

## SiteScan

**Automatically check your Web site, optimize bloated images, and check for broken links**

SiteScan is OptiView's Internet-hosted Web content optimization service. SiteScan optimizes all images on a Web site and accelerates Web page download times—saving your company time and money.

Maintaining a high level of quality becomes increasingly difficult as Web sites grow. SiteScan periodically analyzes your Web site, streamlining and keeping it running at optimum efficiency—optimizing images, finding broken links, detecting overcoded HTML, and pointing out duplicate images. A SiteScan subscription contains everything necessary to optimize images during Web site development and deployment.

SiteScan checks your entire Web site and delivers a comprehensive report identifying bloated graphics, duplicate images, and broken links. You receive weekly reports at a day and time of your choosing, and you can run ad-hoc scans on a portion of your site. Each report is emailed with your newly-optimized graphics, attached in a ZIP or TAR file. This compressed file is a mirror image of your site's file structure, so you just unzip the contents over your existing site.

### Features & Benefits

#### SiteScan Features:

- Configurable Web site URL and scan depth – scan as many or as few pages as you need
- Follows dynamic (CGI) links
- Checks and optimizes GIFs, JPGs, BMPs, and animated GIFs
- Automatically converts between image formats
- "AOL safe" image optimization (optimized images are protected from degradation by AOL browsers)
- Recognizes duplicate images
- Configurable efficiency compression cutoff (e.g. 90%)
- Checks for broken internal and external links
- Emails newly-optimized images in ZIP/TAR file for easy uncompressing over existing site structure

#### SiteScan Benefits:

- Reduced site operating and labor costs
- Faster page downloads experienced by all site visitors
- Competitive advantage over other sites
- No more time wasted manually tweaking images
- Higher customer satisfaction and retention
- Increased sales, with fewer abandoned shopping carts
- Increased server and network capacity

### How SiteScan Works



1301 Moran Road, Suite 102  
Dulles, VA 20166  
main: 703.450.8809  
sales: 661.263.1445  
fax: 703.450.8870  
[www.optiview.com](http://www.optiview.com)