



Product Brief



SITEEDIT™

Empower the editor, empower your business

Do you feel like everyone in your organization is demanding more from you as a web site owner? Are you increasingly being challenged to raise the bar and deliver a relevant, persuasive and engaging experience for customers online? Some organizations call this “death by thousand cuts” while others think of it as standard practice. The reality behind today’s online marketing transition is that organizations face severe challenges as more and more employees become active in web based communications.

Ironically, the same Web Content Management solutions that empower you to take control of your online communication can also become a bottleneck when not properly aligned to the individual stakeholders.



In situations like this, Web Content Management slows down your business initiatives such as press release announcements, product launches or other website communications. SDL Tridion Enterprise

Web Content Management solves this dilemma by allowing organizations to align the content lifecycle to actual business objectives. By distributing the ownership of certain parts of the website to the right people while enforcing corporate standards and securing authoring, SDL Tridion effectively solves organizations’ needs without alienating individual stakeholders.

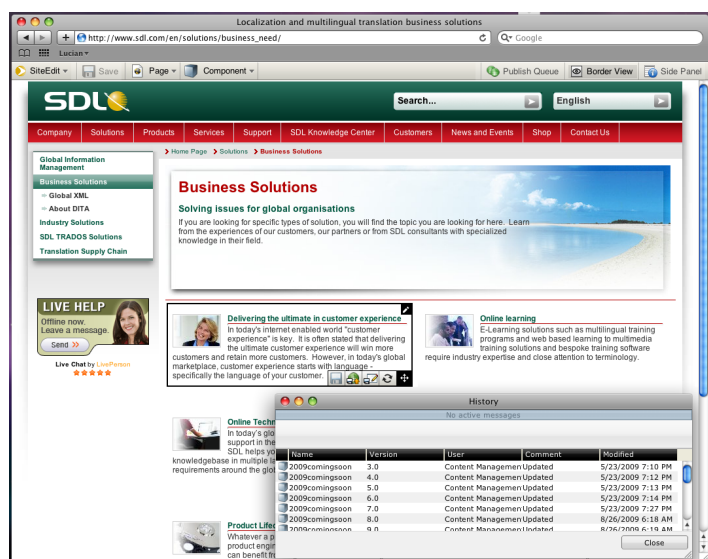
Matching your organization with a business-centric approach to your websites, allow you to establish a true end-to-end process for creating, publishing and retiring content. However,

the semantics of modern website architecture can be complex. Occasional content editors cannot be expected or forced to understand the dynamics of multi-site, multi-language and multi-channel editing.



See it – Edit it – Publish it

SiteEdit empowers editors by giving them an easy to use, intuitive user interface for day-to-day ‘on the fly’ editing. Built around the visitors’ view of your website, it offers a unique and alternative approach to content management. By browsing to a page, content can be edited there and then and you can see the effect of these changes straight away.



Anyone who has browsed a website will understand the navigation concept of SiteEdit. In-context editing is delivered in a word processor style where what you see is what you get. SiteEdit dramatically simplifies the experience for the individual content contributors.

With a single click, users can access the full version information of an item - historical change information or other revision data such as author information is visible at a glance. This makes ownership and responsibility transparent providing your organization with the ability to create more accountable processes aligned to different stakeholders.

SiteEdit has a dialog driven interface that guides users through the content editing process. Productivity from day one is assured and company specific business rules and process integration aspects accommodated.

SiteEdit is fully integrated in SDL Tridion. Direct access to your entire content globalization architecture allows you to perform and manage updates that span multiple sites. Additionally, SiteEdit allows you to update hidden information such as classification, metadata, SEO, and layout templates.

Fits every organization

For security and productivity reasons, access to content needs to be carefully managed. Who is allowed to update which content and under what circumstances? SiteEdit empowers you with role and task based profiles mapped to your users. The result is a zero risk publishing model supported by transparent audit trails, full workflow support and enterprise ready authorization capabilities.

Your website isn't just made up of content. Application elements such as toolbars, menu items, and IT components such as reservation systems or product selection and comparison tools all play an important role in defining your online presence. SDL Tridion acknowledges this fact and has designed SiteEdit with an extension friendly interface, allowing you to tweak SiteEdit to meet your current and future needs.

SiteEdit advantages

- Easy to use content editor for business users
- Use across all of your SDL Tridion publications and channels
- Editing of master and localized content
- Website governance is maintained by secured authoring and full audit trails
- Language packs
- Extensible to meet future needs