

Everything you need to know about

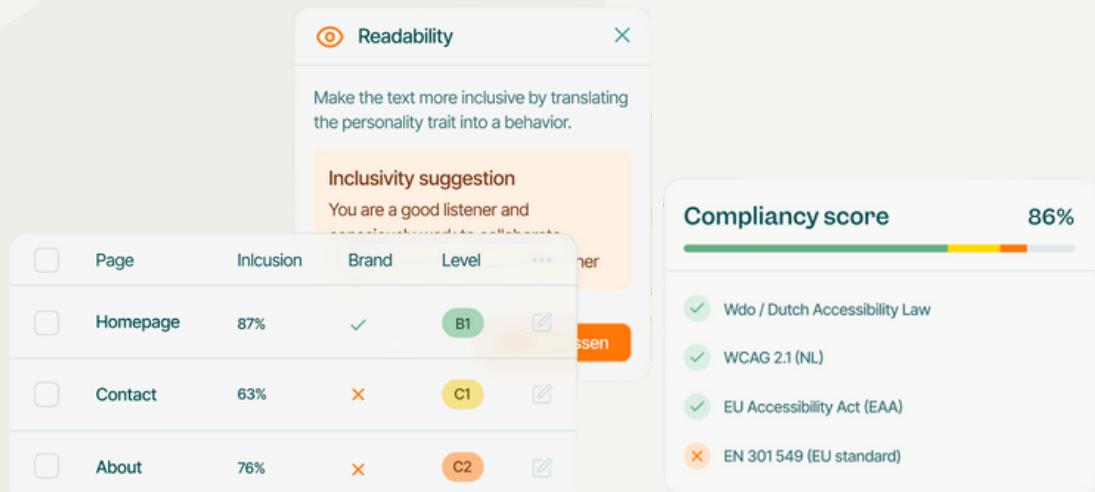
# Textmetrics



The ultimate brochure for our Dashboard and Text Editor.

We stand for

# Quality Control



## Insight and control over your content quality.

Textmetrics allows you to check and improve the quality of your content. Our software consists of two main components:

- The Textmetrics Dashboard provides insight into the quality of your content and offers solutions for the work process. You can see whether everything complies with the rules and where improvements are needed. We tailor our software to your organization and provide insight into important themes.
- The Textmetrics Editor offers real-time suggestions while you write, based on your own quality standards. You can check every text against your own policies and guidelines.

This allows you to guarantee the quality of all texts in every department and maintain control over tone of voice, compliance with guidelines, and reputation.

Together, we work towards your success.

# These companies have already taken the plunge.

"SEO and content suggestions perfectly combined in one software package. Textmetrics harmonizes all our content from every writer into one seamless and melodious tone of voice."



90+ Success stories with leading companies.



+14% clicks on the apply button;  
+18% job interviews.



+95% SEO quality  
+10% female applicants.



Textmetrics

All important insights in one place with the

# Textmetrics Dashboard



# Clarity in One glance.

## What can you do with the dashboard?

Our Dashboard provides complete insight into content quality, performance, and legal compliance in one central location. This gives you, as a manager, smart monitoring and reporting tools that allow you to keep track of your content and your team's performance at all times. You can see what is performing well, where there is room for improvement, and how you can ensure quality and compliance with guidelines. No more fragmented data, just one clear overview.

## Insight into content, from writing to publishing

The editor gives you immediate insight into the quality of your text as you write, even before the content goes online. This allows you to improve content and SEO immediately before publication. Once content is live, the dashboard helps you monitor existing pages.

You can see how your content is performing and where there is room for improvement, so you can continue to optimize it.



Our team will customize the dashboard entirely to your needs.

# A brief overview of All functionalities.

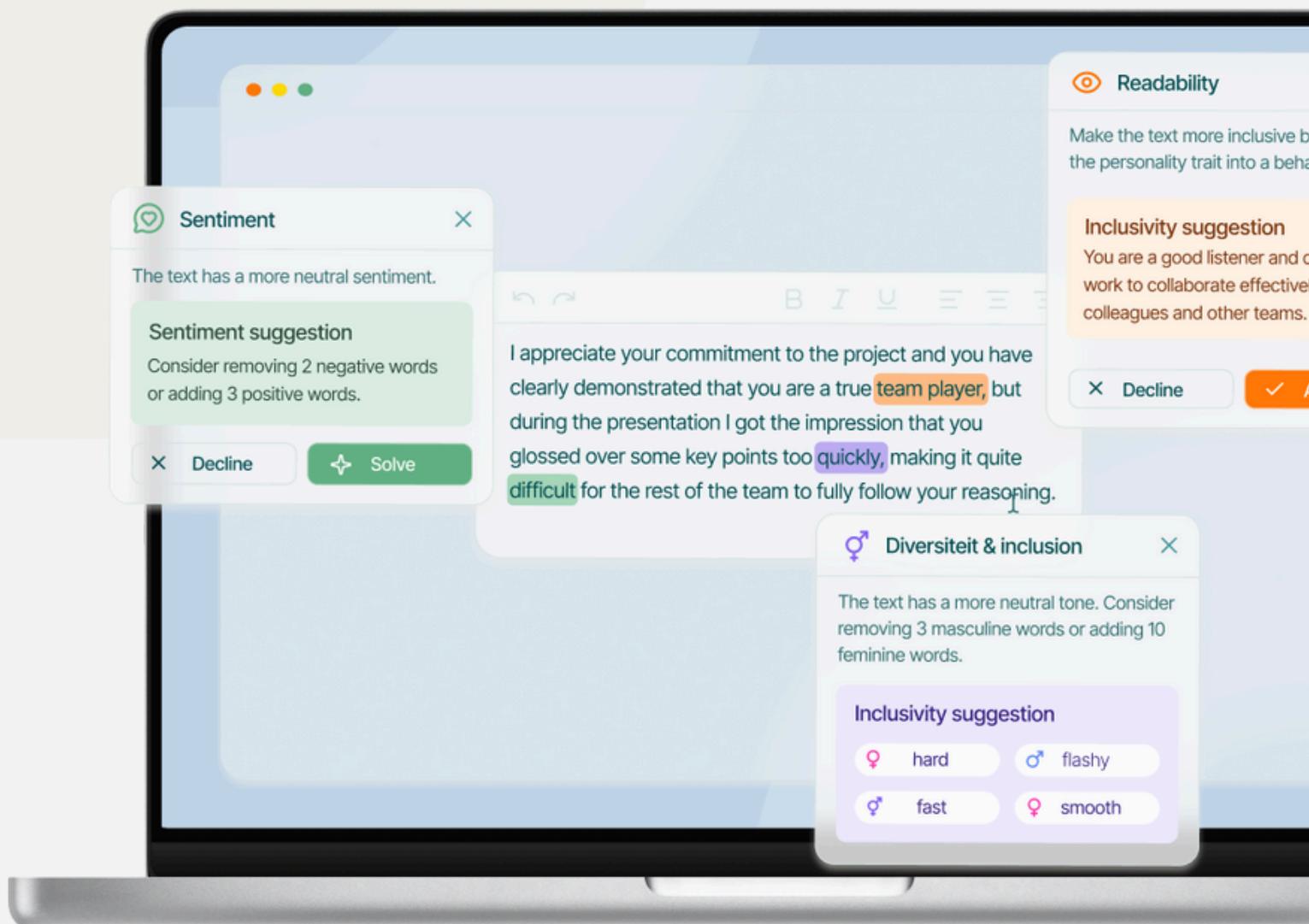
## Textmetrics Dashboard

 new

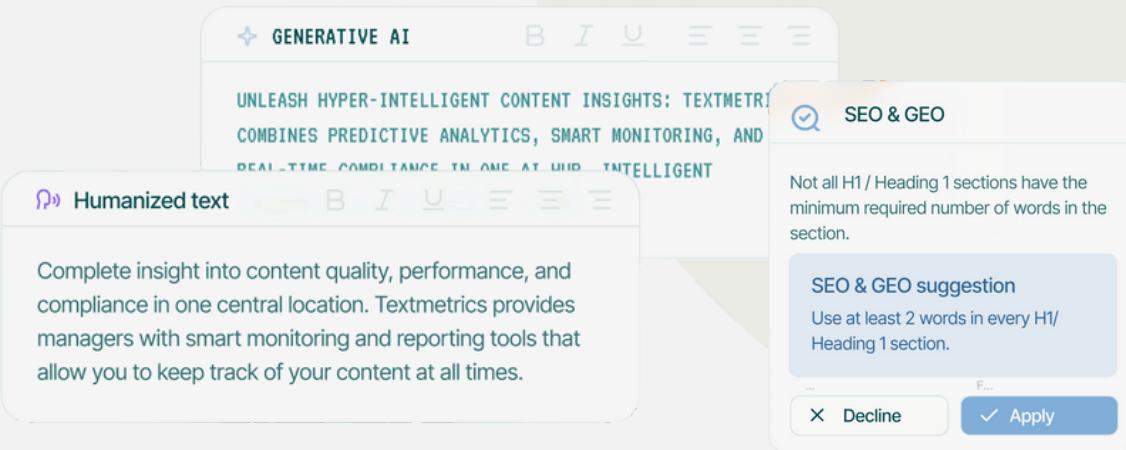
-  Dashboard with real-time insight into various factors, such as:
  - SEO and GEO
  - Content quality
  - Accessibility
  - Brand consistency
-  Automatic collection of content data.
-  Smart optimization suggestions based on data.
-  Customized for your organization.
-  Ongoing support and personal guidance.
-  Available via API for seamless integration into your own work environment.

Improve your content quality with our

# Textmetrics Editor



# Receive feedback as you write.



## Consistent quality and branding in all your texts

With the Textmetrics Editor, you always write according to your own style guide. The editor provides real-time feedback and smart suggestions based on your rules and organizational values, ensuring that every text meets your quality standards.

## Findable in search engines and generative AI models

With automatic quality control and smart optimization, your content always remains up to standard. Clear and well-structured texts score better in search engines and generative AI models such as ChatGPT and CoPilot. In addition, a text with reliable links also ensures better findability.

A brief overview of

# All functionalities.

## Textmetrics Editor

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Real-time optimization suggestions based on various factors

 SEO and GEO

SEO guidelines

GEO guidelines (Generative Engine Optimisation)

Keywordtracking

 Content quality

Readability

Inclusive and accessible language

Brand consistency

Credibility

Sentiment

 Accessibility

WCAG guidelines

B1 reading level

 AI assistant

 Collaborating with your colleagues

Use the Textmetrics Editor

# Wherever you write.

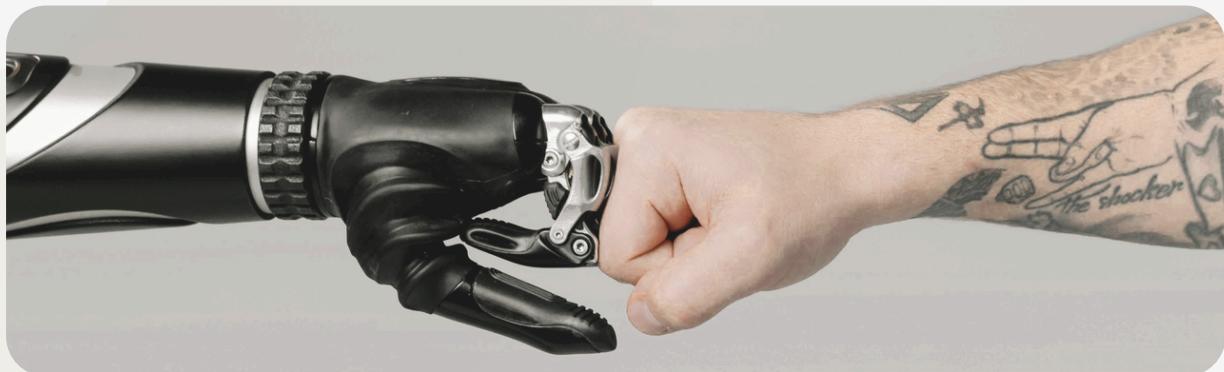


## Where can I use Textmetrics?

Textmetrics integrates easily with your existing work environment. Our plug-ins ensure seamless collaboration, whether you work in Word, Microsoft Office, a CMS, ATS, or CRM system. The Textmetrics Dashboard can also be integrated into your own environment via an API. This allows you to work smartly and consistently across all your tools.

Combine the best of both worlds

# AI & Textmetrics.



## An essential addition to generative AI.

Generative AI can do a lot, but it also makes mistakes and does not always work according to a fixed standard. By combining AI with Textmetrics, you can make the content creation process as smooth as possible while continuing to monitor quality. Textmetrics always measures content based on the same clear guidelines, ensuring consistent quality. This is especially important for large organizations with multiple writers.

### Generative AI

#### Generate rough drafts

- No control over topics such as reading level, inclusivity, brand identity, and tone of voice
- Based on public data
- Unsafe, be careful when entering sensitive data
- Risk of errors and bias

### Textmetrics

#### Quality control

- Based on your own policies, guidelines, and preferences
- Checks on topics such as accessibility, readability (B1), style, SEO, and inclusivity
- Humanizes AI texts
- Checks for laws and regulations and prompt security

In short

# What are the benefits?

## Textmetrics - your personalized software

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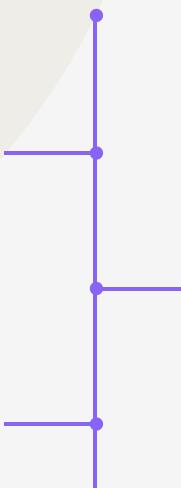
- ✓ Maximum content quality across the entire organization
- ⚖️ Compliance with laws and regulations
- ↳ A strong and reliable reputation
- 👤 Consistent communication
- ↗️ Increased productivity
- ⚧️ Accessible and inclusive language
- 📄 Transparency towards stakeholders
- ✍️ Internal expertise, without dependence
- 🔍 Improved SEO and GEO score
- 🤝 Connect with the right target group

The road to your

# Personalised software.

## Onboarding

Week 1 - 8



### Definition

Kick-off meeting with customer success manager.

### Customization

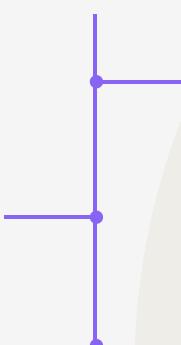
Your own branding, tone of voice, and style guide will be implemented.

### Live

Progress is monitored and users are trained.

## Go-live

Week 9 -  $\infty$



### Maximum content quality

...throughout the entire organization!

### Evaluation & Support

The customer success manager will contact you regularly to provide support.

## Success stories

# Discover that Textmetrics works.

"We work in a decentralized content organization with many people working on content. Textmetrics helps us write as one brand; understandable, inclusive, and accessible to everyone."



"Our collaboration with Textmetrics has improved results, with an 18% increase in the number of applications and 14% higher conversion rates thanks to improved and rewritten job postings."



"Textmetrics makes our job postings findable, inclusive, and consistent, without needing a copywriter! It provides data-driven insights..."



"The percentage of residents who say that the municipality communicates in clear language rose from 59% in 2023 to 70% in 2025."



# Take the first step toward the **best content quality.**

## We are here for you!

The way your organization communicates determines how customers, candidates, and partners experience your brand. With Textmetrics, you can turn language into a strategic management tool.



Textmetrics helps organizations worldwide to communicate in a smarter, more consistent, and more inclusive way.

Does this sound like something for you? Then contact [team@textmetrics.com](mailto:team@textmetrics.com) or via <https://www.textmetrics.com/contact>, and we will be happy to show you what this could look like for you in a free demo.