



# THE MATCHWORK SITE SELF SERVICE MODULE – IN BRIEF

*Take control over your job board keeping content fresh and SEO friendly.*

## USE YOUR IN HOUSE SKILLS TO KEEP YOUR HANDS ON THE STEERING WHEEL

Most job board providers prefer to keep their job boards updated, agile and alive through frequent updates of text and images on the site. In addition to making the site more attractive to users, fresh text and tags also enhances SEO rankings.

The MatchWork Site Self Service Module provides an editor access to the Content Management System (CMS) used for provisioning the site. Using this access, the editor can change and publish the content of placeholders such as text, images and links and thereby avoid any external dependencies.

The Site Self Service Module is targeted at product managers and/or editorial staff employed by the partner who will be empowered to change or reformat text in editorial placeholders or to change HTTP links to external sources in placeholders.

Further, very advanced customers can be provided with their own proprietary search profile in Microsoft FAST™, and use this to optimise the user search experience by eliminating zero result queries, creating synonyms or monitoring most frequently searched queries.

### SITE SELF SERVICE MODULE

#### Included features – basic configuration

- Editorial content management
- Back office support module

#### Optional features

- CSS & Site configuration management
- SEO analytics
- Search & ranking profile management