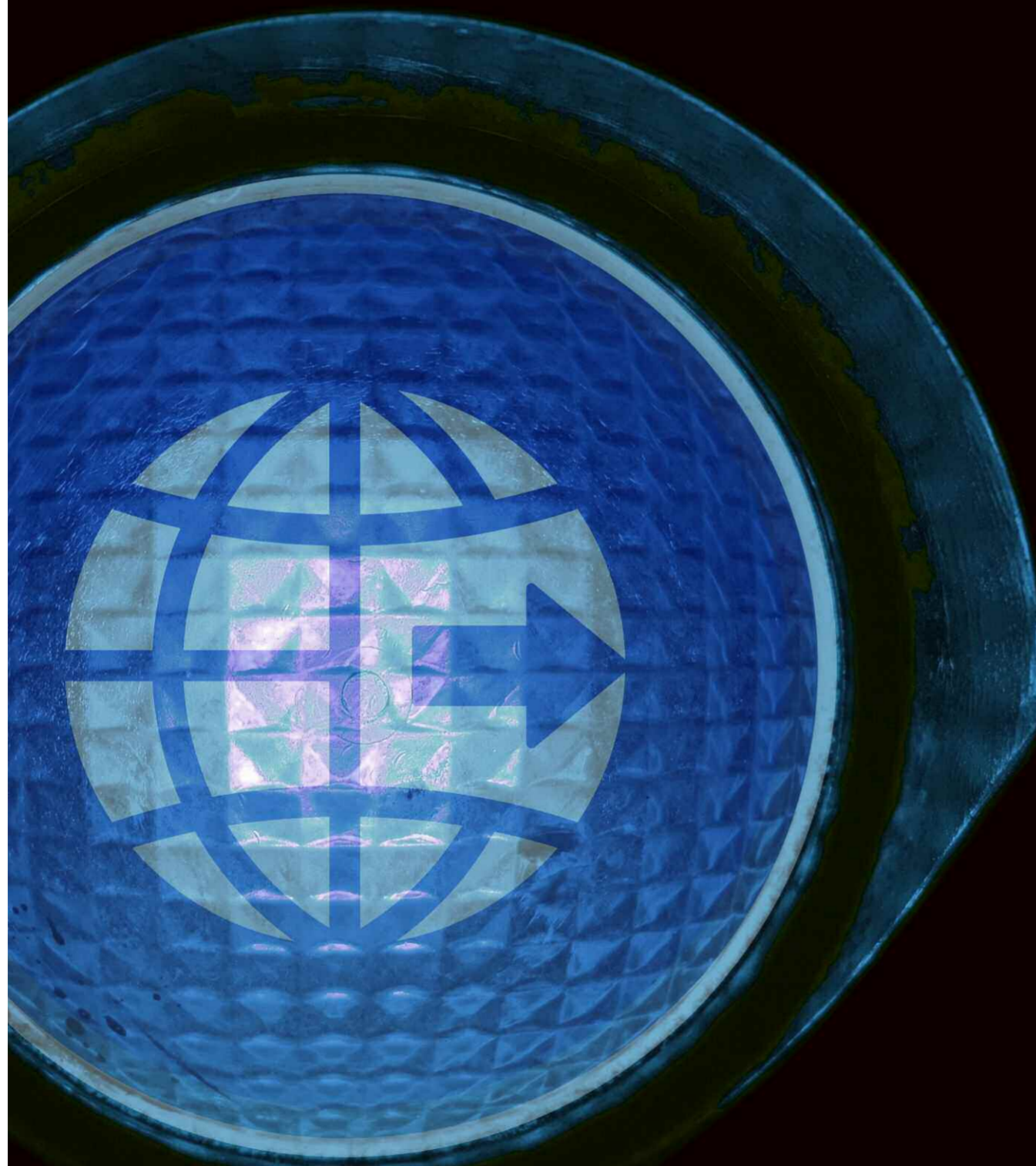




Discovery and Correction

Web estate baselining, auditing and benchmarking to give your organisation online confidence and control

Exceptional web management requires confidence and control: confidence that your web estate is in great shape, and the control to ensure it stays that way. That's why you need Sitemorse.



Foundations for online confidence

Anyone involved in running an organisational website should know exactly what's online, where everything is, how well it's working and whether it complies with legal requirements and web standards. This is the key to efficient, effective delivery and online governance.

That's why we have developed Discovery and Correction – utilising our world-leading site-testing technology to enable organisations to regain complete control over their websites.

By listening to the owners of some of the world's largest web estates, we have identified five foundation stones for online confidence. Get these in place and you will be in great shape for future expansion and growth.

1 Content control

Over time, web estates become ever bigger and more complex. New CMS and technologies, changing standards and legal requirements, staff turnover, outsourcing etc., all lead to reduced awareness of exactly what's out there. Without automated auditing, controlling content has become all but impossible.

2 Supplier management

It's important not to take someone else's word for the quality and compliance of your online presence. You need independent, objective and accurate verification of the performance of all web suppliers.

3 User support

Content editors, contributors and advisers have to deal with quality assurance requirements, third party links and feeds, compliance changes and corporate/brand needs. Using automated checking and monitoring technology saves time and promotes a right-first-time culture.

4 Fragmentation

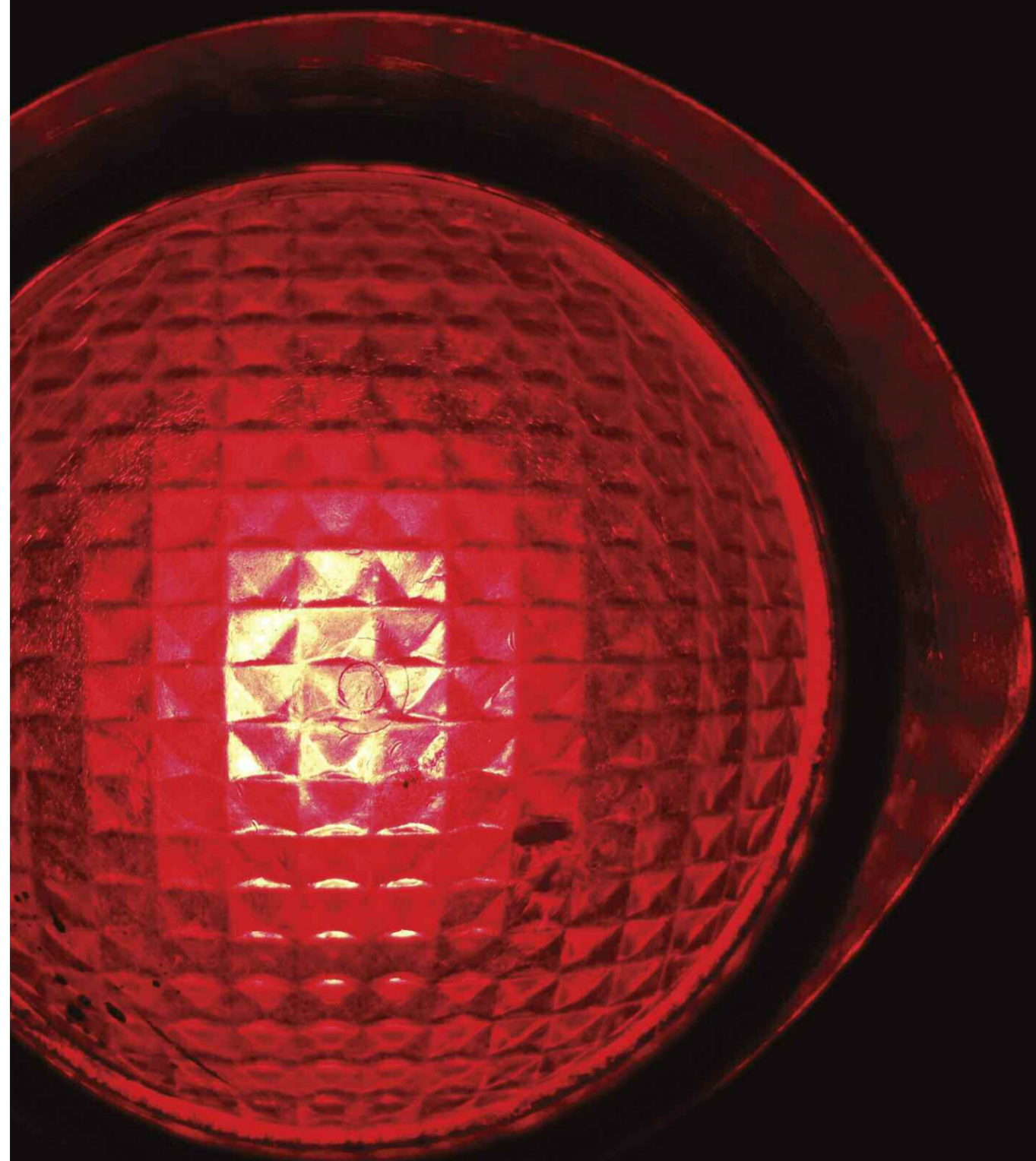
Today's websites involve inputs from in-house staff and external suppliers, often spread across the world. Managers face the challenge of making sure content from different sources is correct, consistent and in-line with standards. Automated monitoring will substantially reduce lead times and reduce costs.

5 Efficiency

It is physically impossible to check every page manually at the same rate as it is changing. Even with some of the free tools available it takes on average more than 10 minutes to check an average page. Automated page checking provides a fast and efficient alternative and dramatically improves efficiency.

Discovery and Correction is the perfect solution for anyone concerned with these five key criteria and will probably deliver the fastest return of any web service you have engaged.

With content increasing daily, the challenge is knowing exactly what's just been added. We can tell you.



What's in your content bucket?

If you have operated online for any length of time you will certainly have a complex content bucket. Years of growth, lack of accountability, migrations and new sites will have all contributed to this situation. No one is at fault, it's just the way online estates develop – all of them.

We have reviewed thousands of content buckets over the years and have discovered that 'legacy' content accounts for over 30% of the 'live' issues we find. 26% are directly attributed to third party links and a huge percentage of issues we sort out are simply due to a lack of thorough testing.

Responses like "current testing says it is all ok", and "we have never had any adverse reports" are all indicators of complacency and denial. It's easier to focus on the next addition to the content bucket rather than sort out what is currently there.

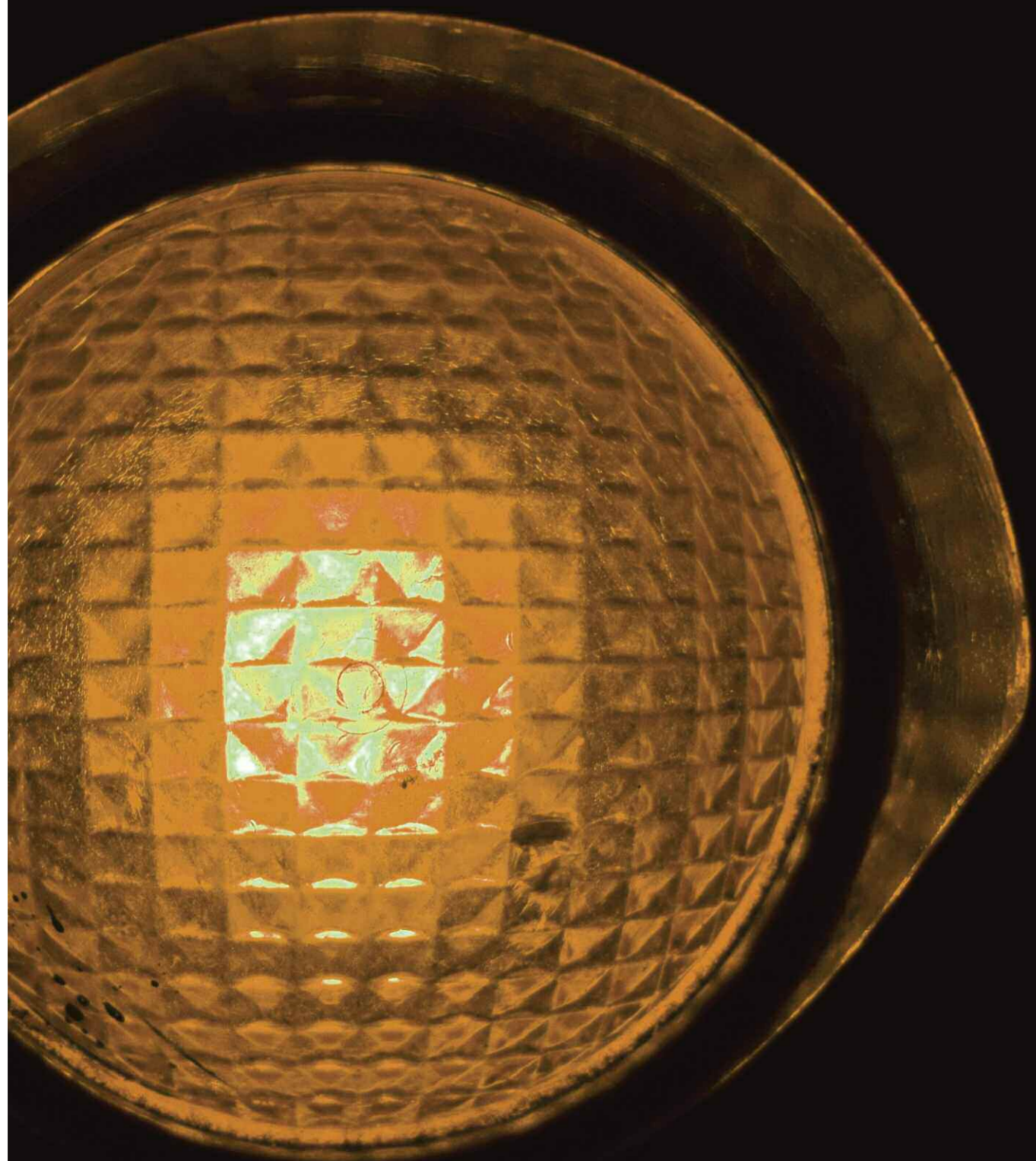
If you consider the growth of any online estate from single webmaster to organisation-wide content management, growing user expectations and the proliferation of Web 2.0 technologies, it is easy to appreciate that control can easily slide and confidence be lost.

Sitemorse are dedicated to overcoming the issues presented by these challenges, and by helping organisations to take control of their web estates, will help ensure web confidence and competitive advantage.



Are you **web** confident? ● ● ●

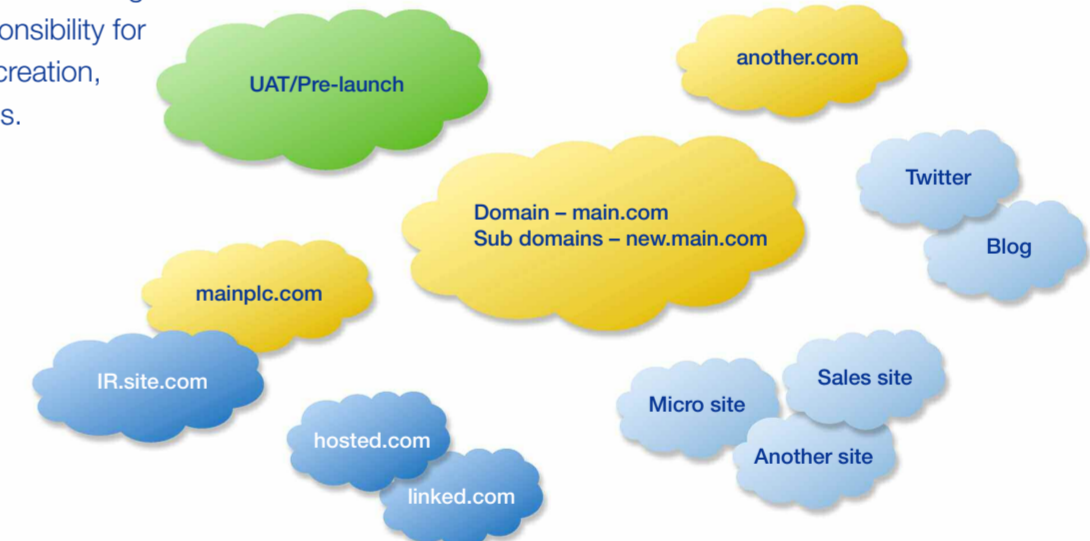
And as your web presence grows, only with Sitemorse can you say with confidence you know exactly what is currently out there.



Change happens every minute of every day

Successful businesses are constantly evolving and their websites need to be constantly updated to reflect the changes that occur. But continually monitoring your site to ensure that all new content, data and applications are web and SEO compliant is a time-consuming task, and one that very few organisations seem to manage effectively.

For many businesses, this problem is further exacerbated by the complexity of their web estate, with multiple interlinked sites covering individual countries, markets, products and audiences. These micro-sites are often managed by a broad array of people, including internal staff and external agencies with shared responsibility for design, content creation, hosting and feeds.

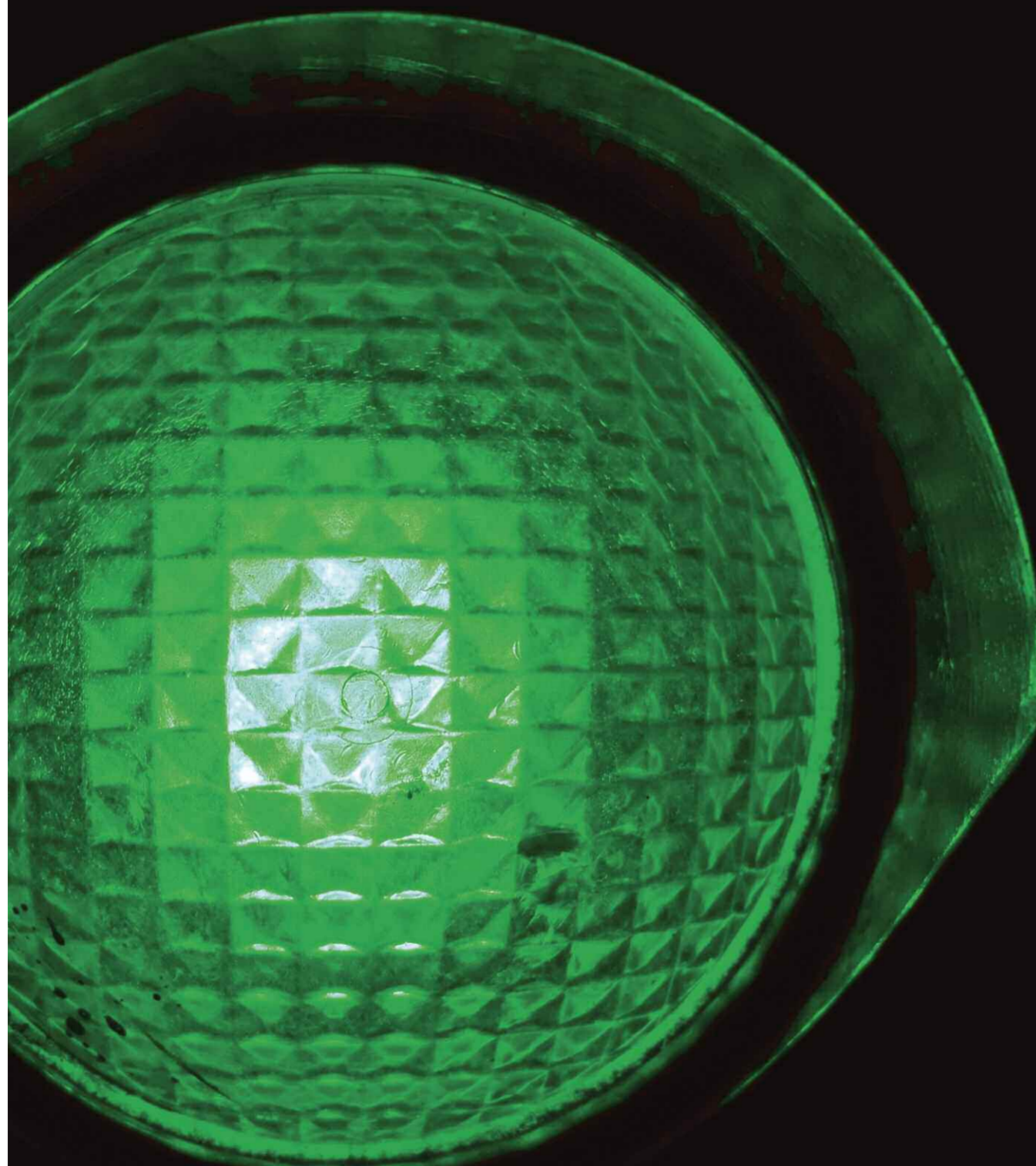


The increased use of social media is also impacting corporate websites, as organisations seek to engage more effectively with their target audiences. Most commercial and many public sector sites have brought Web 2.0 technologies into their online infrastructure, thereby incorporating content from external sources and other third parties.

The process of monitoring all this content is immense. Gone are the days when you had a single 'webmaster' and a considerably simpler website. Testing is now a full-time job for a team of experts!

So how do you maintain consistent quality standards across your entire web estate, with such a multitude of touch-points feeding into your online presence?

A practical and cost-effective option is the unique and reliable Sitemorse Discovery and Correction service, a one-stop holistic solution that cannot be matched manually.



A solution to put you in total control

Whilst most organisations have ad-hoc manual and automated testing processes in place, very few take a holistic approach to website governance, ensuring that they operate within a set of pre-defined guidelines that control the people, processes and content that make up your online presence.

Sitemorse Discovery and Correction

Discovery and Correction from Sitemorse is a comprehensive web governance solution that is offered as a managed service. It provides an automated web auditing service that runs across your entire web estate to ensure that quality and brand standards are being adhered to and legislative requirements met. This not only improves the visitor's online experience, but reduces reputational and legal risk, maintains brand standards and protects intellectual property.

You may expect that such a facility already exists within your business. It seems like such a basic requirement. But this is so often not the case, even within multi-national organisations. We are constantly amazed at how low web governance appears on the corporate agenda. A situation that Sitemorse intends to tackle head on.

Sitemorse will run over 600 automated tests on your website/s, reading page content, reviewing templates and checking the underlying delivery infrastructure. This will produce valuable information on where your website exhibits vulnerabilities across five key areas – Accessibility, SEO, Quality, Performance and Compliance.

Let's take a closer look at each in turn:



Accessibility – we test all of your websites to ensure they comply with all the relevant international and local accessibility standards. The accessibility tests compare your sites against the W3C Web Content Accessibility Guidelines to help ensure that all of your content, including images, PDFs and multimedia files, adheres to the relevant standards and are accessible to people with disabilities. Within this set of tests, we also monitor your HTML coding to ensure that every page is accessible to everybody, regardless of the reader they are using.



Search engine optimisation – we monitor your web content to ensure that your sites are optimised for natural search rankings. We check the keywords, word density, alt tags, titles and descriptions on every page to ensure that they are being used to their best advantage. Page loading time is also important when search engines index a page. If you fall out of the required timings, we will alert you so that you can take corrective action straight away. Not only will faster page loads benefit your SEO activity, but it also enhances the visitor experience.



Quality - ensuring the quality of your web estate is of paramount importance to us. Our quality checks monitor page loading times, highlight broken links, check that email addresses and reply forms work and make sure your pages display properly across all browsers.

But we don't only focus on technical quality. We also review your web content, to check that words are spelt correctly and that capitalization is used in line with your corporate policies.



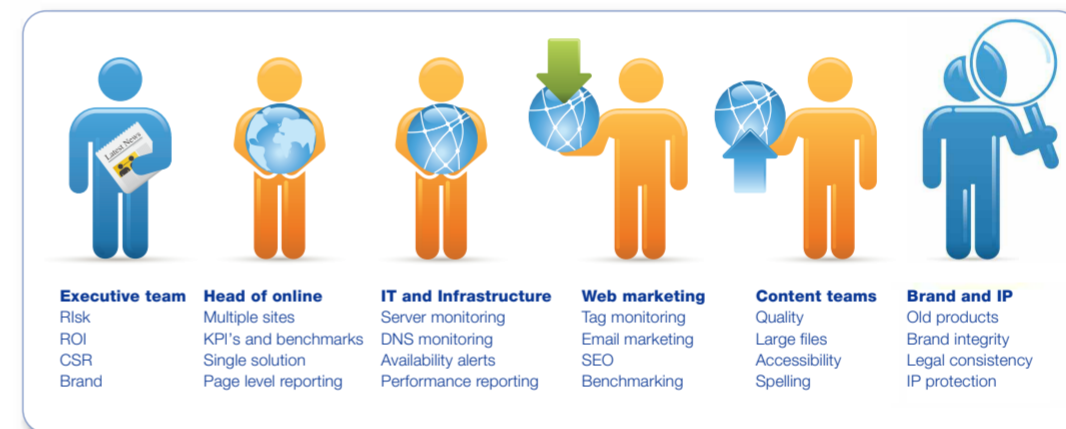
Performance - you only have a few seconds to capture the attention of a visitor to your site. We test its performance to make sure pages and images load quickly and that all the links work. Our detailed reports highlight the slowest elements on a page, alerting you to any poor HTML coding that can cause pages to fail, and test your email server to make sure messages get to you without delay.



Compliance - legal governance is forever changing and it can be hard to keep up with the challenge of reviewing your content to ensure it is fully compliant with current legislation and guidelines. We make sure that privacy statements, IP protection, and disclaimers meet legal requirements and that you comply with the latest data protection laws.

In addition to checking your legal compliance, we also monitor brand usage against your corporate brand guidelines. Our tests highlight any misuse of your brand, providing instant alerts to enable rapid correction.

The findings of the tests within each of these areas are presented in a detailed online report, suitable for all your key stakeholders. Senior management are able to see problems that impact on regulatory and brand compliance. Marketing will be able to fully appreciate the visitor experience and technical staff will have access to the details of any issues that are found. Our solutions are delivered as a web service and do not require any client set up or management.



We use a simple traffic light system to prioritise issues and highlight which problems need correcting first in order to optimise the online experience of visitors to your website(s). You might have noticed how we are keen to promote the simplicity of our rating system.

The key benefits of substantial cost savings, reduced exposure to risk, shorter lead times and protection of your brand reputation are just the tip of the iceberg.



The benefits to your organisation

Using an automated monitoring and reporting service brings a range of benefits. We continuously check your online presence – reviewing new content, whether generated internally, or provided by third party feeds – looking for breaches and alerting named individuals to the issues (right down to the line of code) to facilitate fast, accountable, efficient corrective action.

Our ability to pinpoint the issues that are having the greatest negative impact across your web estate allows problems to be prioritised and corrected immediately, instantly reducing the risk of site failure and any brand dilution.

By using the Discovery and Correction service across your web estate you can ensure:

- Alignment of your online strategy with the overall corporate strategy
- Assurance that brand standards are being upheld
- Compliance with legislative requirements including accessibility guidelines
- High quality technical performance
- Search engine optimisation
- Reduced reputational and legal risk
- Maximised operational efficiency

Some of the tangible benefits experienced by our clients include:

- 62% reduction in hosting costs
- 98% reduction in maintenance costs
- 66% improvement in response times
- 71% increase in web analytics accuracy
- 44% improvement in home page performance
- 52% reduction in site launch lead times
- 67% improvement in natural search

This is a simple process requiring no set up, no training and no management.



How Discovery works

Sitemorse Discovery solves one of the key issues organisations face today. It starts by identifying the various domains that make up your web estate, creating a detailed inventory of all websites that sit beneath your brand, providing a complete picture of your overall online presence and highlighting which sites are critical to your ongoing online operations.

Once we have a clear view of your total online presence, we undertake a comprehensive analysis of the top entry and exit points for each domain and the pages that receive the most visits. This enables us to identify the key priorities for the first full audit. This critical step provides the baseline by which improvement across your web estate is measured.

What does Discovery do?

Until you know what you have online, planning remedial action or migration is nearly impossible. Discovery checks anything up to 1,000 domains based on your web estate and provides:

1. A detailed inventory of your entire website
2. An overview of the current situation regarding your legal, regulatory and brand compliance
3. Identification of any risks from third party feeds and other external inputs
4. A benchmark against Key Performance Indicators (KPI's) to identify where you are in the process towards restoring the health of your online presence

We tell you exactly what needs to be fixed and work alongside you to ensure your site is swiftly restored to full health.

How Correction works

Our Correction service provides a practical framework that enables you to address issues identified in Discovery quickly and efficiently. Working to agreed quality, compliance and performance specifications, we set up and run a 6 to 8 week corrective action project. Improvements are guaranteed virtually from Day One.

At all stages, we work closely with your online team to review the initial audit findings and agree the key priorities.

Typically, we start this process by concentrating on corrective actions for errors on the top 10 pages on your site, as invariably this will have the greatest impact and significantly enhance the visitor experience. Throughout the process we encourage your staff to use our 'Snapshot' tool for an instant review of any improvements as issues are resolved.

Once we are satisfied that the top 10 pages are working exactly as they should, we review the quality of your website templates, quickly identifying any issues that might contravene accessibility, technical, brand or legislative guidelines. Implementing corrections to these templates can have a dramatic affect on the overall quality and compliance of your website, leading to a better visitor experience and enhancing your online performance.

We then move on to tackle any issues found on the top 50 pages, and then the top 250 pages. By tackling the issues in manageable chunks, we ensure that we focus on correcting the priority issues that will have the most significant impact on the quality of your website.

What does Correction do?

Correction enables you to get to the heart of issues, prioritise fixes and undertake corrective actions. Typically, this activity takes less than an hour a day to ensure:

1. Your web estate is functioning correctly
2. A base level of compliance across accessibility, brand and legal governance
3. Improvements in Search Engine indexing
4. Third party risks are minimised

Your site may be good – but how does it match up against the competition? Sitemorse’s objective benchmarking process will show you exactly where you stand, and how you can improve.



How Benchmarking works

Following the initial audit of your web estate, the next stage is to carry out a detailed benchmarking exercise to rank your organisation’s primary site against your peers and your competitors. This provides valuable insights into the current performance of your site within your specific marketplace.

Once we have reviewed the first 250 pages, we run a further full audit report covering all the domains included in the Discovery phase. This vital stage provides a comprehensive review of all the improvements that have been carried out so far.

A second industry Benchmark report is also produced at this stage, demonstrating how the corrective work undertaken has improved your site’s ranking.

Organisations are constantly amazed at exactly how much progress can be made over a period of just 6 weeks and quickly realise that this would have been impossible if a site overhaul were attempted without our unique automated testing processes.

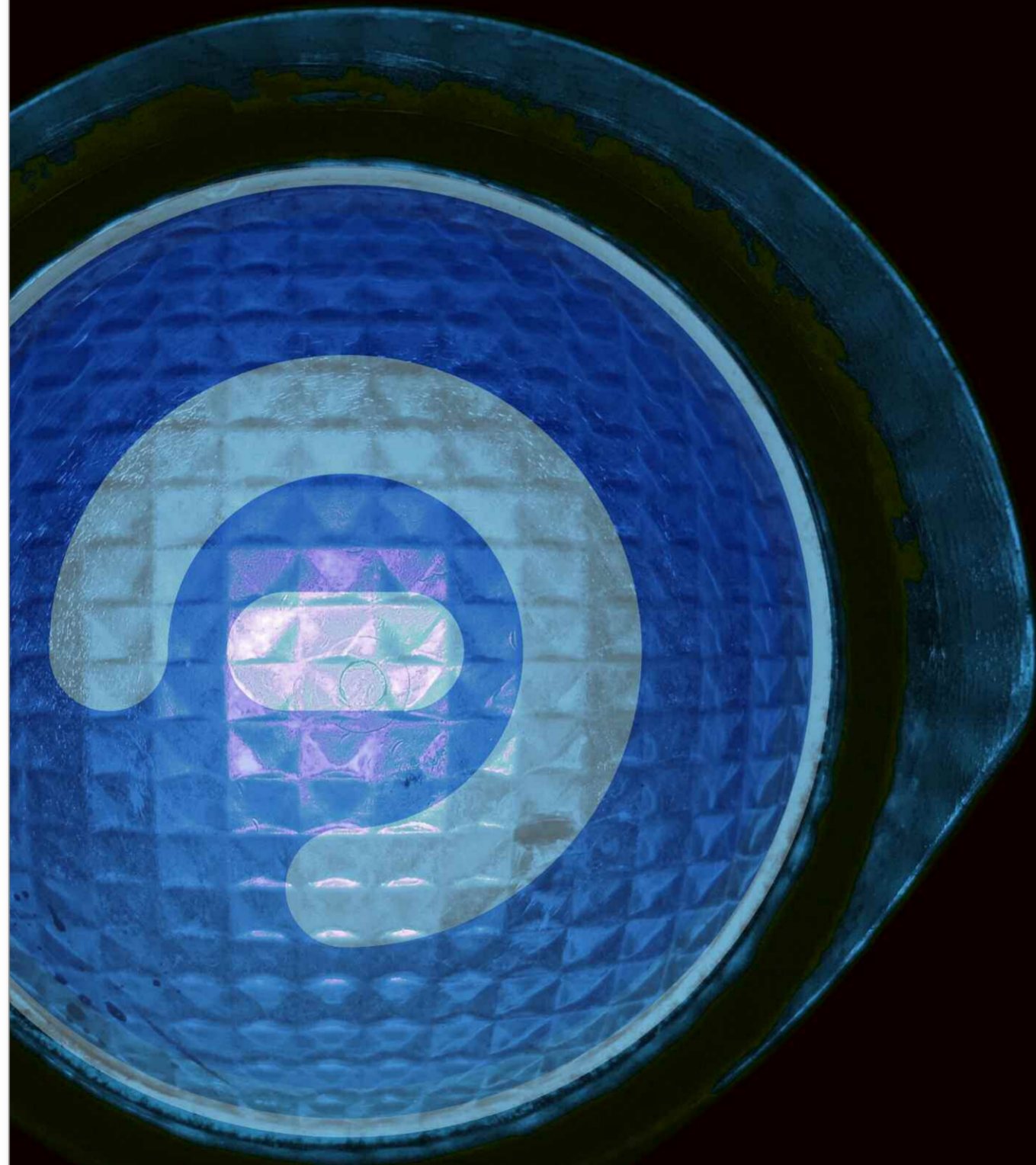
We don’t just check your website either!

We can review your entire hardware and software infrastructure in order to highlight any issues, risks or vulnerabilities, such as firewall configuration, performance measurements and web and mail servers, which could have a detrimental effect on the overall running of your online operations.

Effective web monitoring isn’t just about one-off improvements.

To keep ahead of your competitors, it is vitally important to continually monitor your web estate. As a managed service, Discovery and Correction does this constantly, immediately alerting you to any issues relating to availability and quality, enabling you to take the appropriate corrective action to guarantee visitor satisfaction.

You will undoubtedly have heard of Sitemorse, if only through our unique Index. But what of our background, and our promise to make the internet a better place in which to do business.



How Sitemorse works



Sitemorse offers independent, authoritative and accountable software to ensure the quality, compliance, performance, availability and compatibility of your web estate. Our solutions are delivered as web services and do not require any client set-up or management.

We own and operate the world's most sophisticated and technically advanced web monitoring and reporting software, and our solutions are rapidly becoming the global standard for organisations who are serious about their online presence.

We run more tests, in more depth, more often than anyone else. Our results are more accurate, more accessible and more useful than anyone else's, and our reports are published in more places, read by more people and trusted by more organisations than anyone else's.

No one else can do what we do in a single one-stop service.

We have delivered thousands of tests, for hundreds of clients, saved millions of pounds, and have checked many billions of web pages.

Challenge yourself with these basic questions:

Activity	Test
Accessibility	How compliant is your website?
Domain names	Do you own all relevant domains? Are they registered correctly?
Email	Do addresses work? Can you receive mail?
Form contact points	Can visitors actually contact you online?
Links	Which sites do you link to? Do all your links work?
Page size	Are your pages too long?
PDFs	Can everyone access your documents? Do embedded links and email addresses work?
Performance	How does your website perform in comparison to your competitors?
Spelling	Are product names spelt correctly?
Technical	Is the code on your website actually correct?

You might think you have all the issues sewn up – but can you be sure?

This document is proprietary to Sitemorse Limited and has been furnished on a confidential and restricted basis.

Sitemorse Limited hereby expressly reserves all rights, without waiver, election or other limitation to the full extent permitted by law, in and to this material and the information contained therein.

Any reproduction, use or display or other disclosure or dissemination, by any method now known or later developed, of this material or the information contained herein, in whole or in part, without the prior written consent of Sitemorse Limited is strictly prohibited.

All Rights Reserved
© Sitemorse Limited 2010



100 Pall Mall
London SW1Y 5HP
United Kingdom
Tel: +44 (0)20 7183 5588
www.sitemorse.com