



# SiteTechnician

Website testing, tuning & diagnostics

## Datasheet

### Value Proposition

**SiteTechnician provides the critical metrics you need to improve your customer's online experience and the overall performance of your site.**

**SiteTechnician provides you the *actionable intelligence* you need to:**

- *eliminate* usability pitfalls including broken links, slow-to-download pages and site accessibility problems
- *improve* your search engine rankings
- *increase* site traffic
- *improve* your site's "stickiness"
- *decrease* customer complaints and customer churn
- *decrease* site maintenance headaches and expenses

**All for as little as \$66 a month!**



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## Features and Benefits

### Performance Audits

#### search engine optimization analysis

Identifies pages in your site that are missing META Tags, and reports the current content of those tags. Update your META Tags, improve your search engine position, drive more site traffic!

#### load time analysis

Checks page load times against common connection speeds, identifying those which may load too slowly to retain visitor attention.

### Navigation Audits

#### broken link identification

Pinpoints every broken link on your site and indicates which parent pages contain that link--to speed repair.

#### accessibility report

Identifies images that are missing ALT tags, and displays the parent pages that contain the respective images to expedite corrections. Makes your site more accessible to a broader audience.

### Content Management Audits

#### "mailto" link catalog

Allows you to quickly verify the relevancy of all mailto links on your site

#### external link catalog

Allows you to quickly verify the appropriateness of all links to external sites

#### image file catalog

Allows you to quickly review all images contained in your site

#### identification of new and old content

Pinpoints stale content that has not changed in X months and content that has changed in the last X days or weeks.

#### site mapping

Helps you better understand the structure of your site.

#### site statistics

Catalogs pages by format type and tracks changes over time