

# ActiveStandards

Digital web standards management

**ActiveStandards is a powerful, automated solution for web standards management. It's an essential complement to any Content Management System, providing total visibility of the status of your online assets, and peace of mind that every page of every site you own is: on-brand, up-to-date and fully compliant with your corporate standards.**

## The power of automation

Whether you manage a single website or a global framework of tens or hundreds of sites, maintaining a consistent, high quality web presence is one of the biggest challenges you face. ActiveStandards enables you to meet this challenge quickly, reliably and cost-effectively.

ActiveStandards works like an electronic edition of your corporate style guide. It takes your static web standards documentation and transforms it into a suite of digital rules. These rules contain the blueprint for each component of your site, including your brand, your SEO strategy, and your target level of accessibility compliance.

ActiveStandards automatically scans your site for compliance with these rules, and flags up errors via a user-friendly online dashboard. Editors are shown exactly where the errors have occurred and given clear instructions on how to fix them.



## Total online compliance

### Brand standards

Maximise and protect your brand: ActiveStandards makes it easy to enforce brand standards, and ensure consistent global brand messaging.

### Usability standards

Optimise the online experience: detect and correct errors fast, to give users the most positive experience of your organisation.

### Accessibility standards

Safeguard accessibility compliance: validate the accessibility of your website for users with disabilities, and ensure compliance with international regulations.

### SEO standards

Capitalise on your SEO investment: ensure all pages are optimised for search engine visibility, and increase traffic to your site.

### Legal standards

Protect your reputation: instantly validate your site for compliance with online regulations, and minimise the risk of damaging legal prosecution.

### Asset management

Keep track of your online content: easily identify and remove off-brand images, purge your site of outdated PDFs, audit contact information to keep email addresses current and correct, and eliminate broken links.

# MAGUS™

**ActiveStandards:  
delivering total  
online compliance**

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# Features & benefits

## A more effective way of working

### Comprehensive & efficient

ActiveStandards checks every single occurrence of every compliance issue on every page of your web presence - performing diagnostics at a volume and level of accuracy impossible to achieve manually.

### Volume of ActiveStandards checks per reporting session:

	1 site	10 sites	25 sites	75 sites
25 checks / page	6,250	62,500	156,250	468,750
50 checks / page	12,500	125,000	312,500	937,500

\*Based on an average of 250 pages per website

### Streamlines production & frees up resources

ActiveStandards is designed to support your team throughout the lifecycle of your website: launch, day-to-day maintenance, and the major overhauls needed during a re-brand, merger or acquisition.

By providing clear and unambiguous guidance on the compliance status of your site, ActiveStandards streamlines development and dramatically reduces the time and resources required for audits and quality control.

### Maximises ROI

With standard web maintenance methodologies, compliance is highest at the point of site launch but is soon eroded by a typical multi-editor workflow as guidelines are ignored or forgotten. By providing constant vigilance, ActiveStandards enables you to maintain optimum levels of compliance throughout the lifespan of your site, and achieve the highest possible return on your online investment.

## Exceptional user experience

### No technical expertise required

ActiveStandards has been designed from the ground up for optimum ease of use - even for editors who aren't web specialists. It's intuitive to use and delivers clear, actionable results, free of confusing technical jargon, to help editors find and resolve errors quickly. Most editors are able to use the system without any formal training.

### Perfectly tailored

ActiveStandards is the most powerful custom monitoring application available today. Engineered to fit your website like a glove, it delivers only the information you need, in a precise, clear and actionable format.

### Supports & engages users

A key challenge of operating a multi-editor web presence is ensuring that site editors understand the corporate guidelines and buy into the brand management process. ActiveStandards acts as your online brand guardian. It proactively supports site editors in their work, helping them to identify errors and understand and apply the guidelines.

## Total peace of mind

### Ease of implementation

Because ActiveStandards is supplied as a fully hosted and managed service, there are absolutely no overheads to adopting the service:

- We set up, configure and run the service, leaving you free to concentrate on your website.
- We host and maintain the service at our highly resilient data centre, so there are no additional infrastructure requirements.
- We focus on maintaining the optimum performance of your solution: guaranteeing its reliability, and responding to your changing needs and requirements.

### Expert support & advice

We keep you up-to-date with everything you need to know about online compliance, including regulatory and technical updates.

We are always on hand to offer help and advice, and make sure you get the most from your service.

### Ongoing innovation

ActiveStandards has a dynamic programme of ongoing development, driven both internally and by our clients. As a client, you will automatically benefit from these improvements, which are integrated within the service on a continuing basis.

## Further information:

For further information or to request a demonstration, contact:

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## Further reading:

[ActiveStandards product information](#)

[www.magus.co.uk/activestandards](http://www.magus.co.uk/activestandards)

[Case study: Unilever and ActiveStandards](#)

"ActiveStandards is the perfect solution for companies who need to make sure their brand is implemented consistently online."

Tim Godbehere, Communications Director, Unilever

[www.magus.co.uk/aboutus/casestudy\\_ActiveStandards.html](http://www.magus.co.uk/aboutus/casestudy_ActiveStandards.html)

[Magus Forum Report:](#)

On-brand, on-line: Maximising & protecting brand investment in your global web presence

[www.magus.co.uk/report](http://www.magus.co.uk/report)

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