
Adobe AEM plugin User Manual

Siteimprove



How to navigate the Siteimprove CMS Plugin

The [Siteimprove CMS plugin](#) is a small overlay box, that, after installation, will appear in your CMS platform and inform you about the issues related to the site/page that you are working on. This article is intended to demonstrate how to navigate the Siteimprove CMS Plugin.

The CMS plugin works as a small version of the Siteimprove Intelligence Platform and will only show information about pages that are available to our crawler. If you have [excluded pages based on a common URL element](#), no data will be shown regarding those pages.

The following outlines the features available via the plugin.

CMS Plugin tab

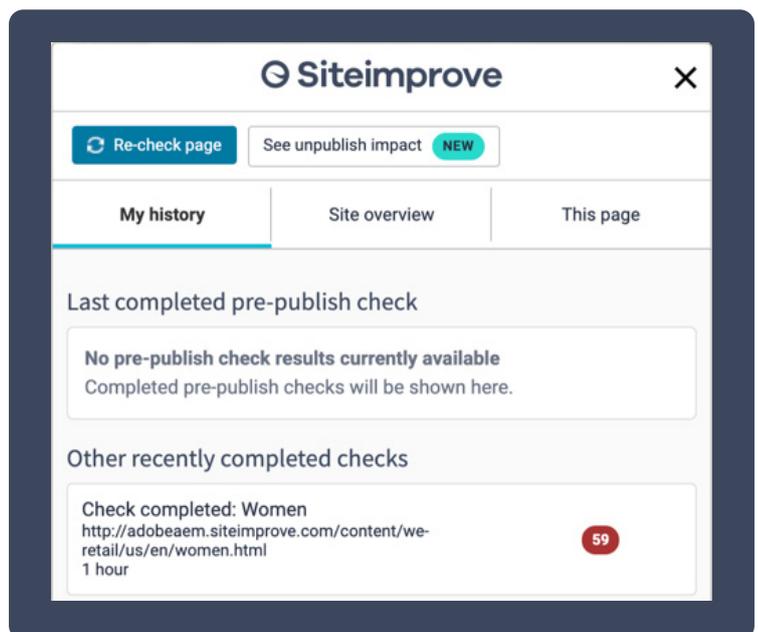
Once the CMS Plugin is configured, a tab appears within your CMS. The user will have to log in with their Siteimprove credentials in order to use the plugin.

When this tab is expanded you are presented with information about the site in general and your plugin history. If you are on a content page within the CMS issues and data specific to the page are also presented.



My history

This section lists 10 of the last pages that you have checked using the plugin and their issues.

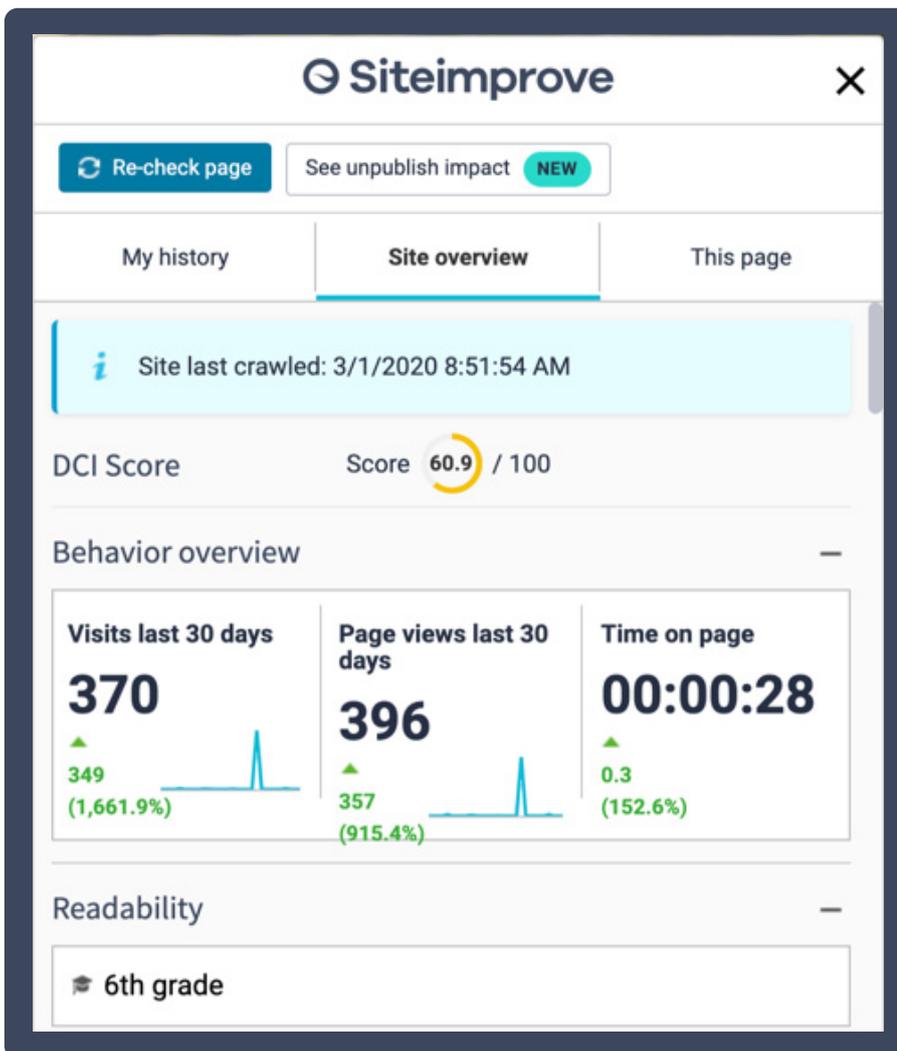


Site overview

The Site Overview shows general information about your site:

- DCI Score
- Quality Assurance issues
- Accessibility issues
- SEO issues
- Policy matches
- Overall Analytics information and Readability score if available

Note: The Siteimprove CMS plugin only displays information to services that are included in your subscription.



CMS Plugin Page details

The CMS Plugin page details are divided into 3 sections via a drop-down: Page Content Issues, Page Analytics, and SEO.

Page Content Issues

The Page Content Issues section shows data relating to the following:

Quality Assurance

- Misspellings
- Broken links
- Readability levels

Accessibility

- Accessibility issues (A, AA, AAA conformance level)

Policy

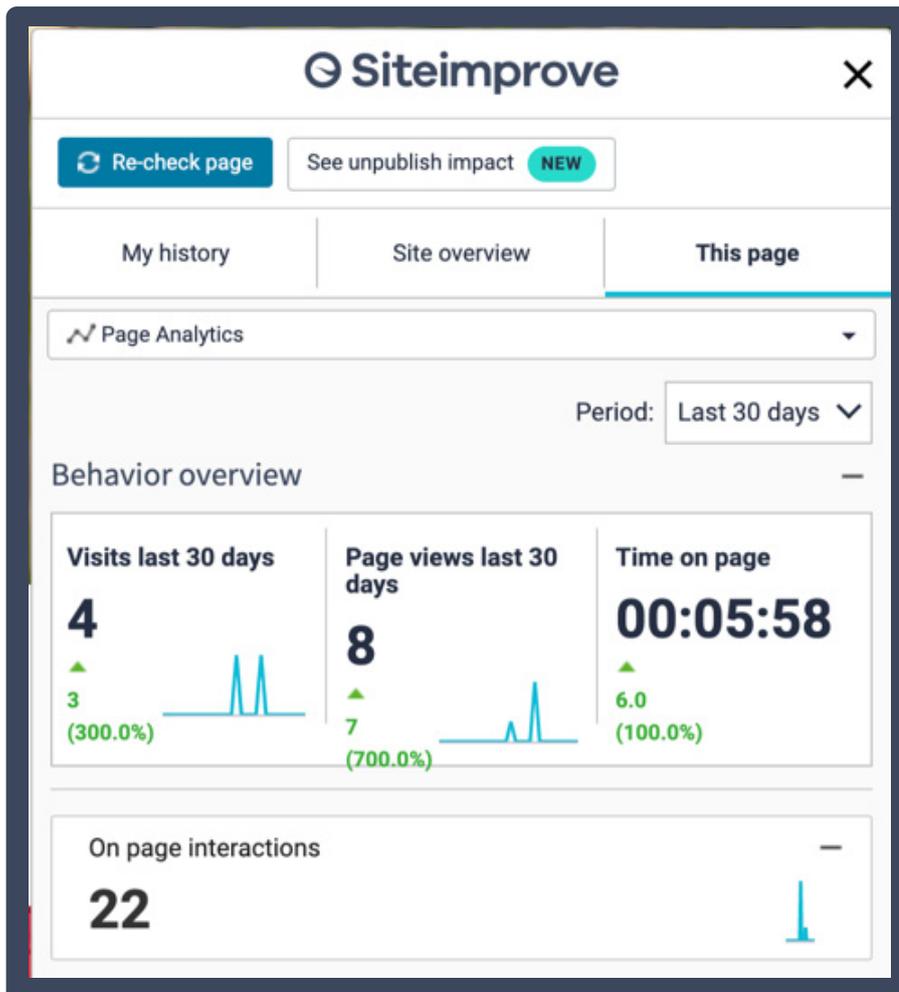
- High priority policies

The screenshot shows the Siteimprove CMS Plugin Page details interface. At the top, there is a 'Re-check page' button and a 'See unpublish impact' button with a 'NEW' badge. Below this are three tabs: 'My history', 'Site overview', and 'This page'. A dropdown menu is open, showing 'Page Content Issues' (selected), 'Page Content Issues', 'Page Analytics', and 'SEO'. A light blue notification bar states 'Page last checked: 3/5/2020 2:48:07 PM'. The 'DCI Page Score' is displayed as 'Page score 83.5 / 100'. Below this are four cards: 'Broken Links' (0), 'Misspellings' (1), 'A Errors' (0), and 'AA Errors' (0). The bottom bar shows the user 'aem_test user' with a 'Log out' button, and 'Refresh', 'Need help?', and 'Settings' buttons.

Page Analytics

The Analytics section shows data relating to the following:

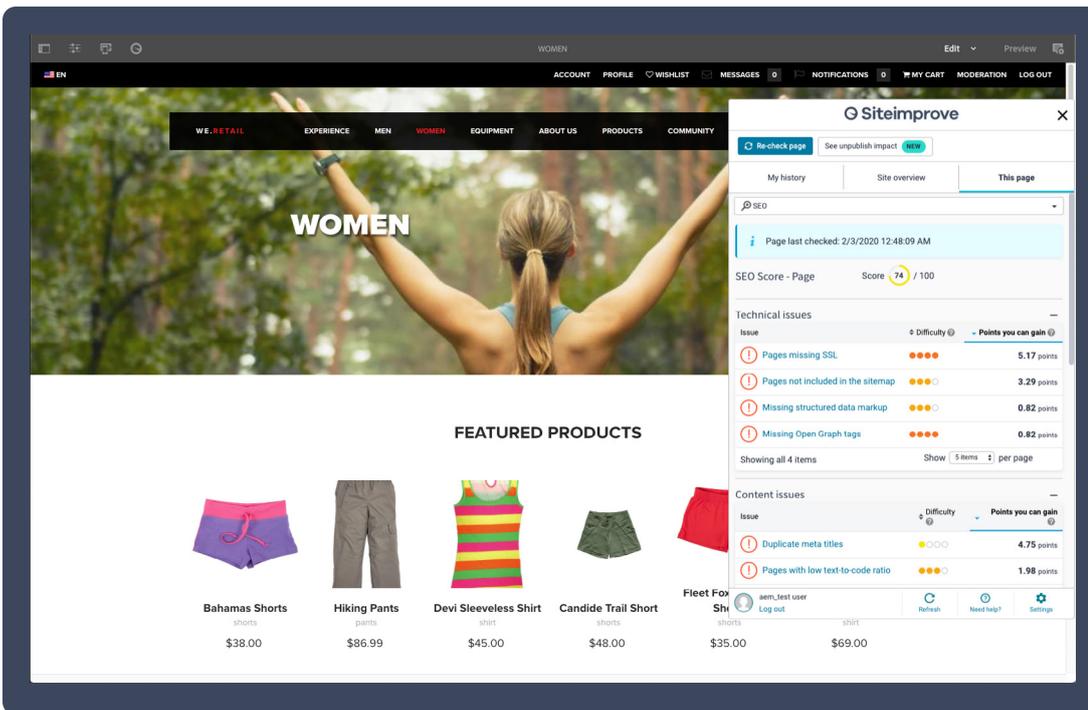
- Page visits
- Page views
- Time spent on page
- Internal traffic (referring pages and next pages)
- Feedback rating and comments
- Accessibility
- Accessibility issues (A, AA, AAA conformance level)



SEO Page details

The SEO section gives details on the following:

- SEO Technical issues
- SEO Content issues
- SEO User Experience issues
- SEO Search snippet preview
- SEO Keywords related to this page
- SEO Competing content

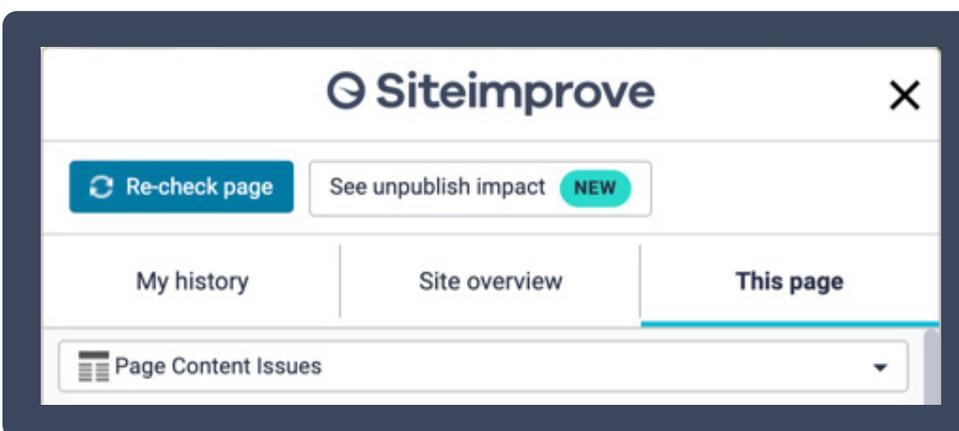


The screenshot shows a website interface for 'WOMEN' with a navigation menu including 'WE.RETAIL', 'EXPERIENCE', 'MEN', 'WOMEN', 'EQUIPMENT', 'ABOUT US', 'PRODUCTS', and 'COMMUNITY'. The main content area features a 'WOMEN' header and a 'FEATURED PRODUCTS' section with items like 'Bahamas Shorts', 'Hiking Pants', 'Devi Sleeveless Shirt', 'Candide Trail Short', and 'Fleet Fox Shirts'. A Siteimprove audit overlay is visible on the right, showing the 'Re-check page' button, 'See unpublish impact' button, and a list of technical and content issues.

Issue	Difficulty	Points you can gain
Pages missing SSL	●●●●○	5.17 points
Pages not included in the sitemap	●●●○●	3.29 points
Missing structured data markup	●●●○●	0.82 points
Missing Open Graph tags	●●●●○	0.82 points
Duplicate meta titles	●○○○○	4.75 points
Pages with low text-to-code ratio	●●●○●	1.98 points

Re-check page

This option is available when on a content page in your CMS system which gives you the possibility to re-check/re-crawl the page. When pages are re-checked, results will be returned immediately.

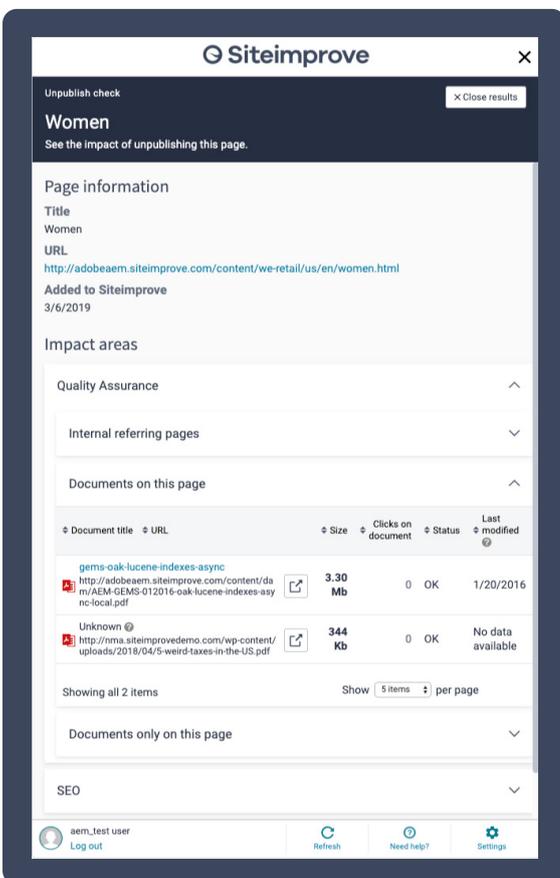
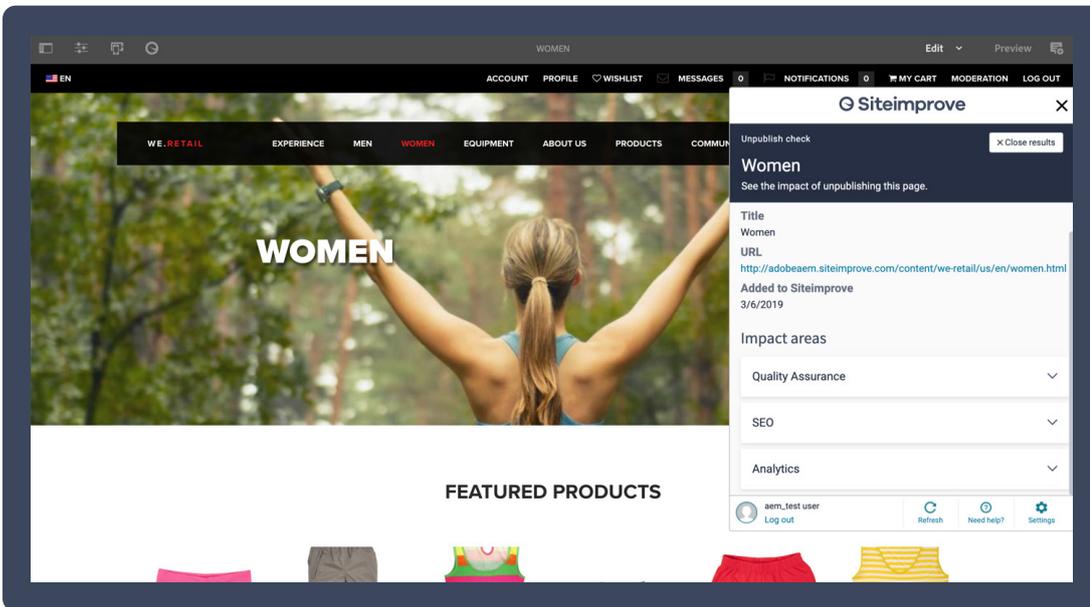


This image shows a close-up of the Siteimprove interface, focusing on the 'Re-check page' button and the 'See unpublish impact' button. The 'Re-check page' button is highlighted with a blue border. Below these buttons are tabs for 'My history', 'Site overview', and 'This page'. A dropdown menu is visible at the bottom, showing 'Page Content Issues'.

See unpublish impact

The “See unpublish impact” section shows you data relating to a page that you’re considering unpublishing. Please note, it does not un-publish any page, it provides information regarding impacted areas in for example Quality Assurance and SEO, that you should be aware of before unpublishing.

For example, you’ll be informed about external or internal links that refer to the page or informed if the page is part of ongoing search engine optimization (SEO) work conducted via the Siteimprove SEO module.



How to use Siteimprove's Pre-publish check functionality in Adobe Experience Manager

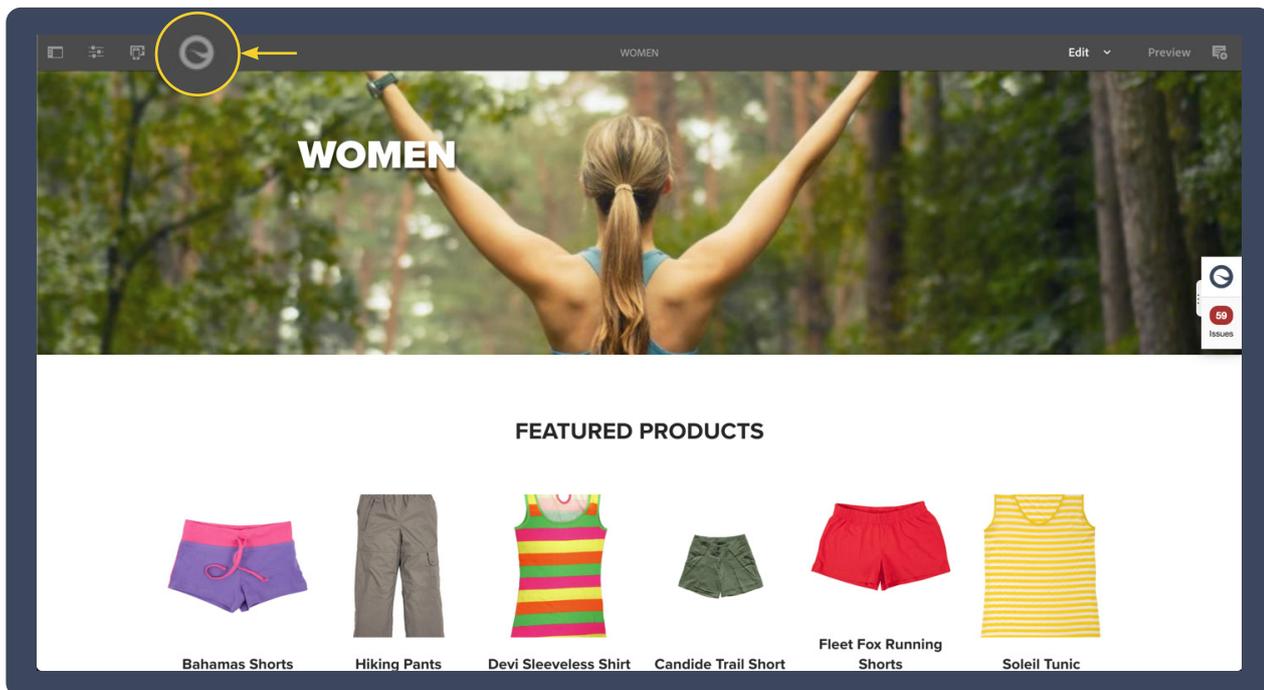
When you are creating a content for the first time or updating an existing one, you can use Siteimprove's Pre-publish check functionality to check some certain issues on your content before publishing.

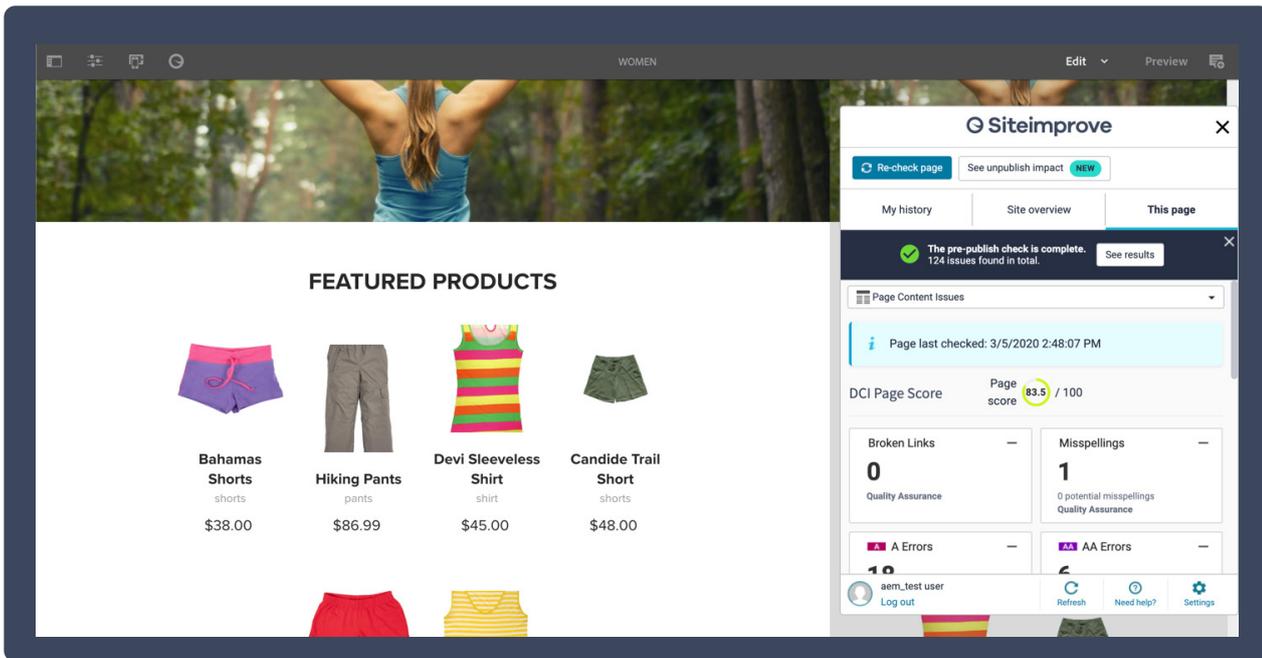
Preparation

- Make sure you have installed the latest version of Siteimprove's CMS plug-in
- Log-in to your Siteimprove account via Siteimprove's CMS plug-in

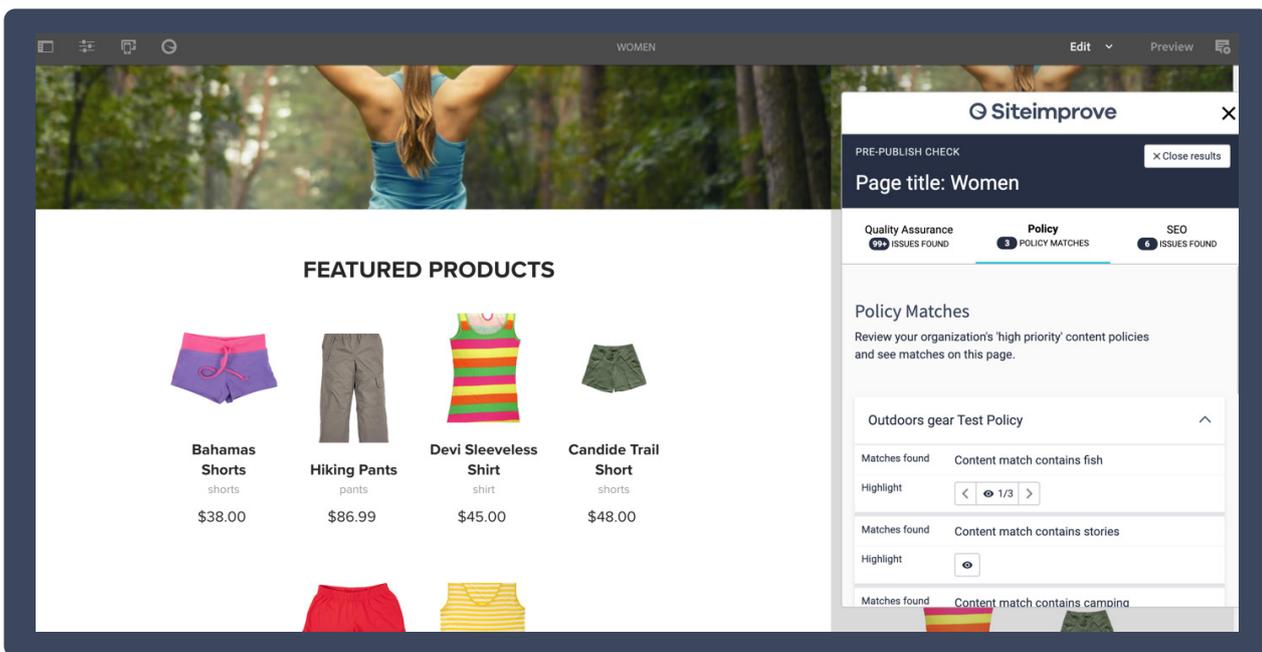
Use Pre-publish check

- In edit mode for AEM, click "Toggle Siteimprove content check" button
- Left panel will display a copy of your website and CMS plug-in will be expanded.
- Click "Results" when some results are available or wait until all the checks are done.

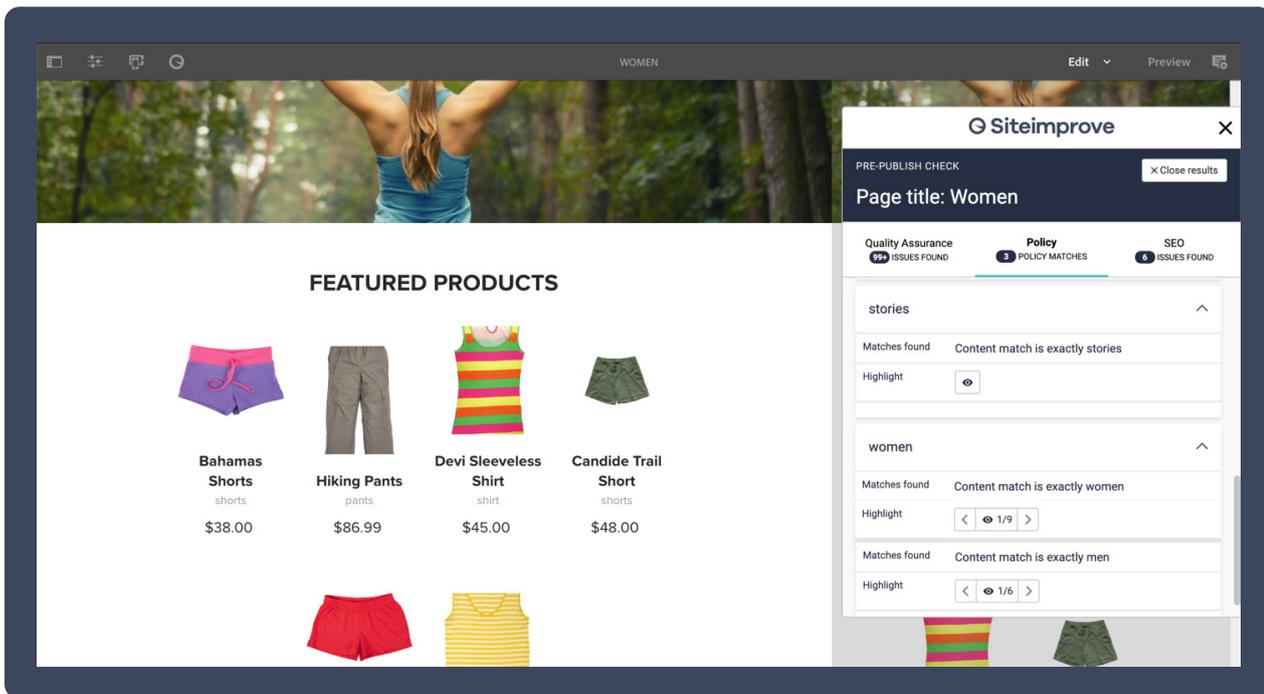




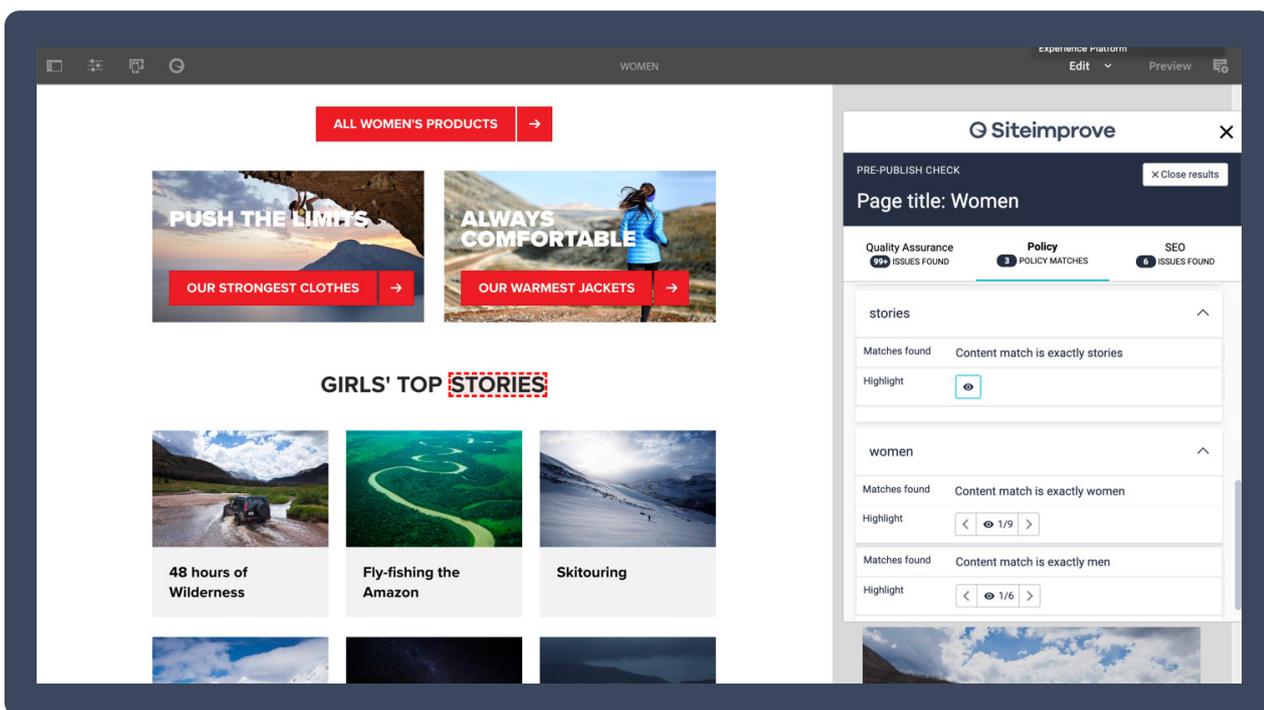
See the results for the pre-publish checks for your content under Quality Assurance, Policy and SEO tabs.



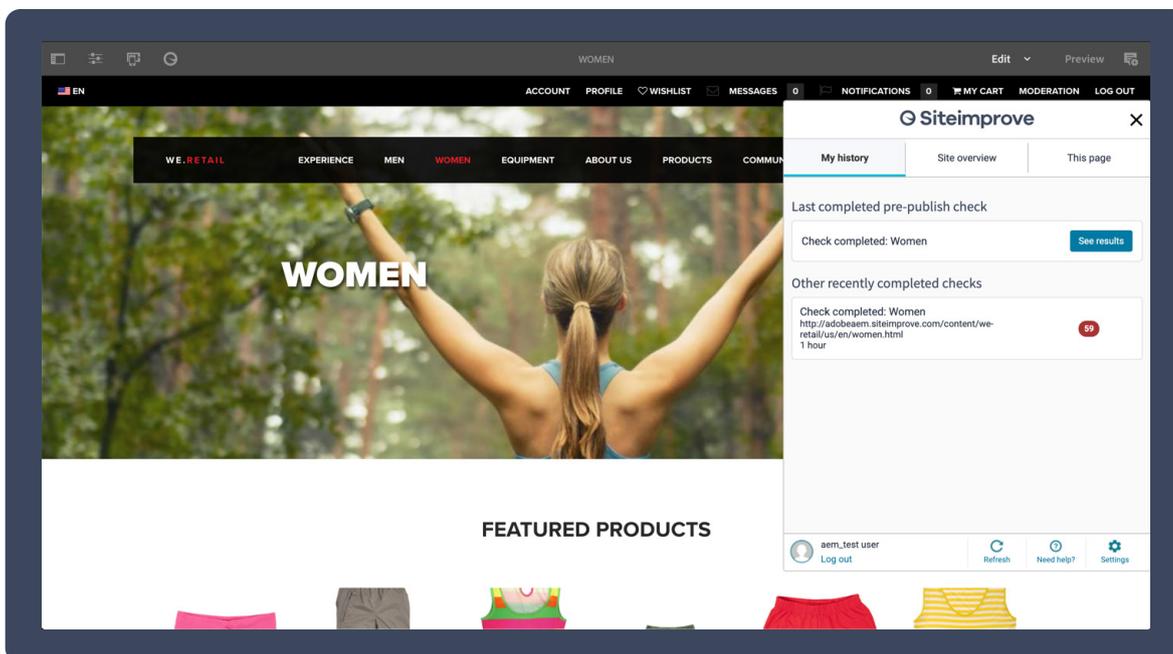
- You can analyze all the pre-publish check results by expanding the table to see the exact issues, number of occurrences, highlighting options in AEM and a short description about the issue.
- If the highlighting button is enabled, click the button to highlight the issue on AEM.
 - In this example, we will highlight a potential misspelling (Skitouring) from Quality Assurance module.



○ See the highlighted part in the left panel on where the copy of your website is displayed.



- If the issue can not be highlighted as the element is hidden, you will see a notification bar on top of your page.
- You can navigate to Policy tab to see the matching content policies and navigate to SEO tab to see relevant Technical Issues, Content Issues and User Experience Issues.
- Click “Close Results” to display the results for your original page.
- Navigate to “My History” and click “See results” to see results for your last Pre-publish check from your session.



Checks available in pre-publish functionality

○ Quality Assurance

- Misspellings
- Potential Misspellings
- Language Detection
- Readability
- Email Addresses
- Links
- Link Text
- Meta Tags
- Trademarks

○ Policy

- Content policies that are marked as high priority and enabled for all sites

○ SEO

• Technical Issues

- HTML validation errors
- Missing structured data markup
- Missing Open Graph tags
- Page-level nofollow tags
- Pages with noindex metatag
- Pages with frames or iFrames

- **Content Issues**

- Pages with low text-to-code ratio
- Empty meta descriptions
- Missing meta descriptions
- Pages with multiple meta descriptions
- Meta descriptions are too short
- Meta descriptions are too long
- Empty meta titles
- Pages with multiple meta titles
- Meta titles are too long
- Meta titles are too short
- Missing H1 tags
- Empty H1 tags
- Pages with multiple H1 headers
- Low content word count

- **User Experience Issues**

- Images missing alt attributes

Siteimprove AEM Workflow Support

Now two of the Siteimprove checks can be used in the AEM workflow, Content check and Unpublish check. We supply sample workflow models to show the possibilities for incorporating this into your workflows.

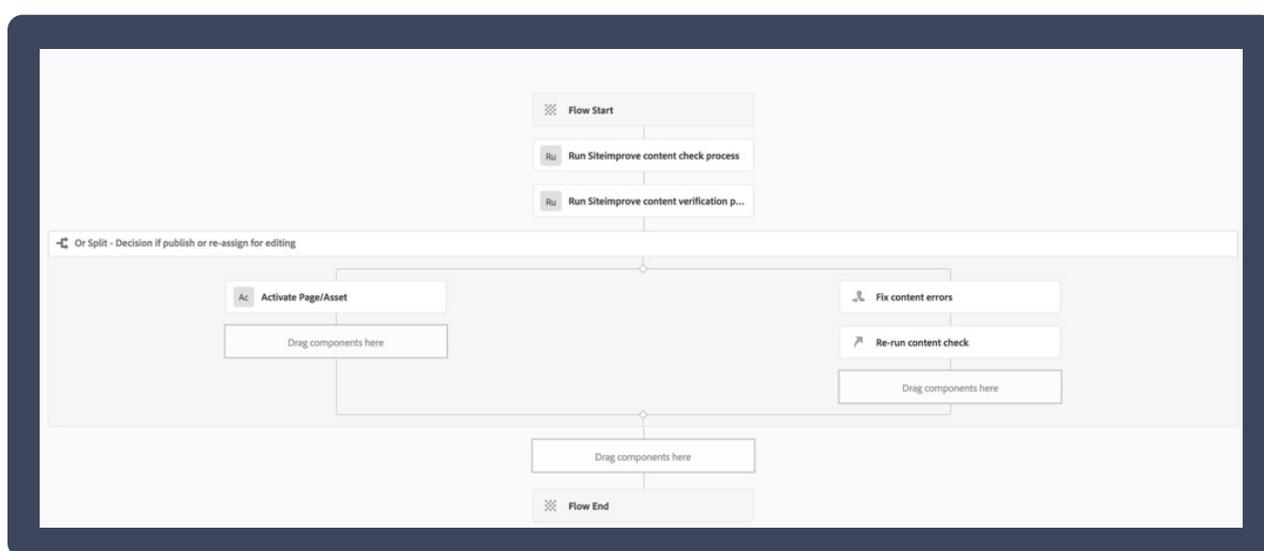
You can establish your own workflow by either adjusting this sample workflow or using the workflow steps in your own workflow, as needed. Please refer to the standard Adobe documentation for workflow editing: <https://helpx.adobe.com/experience-manager/6-4/sites/developing/using/workflows-models.html>

Content check Sample Workflow

Go to the Siteimprove Content Check Workflow Model

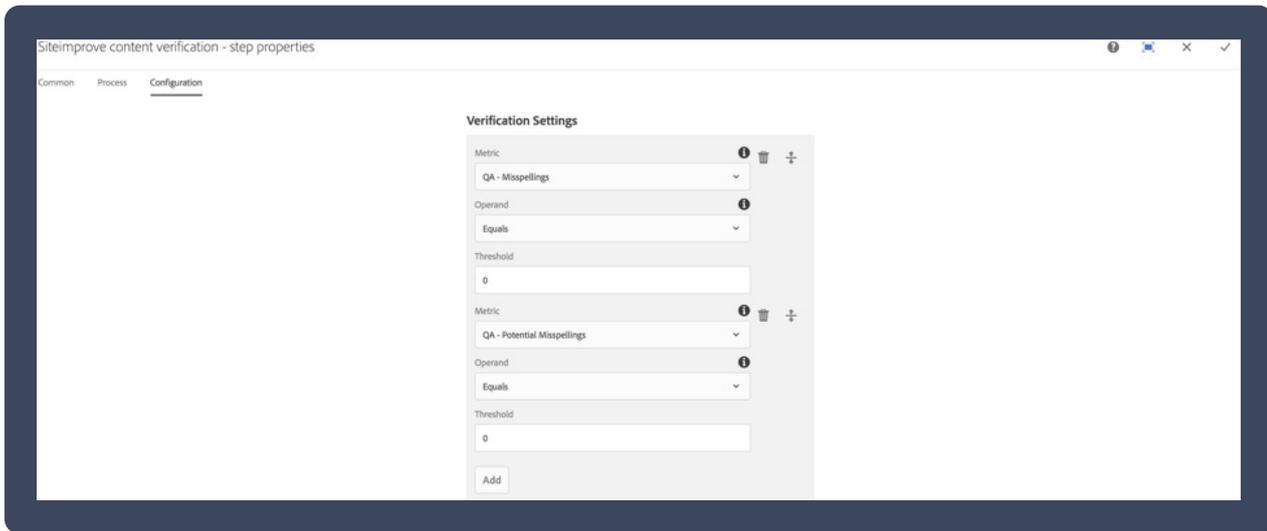
(<http://localhost:4502/editor.html/conf/global/settings/workflow/models/si-test.html>):

Graphical overview of the workflow model:



Description of the Workflow steps

- Run Siteimprove content check process step
This workflow step triggers the upload of the payload (i.e. the page the workflow was started with) to Siteimprove for running the pre-publish checks.
- Run Siteimprove content verification process step
This workflow step allows to configure for each of the metrics (see below) the operand (i.e. <, <=, ==, >, >=) and the value to compare to. Example that configures a target value of 0 for both Misspellings and Potential Misspellings metrics:



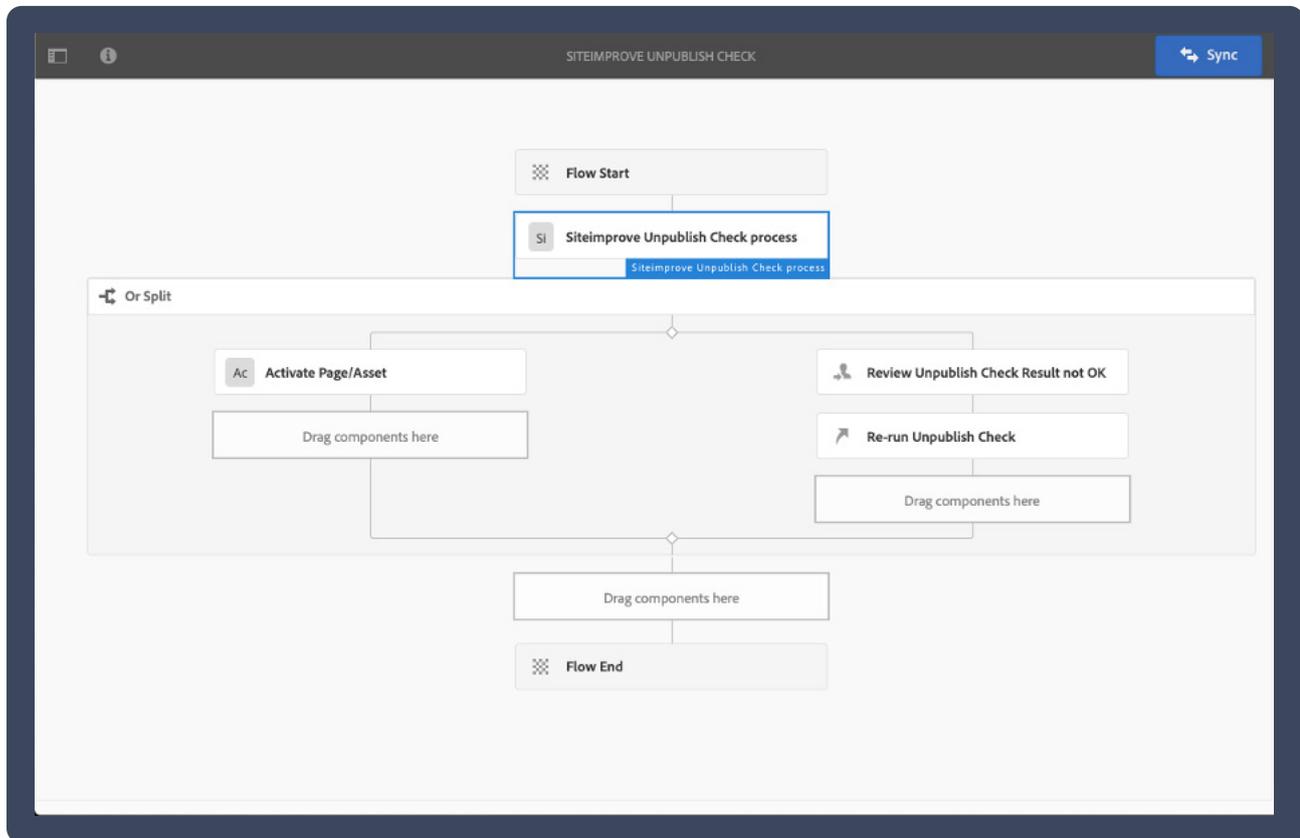
- OR Split
The OR Split is configured with two branches, the left branch is executed in case all configured verification metrics match, the right branch will be executed if at least one of the checks fails.
There are two scripts provided that can be used in your own logic:
`/apps/siteimprove/plugin/ui/workflow/checkNoErrors.ecma`
-> returns true if workflow metadata property hasErrors == false
`/apps/siteimprove/plugin/ui/workflow/checkHasErrors.ecma`
-> returns true if workflow metadata property hasErrors == true

Unpublish check Sample Workflow

Go to the Siteimprove Unpublish Workflow Model

(<http://localhost:4502/editor.html/conf/global/settings/workflow/models/si-unpublishcheck.html>):

Graphical overview of the workflow model:

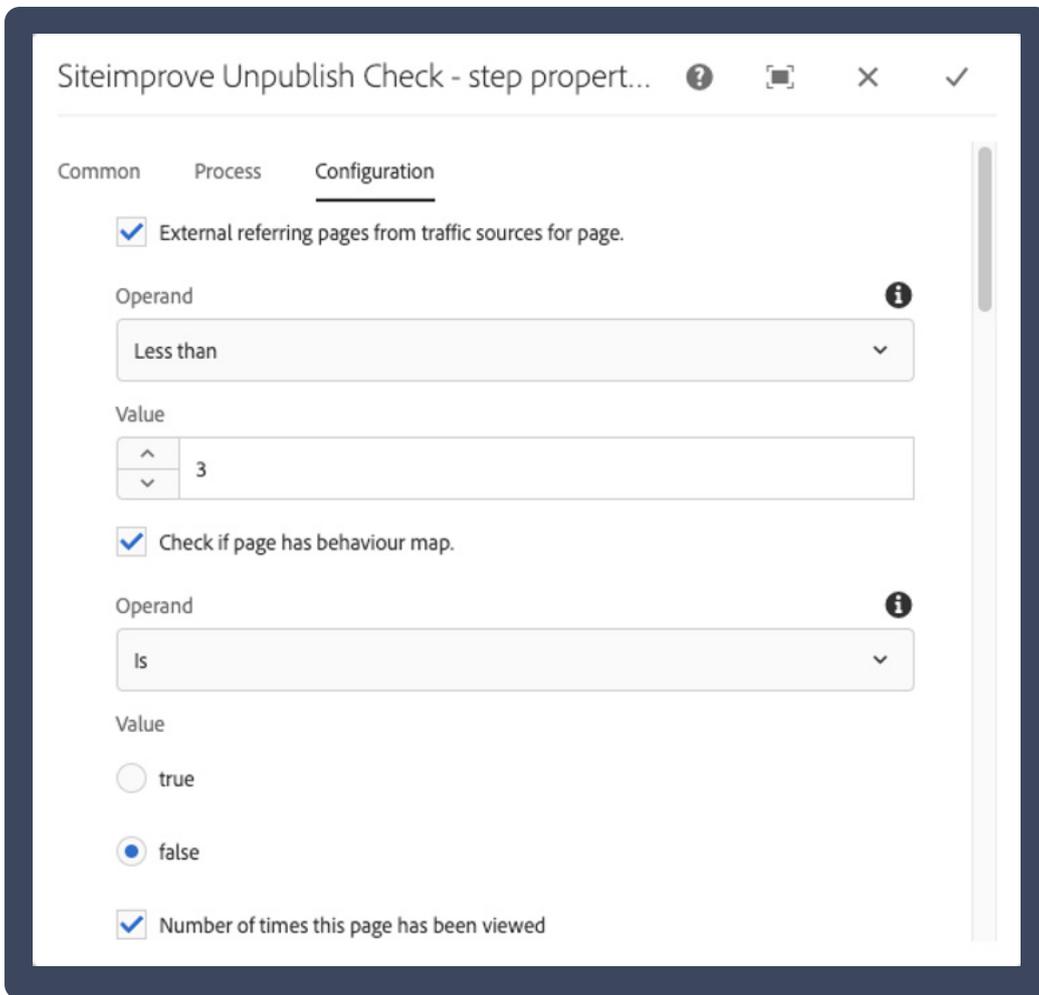


Description of the Workflow steps

- Run Siteimprove Unpublish Check process step

This workflow step triggers the check for unpublish impact on the page (i.e. the page the workflow was started with).

This step is configurable, so that the page can be verified towards the most important metrics by allowing the users to configure each of the metrics (see below) the operand (i.e. <, <=, ==, >, >=) and the value to compare to.



Description of the Workflow steps

○ OR Split

The OR Split is configured with two branches, the left branch is executed in case all configured verification metrics match, the right branch will be executed if at least one of the checks fails.

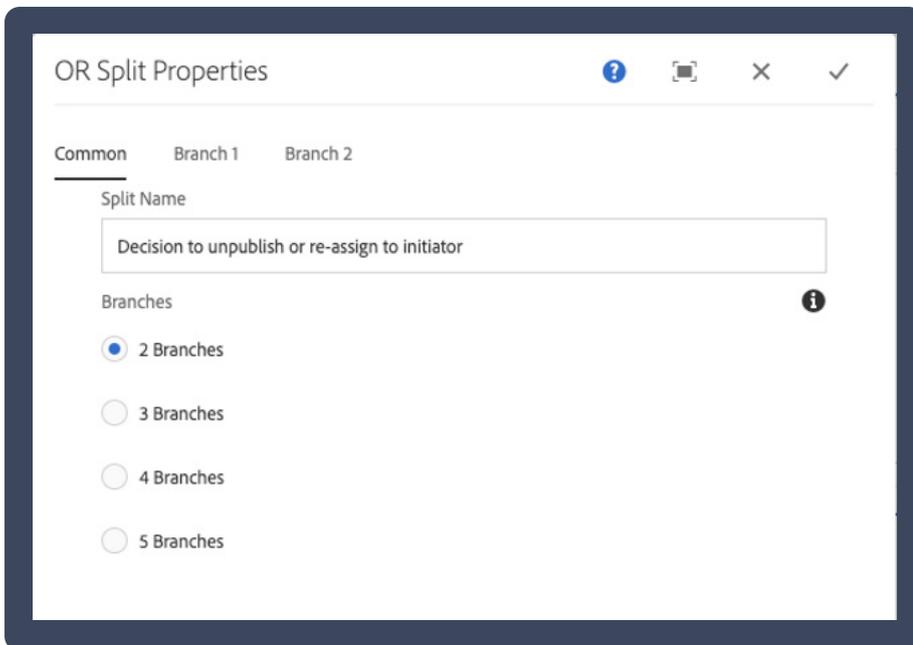
There are two scripts provided that can be used in your own logic:

```
/apps/siteimprove/plugin/ui/workflow/checkNoErrors.ecma
```

```
-> returns true if workflow metadata property hasErrors == false
```

```
/apps/siteimprove/plugin/ui/workflow/checkHasErrors.ecma
```

```
-> returns true if workflow metadata property hasErrors == true
```



Description of the Workflow steps

- Right branch
 - **Fix content errors step**

The Fix content errors step assigns the workflow to the person that started the workflow via the OOTB Workflow Initiator Participant Chooser step.
 - **Re-run content check step**

The re-run content check step uses the OOTB Goto Step to go back to the first step. This would be invoked by the author after fixing the violations in order to re-check the content.
- Flow end
 - End of the workflow

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