



SortSite

one-click site testing

SortSite 3.0

One click site testing, compliance, and search engine optimization

Product name:	SortSite
Product version:	3.0
Product publisher:	Electrum
Product category:	Web site testing
Availability:	December 2008
Pricing:	\$299 Professional Edition \$149 Standard Edition
System requirements:	Windows 2000, XP, Vista or Windows 7 512 MB RAM 8 MB free disk space
Technical support:	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.





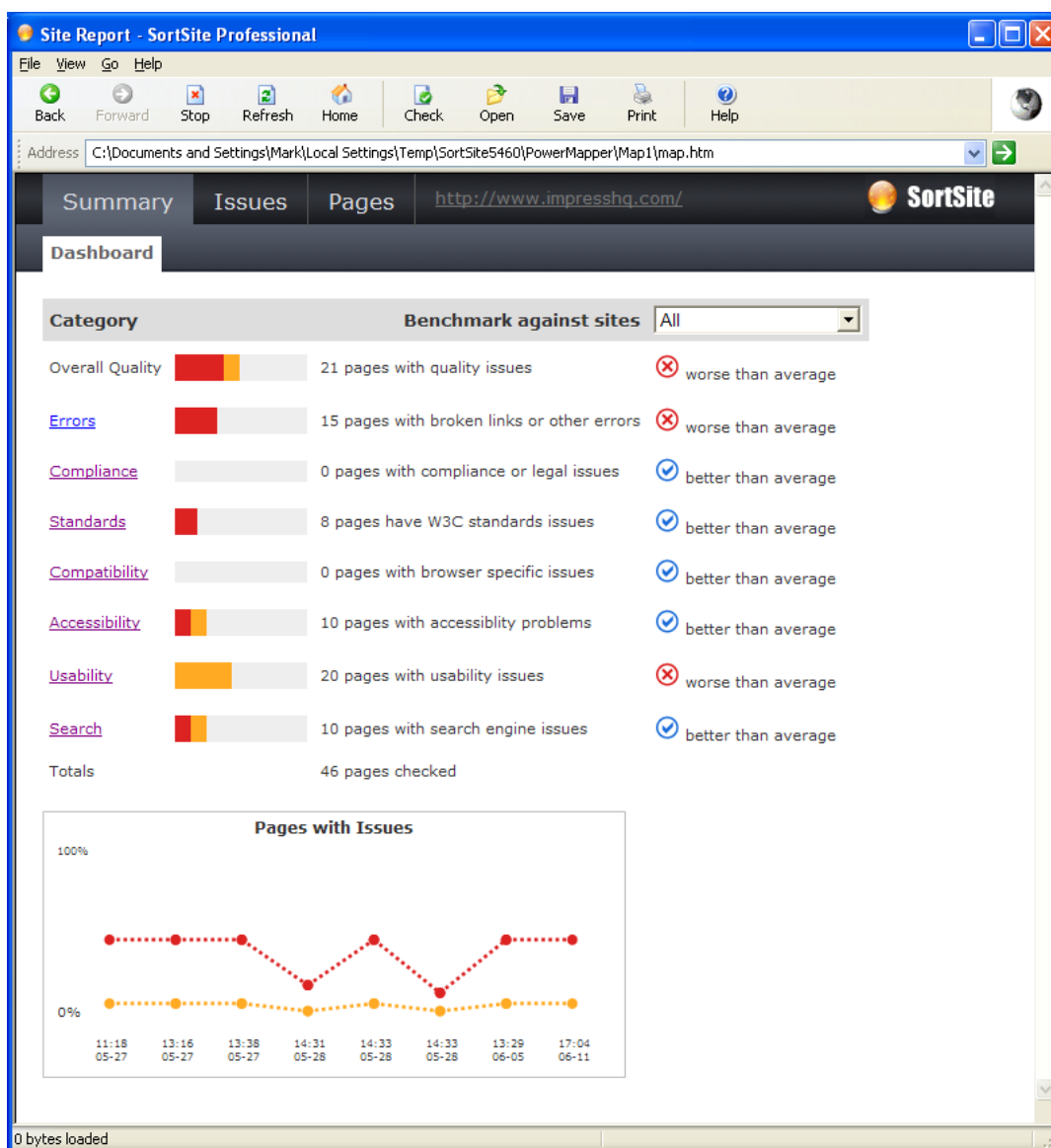
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SortSite automates these checks and reduces web testing to three simple actions:

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.

Priority	URL / Description	Category	Line
●	Google may penalize invisible text where text is too small to be seen. http://www.impresshq.com/css/base/content.css http://www.impresshq.com/css/base/home.css http://www.impresshq.com/css/base/template.css	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. Google Webmaster Guidelines		Rule Options
●	This page title is not unique. Assign unique, descriptive <title> tags and headings to every page. Matt Cutts Blog		Rule Options
●	Yahoo recommends using a meta description tag that accurately describes the contents of a web page. Yahoo Webmaster Guidelines		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.)		•	•
Checkpoints				
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

Electrum

Electrum is a UK-based software company specializing in enterprise products. The company was founded in 1996 and launched its first product, PowerMapper, in 1997. Electrum 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.electrumsolutions.com.

