

Snapshot for Content Editors is now available

07 Apr 2011

Sitemorse are delighted to announce the release of Snapshot for Content Editors (Snapshot CE) - an updated version of our successful Snapshot product which has been customised especially for Website Content Editors.

While the original Snapshot is the ideal all-in-one tool for web producers and developers, the new version is perfect for less technical users more concerned with quickly ensuring that newly created or changed web pages pass all the key go-live tests.

As a quality assurance tool, Snapshot has a number of advantages over content management systems (CMS): it's independent, always up-to-date and exceptionally thorough - carrying out over 1100 individual checks on each page. Not only that, but it looks at the website from the point of view of the online user, which means for example it will pick up links to internal servers that CMS systems often miss.

Not only is Snapshot CE an indispensable tool for checking live web pages, but for clients whose CMS is integrated with Sitemorse, content editors can rapidly appraise pages BEFORE pressing the go-live button.

How do I use Snapshot CE?

Snapshot CE requires no installation - all users need to do is add it to their browser toolbar. Once you have navigated to the page you want to check, simply click the Snapshot button and Sitemorse instantly analyses the page and quickly redraws a 'Snapshot image' of it on your screen. You can then select any of 6 category buttons to access a wealth of information about the page, with visual indications of where problems are located.

What does Snapshot CE cover?

Privacy

The Privacy icon shows you any persistent cookies that are set by the page. This is particularly useful to know in light of the changes to European privacy legislation that will become law in 2011. Far too many organisations have failed to get up to speed on this potentially game-changing legislation: for more details visit our cookies microsite at

<https://secure.sitemorse.com/offer-cookies.html>

The screenshot shows the Sitemorse Snapshot CE interface overlaid on a Barclays Wealth website. The interface includes a toolbar with icons for Brand, Privacy, Quality, Accessibility, Performance, Search/SEO, Spelling, and Assets. The Privacy icon is highlighted, and a popup window titled 'Privacy Policy' is displayed. The popup shows a table of persistent cookies:

Domain	Path	Name
statse.webtrendslive.com	/	ACOOKIE

The background website shows the Barclays Wealth logo, a navigation menu, and several news articles.

The sample illustration above shows that on the page in question domain states.webtrendslive.com has set a cookie named ACOOKIE[more]

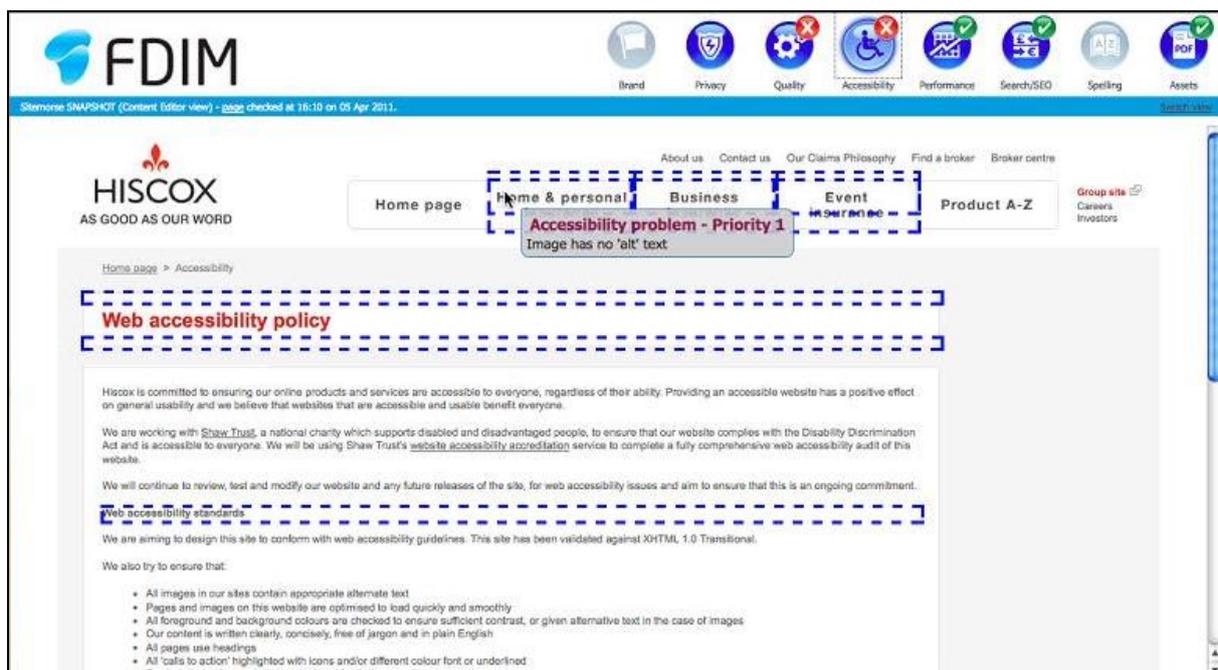
Quality

Quality checks include verifying that every link on the page operates correctly, and that all page content (images, scripts, Flash movies, etc) is available. In addition, email addresses linked from the page are checked to see that mailboxes exist and mail servers are set up correctly.

Accessibility

Making websites accessible to as wide a range of users as possible not only makes sense for any commercial or public organisation - but it's also a legal requirement in line with legislation (the Disability Discrimination Act in the UK, and similar laws elsewhere).

Snapshot CE carries out checks on the page to measure accessibility against the W3C Web Content Accessibility Guidelines 1.0, priorities 1 (A) and 2 (AA).



The sample illustration above shows a number of accessibility problems - ironically on a website's Accessibility Policy page. Snapshot draws blue dotted lines around each problem and mousing over reveals the details of each issue identified.

Note that crosses and ticks at the top of the browser window allow you to see instantly which categories are ok and which have problems.

Performance

Slow websites are a major cause of user dissatisfaction and research indicates that a user who has to wait for more than a few seconds for a page to appear in the browser is likely to decide to go elsewhere. Snapshot CE performance diagnostics look at the sequence and speed of loading for the items that make up the web page. This gives a good indication of any potential problems.

Search/SEO

The Snapshot CE Search and SEO tool gives you an instant summary of the metadata that's been used on the page. It also shows the most common words used in the page content - as a word cloud and list - so you can ensure that metadata and content perfectly align for optimum search engine rankings.

Assets

The Assets option in Snapshot CE lists all the items that make up the web page, including images referenced by external style sheets. You can also check the average and largest size of each item type.

Extra features coming soon

Coming soon are two extra categories: Brand and Spelling. These will also be available in the full Developer version.

For more information please contact our sales team at sales@sitemorse.com.