

Siteimprove + Optimizely CMP integration

INSTALLATION GUIDE



Installation using Google Chrome

Siteimprove's integration to Optimizely's Content Marketing Platform (CMP) uses a browser extension for Google Chrome. To install the browser extension, follow these steps:

1. Navigate to the Chrome Webstore (<https://chrome.google.com/webstore>) using Google Chrome.
2. Search for "Siteimprove Content Assistant"
3. Click on the app and click "Add to Chrome"

You are now ready to use the Siteimprove integration within the Optimizely CMP.

Please note: to use the integration, you must have a Siteimprove account with Prepublish subscribed.

Usage Guide

Siteimprove's integration with the Optimizely CMP provides the functionality of analyzing and assessing the content in the Omnichannel Editor prior to publishing the content. To use the integration, follow these steps:

1. Using Google Chrome, navigate to the CMP (<https://cmp.optimizely.com/>). Log in, if needed.
2. Navigate to Plan to see relevant tasks
3. Select a task under a campaign
4. Navigate to the Content tab and select the content you want to edit or publish. The content must be editable in the Omnichannel editor
5. Click on the 'Pen' icon to open the content in the Omnichannel Editor



6. You can now preview the content (if not, you need to click "Preview")



7. Now open the Siteimprove Extension in the right corner of the Google Chrome browser.



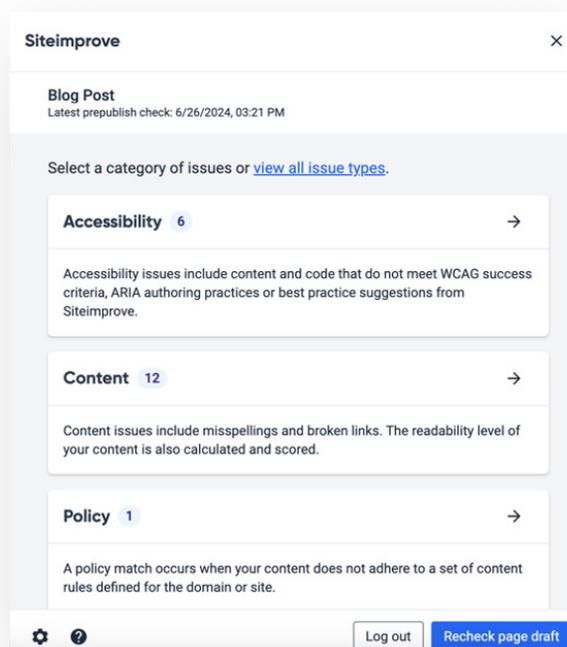
8. Siteimprove's logo will now appear on the right side of the Preview window



9. If you are not logged in to your Siteimprove account, you will be asked to login

10. You can now open the Siteimprove integration by clicking the Siteimprove logo. This will open an overlay on top of the Omnichannel Editor, which runs a Prepublish check (if not, you can click "Recheck page draft" in the bottom of the overlay)

11. Siteimprove will analyze the content in the Preview area and provide insights and suggestions for optimizations.



Additional information

[Edit content with omnichannel authoring →](#)

[Siteimprove Prepublish →](#)