BRIGHTSPOT®

The fastest path to premium publishing





07 Syndication & Distribution

SEO

Translations

Social

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07 — Syndication & Distribution

SEO

SEO

Every asset includes controls for title, description and keywords, as well as noindex, nofollow and other settings.

- 1 Add SEO attributes to every asset and page
- 2 Set the asset's SEO meta title
- ³ Set the asset's SEO meta description
- 4 Set the asset's SEO keywords
- 5 Set additional metatags per asset



BRIGHTSPOT

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Brightspot.com Ho	mepage	Work in Progress Saved		sн •••
		1 SEO	URLs	^
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SEO

SEMrush Integration

For deeper SEO research, Brightspot offers an integration with SEMrush.

- 1 Access keywords related to tags
- 2 See search volume, CPC, and competition
- 3 See relevant keywords related to assets

< Back				
SEMrush Keyword: ele	ements of storytelling (Search Vol. 390)		•••
Keyword			Sites	^
elements of storytelling	■ BRIGHTSPOT [®] Q Search			Brightspot
Search Volume	Article: How a modern CMS empower	rs you to ombraca the fut	ure of brand story telling	
390	Article: How a modern CMS empowe	rs you to embrace the full	are of brand storytening	
Cost Per Click	B I U ▼ ≣∓ ≡ ≣ ⊡ ⊡ <>	G IJ ■ Track	k Changes 📕 🚥 🗙 🔍 🚼	3 SEM
0	unprecedented control over the look and feel of the	eir sites.		bran
Ŭ	Each package includes a pre-built component libra	ny of more than 100 page types, asset t	when and integrations. With these combined	grea
Competition	features, CMS users can create thousands of websi			story bran
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48300000	fact, in as little as 90 days, you can be up and runni		-	stor
	Is your current technology inhibiting your storytell	ing efforts? Contact a Brightspot Ready	Made consultant to see how a Content	brar
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SEO

RSS & Sitemaps

Brightspot supports both the creation of RSS feeds and sitemaps to support syndication use cases.

- 1 RSS and atom out of the box
- 2 Configure by site, content type, or asset
- 3 Enable full feed content or by snippet

≡ BRIGHTSPOT <u>२</u> ऽ	Search	Brightspot 🗢 😡 Adam Braun 🇘
Sites	Edit Site	\$
New Site	RSS Settings	^
Q Search	Disable Feed?	
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IC Demo	1 Brightspot	
	Brightspot Intranet	2 Sitemap Settings
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Microsites	Default Frost 2.0	3 Site Map Default URL
	IC Demo	https://www.brightspot.com
		Social
	Site Categories	
	SAV New Site Category	Stock Ticker
	Microsites	Video
		Advanced





TRANSLATIONS

Translation Workflow

Brightspot supports manual (human) translation, as well as automatic or machine translation.

- 1 Machine translation
- 2 Create translation bundles
- 3 One or many assets sent to translation

BRIGHTSPOT [°] Q Search	Brightspot	💓 Adam Bra
Translation Bundle: Dramatic Photo Only Hi	nts at the Story Behind It 🖉	
Name Dramatic Photo Only Hints at the Story Behind It	Watchers	
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Translation for article and the article lead photo caption.	Live	
Translation Items	Past (4)	
1 In Preparation Article: Dramatic Photo Only Hints at t	he Story Behind It – Wed, Sep 2	26, 8:11 PM by Adam B
Item	Tue, Sep 25	5, 1:06 PM by Adam Br
Dramatic Photo Only Hints at the 🝷 🔍 🧪 🗕	Wed, Aug 1	15, 12:02 PM by Adam
Status In Preparation	Tue, Aug 1	4, 12:47 PM by Adam E
Request Date		
Complete Date		
N/A -		
2 In Preparation Image (Caption): A photo of Alix Idrach	ne at his graduation from West Point —	



TRANSLATIONS

Translation Integrations

Brightspot includes pre-built connectors to Google Translate, AWS Translate, Lingotek and World Server.

- 1 Human and machine translation supported
- 2 Pre-built translation integrations with AWS Translate, Google Translate, Lingotek, and World Server
- 3 Other integrations can easily be added

■ BRIGHTSP <mark>O</mark> T [®] Q Searc
Article: Mission Year in Rev
Headline Mission Year in Review: How Brig
Sub Headline In 2019, Brightspot's calendar of immensely.
Slug mission-year-in-review-how-bri 3
Author(s)
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Brightspot was founded with give at getting our employees off the understanding of our community. I provided employees with over 500 c

BRIGHTSPOT



SOCIAL

Social Publishing

Configure social accounts and schedule your Facebook and Twitter content directly from Brightspot.

- 1 Facebook, Twitter and LinkedIn supported
- 2 Schedule social posts
- ³ Write custom text for social posts

BRIGHTSPOT [°] Q Search		Brig	htspot 👄 😴 Adar	m Brau
Article: Mission Year in Review: How Brights	spot employees positively impacted the	lives of over		BLISH
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1 Accounts				Permal.
Select which social accounts you would like to use				erman
			+ Add URL	
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3 Message			Brightspot	
Brightspot employees positively impacted the lives of ove	er 1,800 people in 2019		Access:	
			None	
Include Link?				
			SEMrush Keywords	
2 Tweet			Suggestions	
			Watchers	
Accounts			References	



SOCIAL

Share Bar

Allow users to share content to Facebook, Twitter, Google, LinkedIn, Pinterest and other social networks, plus print and email.

- 1 Allow sharing via social networks (Facebook, Twitter, LinkedIn and more) as well as email and print
- 2 Affinity actions (bookmark, favorite)
- ³ Add tracking parameters
- 4 Create content-type specific share bars

Sites	Edit Site	
New Site	Default Action Bar	
Q Search	Set: 🔹	
Global	Items	
Brightspot	1 Facebook Share: Facebook	—
Brightspot Intranet	2 Twitter Share: Twitter	—
Brightspot Unified Challenge	3 Linkedin Share: LinkedIn	—
Default Frost 1.0	2 4 Bookmark: Bookmark	□ -
Default Frost 2.0	+ Add •	
IC Demo		
Site Categories	3 Tracking Parameter Name Where applicable, this will be appended as a tracking parameter to the URL for the action bar item.	
New Site Category		
Microsites	4 Type Specific Overrides	
	1 Type Specific Action Bar: Article, Blog Post, Video	
	+ Add Type Specific Action Bar	
	SAVE	

SOCIAL

AMP & Instant Articles

Brightspot supports custom delivery of assets to Facebook Instant Article as well as in Google's AMP format.

- 1 AMP-ready article format, with settings to enable or disable per asset
- 2 Facebook Instant Article format with settings to enable or disable per site



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