



# SortSite

one-click site testing

## *SortSite 3.0*

One click site testing, compliance, and search engine optimization

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<b>Product name:</b>	SortSite
<b>Product version:</b>	3.0
<b>Product publisher:</b>	PowerMapper Software
<b>Product category:</b>	Web site testing
<b>Availability:</b>	December 2008
<b>Pricing:</b>	\$299 Professional Edition \$149 Standard Edition
<b>System requirements:</b>	Windows 2000, XP, Vista or Windows 7 512 MB RAM 8 MB free disk space
<b>Technical support:</b>	Email and phone support is free of charge for 30 days after purchase. Optional 12/24 month support and maintenance contracts are available.

### **SortSite**

SortSite is a standards-based testing tool that makes it quick and easy to check web sites for issues including accessibility, usability, browser compatibility and search engine optimization (SEO) issues.

A web site is crucial to the perception of a business or organization, so web site problems create a negative impression in the minds of site visitors. Eliminating problems improves the web site user experience, and helps sell the organization, its products and services.

Web site owners often engage third-party consultants for search engine optimization and to accessibility testing. SortSite does this in-house for less cost than a day's consultancy.



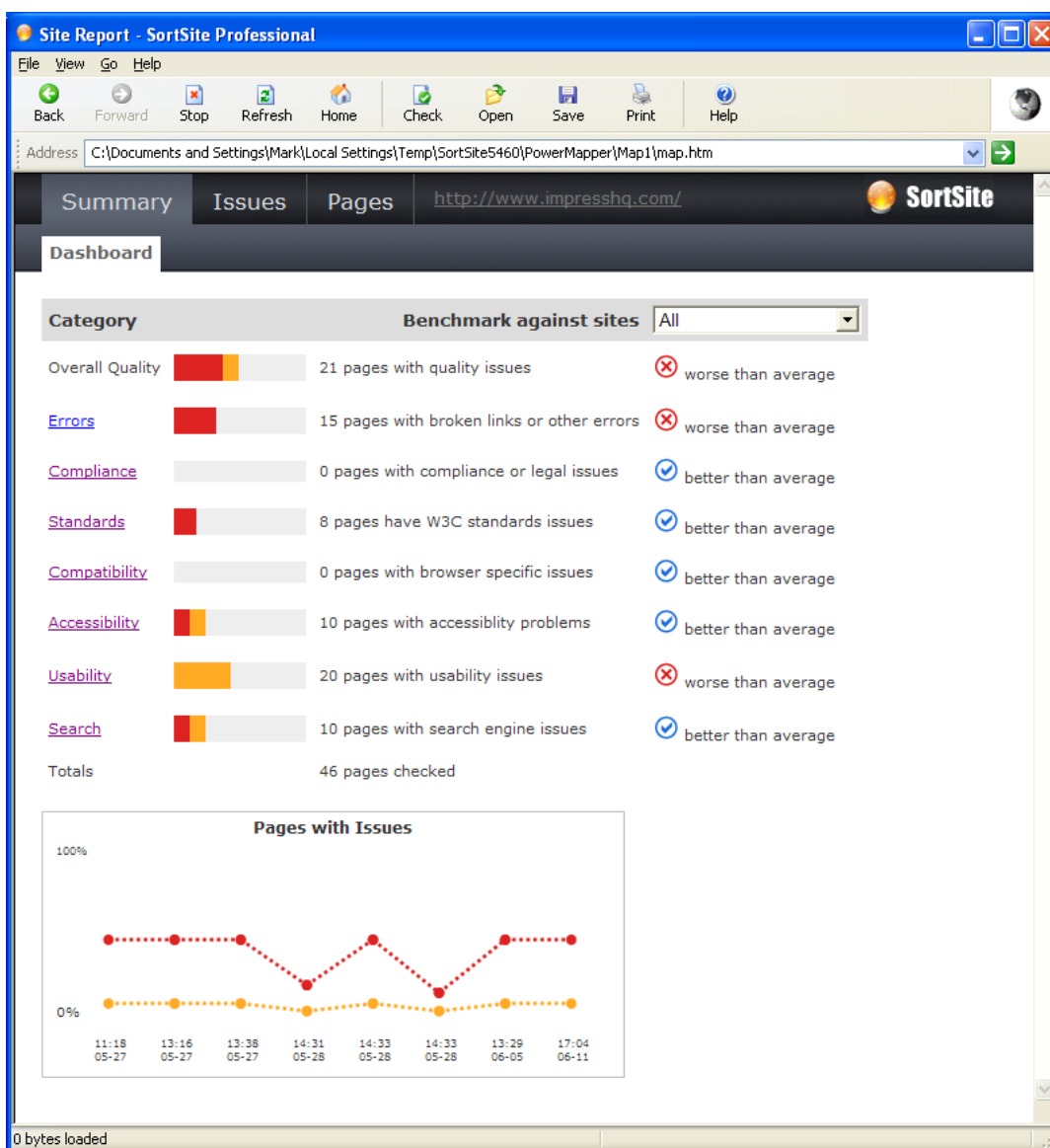
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SortSite automates these checks and reduces web testing to three simple actions:

1. Type in the URL you want to test
2. Click 'Check'
3. Review the test results on the dashboard

It is as simple as that. With one click, SortSite spiders your entire site seeking out and identifying errors by testing each page against 300 checkpoints.





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The comprehensive report produced includes an easy to use dashboard. Issues appear under seven key headings with the problem location displayed alongside every link. This allows for clear analysis and directs the user to the problem, making it easier to deal with.

The screenshot shows the SortSite Professional interface. The browser window title is "Site Report - SortSite Professional". The address bar shows a local file path. The dashboard has tabs for "Summary", "Issues", "Pages", and "Search". The "Search" tab is active, displaying a list of search issues. The issues are categorized by priority (red, orange, yellow) and include descriptions, categories, and line numbers. A summary at the bottom indicates "13 issues on 10 pages".

Priority	URL / Description	Category	Line
●	Google may penalize invisible text where text is too small to be seen. <a href="http://www.impresshq.com/css/base/content.css">http://www.impresshq.com/css/base/content.css</a> <a href="http://www.impresshq.com/css/base/home.css">http://www.impresshq.com/css/base/home.css</a> <a href="http://www.impresshq.com/css/base/template.css">http://www.impresshq.com/css/base/template.css</a>	SEO	88 106 131 30
●	Google recommend submitting an XML sitemap so search engines can learn the structure of your site and increase coverage of your web pages. <a href="#">Google Webmaster Guidelines</a>		Rule Options
●	This page title is not unique. Assign unique, descriptive <title> tags and headings to every page. <a href="#">Matt Cutts Blog</a>		Rule Options
●	Yahoo recommends using a meta description tag that accurately describes the contents of a web page. <a href="#">Yahoo Webmaster Guidelines</a>		Rule Options

13 issues on 10 pages

Unlike web-based tools, SortSite checks sites behind firewalls or still in development, making it an invaluable tool for web developers. Reporting is easier because all issues



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appear on a single dashboard that allows benchmarking results against specific industry sectors such as Technology, Professional Services, Government, and Financial Services.

SortSite is available in two editions:

- Standard Edition aimed at web developers
- Professional Edition aimed at enterprises and consultancies

Feature	Benefit	Supported Standards	Std	Pro
Dashboard	Tracks issues over time and compares your site against industry sector benchmarks.		•	•
Issue Map	Site map of pages showing which sections of your site cause most problems.		•	•
Inventory	Drilldown list of pages and files broken by down by technology (HTML, images, Flash, CSS, etc.)		•	•
<b>Checkpoints</b>				
Page Validation	Checks all pages against W3C and IETF standards.	W3C HTML and XHTML W3C CSS	•	•
Accessibility	Compliance with accessibility standards means your site is usable by people with disabilities and avoids legal action, regulatory fines and adverse PR.	W3C WCAG 1.0 Section 508	•	•
Error Checking	Prevents loss of confidence in your site from broken links, placeholder text and use of features that crash some browsers.		•	•
Browser Compatibility	Finds page elements that do not work in all browsers.		•	•
Usability Guidelines	Good usability prevents customers leaving your site	Usability.gov Guidelines		•



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Feature	Benefit	Supported Standards	Std	Pro
	before you make the sale or provide the information they need.			
Search Engine Guidelines	Checks your site against Google, Yahoo and MSN search guidelines to ensure your site appears in search engine results.	Google Search Guidelines Yahoo Search Guidelines Bing Search Guidelines		•
Regulatory Compliance	Prevents your site violating privacy and e-commerce laws in the EU and US.	US CAN-SPAM Act 2003 EU Privacy and Electronic Communications (EC Directive) Regulations 2003		•
File Formats Checked	HTML, XHTML, CSS, SMIL, SVG, MathML, Adobe PDF, Flash SWF, GIF, PNG, JPEG, TIFF		•	•

## Target Market

SortSite is an invaluable tool for anyone who requires high quality, reliable websites such as:

- Web design and development agencies
- Web usability and accessibility consultants
- Corporate website owners
- Government website owners

## PowerMapper Software

PowerMapper Software is a UK-based software company specializing in enterprise products. The company's first product, PowerMapper, was launched in 1997. PowerMapper Software products are used by 25% of the Fortune 100, and customers include Boeing, NASA, Bank of America, Dell and Microsoft.

You can find out more at [www.powermapper.com](http://www.powermapper.com).