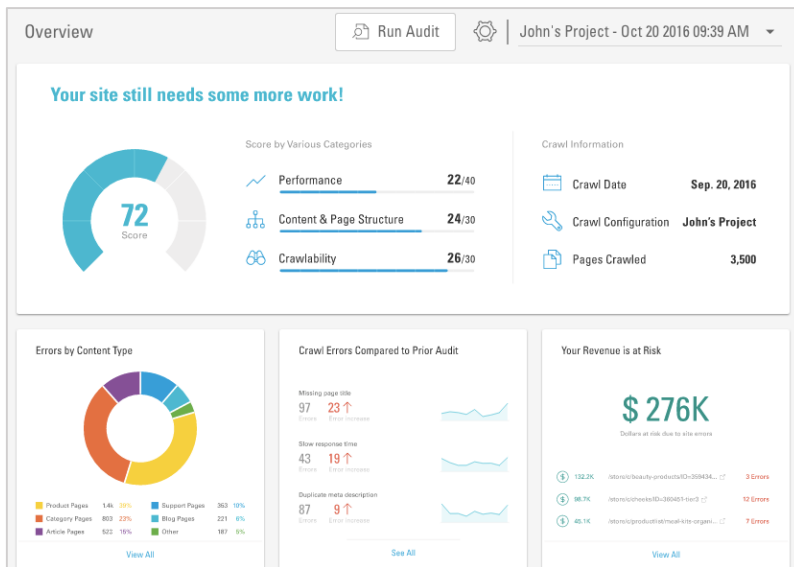


BRIGHTEDGE  **ContentIQ**

Today's websites are rich with content, markup, and technologies. With multiple teams responsible for content and user experience, technical errors and unplanned changes can occur.

Site errors lead to visitor abandonment, search engine penalties and lower organic ranking. The result is decreased traffic, conversions and revenue.

A site audit is a critical first step in assessing your website's health and identifying the technical errors that impede organic performance.

“ContentIQ empowers us to detect, prioritize and monitor for new issues before they impact our revenue. As an integral part of the BrightEdge platform, it's a best-in-class enterprise solution, giving us peace of mind while allowing us to focus on growth.”



The power and flexibility needed for today's site audits

BrightEdge ContentIQ is an advanced site auditing solution that crawls content elements used to create today's web experiences. It minimizes revenue loss attributable to bad user experience and poor organic visibility by enabling marketers to catch, prioritize, and fix website errors and issues before they impact visitors.

Content IQ crawls and inspects progressive web applications, single page applications, JavaScript frameworks, schemas, and social tags, and can scale audits of large domains with hundreds of millions of pages. And since it's natively integrated with the BrightEdge platform, including StoryBuilder dashboards, Anomaly Detection, and Page Groups, you get a seamless workflow.

Assess site health with a customizable, enterprise-grade crawl

Best-in-class crawl technology

Crawl content elements such as progressive web applications, single page applications, JavaScript frameworks, and more.

Scalable audit

Crawl the hundreds of millions of pages that make up your site.

Customizable audit rules

Create different crawl configurations and define custom crawl rules to ensure compliance with your digital standards.

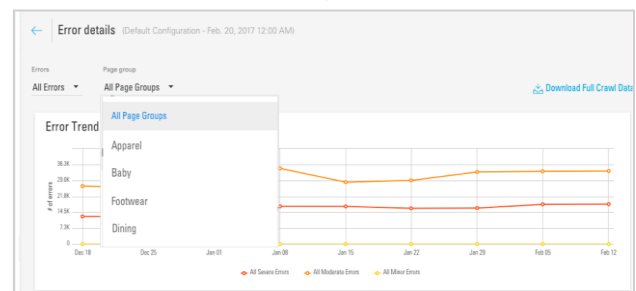
The only fully integrated site audit and SEO platform experience

ContentIQ is the only site audit solution that is natively integrated within an SEO and content performance platform. As such, it enables a streamlined, multi-directional workflow – driving efficiency as you identify, fix and monitor your site for technical errors.

Segment audit reports using existing page groups

Leverage existing page groups within your BrightEdge platform, or create new ones, to segment your reports and target your analysis on a specific part of your website.

BRIGHTEGE StoryBuilder



Incorporate audit reports into StoryBuilder dashboards

Pull audit reports into your StoryBuilder dashboards to trend audits and visualize the impact of errors and error resolution on business results.

You can also view business KPIs alongside error reports to begin diagnosing problem sources and devising solutions.

BRIGHTEGE StoryBuilder



Maintain site health using Anomaly Detection

Set Anomaly Detection alerts to be notified when unplanned changes occur or when audit results surpass a certain threshold.

BRIGHTEGE Anomaly Detection



Protect and maintain organic performance across multiple scenarios

Site migration

Discover missing content or broken links that may have occurred in the process.

Web governance

Verify that your site is compliant with organizational brand guidelines, regulations, and content rules.

Cross-team QA

Ensure that newly created content is optimized for search and monitor that web dev requests have been completed.

Recovery from penalty

Get a baseline understanding of site health to identify and fix errors.

Pricing

Customize crawl to extract pricing listed, to ensure consistent and accurate pricing levels.

International expansion

QA international pages – such as hreflang tags so that the right versions of the site are displayed.

User experience

Identify links driving to 404 pages, to redirect site visitors to active pages and ensure a better digital experience.

Social engagement

Check that sites are properly tagged according to Facebook Open Graph standards.

Digital marketers today require sophisticated solutions to ensure that web pages are up and running at their best. ContentIQ provides the customizable, enterprise-level crawl technology that helps you identify, prioritize, and fix critical site errors that matter the most to your business. And by monitoring your site and sending you alerts about unplanned site changes, you can immediately take action to restore your traffic and revenue – giving you peace of mind.

“ContentIQ represents a tremendous leap forward in content auditing for BrightEdge customers. It enables you to monitor site performance in an intuitive interface, helping to identify and prioritize areas of opportunity.

Capabilities like crawling JavaScript-rendered pages, trended reporting, and fully customizable crawl settings make it easier than ever to drive actionable improvements that yield the biggest impact for our site.



CONTACT US to see a demo of BrightEdge ContentIQ - identify and fix critical site errors before they jeopardize your traffic, conversions and revenue