



 magnolia

Optimization Integrations

Optimize content to fuel growth

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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.

Magnolia integrates with Siteimprove out-of-the-box, giving you real-time data to optimize your content and experiences. 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.

The screenshot displays the Magnolia CMS interface with the Siteimprove integration. The main content area shows a product grid for 'edouard FRANCE' with items like 'Blue Charmeuse jumpsuit' and 'Just Plain Me'. The Siteimprove sidebar on the right displays various error metrics: Broken Links (0), Misspellings (0), A Errors (65), AA Errors (18), AAA Errors (24), and Pumpkins are bad (1). The interface includes navigation menus, a search bar, and user controls.

Category	Count	Warnings	Quality Assurance
Broken Links	0	-	Quality Assurance
Misspellings	0	2 potential misspellings	Quality Assurance
A Errors	65	63 warnings	Accessibility
AA Errors	18	44 warnings	Accessibility
AAA Errors	24	2 warnings	Accessibility
Pumpkins are bad	1	-	High priority Policy

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 accessibility 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 started with Magnolia

Navigating the wide range of digital experience technologies available today can be difficult. Even after exploring different solution types, deployment options, editorial experiences, development approaches, and delivery methods, you need to carefully weigh the benefits and drawbacks of each choice for your marketing and technology teams.

Magnolia helps you capitalize on the best technologies for your business while overcoming key limitations. You gain a truly composable, modular platform with essential building blocks for creating a robust DXP plus the flexibility for change. Magnolia also fosters real collaboration, enabling multiple teams to work together using a single, unified interface.

Importantly, Magnolia is committed to your success. Instead of remaining invisible to a large DXP vendor or attempting to build a DXP all on your own, you can work closely with our digital experience architects to help you realize your ideal business outcomes.



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Ready to learn more?

[Book a demo with us](#)