What Is Findability?

Discover and target the right keywords and content

acrolinx

Effective communication is about more than presenting well-written content through your own online environment.

If your target audience cannot find your content, then all the hard work that went into creating it is wasted.

Acrolinx Findability ensures that you discover and target the right keywords, leverage the right content, and connect with your audience. It's designed to be a key part of a winning online communication strategy.

Being discoverable means ranking well in searches. While keyword placement remains important for SEO, modern search engines also assess the content in other ways to determine if it fits the search criteria.

To ensure your audience see your content, you need a deeper understanding of the relationship between clear and consistent writing, keyword targeting, and discoverability. Acrolinx Findability is designed to deliver that understanding.

Findability: discovering the right keywords

Which keywords will make your content findable?

Acrolinx Findability can identify them.

Our platform analyzes text using similar algorithms to search engine indexing for web pages. Findability then delivers the discovered keyword list based on the top keywords in your content, making it easy to:

- Use those keywords with your SEO tool to successfully implement your SEO strategy

- Develop your target keywords list, ensuring their use throughout your content

- Discuss your current and future content in terms of actual keywords used

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Findability
Campaign Spring 2018.docx

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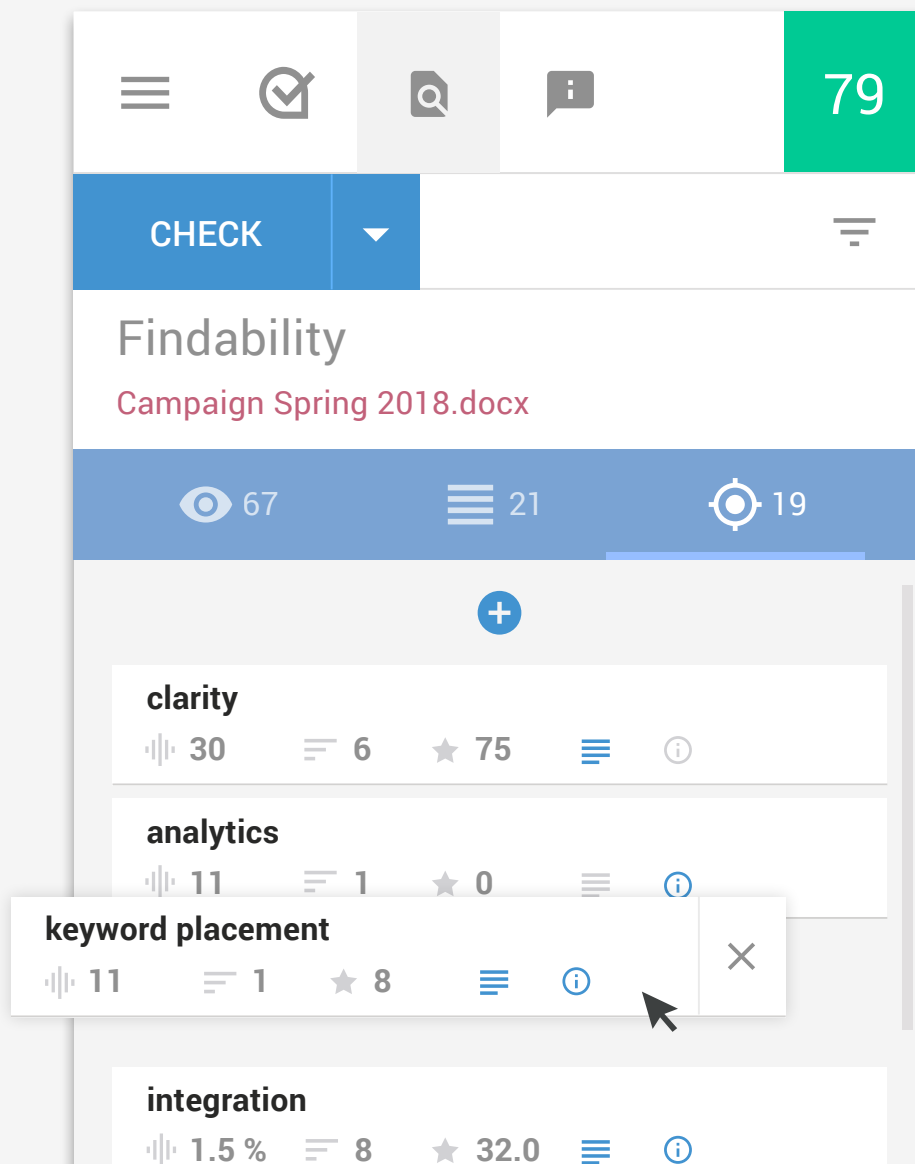| | | | | Sort by |
clarity				Density
⁝⁝ 45	☰ 17	★ 29	☰	Count
analytics				Prominence
⁝⁝ 42	☰ 14	★ 44	☰	
keyword placement				→
⁝⁝ 34	☰ 8	★ 78	☰	ⓘ
integration				✓
⁝⁝ 32	☰ 7	★ 30	☰	ⓘ
terminology				✓
⁝⁝ 1.1 %	☰ 3	★ 23.5	☰	ⓘ

Findability: targeting the right keywords

Are your writers using the important keywords optimally?

Acrolinx Findability can tell you.

When you know the keywords that make your content findable, it's essential that writers use them. Findability helps check that existing and new content contains what you want. Enter your target keywords in Findability, put them in order of their ranking, and then:

- Check new content for correct keyword use
- Check existing content to see if it needs to be reworked
- Assess the prominence of keywords used

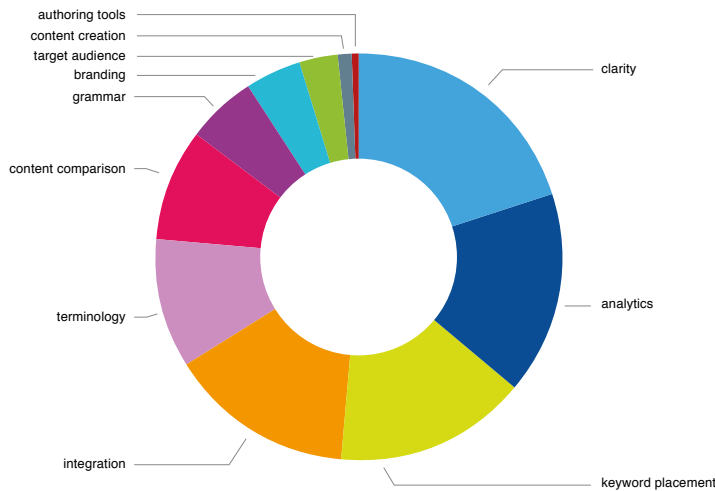# Findability: understanding content potential

When you're managing large volumes of content, how do you identify the right content for a given campaign?

Acrolinx Findability can support you.

The Findability Analytics Dashboard lets you quickly see what keywords are most used in each Content Group and their prominence. This helps you to:

- See which content pieces feature your target keywords well

- Identify content relevant for a product launch, marketing campaign, or sales activity

- Determine keyword usage across your whole content collection

Discovered Keywords

Discovered Keywords Summary

Keyword	Document Count	Average Frequency	Average Prominence
clarity	1	43.6	74.7
analytics	1	34.6	59.8
keyword placement	1	33.3	44.2
integration	1	31.5	44.1
terminology	1	22.1	44.1
content comparison	1	19.5	43.1
grammar	1	12.2	43.4
branding	1	9.6	43.4
target audience	1	7.3	44.5
content creation	1	2.6	44.3
authoring tools	1	1.8	42.5

Discovered Keywords Details

Keyword	Document	Content Group	Frequency	Count	Prominence
clarity	https://cdn.rawgit.com/acrolinx/acrolinx-sidebar-demo/v0.3.64/samples/multi-editor.html	[Unassigned]	43	3	70
	https://cdn.rawgit.com/acrolinx/acrolinx-sidebar-demo/v0.3.64/samples/markdown-editor.html	[Unassigned]	33	1	42
	https://cdn.rawgit.com/acrolinx/acrolinx-sidebar-demo/v0.3.64/samples/single-editor.html	[Unassigned]	33	1	42
analytics	https://cdn.rawgit.com/acrolinx/acrolinx-sidebar-demo/v0.3.64/samples/multi-editor.html	[Unassigned]	43	3	72
	https://cdn.rawgit.com/acrolinx/acrolinx-sidebar-demo/v0.3.64/samples/markdown-editor.html	[Unassigned]	33	1	44
	https://cdn.rawgit.com/acrolinx/acrolinx-sidebar-demo/v0.3.64/samples/single-editor.html	[Unassigned]	33	1	44
keyword placement	C:\ralf\Testdokumente\Text\pg18362.txt	[Unassigned]	12	3	50
integration	https://cdn.rawgit.com/acrolinx/acrolinx-sidebar-demo/v0.3.64/samples/multi-editor.html	[Unassigned]	34	2	72
terminology	C:\ralf\Testdokumente\Text\pg18362.txt	[Unassigned]	23	12	49
content comparison	C:\ralf\Testdokumente\Text\pg18362.txt	[Unassigned]	30	30	63
grammar	C:\ralf\Testdokumente\Text\pg18362.txt	[Unassigned]	26	19	23
branding	C:\ralf\Testdokumente\Text\pg18362.txt	[Unassigned]	17	6	25
target audience	C:\ralf\Testdokumente\Text\pg18362.txt	[Unassigned]	21	10	37
content creation	C:\ralf\Testdokumente\Text\pg18362.txt	[Unassigned]	31	34	68
authoring tools	C:\ralf\Testdokumente\Text\pg18362.txt	[Unassigned]	27	20	71

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Benefits of Acrolinx Findability at a glance

Findability helps content generation and marketing teams to:

- ✓ Save time on text analysis

- ✓ Successfully implement your SEO strategy

- ✓ Improve keyword usage

- ✓ Better understand content potential

- ✓ Get your message to your audience

Findability acts as a cornerstone for a winning online communication strategy. It contributes strongly to:

- ✓ Increasing website visitor rates

- ✓ Increasing brand awareness

- ✓ Reducing SEO costs

Our Story

Built on Science

We're what happens when you mix together a bunch of computational linguists and ask them to solve tough language problems. Born out of the German Research Center for Artificial Intelligence, we're passionate about language and technology.

With a Love of Language

We love language and revel in its diversity, complexity, and richness. Great language illuminates ideas, ignites imagination, and delights the ear. Our software helps you create content that is more findable, readable, and enjoyable. That's our business.

Our Award-Winning Software

Your trust is very important to us. We're proud to serve some of the most recognized brands in the world, and we're humbled to be recognized with numerous industry awards for great software and service. Here are just a few from our 10+ year history:

eCONTENT TOP 100 2017

eCONTENT TOP 100 2016

eCONTENT TRENDSETTER 2015

KMWORLD INNOVATORS 2015

eCONTENT TOP 100 2015

eCONTENT TRENDSETTER 2014

KMWORLD TOP 100 2014

eCONTENT TOP 100 2013

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