

Sitemorse®



# Services Deck

(GBP)

The background features a dark blue wave-like shape at the top, transitioning into a white area. Three blue circles of varying sizes are positioned in the lower-left quadrant.

# Online services

You may be aware, we underpin our commitment to supporting your journey, with our **improvement guarantee**.

# SMARTVIEW

A bookmark to add to your favourite web browser that allows you to assess the content of any page at any time, with one click.

Use with a corporate service to incorporate Brand and Style guides.

- Measures page performance.
- Reports on SEO (Search Engine Optimisation).
- Audits Accessibility – Web and PDF pages.
- Checks links, spelling and more.
- Prioritised actions link to two minute [help video](#).
- Use any time, unlimited pages.
- Includes a source code view for developers.

## HOW MUCH? ( / per [purchased as a stand alone service])

- Annually in advance      GBP 49
- Monthly                      GBP 5

## **NOTES**

Card payment only.



[Service introduction](#)

<https://youtu.be/gbL13tKol6A>

# ACCESSIBILITYFIRST

A premium, yet cost effective service to independently understand, prioritise and monitor web accessibility compliance.

Our automation, the Sitemorse Intelligence Engine (SMIE), continually focuses your resources on the priority actions that deliver the greatest improvement.

- The service can deliver your first prioritised actions within 30 minutes of signup.
- Prioritised actions each week, that drive continual improvement.
- Each prioritised action is linked to its own two minute [help video](#)
- Re-run site / section at any time.

\*Defined towards the end of this document.

\*\*Calculated automatically when purchasing

## HOW MUCH? (monthly / per)

- Domain GBP 150
- \*Site section GBP 15

All inclusive, ALL SITES service option - POA

## **NOTES**

All sites, unlimited inclusive service available – please contact us.

Monthly service card payment only.

Invoice, advance payment, 12 months for the price of 10.

\*\*Domain or Site section bundles, 10+ 10%, 25+ 20%, 50+ 33%.



Service introduction

Please request – currently being updated.



[Example help video.](#)

<https://youtu.be/OgasaA7qz2o>

# CONTENTQA

Automation to independently understand and support your ongoing journey to excellence.

Checking compliance across web content ensuring consistently applied rules and standards across; Accessibility, Brand, Code, Links, Performance, Spelling and Search.

- The Sitemorse Intelligence Engine delivers prioritised actions within 45 minutes of signup.
- Weekly prioritised actions, focusing resources on actions that deliver the most valuable improvements.
- Identified actions supported by two minute [help videos](#).
- Unlimited [SMARTVIEW](#) any page, any time.
- Re-run at any time with unlimited pages.

\*Defined towards the end of this document.

\*\*Calculated automatically when purchasing

## HOW MUCH? (monthly / per)

- Domain GBP 250
- \*Site section GBP 20

## NOTES

All sites, unlimited inclusive service available – please contact us.  
Monthly service card payment only.

Invoice, advance payment, 12 months for the price of 10.

\*\*Domain or Site section bundles, 10+ 10%, 25+ 20%, 50+ 33%.



### Service introduction

Please request – currently being updated.



### [Example deployment Sitemorse Golden Hour](#)

<https://youtu.be/YDPPW6i-ne4>

## Comparing *Siteimprove* and *Sitemorse*?

CONTENTQA is the most commonly considered option, it continually reviews your content; links, spelling, SEO, performance, images, emails, brand, accessibility and HTML 'code'. Actions are prioritised based on role with workflow automatically distributing. Service also provides detailed content mapping and a useful content inventory.

# SOCIALQA

Content monitoring of your social media activities.

Checking content rules and standards have been consistently applied to social posts / messages; Brand, Links, Quality, Spelling.

- Daily assessment of content.
- Recording of posts, tweets – your own archive of activity.
- This is not a sentiment analysis service, it is for continuous content assessment.

\*\*Calculated automatically when purchasing

## HOW MUCH? (monthly / per)

- Per Channel                      GBP 10

### **NOTES**

Only available as an option for CONTENTQA users

Monthly service card payment only.

Invoice, advance payment, 12 months for the price of 10.

\*\*Service bundles, 10+ 10%, 25+ 20%, 50+ 33%.



Service introduction

Please request – currently being updated.

# LIVEARCHIVE

Automation that makes a recording of your website (including PDFs) and social media content ensuring a record is kept of what has been online.

Page *snapshots* are continually recorded and securely stored on our servers to provide a fully searchable, re-playable record of your site for up to 7 years.

## HOW MUCH? (monthly / per)

- Daily Site Record GBP 13,750
- Weekly Site Record GBP 2,750
- Monthly Site Record GBP 950

## **NOTES**

Monthly service, card payment only.

Invoice, advance payment, 12 months for the price of 10.

\*\*Domain or Site section bundles, 10+ 10%, 25+ 20%, 50+ 33%.



[Service introduction](https://youtu.be/KaDWq7gbO1k)

<https://youtu.be/KaDWq7gbO1k>

# PURCHASING, A-B-C

The purchasing process is straightforward.

- A. Choose the service.
- B. How many domains should we cover for you?
- C. Across the domains, how many \*site sections are there?

It is possible to make adjustments after your purchase.

Email [sales@Sitemorse.com](mailto:sales@Sitemorse.com)

Honestly, really... online fully automated sign up coming soon....until then we have to do the work ourselves, we promise to be as quick as we can.

## **Can I have a demonstration?**

Each week we run multiple webinar sessions covering a service walk through and opportunities for you to pose questions.

## **But I'd like a specific demonstration?**

If there is something you would like to see ahead of purchase, you are welcome to make a request for a demonstration of a specific feature. Signing up for a month is often the best way to experience all functionality.

## **Can I have a trial?**

Yes, we offer a look-see of the service – this isn't free full access to everything and not intended to be used for commercial purposes. Our trial is about looking at how the service breaks down actions, to provide an idea of the thoroughness / depth of assessment.

## **What about the number of pages?**

We're not concerned about the number of pages. Our service is focused on assessing what is required and when it is appropriate, to ensure we make compliance achievable.

## **Can I have a discount?**

No. When purchasing multiple services we have fixed *bundle* pricing.

## **What about upgrades?**

You can add sites, sections etc and move service level at any time.

## **How do compare with Siteimprove?**

[Clients](#) who upgrade to us are very complimentary about Sitemorse. 'Site Improve sell well, Sitemorse deliver'

\*Defined towards the end of this document.

<https://www.siteimproveupgrade.com/assets/docs/comparison.pdf>



# SiteimproveREPLACEMENT

Siteimprove 'competitive replacement'<sup>3</sup> offer.

Basically removing part of our capability, and running your full site every 5 days.


We don't do policy in the same way and our SEO module (similar checks) is being redesigned, *it doesn't look great presently.*

Our accessibility and link checking capabilities are quoted as being more through, [considered more accurate](#).

To save everyone's time this is to simplify the process especially for price based decisions. SI clients continually contact us asking for a price more so with procurement rules around annual or 3 year *market testing*..

Sitemorse isn't a legacy 'reporting' (some say *endless*) limiting service.

Our services and capability are focused around understanding priorities, and automated distribution based on role. Driving timely, accountable action in so ensuring you demonstrate continual improvement and beneficial value from your Sitemorse service.

 **monsido**. <sup>3</sup>Do you offer an 'competitive replacement' for monsidio users?  
Yes, 66% off on presenting your renewal – no minimum service fee.

\*Replacement service is excluded from our improvement guarantee.

## HOW MUCH?

- Present your Siteimprove renewal, we offer 66% discount.

## NOTES

1 or 3 year terms supported, no monthly option.  
Minimum service investment £1,850.00, annually.

You can try and use the intelligence based method (you could also move away from *endless* reporting).

Ongoing recording of the actual pages and issues on the page – allowing historic review, **not included**.

Performance testing, by page **excluded**. We do offer uptime and availability monitoring, it is included if your renewal includes **SI response**.

Analytics, we don't do or offer as we like to be focused - arguably Google's **great and it's free** (heat mapping aside).

Email - we list the emails, but exclude examining their operation.

Code Quality / HTML – you will find this essential on journey to accessibility compliance, also it helps you make your site better. **We can't** really **reduce** the depth of accessibility capability – guess we have to provide this.

In terms of link checking, you may not like it - **don't complain please** if you think all is well and then we provide the detail. You also have limited access to link profiling, great to understand what's changed or removed.

**SOCIALQA** - pretty unique to Sitemorse (as is recording) **this isn't included**.

**SMARTVIEW**- **we can't keep dumbing down our service**.... Any one can run all the tests checks and measures, any time, any browser, any page.

Yes the service includes prioritisation of actions and **the rather helpful** training videos.



# Managed services

You may be aware, we underpin our commitment to supporting your journey, with our **improvement guarantee**.

# DIGITAL CONFIDENCE

Our unparalleled content control and digital governance service, trusted by clients being considered as a cornerstone of their digital operations.

- Publishing control is embedded seamlessly within your Content Management System ensuring better content, published faster. With Incremental changes being recorded.
- Supervising web, email and social publishing rules, ensuring they are applied consistently to maintain quality and compliance.
- The \*Sitemorse Intelligence Engine™ (SMIE) automatically identifies, values, processes and prioritises actions and manages workflow.
- Actions can be managed directly from within your CMS.

Platform fee of GBP 750 to 2,000<sup>per month</sup>

Location fee of GBP 500 to 5,000<sup>per month</sup>

Monthly service fee, based on site value / reach.

from GBP 450 – 7,500<sup>per month</sup>

(measured as total visitors per day / billed quarterly in arrears.)

## NOTES

Pricing based on single continent deployment, global deployment and client specific support / setup / reporting *pricing subject to discussion*.  
3 or 5 year service agreement.



[Service overview](https://youtu.be/1APt3W9UJNQ) (dashboard and capabilities)

<https://youtu.be/1APt3W9UJNQ>



[INCMS](https://youtu.be/yvqikOJDlpE) (service running inside example CMS)

<https://youtu.be/yvqikOJDlpE>

# DIGITAL CONFIDENCE (2)

Digital confidence brings publishing control to your content management process through seamless integration of the \*Sitemorse Intelligence Engine™ (SMIE) with your CMS.

Intelligent automation prioritises issues by taking into account the value of content, understanding the impact of site issues and managing workflow. It considers:

- Key pages - what's important to you.
- Popular pages, based on analytics.
- Published content by author, reporting on each 24-hour period.
- Content history, automated recording of incremental changes (re-playable with styling intact).

\*Defined towards the end of this document.

## INCMS

(content publishing control and recording)

## HEARTBEAT

(availability monitoring and uptime reporting)

## SOCIALQA

(content assessment / recording)

## Dashboard

(service managers 'view' all)

## LIVEARCHIVE

(inc. immediate search and recall)

## SMARTVIEW

(in browser / live page assessment)

## Sites

(unlimited)

## \*Sections

(unlimited)

## Teams

(unlimited)

## Users (Skills)

(unlimited)

## Pages

(unlimited)

# PRIVATEINDEX

The Sitemorse INDEX is the independent audit across the content of your digital portfolio, providing a benchmark as to how they are performing against chosen assessment categories.

Overall results are presented as an online report and summary document.

Individual findings *by site* are broken down and available for automatic, role based distribution.

No setup or support arrangement is required.

Three core assessments are offered (with a combination of these also available):

- Accessibility
- Digital Confidence  
(our suite of ten different measures)
- Brand

# ACCESSIBILITYINDEX

An audit of the compliance across digital content, benchmarking how you are performing against the international web accessibility rules.

An online report ranking the sites in order of compliance, ranked against WCAG2.1 A & AA.

The service portal provides prioritised actions, site by site, focusing corrective action on what really matters, driving improvement and making compliance more achievable.

Within four weeks clients understand their accessibility risk, have work lists for each site, with defined and proritised actions.

## HOW MUCH?

Up to 100 sites / run as a one off;  
Setup, reporting, prioritisation and distribution management.      GBP 7,000

Up to 100 sites / run each quarter, for one year;  
Setup, reporting, prioritisation and distribution management.      GBP 15,500

## **NOTES**

Service can assess and audit up to 5,000 sites, for above 100 sites POA  
One off audit, PDF and online reporting  
Card payment 50% on order, 50% on results – PO single payment

# DCINDEX

An audit of the quality of your websites providing a benchmark as to how they are performing.

Top level view to focus on where the biggest issues lie say as part of an improvement programme, or at the start of a digital consolidation exercise.

An online report provides a table ranking the sites across up to ten assessment categories including; Accessibility, Brand, Code, SEO, Email, Links and Spelling.

Each site has its own prioritised work list – what needs to be actioned and the detail of where.

There is nothing to setup or manage.

## HOW MUCH?

Up to 100 sites / run as a one off;  
Setup, reporting, prioritisation and distribution management.      GBP 9,000

Up to 100 sites / run each quarter, for one year;  
Setup, reporting, prioritisation and distribution management.      GBP 19,500

## **NOTES**

Service can assess and audit up to 5,000 sites, for above 100 sites POA  
One off audit, PDF and online reporting  
Card payment 50% on order, 50% on results – PO single payment

# BRANDINDEX

An audit across your website portfolio, or your agents, partners or competitors' websites, providing a benchmark against your own specific brand rules, trademarks and / or publishing standards.

The INDEX provides an independent audit and report helping you to police your brand, understand content use drive compliance.

It also helps manage major and urgent content changes:

1. Where you have a product or service change and need to understand where these are featured.
2. Where a regulatory change impacts content, and changes need applying consistently across your sites or those of partners.
3. Where you need to estimate the work involved in managing a rebrand.

## HOW MUCH?

Up to 100 sites / run as a one off;  
Setup, reporting, prioritisation and distribution management. USD 12,000

Up to 100 sites / run each quarter, for one year;  
Setup, reporting, prioritisation and distribution management. USD 19,500

## **NOTES**

Service can assess and audit up to 5,000 sites, for above 100 sites POA  
One off audit, PDF and online reporting  
Card payment 50% on order, 50% on results – PO single payment





# Information

# Compliance, making it achievable

Sitemorse has developed a unique approach that has been proven to deliver results over the last 15 years.

The three step approach not only makes compliance achievable but drives long-term, continuous improvement:

1. Understand where you are? *Really*

*It's free to try your site with us, 1 or 10k sites... Really is there any reason not to? Everyone saying 'it is all OK' – great, let us confirm this.*

2. What are the priorities? *action*

*Against the initial assessments, what are the quick wins? Start with the actions that are going to benefit our visitors.*

3. Extend? *incremental improvement*

Site by site, section by section –extend service access. Integrate with process - Incremental improvements helped considerably by just-in-time support videos.

- A maximum of ten weekly actions delivered to individuals ensures improvement is manageable and leads to continual improvement. When faced with hundreds of actions, individuals become disengaged and paralysed into inaction.
- Linking actions to simple training videos drives sustainable learning, builds confidence and reduces errors being repeated.
- Any suppliers or third parties should be clear about the standards expected of them and how they will be monitored. Payments should be based on achieving compliance.
- Our improvement guarantee demonstrates our confidence in our proven methodology.
- Ultimately it's about your teams and individuals being rewarded – using Sitemorse they can demonstrate they are digital rockstars!

# Definitions

## What is a Site Section?

A section of your site is where you have a *separately identified* collection or group of pages (it could be a sub domain, a directory, internally or externally managed) that you would like assessed and reported on individually. A site section could be viewed as areas of a site, pages, content where there is a single manager 'operating'.

## What is SMARTVIEW?

[SMARTVIEW](#) from Sitemorse, enables the entire content community to assess their own pages, through their browser, on-demand, whenever they want. It takes each user less than a minute to set up [SMARTVIEW](#) for themselves, without the need for any software or technical knowledge.

## What is HEARTBEAT?

Heartbeat is the Sitemorse availability and monitoring service, offering Digital Managers 'at a glance', dashboard style, essential information on poor response times, downtime, hacking etc in colour-coded unique time-based clocks.

## What is INCMS?

Sitemorse can be seamlessly embedded within your CMS – Sitemorse is present automatically when creating or editing content – ensuring consistent application of rules, standards and publishing regulations.

[INCMS](#) continually updates the content archive, recording incremental page changes.

## Assessments (CCA | Continuous Content Assessment)

Site(s) and sections are assessed each week, the number of pages automatically increases as experience & compliance improves.

An assessment is all of the tests, checks and measures we carry out on your web pages, social pages and PDF / Office documents. Each of the assessed pages can be recorded.

## SMIE (Sitemorse Intelligence Engine™)

The Sitemorse intelligence Engine introduces machine intelligence as one of the critical and unique technologies that helps us to ensure we make compliance achievable for clients. We assess what is important when it is relevant – so removing *endless reporting* and removing 93% of time wasted.

The SMIE is monitoring clients ever-changing digital landscape, understanding content and assigning value. Value is based on multiple inputs (including activity, consumption, scale and frequency of change and website position).

The SMIE brings consistent application of your defined rules (regulatory, corporate, industry, digital) to each page and determines the list of priority actions by intelligently considering the value, content consumption, likely impact of issues, resource availability and the progress being made with corrective actions.

SMIE then distributes actions based on the role and skill of the individuals, ensuring efficient resource utilisation, thereby addressing what is having the greatest impact. Two-minute learning videos are also available.

## What is SOCIALQA?

Managing social quality assurance support and automated achieve activity, not to be confused with social media monitoring / sentiment analysis.

# Our tests, checks and measures

The Sitemorse platform is consistently applying, page by page, a vast array of rules and standards relating to content quality, search and governance across your numerous channels.

We cover ten specific areas. Brand, Trademarks and Spelling can be setup to cover organisation-specific rules. Application of the content rules can be location, site, or market related.

Sitemorse is SaaS (Software as a Service); it is fully secure and infinitely scalable, delivering automation operating on a local, national or global scale.

Prioritisation can be client managed, with specific defined rules around the following;

## BRAND

Brand 'auditing' to ensure consistency is a time consuming process. From managing change to progressing corrective actions, Sitemorse automates the majority of tasks, helping the implementation of your styles / brand guidelines, and removing staff change updates to prioritisation of actions.

## SPELLING

Managing spelling on a site, or at a user level, and in over 130 languages ensures even localised content is correct. Updated via internal Brand or Office 'dictionary' files ensures the content is controlled ahead of automatic publishing, even across multiple CMS's.

## TRADEMARKS / IP

Both internally and across external partners, the management of Trade Marks, or specifics around Intellectual Property (IP), benefits significantly from automation. Sitemorse is continually policing content and recording infringement.

## ACCESSIBILITY

Sitemorse covers the critical and complex set of WCAG 2.1 accessibility rules which are often not fully understood.

## BRAND

Minimising risk and protecting brand. Sitemorse checks for configurable rules across your websites and social media footprint.

## CODE / HTML

Code quality tests check that the HTML sent to visitors conforms to standards. For example, checking tags have been closed correctly.

## EMAIL

[Introduction Video](#)

Shows you how many email and off-site links were found during the Sitemorse test and ensures that they work. Video

## LINKS (and FUNCTION)

Sitemorse checks that functions and links are relevant and connected to the right content.

## SEO (METADATA)

Sitemorse checks for the issues and missed opportunities to optimise SEO, for example whether HTML keywords and description metadata fields have content

## PERFORMANCE

Sitemorse monitors for performance issues on your site such as page rendering, and identifies specific issues.

## PRIVACY / DP

Ensures your website or mobile app is GDPR and ePrivacy compliant, helping organisations navigate the current focus on data privacy.

## SPELLING

Sitemorse can help check for spellings across multiple languages, as well as metadata, alt image text and more.

## TRADEMARKS / IP

Continuous monitoring of competitors should not be overlooked - what elements of your brand, trademarks and / or IP are being used?

# LEGAL

## Disclaimer

This document is offered as an overview and a starting point only – it should not be used as a single, sole authoritative guide. You should not consider any aspect of the service, or its provision as legal guidance.

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