

# HOW DQM HELPED CSC STREAMLINE QUALITY ASSURANCE, REDUCE WEBSITE ERRORS, AND IMPROVE SEO

*Case Study : CSC*



# THE CHALLENGE:

## ELIMINATE WEBSITE ERRORS, MANAGE COMPLIANCE AND BOOST SEO

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With over 23,000 pages and 10,000 files, CSC's website is complex to say the least. Add 300 content contributors into the mix, and the web management team has quite a challenge on its hands. Christopher Marin, Senior Manager, CSC.com says, "When you have that volume of content, errors and sub-optimized pages are a major concern. It's not the sort of task that you can handle manually."

CSC already had a tool to help with site accuracy and compliance. There was just one problem -- it was difficult to use. Since many contributors had only part-time responsibility for web content and no time to learn to use the tool, uptake was low. CSC decided to replace it with a solution that would cover the same crucial areas with better usability.

Additionally, the company wanted to increase awareness of SEO and streamline its reporting to express online successes in tangible terms.

## THE SOLUTION:

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Usability was crucial in the vendor selection process. Marin says, "The first thing that stood out about Crownpeak Digital Quality Management was the user interface. From the first demo, it was really clear and straightforward."

CSC was also impressed by the way DQM's features matched the company's strategies: "Something that really sets DQM apart is the Content Insight report. The way it integrates with semantic technologies is very much in line with some of our own internal initiatives," says Marin.

DQM provided CSC with an interface that mirrored the company's internal structure. Marin says: "We have a distributed content model. Everything is divided by teams that cover geos, horizontals and verticals and our CMS and reporting mechanisms are all split that way. Having DQM set up to mirror that really helps."

The DQM team's helpful approach also impressed: "Our distributed content model is somewhat unusual, but DQM handled it well. We're constantly adding and removing sections on the site and we've found that this service is able to keep up with a very dynamic environment."

# THE BENEFITS:

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With DQM in place, CSC has experienced a number of benefits:

## Improved SEO

Using DQM, CSC was able to identify areas for improvement which could be fixed by amending central templates. This led to a distinct improvement in SEO scores across the site. The DQM dashboard has also helped raise the profile of SEO among editors.

"DQM's scoring system has helped make SEO issues more tangible," said Marin. "Displaying the score in a prominent location helps a lot: if a team's score is suddenly lower than expected, that prompts them to investigate and the process of doing that expands their overall knowledge of the practice."

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## Ease of use

Marin says, "because DQM is so user-friendly, we've found that the number of active users is dramatically higher than with our previous tool. If you have a large, complex website, you need a tool like DQM. It's not possible to operate it optimally without that. Yes, you can employ 100 people to check every page every day but the most rational approach is to employ a service like DQM."

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## Brand protection

CSC no longer has to worry about website errors affecting prospective customers. Marin says, "DQM pinpoints errors that aren't necessarily obvious when you're clicking around the site – that is what we're buying here. It's about peace of mind."

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## Simplified reporting

CSC uses benchmarking scores in its monthly reports. Marin says, "Some of the things we measure can seem quite vague. DQM boils it down to one number, making issues like Accessibility and SEO more meaningful to senior management."

## Editor motivation

"The benchmark scores have been great for our editors – it's spurred some healthy competition between the groups. If they notice that they've risen or fallen in the ranks in terms of SEO or Usability, it motivates them. DQM also helps with proactivity - a lot of editors also use the DQM "Page Checker" tool to validate pages as they work to avoid errors," Marin explains.

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**Christopher Marin | Senior Manager | CSC.com**

# crownpeak

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[crownpeak.com](https://crownpeak.com)

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Founded in January 2001, Crownpeak was the first company to offer web content management through a SaaS solution. Today, leading brands trust Crownpeak's cloud-first Digital Experience Management (DXM) platform to quickly and easily create, deploy and optimize customer experiences across digital touchpoints at scale.

Crownpeak provides a complete solution for DXM featuring content management, personalization, search and hosting, in addition to fully integrated Digital Quality Management (DQM) to ensure brand integrity and meet compliance requirements. More than 200 enterprise companies rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.