Acrolinx: Better Content. Faster.
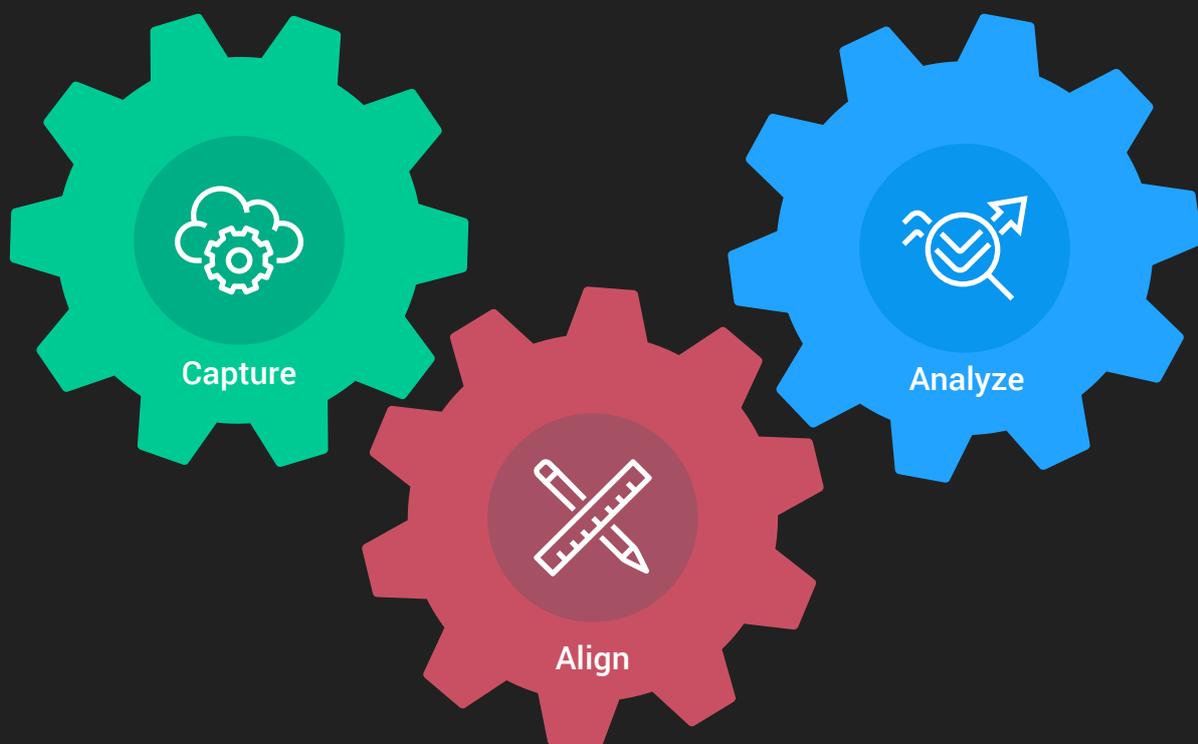
Features for Every Enterprise Content Workflow

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What is Acrolinx?

Acrolinx is an AI powered platform that eliminates content chaos and delivers strategy-aligned content at scale. It captures the way your enterprise communicates, aligns your content with your guidelines, shortens your editorial process with automation, and analyzes the performance of your entire content operation.

How Acrolinx Works: Capture, Align, Analyze.

Acrolinx integrates directly into your content process. It provides clarity, efficiency, and insight by:

1. **Capturing your goals:** Acrolinx learns the tone of voice, terminology, and guidelines that align with your goals. You can teach Acrolinx your guidelines for support content and create subsets of guidance for different types of content and different levels of subject-matter experts.

2. **Aligning content with strategy:** The Sidebar supports writers with access to your content guidelines and provides instant feedback about clarity, consistency, tone, and language as they create content. You can also choose to embed our Automated Check into any stage of your content creation process to make sure your all your content is clear and consistent.

3. **Analyzing your output:** See how your content is performing on the Analytics Dashboard. It's packed with tools like content comparisons, trend analyses, quality, and improvement metrics. Use these insights to measure the ROI of your content, and adjust your guidelines as needed.

Capture

Capture is the process where you customize Acrolinx to suit your enterprise content standards and define what content quality means for your organization and teams.

Guidance settings

Guidelines: Is the place where you define how you'd like your content to reflect the style, tone and which terms and keywords are relevant for different teams and content types. Turn on or turn off individual guidelines in your Guidance Profiles and configure context-sensitive guidelines.

Tone of Voice: Content is best when it's easy to read. In the Acrolinx Dashboard, you can define the level of Clarity that your writers aim for. Create separate audience types and select from a dropdown list the level of Clarity: very simple, simple, average, or complex. The Acrolinx Sidebar then highlights sentences to give your writers guidance to keep them on track.

Audience Types
Adjust the level of complexity your writers need. You can also define several audience types for different writers.

Active Voice
Reminds your writers to use active voice. You can even adjust the guideline setting to be more or less strict.

Complex Words and Long Paragraphs
Acrolinx highlights overly complex words and paragraphs that contain too many sentences; it then provides guidance on simplifying content to suit your target audience.

Acronym Check
Acrolinx highlights acronyms that are undefined or appear before the definition so that your writers avoid unfamiliar acronyms that might confuse your audience.

Terminology
Terminology is where you keep your company's branding, trademarks, and technical words and make sure they're used correctly and consistently.

Overused Words
Acrolinx highlights clichés and overused phrases to help keep your wording fresh and original.

Formal Words
They say it's better to be overdressed for a party than underdressed, but that doesn't apply to content. Acrolinx measures the formality of words and highlights these to help writers tone it down. (Pun intended!)

Length and Variation of Sentences and Paragraphs
Keep it short! That's how we talk. Acrolinx gives you a friendly reminder when your sentences are too long. It also notices if all of your sentences have a similar length.

Complex and Repetitive Structures
Too many commas, semicolons, or other complex structures can be difficult to read. Also, too much repetition can be monotonous for readers. Acrolinx catches when you repeat the same type of phrase at the beginning of sentences.

Term Sets: Configure new term sets and set them live, or edit, turn on, and turn off existing term sets.

Guidance Wizard: Use a wizard to fine-tune your writing guidance for style and grammar, or how to use particular words.

Content Profiles: Create or upload profiles that define how Acrolinx reads your content.

Align

Align is all about giving your content contributors a way to instantly access your company style, tone, and terminology from wherever they create content. It also helps you ensure that your content meets your expectations with the Automated Check.

The Acrolinx Sidebar

The Acrolinx Sidebar supports writers wherever they create and edit content. We support writers with more than 50 integrations into different authoring tools. The Sidebar gives immediate feedback on your document's Acrolinx Score and the issues found. As you solve issues, the score goes up.

The Acrolinx Scorecard gives you a detailed analysis of your document, highlighting these key things:

1. Overall score with red, yellow, or green color indicators.
2. Category score and number of issues for Spelling, Grammar, Terminology, and Style.
3. Voice Scores for Readability, Informality, and Liveliness.
4. Correct use of Terminology.

Acrolinx Score		**76**

Summary

Terminology		96	1
Spelling		81	6
Grammar		68	12
Style		35	47
Clarity		62	1
Conversational Tone		94	7

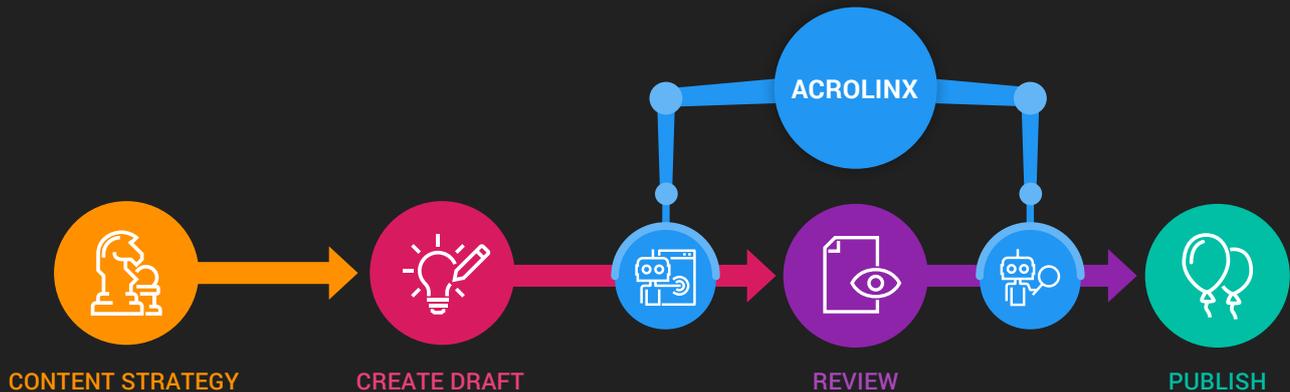**Metrics** ⌄

Document Informationen ⌄

Administrative Information ⌄

Align

Automated Check (Acrolinx API and CLI)

The Automated Check integrates into different stages of your content process and lets you automate scans throughout the content lifecycle. It acts as a quality gate, checking that content meets your objectives at every stage of the process. You can then see how well your content scores in the Scorecard or dive deeper into your content's strengths and weaknesses with the Acrolinx Analytics dashboard.

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CONTENT STRATEGY   CREATE DRAFT   REVIEW   PUBLISH

There are several options to use the Automated Check in your processes. Examples of automated integrations include:

- Batch checking several documents at once with a single click
- Scheduled batch checking of entire content inventories
- Automated checking of individual content pieces as they're created
- As a build project as part of your continuous integration process
- Automated checking of content in GitHub on pull requests or push events
- In a Content Management System (CMS) before you publish or translate
- Automated checks at every step (save, import, publish)
- Automated website checking at regular intervals

You can benefit from Acrolinx automation by choosing either the

- Acrolinx Platform API or the
- Command Line Interface (CLI)

Desktop Checker

The Desktop Checker works a little differently to other Acrolinx integrations. The Desktop Checker includes an Acrolinx text editor with an integrated Sidebar. You can use it to quickly and easily check content from many different sources. Open a file from your computer or copy and paste text into the Acrolinx editor area. Alternatively, you can build a lightweight Acrolinx solution into your content workflow using the command line options.

Content Analyzer

With the Acrolinx Content Analyzer, you can batch check your content and analyze your content projects. You can use the Content Analyzer to check local content, or to check websites.

Analyze

Acrolinx Analytics is a suite of 15 dashboards that helps you assess performance, pinpoint problems, and optimize your content operation. You can measure content optimization performance against your goals and objectives such as improving content consistency, velocity, and cost savings.

The dashboards are broken into 4 categories, namely **Impact, Analysis, Guidance,** and **Health**. Each dashboard offers several charts and tables to equip you with a powerful analysis tool.

Dashboards

📈 Impact

Trends	↗
Improvements	↗
Quality Snapshot	↗
Cost Savings	↗

📊 Analysis

| Content Quality |
| Content Comparison |
| Category Scores |
| Score Roll-Up |

⇶ Guidance

| Guidance Overview | ↗ |
| Term Harvesting | ↗ |

♡ Health

| Checking Activity |
| Server Monitor |

- **Impact** is where you'll see the impact your content has on your business. You can get a quick overview of the overall quality of your content and see where you've already made improvements and savings.

  - **Trends:** Shows you the Acrolinx Score for each category of content and you can view how the average Acrolinx Score develops over time.

  - **Improvements:** Compare the lowest Acrolinx Score to the latest Acrolinx Score and watch the development. See if you've reached the Target Score for every Content Group. Find out if your Clarity Score is in line with the industry standard.

  - **Quality Snapshot:** You might want to see where your particular Content Group or writer stand. In Quality Snapshot you can filter down to the score of a particular Content Group or writer.

  - **Cost Savings:** View how much money you save by improving your content.

- **Analysis** offers deeper insights into the specific areas in your content, which is useful feedback for teams creating content. See how your content is scoring across different channels and departments and monitor improvement over time.

  - **Content Quality:** Track your content groups and their baseline and view your highest and lowest scoring content.

  - **Content Comparison:** Compare your Content Groups by Acrolinx Score and volume.

  - **Category Scores:** Get an overview of your Acrolinx Scores and how they are distributed across categories.

  - **Score Roll-Up:** View a roll up of all Clarity and Acrolinx Scores.

- **Guidance** is all about terms and keywords. This is where you'll tweak your guidance profiles for different audiences or channels. Findability helps you target the keywords that make your online content discoverable. Term Discovery helps you find new terms, names or keywords in your content that are not yet in your official terminology.

  - **Guidance Overview:** Check that your guidance is right for your content and see the top grammar, style and terminology issues, and where they occur in your content.

  - **Findability:** See which keywords Acrolinx finds in your content and make sure you're using the right terms and keywords that your audience expects to find.

  - **Term Discovery:** Discover terms in your content that aren't yet in your terminology. Acrolinx reviews a document or set of documents, reporting on the terms that are used along with their frequency and variations.

  - **Score Roll-Up:** View a roll up of all Clarity and Acrolinx Scores.

- **Health** is a bit of a 'housekeeping dashboard'. It's where you'll check how often Acrolinx is in action or if your integration is due for an update.

  - **Checking Activity:** This dashboard allows you to quickly see if you're reaching your adoption goals.

  - **Integration Tracking:** Track your integration usage by user and filter by version.

  - **Server Monitor:** Monitor the load on your Acrolinx server in terms of checks, users, words, and document size.

Meaningful Metrics for Decision Makers

Acrolinx helps you define quality content in terms of measurable standards. It helps all your writers produce content that is aligned with your enterprise style, tone of voice, and terminology. Acrolinx analyzes your content to deliver metrics that are meaningful for decision makers and team leaders to help your enterprise deliver better content, faster.

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