

Textmetrics plugin for  
Adobe Experience Manager

Version 1.0.0



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## 1. About the Textmetrics plugin for AEM

### 1.1 Textmetrics

Textmetrics enables organisations to continuously improve the conversion rates of their online and offline texts. Powered by machine learning and artificial intelligence, Textmetrics will assist you with real-time suggestions to write high quality content that matches your target audience.

### 1.2 AEM plugin

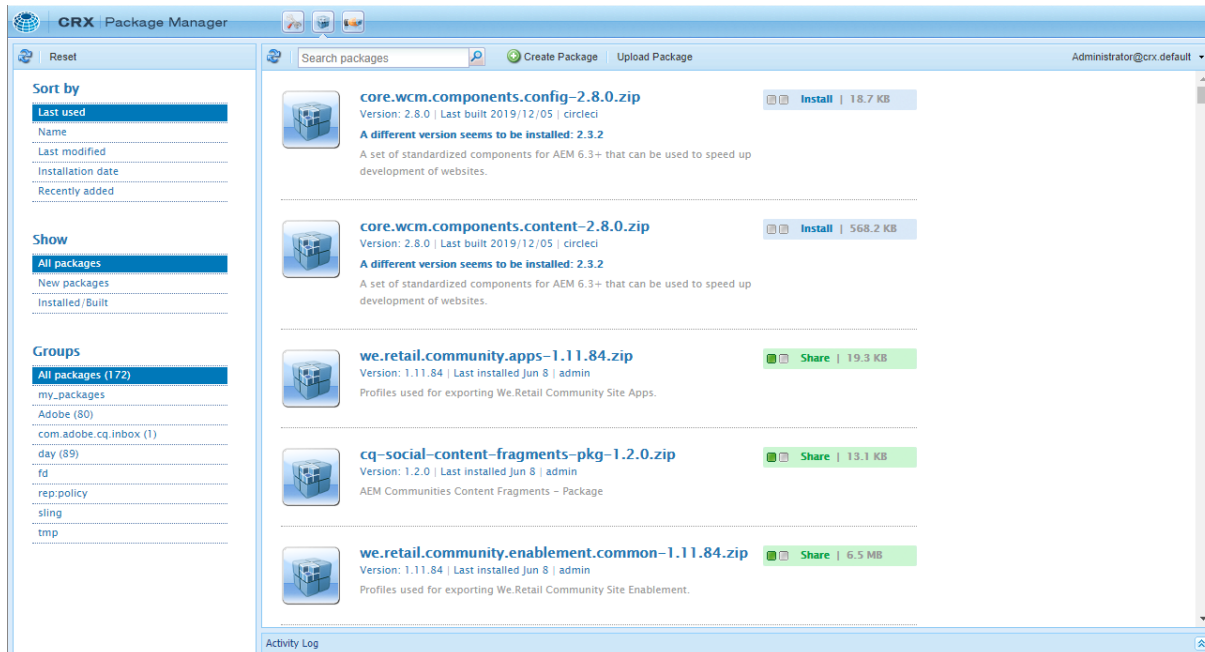
The Textmetrics CMS plugin is a small overlay box that will appear in your CMS platform. When the button is pushed it will render the page in the background and send it to Textmetrics for analysis after which the outcome of the analysis will be displayed.



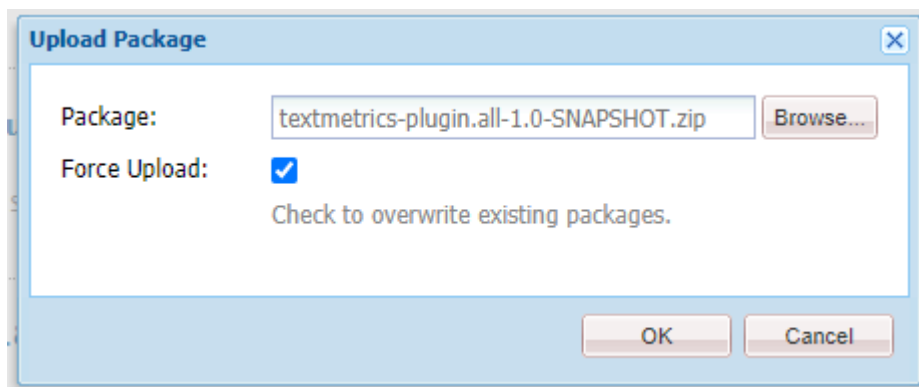
## 2. Installation

### Package Manager Installation

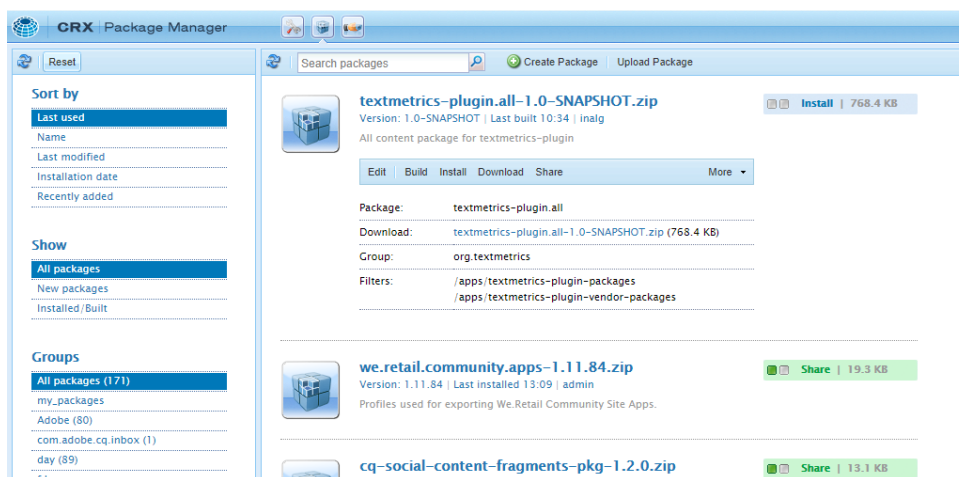
Go to AEM Package Manager (<http://localhost:4502/crx/packmgr/index.jsp>):



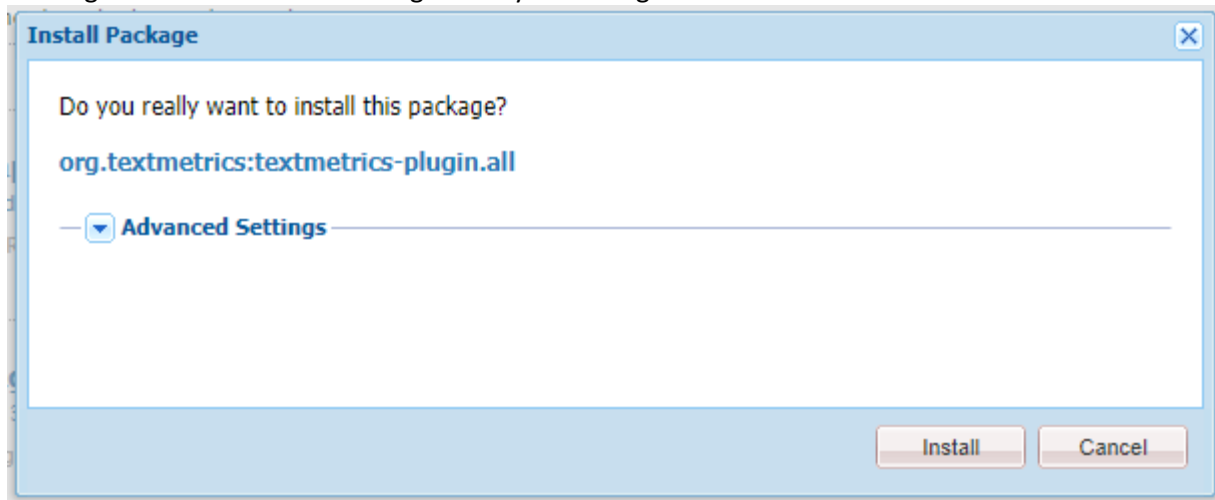
Click on **Upload Package** and select the Textmetrics plugin package and click OK:



Afterwards you will see the uploaded package:



Clicking on Install shows this dialog where you click again on Install:



Check the activity log, it should not display any errors.

Curl installation


The package can also be installed via curl:

```
curl -u admin:admin \  
-F file=@"textmetrics-plugin.all-1.0-SNAPSHOT.zip" \  
-F name="textmetrics-plugin.all-1.0-SNAPSHOT.zip" \  
-F force=true \  
-F install=true \  
http://localhost:4502/crx/packmgr/service.jsp
```

## 2.1 Configuration

For configuring the plugin go to the Cloud Services

(<http://localhost:4502/libs/cq/core/content/tools/cloudservices.html>) page and add a new Textmetrics Configuration by clicking on **Available Configurations** and then the plus sign.



### Textmetrics Configurations

Textmetrics is the content creation platform that enables you to create webcontent that actually matches your target audience. Powered by machine learning and artificial intelligence, Textmetrics will assist you with real-time suggestions to write high quality content for your audience. With Textmetrics your content will rank better in search engines and will have better conversion rates.

[Show Configurations](#)

**Available Configurations [+]**

- [WeRetail \(Textmetrics Configuration\)](#)

Creating a new configuration for a website:

Create Configuration


Parent Configuration\*

/etc/cloudservices/textmetrics

Title\*

WeRetail

Name



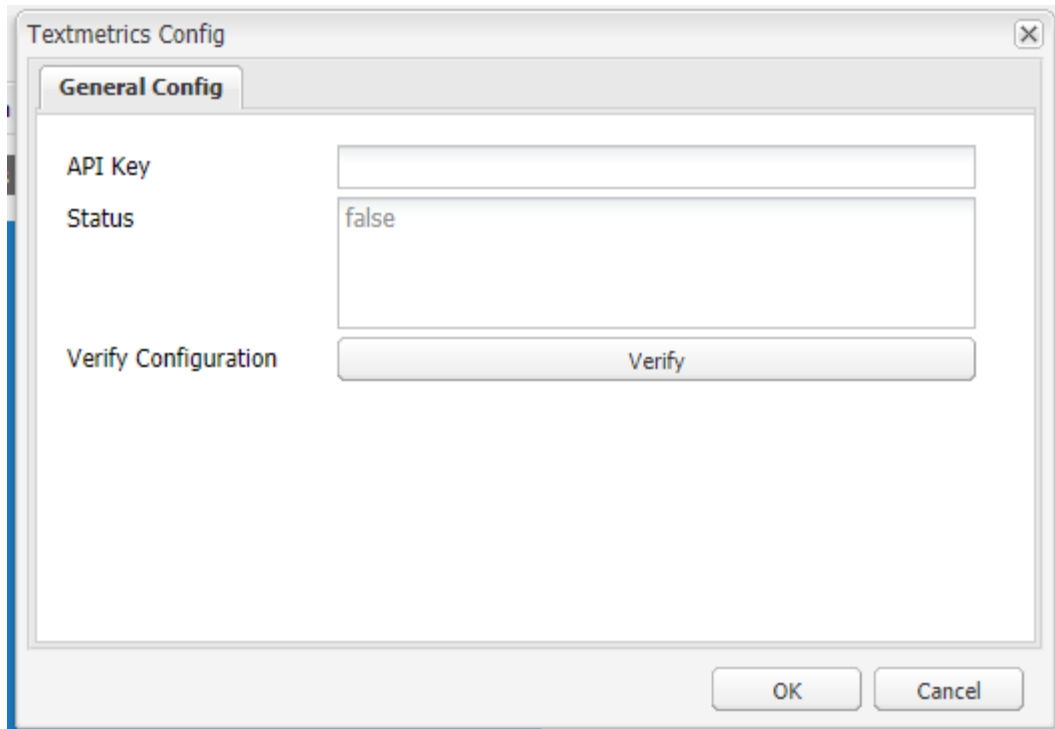
**Textmetrics Configuration**

*Textmetrics is the content creation platform that enables you to create webcontent that actually matches your target audience. Powered by machine learning and artificial intelligence, Textmetrics will assist you with real-time suggestions to write high quality content for your audience. With Textmetrics your content will rank better in search engines and will have better conversion rates.*

Create

Cancel

Configure the new configuration:



The image shows a 'Textmetrics Config' dialog box with a 'General Config' tab. It contains three input fields: 'API Key' (empty), 'Status' (containing 'false'), and 'Verify Configuration' (containing a 'Verify' button). At the bottom are 'OK' and 'Cancel' buttons.

Textmetrics Config	
<b>General Config</b>	
API Key	<input type="text"/>
Status	<input type="text" value="false"/>
Verify Configuration	<input type="button" value="Verify"/>
<input type="button" value="OK"/> <input type="button" value="Cancel"/>	

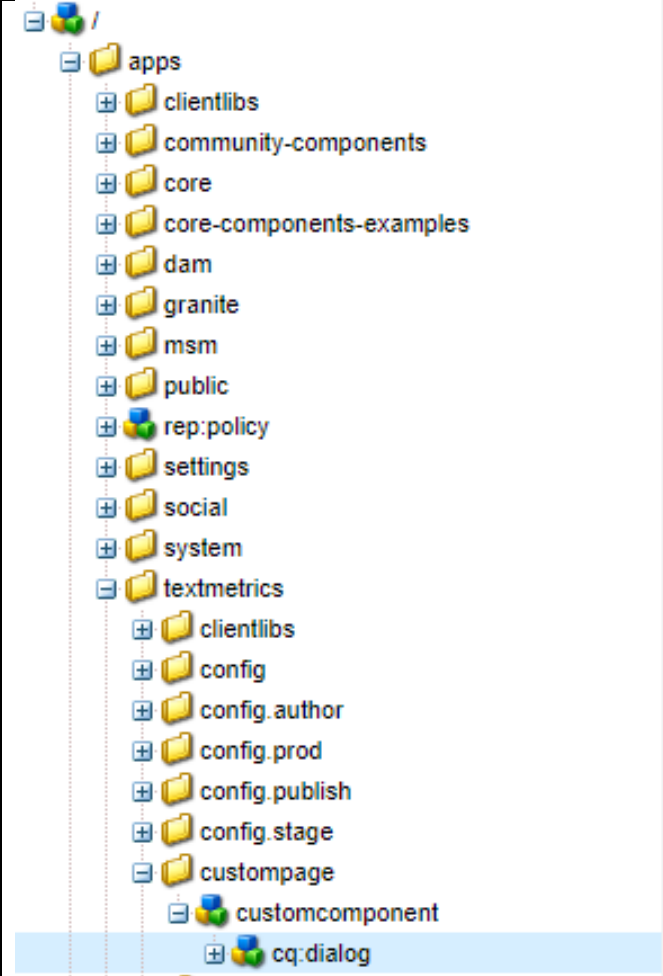
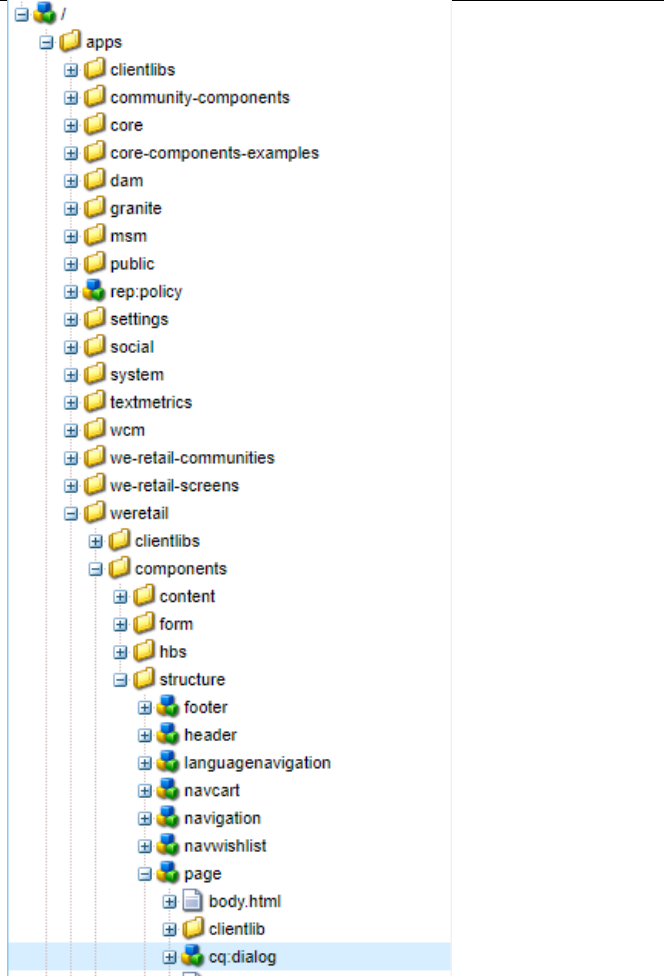
Enter your API key into the form.

Press the **Verify** button to check if API key is valid. Then press OK to save the API key.

## 2.2 Page template

To analyze a page, the site page template/structure must inherit the Textmetrics custom page component. This object adds properties to a page to set the SEO keyword, supporting keywords, save Content Quality settings/suggestions and select the rule set that must be used when the page is analyzed. This custom component is located at /apps/textmetrics/custompage/customcomponent/cq:dialog.

Below is an example where the object is located and where the object should be copied to.

Location: /apps/textmetrics/custompage/customcomponent/cq:dialog	Copy to: /apps/weretail/components/structure/page/cq:dialog
	



If the object is inherited correctly you should see the following **page properties** and a new tab “**Textmetrics Metadata**”:

We.Retail

Basic

Advanced

Thumbnail

Social Media

Textmetrics Metadata

Cloud Services

Personalization

Permissions

SEO Keyword

Supporting keywords

Ruleset

Article

## 2.3 Cloud configurations

To make sure the API key is available, you need to add the cloud service configuration to the applicable page properties.

Go to (parent) page properties, select the **Cloud Services** Tab and click on **Add Configuration**. Select **Textmetrics Configurations**. Select your created configuration and click on Save.

Cancel

Save & Close

▼

We.Retail

BasicAdvancedThumbnailSocial MediaTextmetrics MetadataCloud ServicesPersonalization

Permissions

Cloud Service Configurations

Add Configuration ▼

Textmetrics Configurations

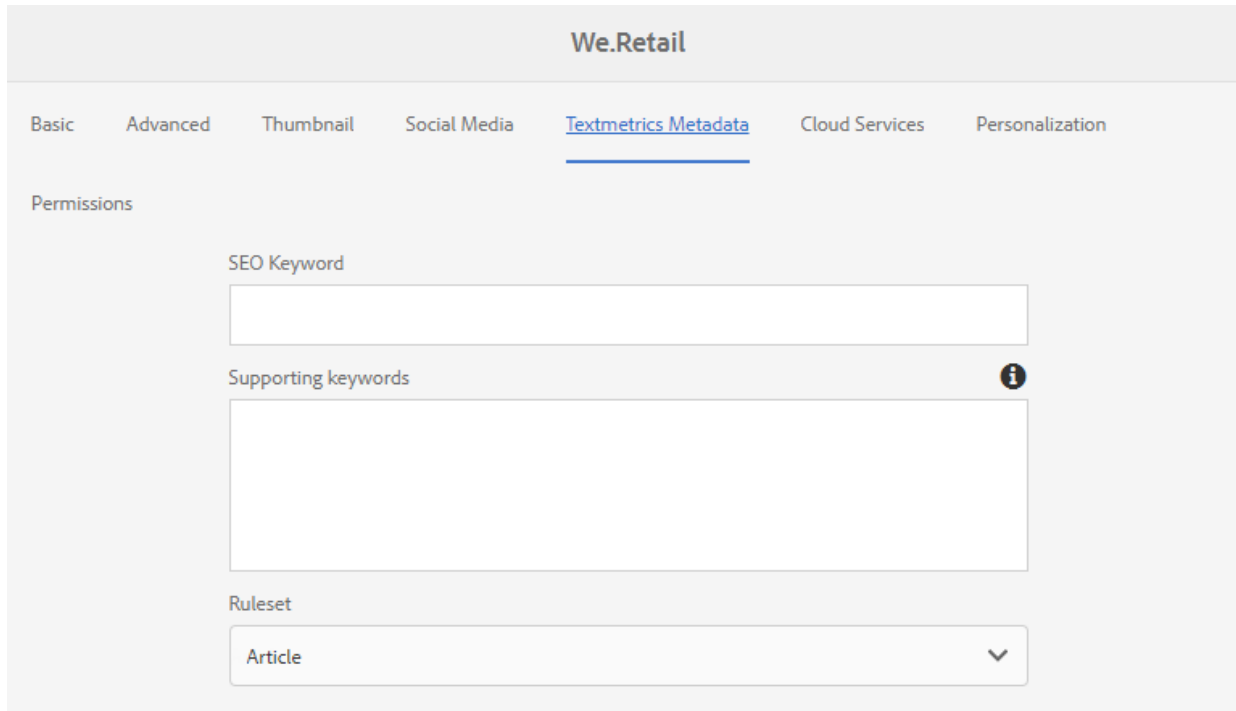
WeRetail ▼

—

### 3. How to use the plugin

#### 3.1 Keywords, supporting keywords and rule-set

Before a page can be analyzed at least one keyword needs to be set in the SEO Keywords field which is available in the page properties (Select Page Information > Open Properties > Textmetrics Metadata > SEO Keyword). For extra keywords (or synonyms) use the Supporting keywords field. The Rule set field can be set to select the rule set that is used by Textmetrics to analyze the content of the page.



The screenshot shows the 'We.Retail' interface with the 'Textmetrics Metadata' tab selected. The 'Permissions' section is visible. The 'SEO Keyword' field is a single-line text input. The 'Supporting keywords' field is a multi-line text input with an information icon (i) to its right. The 'Ruleset' field is a dropdown menu currently showing 'Article' with a downward arrow.

#### 3.2 Analyze button

The analyze button is available in the Content Editor and can be found on the left side. The analyze button is enabled when the plugin is installed correctly.



After a page is analyzed, the results will be displayed which can contain suggestions to improve the page and rate the page with an optimization score.



ARCTIC SURFING IN LOFOTEN

EditPreview

ENACCOUNTPROFILEWISHLISTMESSAGES0NOTIFICATIONS0MY CARTMODERATIONLOG OUT

WE.RETAILEXPERIENCEMENWOMENEQUIPMENTABOUT USPRODUCTSCOMMUNITY

ARCTIC SURFING IN LOFOTEN

English / Experience

Drag components here

Aloha spirits in Northern Norway

Textmetrics

Make every word count

Keyword analysis & suggestions

Keyword: ARCTIC SURFING

SEO69%CONTENT

PAGE TITLE

Number of characters.

Number of keywords.

Number of words.

PAGE DESCRIPTION

Number of characters.

Number of keywords.

Number of words.

HEADINGS

Number of H1 tags.

Add your keyword 1 time(s) within a H1 / Header 1 tag.

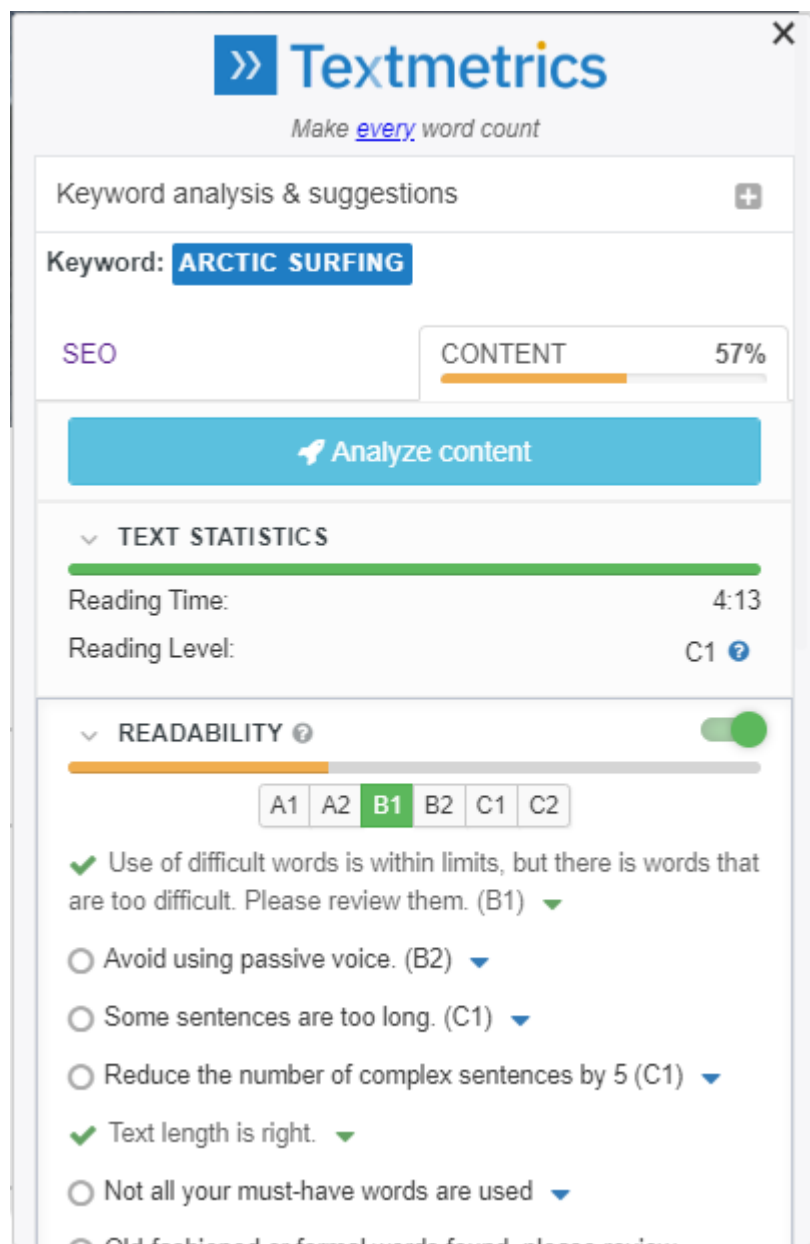
Number of words in H1 tags.

Number of H2-H6 tags.

Add your keyword 1 time(s) in your H2-H6 tags.

### 3.2.1 Content Quality

In order to run Content Quality analysis, select the CONTENT tab and press 'Analyze content' to run the analysis.



**Textmetrics**  
Make every word count

Keyword analysis & suggestions

Keyword: **ARCTIC SURFING**

SEO **CONTENT** 57%

**Analyze content**

**TEXT STATISTICS**

Reading Time: 4:13


Reading Level: C1 ?


**READABILITY** ?

A1 A2 **B1** B2 C1 C2

- ✓ Use of difficult words is within limits, but there is words that are too difficult. Please review them. (B1) ▼
- Avoid using passive voice. (B2) ▼
- Some sentences are too long. (C1) ▼
- Reduce the number of complex sentences by 5 (C1) ▼
- ✓ Text length is right. ▼
- Not all your must-have words are used ▼
- Old-fashioned or formal words found, please review


### 3.2.2 Keyword analysis & suggestions

In order to use the Keyword analysis & suggestions functionality, expand the top menu (using the  icon), select your language/country and press 'Give me suggestions'.

Make every word count

Keyword analysis & suggestions

1. Select language/country


 US - google.com

2. Keyword analysis & selection


Give me suggestions

**"adobe experience" keyword score:**

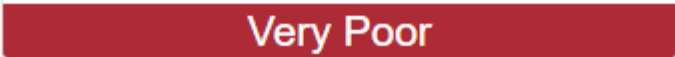
VOLUME

 Moderate

COMPETITION

 Very Hard

OVERALL

 Very Poor

Related keywords that might be relevant for you