

BRIGHTSPOT[®]

The fastest path to
premium publishing



07

Syndication & Distribution



- SEO
- Translations
- Social

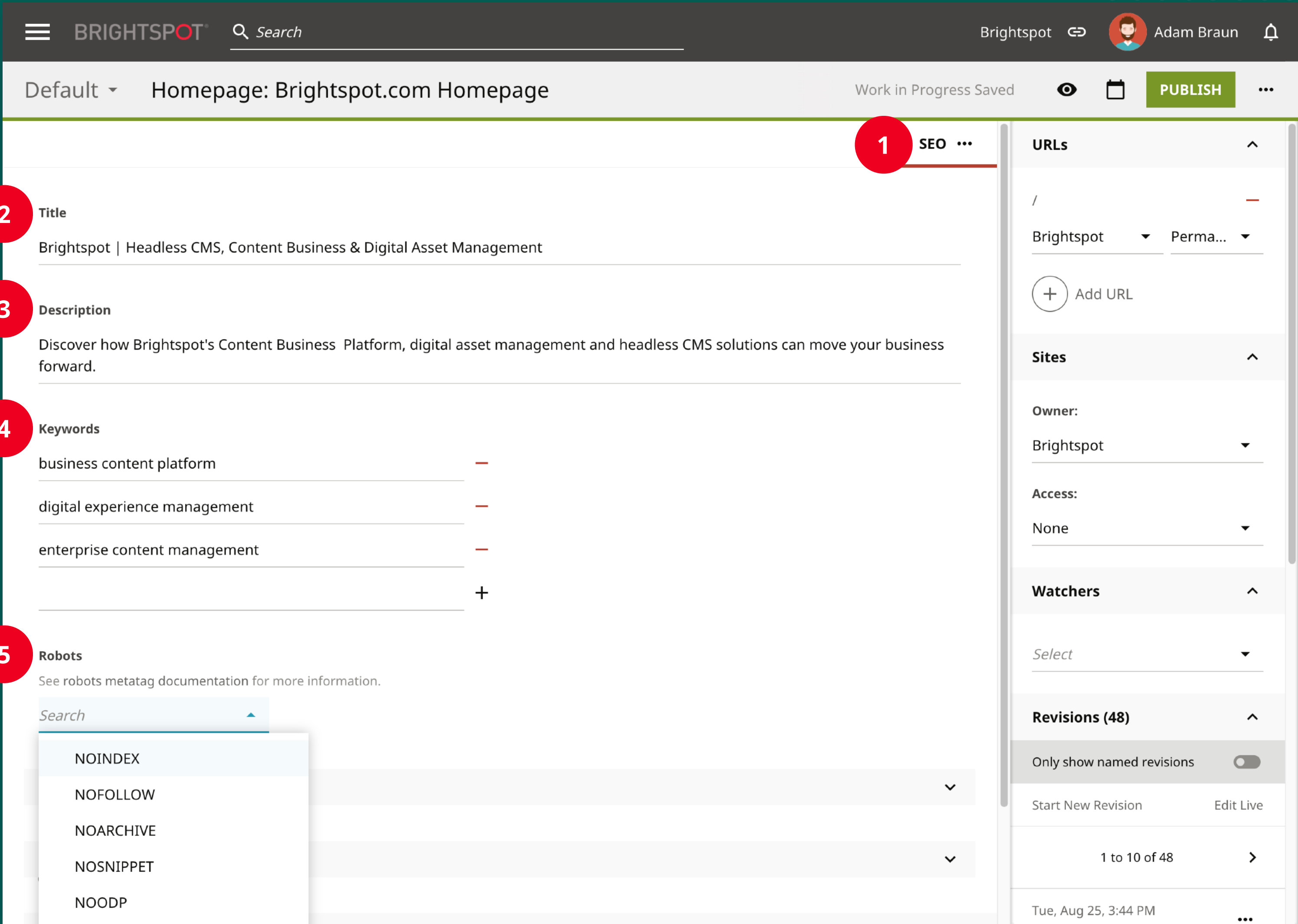


SEO

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



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

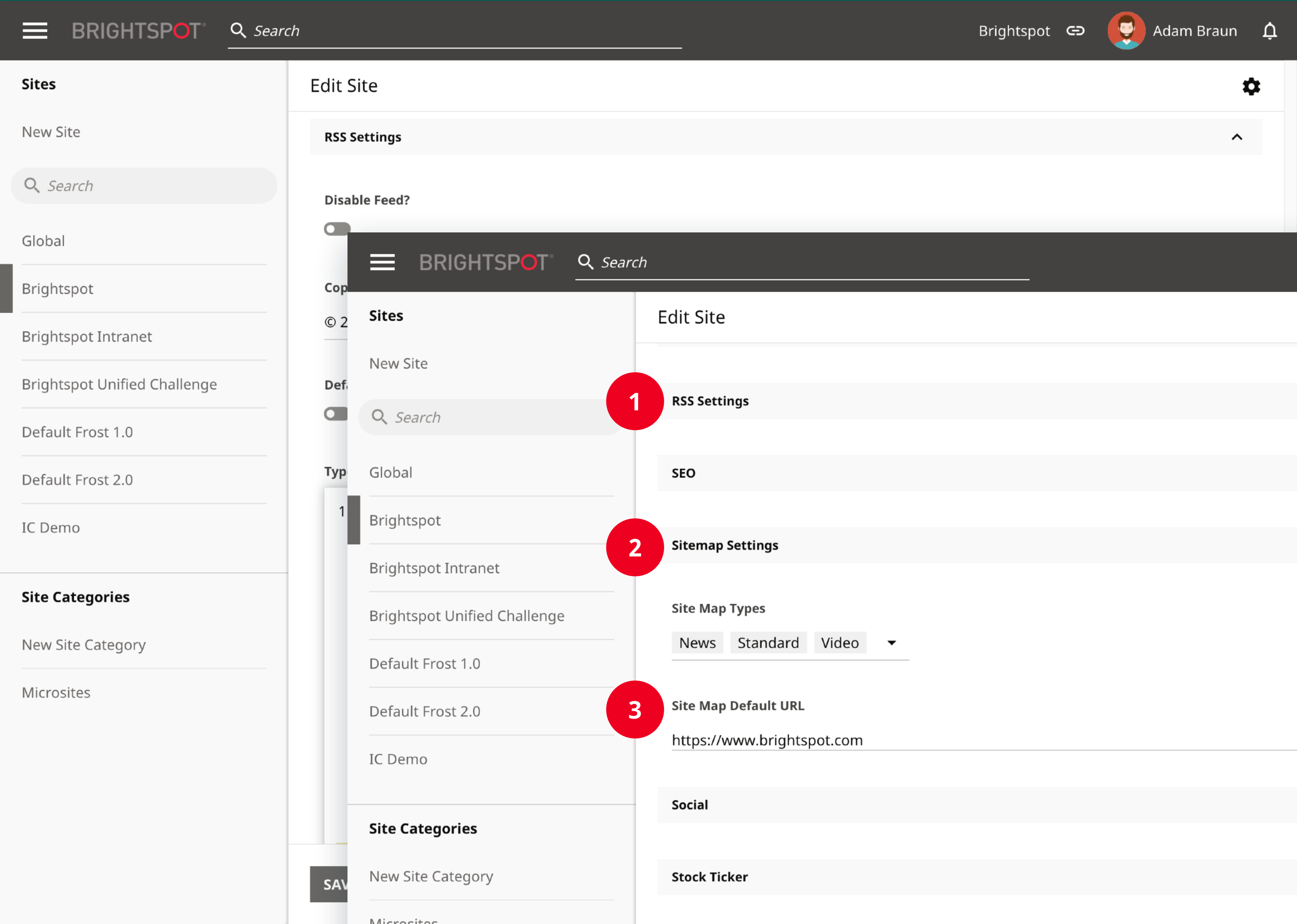
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SEO

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

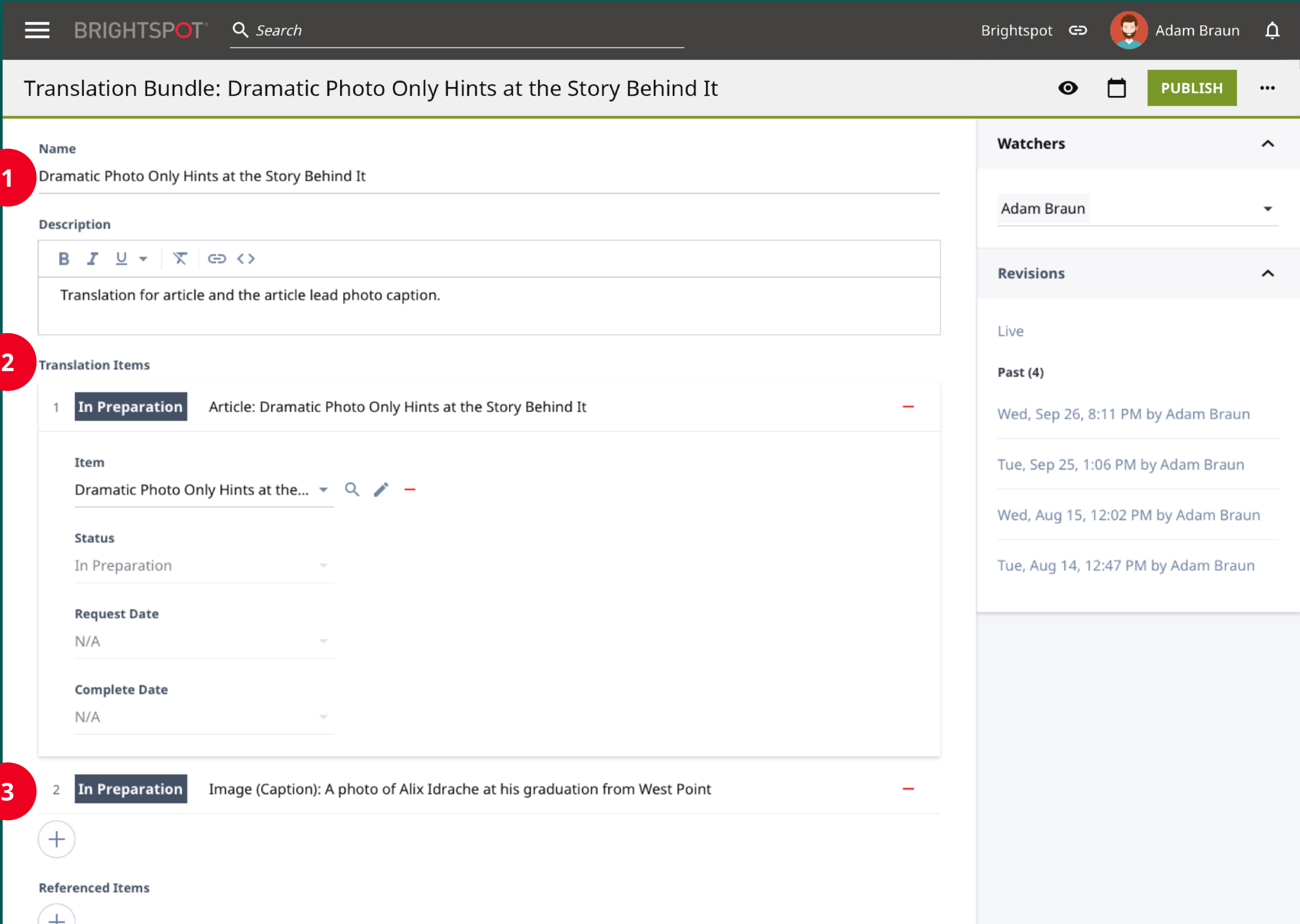


TRANSLATIONS

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

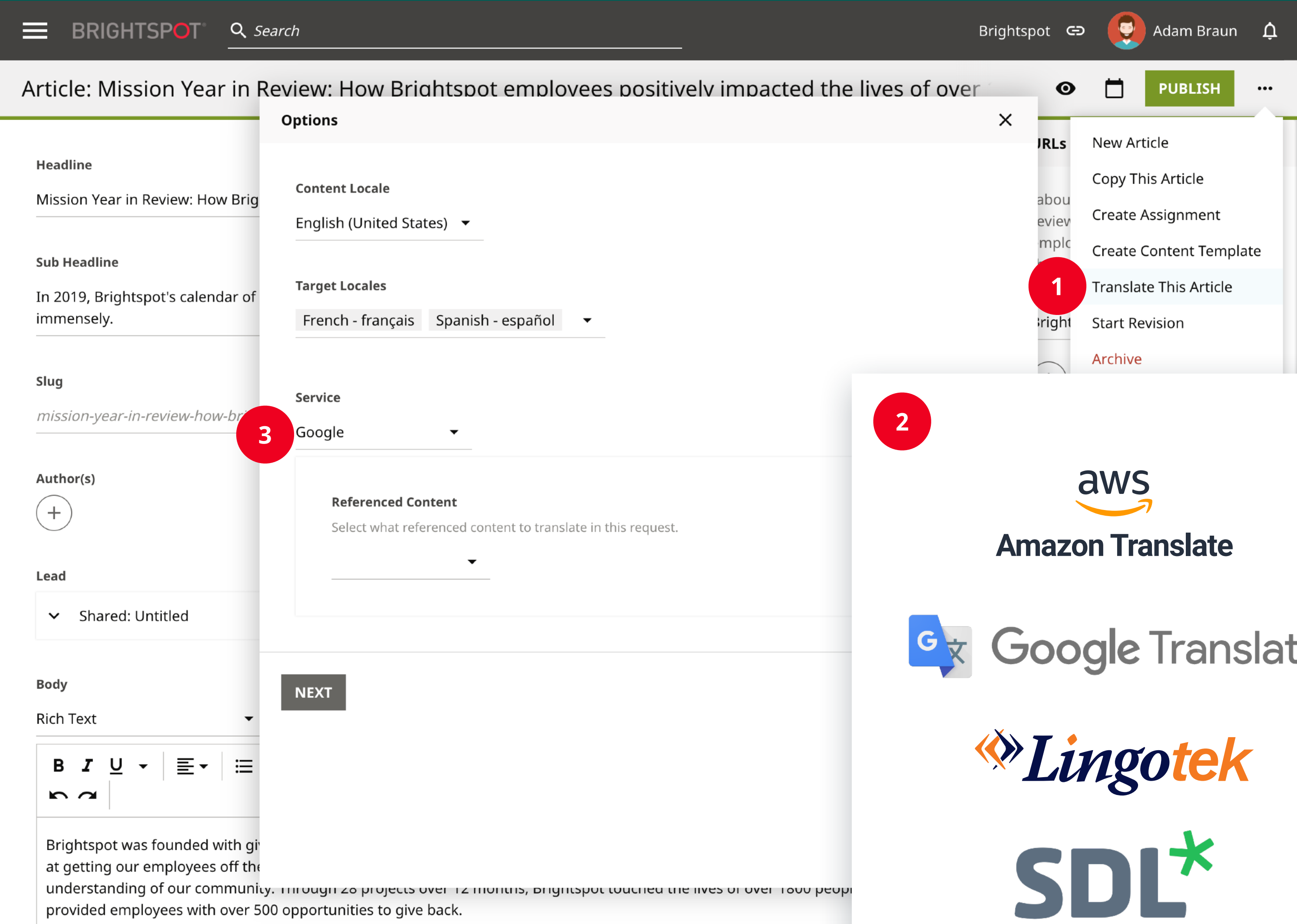


TRANSLATIONS

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

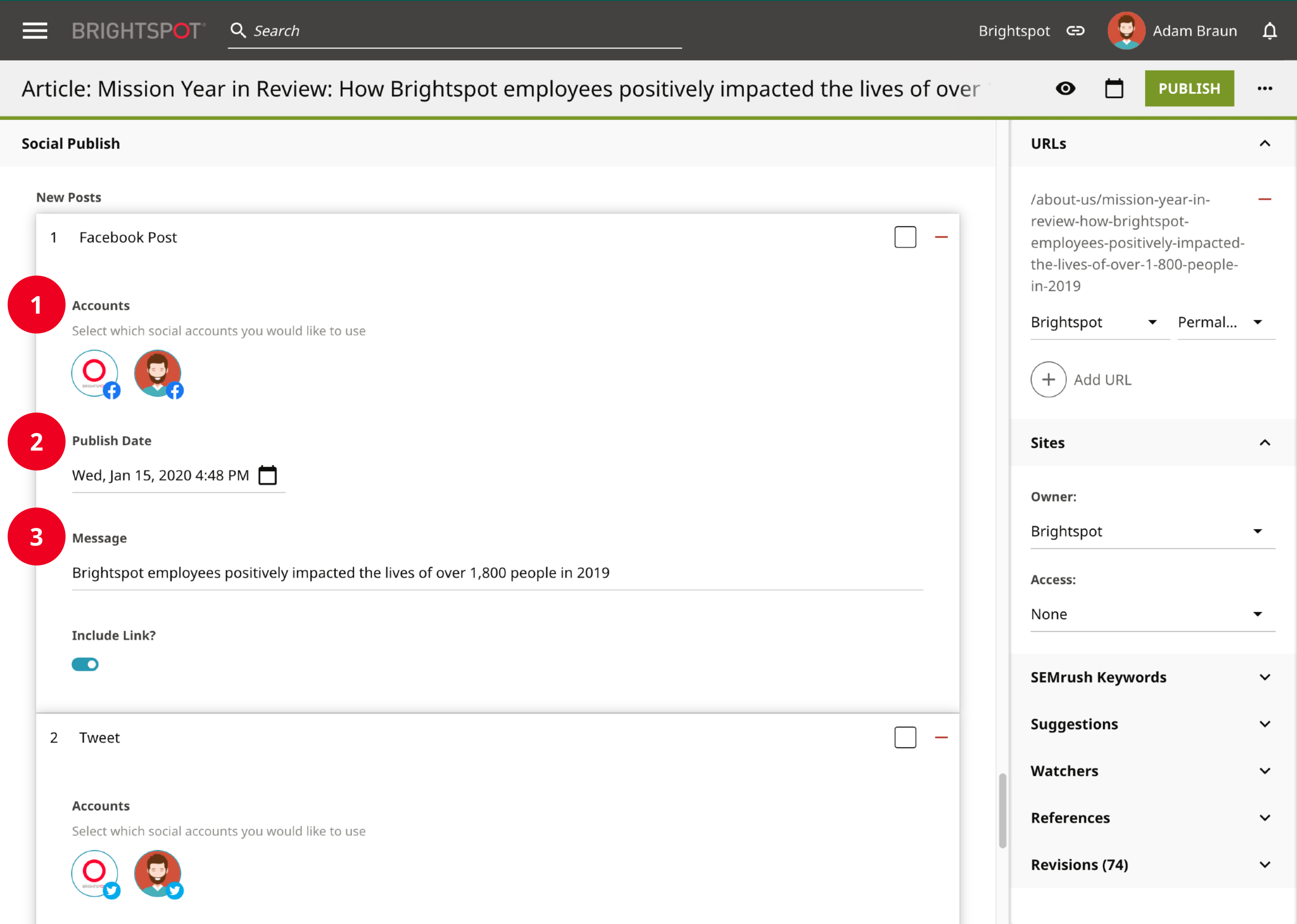


SOCIAL

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

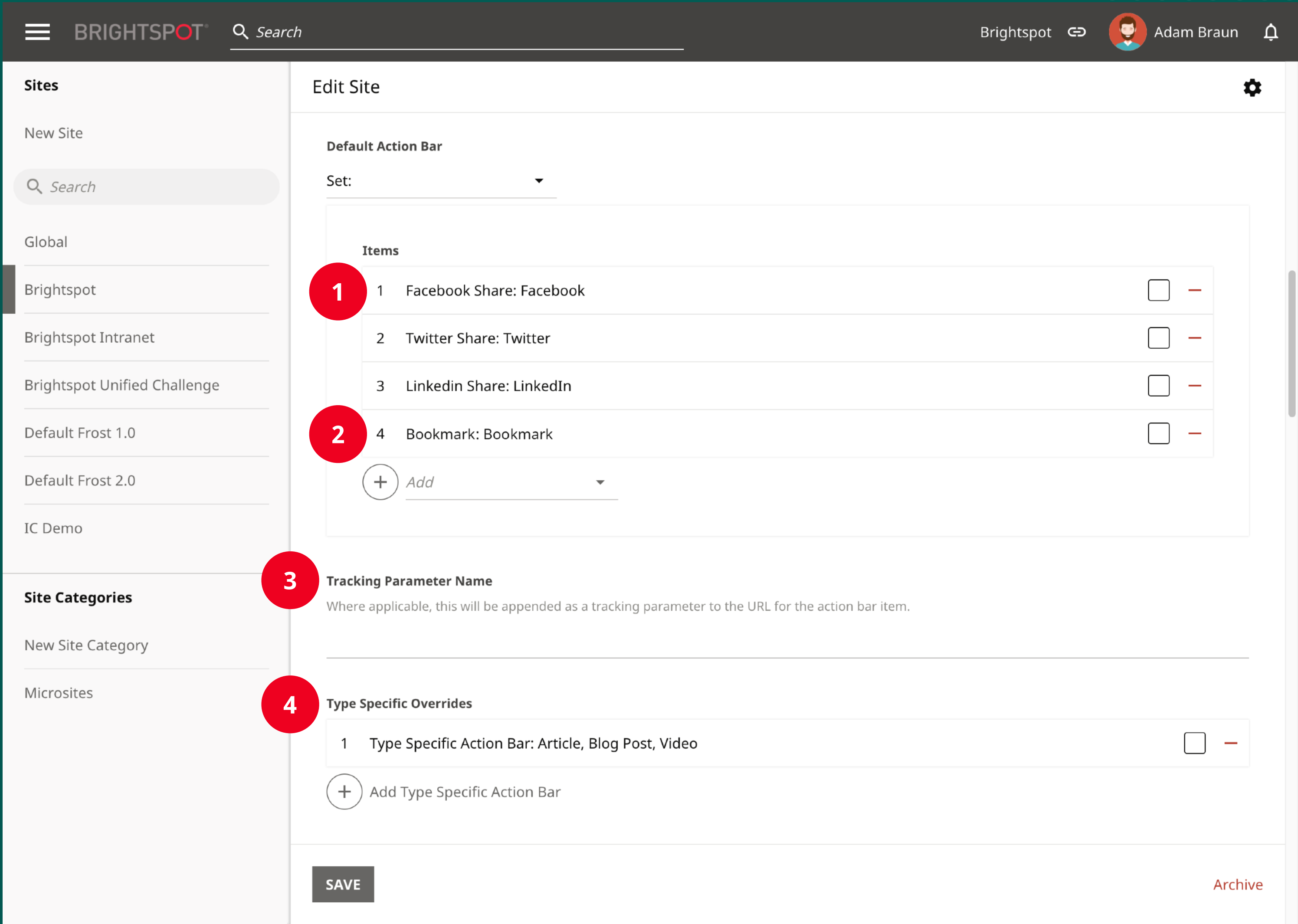


SOCIAL

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



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

