Functional Requirements
SEO Services
Waubonsee Community College

Requirement	Yes or No? Does the tool meet this requirement out of the box?	If No, would you meet this requirement using:			Use this colum for non-Yes or No responses, and general clarifying comments.
		A third party?	Customizations?	Extensions?	
(Section 1) - Not applicable					

WAUBONSEE
COMMUNITY COLLEGE

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	Does the tool meet this requirement out of the box?	A third party?	Customizations?	Extensions?	
Marketing (Section 2)					
Dedicated one to one support and strategy consultant to ensure our success					
Internal training on best practices to allow us to get closer to self managed					
Competitive insights and comparisons locally					
Local search opportunities by zip code to increase qualified traffic on what matters most					
Search opportunities by program/degree based on goals we've set					
Real time analysis of changes made and how we have effected rankings					
Automated reporting to allow us to understand MOM progress and ROI					
IT (Information Technology) (Section 3) Crawler Speciific Requirements					
Unlimited page/link crawling					
Find broken links - HTTP error codes (e.g. 404), unreachable servers, malformed urls, timeouts & missing anchors / bookmarks					
Find missing file dependencies (images, css, js, font files)					
Custom HTML/CSS source code searches (including regex capability) - JS searches is a plus					
Configurable crawling map (define domains, subdomains, pages to crawl)					
PC (Win 7/10 64-bit) or cloud based					
HTML Validator					
CSS Validator					
Check Last Modified Date					
Find duplicate content or pages					
Scrape/collect data from html					

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		A third party?	Customizations?	Extensions?	
Dept A (Section 4)					
Dept B (Section 5)					
Dept C (Section 6)					