

HiSoftware Compliance Sheriff® Brand and Site Quality Module

Create, Manage and Monitor Standards for Brand and Site Quality

Benefits

- Identifies site quality issues that may currently be going unnoticed
- Improves visitor experience by exposing problems that may drive visitors away
- Validate that the pages, bookmarks or objects linked to in the site exist
- Validate all object errors or server errors
- Monitor site Up/Down status
- Customize content alerts
- Validate browser compatibility
- Identify remote links

HiSoftware Compliance Sheriff Brand and Site Quality Module for Usability and Performance

Websites are all about usability and consistency. Quality websites have minimal defects, provide top usability and performance, and promote your corporate brand. A broken web link or a misspelled word is not trivial when research shows us that visitors will move on to another website in seconds after encountering such a mistake.

To ensure the best experience for everyone who accesses your enterprise content, organizations need to develop websites that have usability, searchability and other quality assurance factors built in from the outset. HiSoftware Compliance Sheriff's Brand and Site Quality Module do this.

Meet and manage all corporate website standards for accessibility, privacy, security, search engine optimization (SEO), brand consistency and marketing policies using Compliance Sheriff. With the unified approach of Compliance Sheriff's Brand and Site Quality Module, both business and technical needs are covered.

Automatic website and brand quality monitoring allow you to:

- Scan and analyze website content across the enterprise for broken links, slow-loading pages, changed content and website down time.
- Enforce your corporate brand image by monitoring for conformance issues like logo consistency and integrity, correct legal name usage, copyrights and more.
- Protect your corporate reputation by monitoring your website and intranet for offensive or inappropriate language.

- Produce detailed reports to help developers and Quality Assurance professionals pinpoint and fix content, interaction and usability defects.
- Provide unsurpassed team services, workflow capabilities and a flexible, scalable enterprise monitoring system that identifies and checks changes in all online portals.



Above: The Link Analysis report/view provides a table listing pages that may have broken links.

Receive automatic notifications for critical issues directly via email

The Brand and Site Quality Module is designed to run automatically, with no need for manual interaction, as soon as it is implemented.

- Schedule reviews to meet your company needs: Daily, Weekly, or Monthly
- Configure the Module to send email notifications to selected managers for any issue identified
- Set up HTML reports to be automatically posted to the enterprise server, allowing collaborative problem solving

Validates and Inventories Websites for Quality Assurance

Online content is increasing exponentially, and a set of human eyes double-checking everything is sometimes impossible. In an increasingly automated Cloud, links to unstructured content are continuously being altered as the pace of change online grows.

Website quality control requires that for the best website visitor experience, every link, bookmark or object within a site must be verified and validated on a regular basis. The Compliance Sheriff Brand and Site Quality Module can fill this vital role with automatic validation and inventory.

Inventory and Validation Benefits

- Validate that pages, bookmarks or objects linked to within the site exist
- Validate all object errors or server errors
- Customize Content Alerts
- Validate browser compatibility
- Identify remote links

Complete Site Inventory

The Brand and Site Quality Module ensures that both content and site structure are of the highest quality. By creating a complete "Site Inventory," the Module provides managers with complete and up-to-date information on website size, file types in use, mail links, and identification of links to third party sites. It allows users to find and fix broken links, broken anchors and other content defects.

Testing for structural integrity of enterprise websites, the Brand and Site Quality Module allows users to test and report on site quality issues including:

- Link Validation with Link Analysis reports/view
- Site Inventory
- Search Engine Optimization (SEO)
- Discoverability
- Web Analytic Tag Quality Report
- Spell check using both primary and user/custom dictionaries
- Offensive or Inappropriate Language
- Monitor Site Up/Down Status
- Monitor Watch List – Receive notification of changed and modified pages

Validate files: Where Are They, What Do They Contain, Do They Work?

Site quality issues are detected within websites from web-based applications, dynamic pages, or static HTML pages. To find these problems, the Brand and Site Quality Module utilizes User-Agents (Crawlers/Scanners) to collect individual page or dynamic page quality factor data, whether it is:

- Site Quality - link errors, page errors, link reference errors
- Searchability - proper linkage and no repetitive titles
- Intellectual Property - trademark usage monitoring

Competitive Alerts

The Brand and Site Quality Module can also assist business decision makers, with real time monitoring of competitor sites for changing content. Monitor one or many pages of your competitors' websites and receive automatic email alerts when the pages are modified or the content size changes.

Fast Implementation Provides Immediate Value

The Module is designed to take advantage of the full potential of Windows server operating systems. The optional Web-based administration platform within the module eases the burden on the information technology team, allowing for pervasive quality to be achieved regardless of platform.

Security and Risk Management

The Brand and Site Quality Module can monitor your site and alert you to unauthorized content or image changes due to website security breaches.

System

Requirements

Client Browser

- Internet Explorer® version 6.0/7.0/8.0
- Mozilla Firefox® 2.0, 3.5 except for Transaction Path Recording and Local File Scanning
- Microsoft Windows® XP, 2000+, Windows Vista™, Windows 7

Client HiSoftware Toolbar

- Internet Explorer version 6.0/7.0/8.0
- Microsoft .NET® Framework 2.0
- At least 1GB RAM and 2GB free disk space to run local scans

Other File Format Support

- Microsoft Office® 2003 (required to scan Microsoft Word®, Excel®, Powerpoint®), Office 2007 and Adobe® PDF

Server Requirements

- Microsoft Windows 2000/2003/2008 Server
- Internet Information sever 5.1 or greater
- Microsoft .NET Framework 2.0
- Windows Task Scheduler
- Microsoft SQL® Server 2000/2005/2008
- 4GB RAM or greater
- At least 5GB free disk space



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