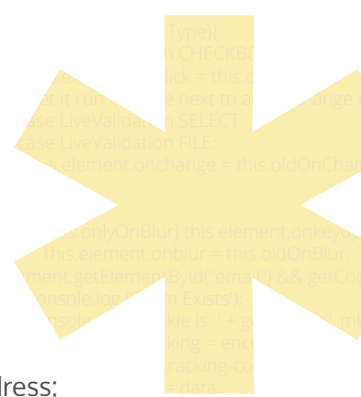


# Don't Wait To Validate

## Why you should implement an automated auditing solution before your website update or redesign



When updating or redesigning your website, you will have several important considerations to address:

<p><b>Tag Management &amp; Analytics:</b></p> <p>How will you verify your analytics and tag management systems are deployed completely and correctly across your site?</p>	<p><b>Page Quality &amp; Performance:</b></p> <p>How will you ensure page quality and performance across your site?</p>	<p><b>Search Engine Optimization:</b></p> <p>How will you verify each web page employs SEO best practices?</p>	<p><b>Data Privacy &amp; Security:</b></p> <p>How will you verify no unauthorized technologies appear on your site?</p>
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ObservePoint's solution can help you automate testing to ensure you meet a standard of quality in each area of concern.

<p><b>Validate tag presence and functionality:</b></p> <p>Set up automated scans to scour your new website in staging, production, or live environments and ensure analytics and other tags are firing as expected.</p>	<p><b>Ensure each page meets performance standards:</b></p> <p>Run tests of page performance across your site, gathering performance metrics like Time to Interactive, JavaScript Execution Time, Network Payload Size, and more.</p>	<p><b>Optimize your web pages for search engines:</b></p> <p>Schedule scans to check page content and structure for important SEO best practices, such as H1 and title tags, meta descriptions, image titles, and more.</p>	<p><b>Prevent unauthorized tech from appearing on your site:</b></p> <p>Create a list of authorized domains that can request resources on your site. If any unauthorized tech appears, it will be flagged and you'll be alerted.</p>
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"We're not able to adopt a new solution in the middle of a website redesign."



Cloud-based tech



No code to deploy



Run scans immediately

ObservePoint doesn't require you to deploy any new technology on your site. ObservePoint's auditing engines work in the cloud, so you'll be able to run scans of your site the same day you adopt ObservePoint.

Build testing capabilities that last longer than your website redesign

Companies who carry out a website redesign often conduct manual spot checks of issues like page performance, analytics accuracy, SEO, and security.

But these manual tests only last until something on your site changes, which will likely be soon. The truth is, your website redesign will never really be over.

With ObservePoint, you can build a long-term testing strategy that will help you ensure ongoing performance and accuracy, no matter what stage or state your site is in.