

Enhancing Content Integrity Across Websites



Case Study

Organization

Mishcon de Reya LLP

Industry

Legal

Customer Since

June 2012

Sites

11

Users

6

URL

www.mishcon.com

Services



Content Suite



Standard Support

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Ben Swindale, Marketing Executive

What led you to invest in the Siteimprove Content Suite?

We previously used multiple products to monitor and improve our site, from checking broken links and misspellings to overall site performance. We wanted a simple product to enable more efficient housekeeping of all our sites within a single platform.

What key solutions have come from using the platform to manage your website?

Siteimprove has an easy-to-use interface, which revealed that our previous link-checking software missed some issues, which we were easily able to resolve using Siteimprove. Siteimprove continues to provide excellent coverage across our websites and is especially useful when changes have been made to the CMS.

What effect has the platform had on your website and workflow?

URLs break—that's a fact of life. Fortunately, Siteimprove not only monitors this, but also informs us if any visitors click on them. Obviously, this is something any marketer or web manager wants to avoid. There's certainly been a noticeable enhancement to our content's integrity through more efficient digital marketing methods and web management processes. The Siteimprove Intelligence Platform's functionality is excellent and comes back with reliable and usable data, as expected. This has certainly given a boost to our firm's overall digital presence.

How would you sum up your overall experience with Siteimprove?

We're very happy with the service. Siteimprove is easy to set up and get started and has no hidden costs. To have such expert support and training when and if we need it is an added bonus.

