

Crownpeak Digital Quality Management (DQM) Overview

Ensure your entire web presence meets your organization's quality, accessibility, and consistency standards

If your organization has multiple websites, numerous channels, and globally distributed digital teams, you need to control the quality and consistency of every one of your digital touchpoints. Otherwise, issues ranging from broken links to accessibility issues or SEO errors can go undetected and become serious and costly – or worse, compromise the integrity of your brand and put your organization at risk. That's why the world's top brands rely on the leading SaaS solution for digital governance, Crownpeak Digital Quality Management (DQM).

Protect your organization and your brand

There's no other digital quality solution as comprehensive, advanced, or trusted as Crownpeak DQM. Benefits include:

- **Minimizes risk and exposure** by meeting accessibility guidelines and ensuring all platform users have equal access to your websites.
- **Automatically checks** for errors and inconsistencies on any HTML or JavaScript website.
- **Ensures consistency** of brand image and messaging across your entire digital presence, based on criteria you set.
- **Prioritize issues** against your customized digital policies and standards. Errors and inconsistencies are flagged, and issues are highlighted on each page so your team can easily fix them.
- **Makes it easy** to correct the same issue in multiple locations on hundreds of sites, even across geographies, from a single dashboard.
- **Offers flexible reporting** with advanced analytics and KPI reports to expedite and simplify management in complex, multi-stakeholder environments.
- **Seamlessly integrates** with your web content management system, making quality assurance part of your existing publication workflow.

“There is a balance between making quality management as simple and centralized as possible and trying to cater to every market's specific needs. We needed a solution with the power and flexibility to do both, which is why we selected Crownpeak DQM.”

› **Emanuela Tasinato, Digital Experience, Toyota Motor Europe**

Powerful quality assurance across all your digital experiences

Crownpeak DQM brings the data you need to improve your websites together in one powerful but simple to use dashboard, providing visibility and control across all your global digital properties. The solution includes checkpoints tailored to ensure your sites stay compliant in these key areas:

FEATURE	BENEFIT
Accessibility Supports Web Content Guidelines (WCAG) 2.1 and Section 508 accessibility.	Visitors can universally access websites, content, and functions regardless of browser or platform; legally mandated in many countries.
Search Engine Optimization (SEO) Ensures effective implementation of your SEO strategy and best practice protocols.	Drives more traffic through better search engine rankings thanks to effective use of tags, keywording, linking and more.
Branding Guidelines Customizes brand and presentation rules based on your branding guidelines.	Ensures your websites and digital touchpoints stay on-brand for all visitors.
Editorial Standards Embeds your content and display rules, terminology, prohibited terms/ phrases, styles and more.	Maintains clarity and consistency of your content, correctly optimized for display on any screen.
Legal Compliance Ensures all legally mandated content is present on your site including: data protection, privacy policies, terms and conditions, intellectual property protection, and corporate disclaimers.	Protects your intellectual property, helping you control risk and exposure.
Mobile Web Optimization Optimizes content, image, and technical formatting for UX on mobile devices.	Assures an effective user experience no matter what mobile platform they're using to access your content.
Site Integrity Monitoring Provides rapid detection of broken links, orphan files, and quality assurance of other site integrity components.	Ensures a clean, solid foundation for your websites by keeping key components in proper working order.
Spell Checking Has a multi-lingual spell checker that works even on multi-language web pages.	Detects misspellings, assuring consistency and quality of user experiences on all sites and pages.
Usability Assurance Includes embedded UX/UI standards for readability, language clarity, rich media, and more.	Guarantees visitors have a more efficient, positive digital experience, driving more conversions.
JavaScript Experiences Our unique JavaScript scanner can detect issues with modern JavaScript-based web experiences.	Avoid gaps or manual checks in your digital governance strategy.

Interested in learning more?

To learn more about Crownpeak Digital Quality Management, [request a free website scan today.](#)