

A New SharePoint web part for Extraordinary Content Design



Quality editorial UX improves the bottom line.



1 sec

It takes less than a second
for users to make
an initial judgement
about a webpage or piece
of content they land on

x2

shares and likes

are received by editorial
content that features
visual elements every
75-100 words

23%

increase in revenue is
driven by **consistent brand
presentation** across all
platforms

38%

of users will stop
interacting with a website if
the layout is unattractive.

86%

mention attention-
capturing and overall good
design and appealing
layout as leading factors
influencing personal
viewing experience.

50%

of U.S. consumers say that
“If I am going to follow a
company’s content, I would
prefer to see more
polished, curated content.”

How do you create great content?



Enhance content design to create a stunning reading experience and improve engagement.



WATCH A DEMO: <https://setka.wistia.com/medias/htiw8axx2m>

PostGridColumnParagraph

Paragraph style

27 Medium Hea...

Bottom indent

109px

Inner indent

None

Animation

toll

I'm a fashion stylist, and got into the business twenty years ago in Toronto, Canada. I started out by styling models for their portfolios. At the time, there were a lot more fashion magazines in Europe, so it was easier to get a portfolio together over there than it was in North America, and that's exactly what I did. It seemed to be what a lot of people were doing back then.

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Add nested grid


2

shift ⌘ to wrap current selection into a new grid


cmd ⌘ to gather multiple elements in a single new grid

Images

Upload



If you need a hero, just look at the mirror <3



Giant but emotionally fragile man in underpants

PresetsManual

Direction

→←↓↑

First frame

Zoom, %100

Shift, px0

Rotation, °0

Opacity, %100

Timing

Duration, sec1

Delay, sec0

Animation starts

as appears on screen

Play

Apply

Collaborative
Agile Democratized
Smart Scalable

s|



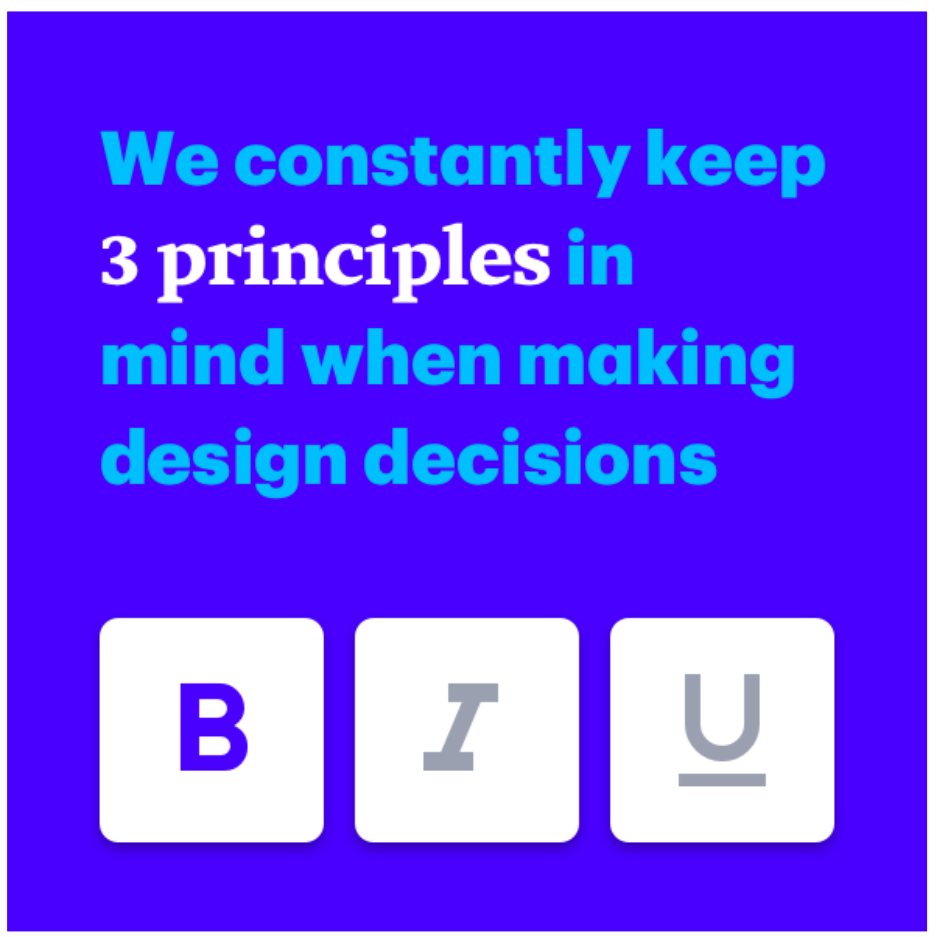
Features

S|



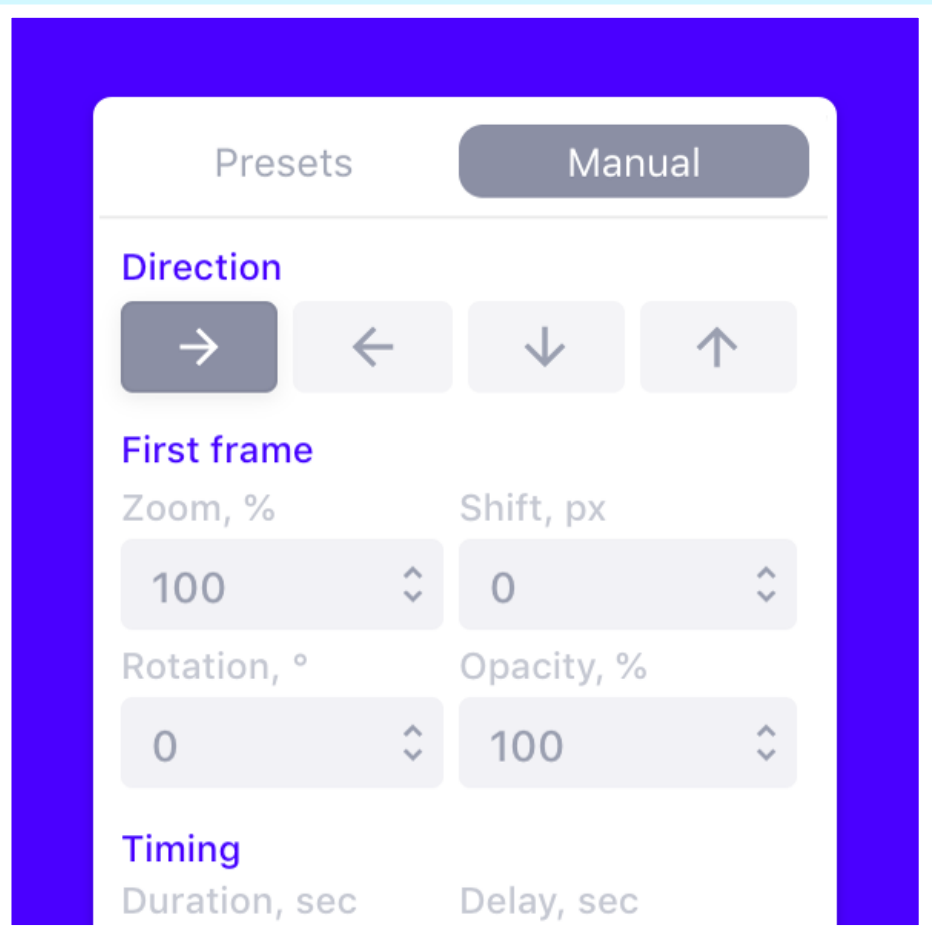
Completely Customizable Layout

Make your layout exactly as you like it to best show off all your information or product features. Setka’s page builder has easy-to-use grids that allow you to place headlines, text, images, and more precisely where you want on the page. Save your layouts to easily create more gorgeous content later.



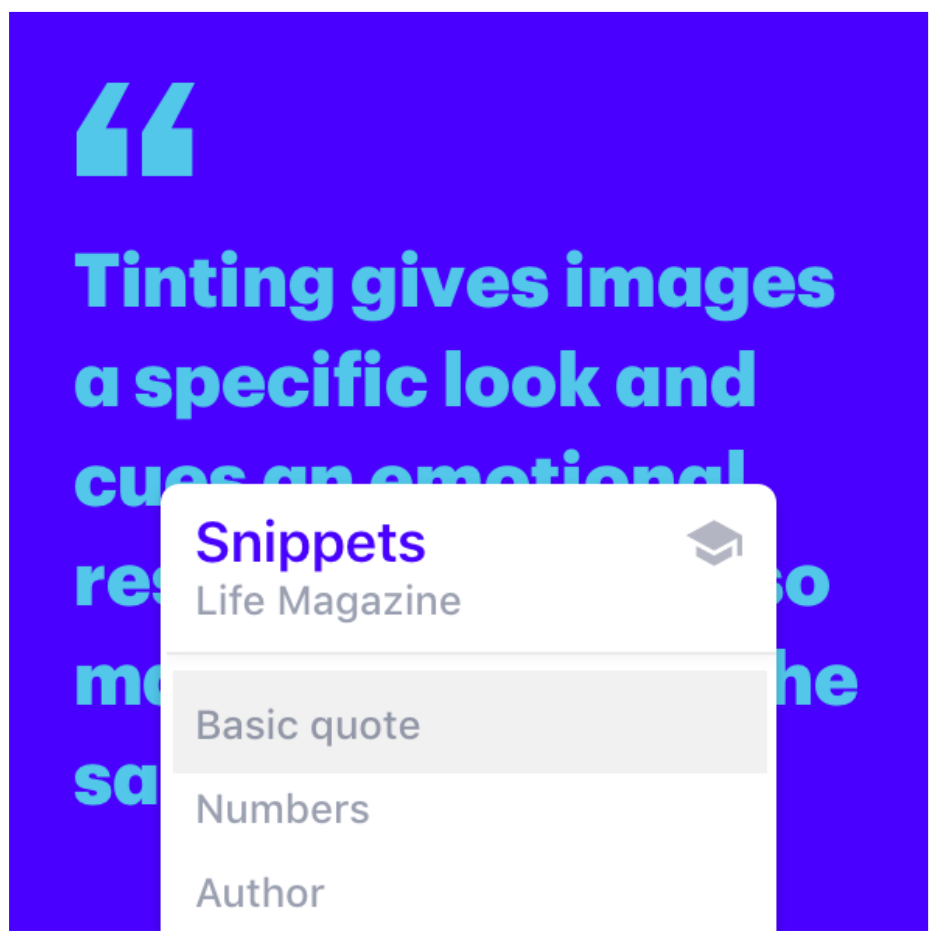
Reusable Micro Templates

Make the most important news pop with micro-templates (we call them Snippets) that you can create and reuse for quotes, side notes, dividers, captions, icons, and more. Use some of our templates for ease of content creation, or customize and save your own for consistent branding.



Powerful Visual Storytelling

Put your brand imagery in the spotlight with the ability to store a media library, scale images directly in the editor, place them on your page as everything from galleries to backgrounds to standalone images, and even embed video. You can also source free, high-quality stock images from Unsplash right within the interface if you need an extra visual boost.



Eye-Catching Animation

Easily animate any textual or visual element to attract attention and keep potential buyers moving throughout a piece of content. Control everything from the speed, scale, opacity level, duration, and delay for ultimate control over how someone navigates your page.

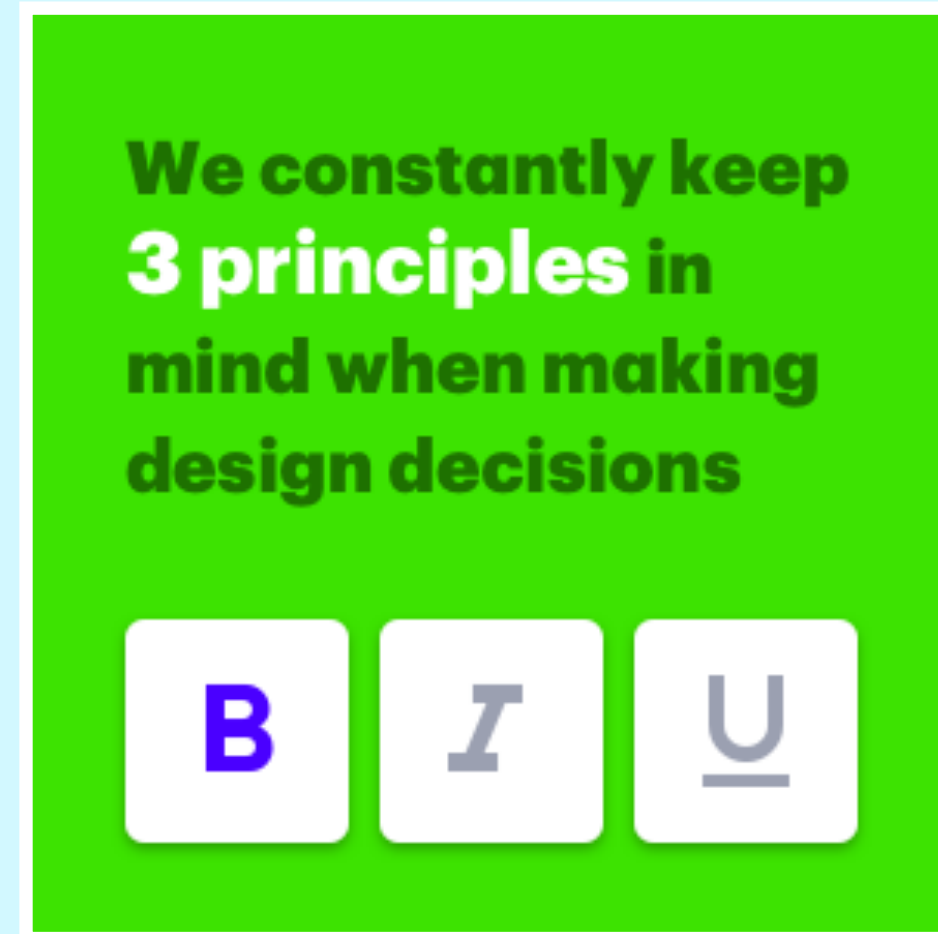
Features

S|



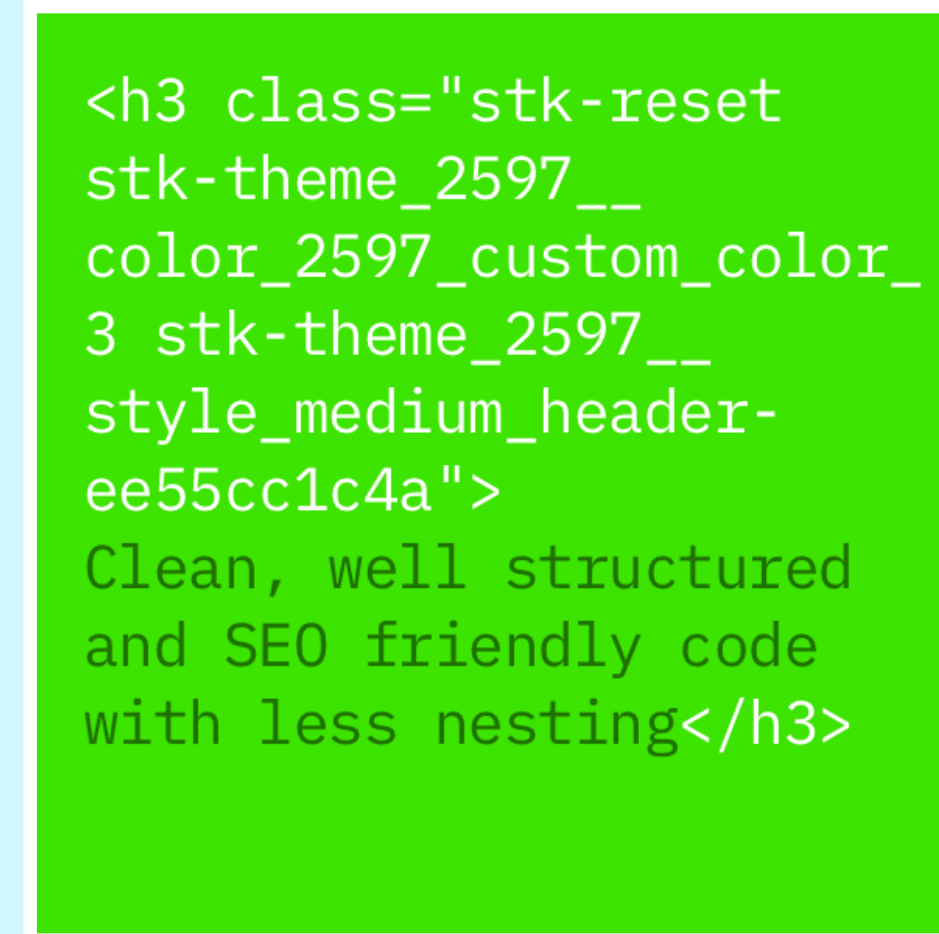
Responsive, Mobile-Friendly Features

You can customize mobile layouts to match your brand specifications, set distinct styles for mobile-view grids and fonts, and check the synced preview to instantly see how your content displays on mobile.



Consistent Branding, Always

We've made it easy for you to keep your brand looking just as good across every content piece you put out. Customize your fonts using Google or Adobe fonts or by uploading your own, add whatever styling or colors you want on your page, then save it all into easy-to-access style templates to use in the future.



Reusable Micro Templates

We've done all the backend work to make it seamless for customers to find and view your content. Setka Editor is focused on proper code structure, that's in line with HTML5 standards. and uses less nesting for faster load times.

DECATHLON

"Since working with Setka Editor, we've seen our bounce rate go down by 84%, a 14% increase in homepage traffic, and average session duration up by 127%. The tool helps us structure the information on our blog and enhance it with photos, videos, GIFs, and more while pre-configured fonts, header styles, and pull-quotes save us time on creating posts and ensure we maintain a singular style."



POLINA DELANOE
Communications Leader

miro

"The Setka platform has allowed us to **seamlessly integrate** beautiful, **native advertising functionality** into our offering for our clients without any changes to existing infrastructure. Resulting in shorter lead times for activation and deployment of campaigns, the platform allows us to **scale our capacity** and service more clients."



EGOR KOROBEYNIKOV
Head of Brand Experience

Google

"Setka Editor makes it easy for brands and publishers to build interactive, beautiful, and fast-loading content without having to code at all. After integrating with AMP for WordPress, their client's AMP version looks identical, but loads so much faster - not only on mobile [5 seconds faster], but also on desktop [6.3 seconds faster]."



JEANNY HALIMAN
South East Asia Web Lead



"Setka Editor allows a novice to typeset simple, neat posts without the help of a professional, and advanced designers are limited only by their own imaginations. The tool lets us create great-looking content without having to code, so anything we dream up is possible to realize... As a result, our blog has an impressive conversion rate and attracts high-quality leads."



REZA F. CHOWDHURY
Founder and CEO



"Setka Editor is a content editor that offers one of the quickest ways to create beautifully designed content that I've encountered."



COLIN NEWCOMER
Content Marketing Leader

Setka was **featured in the Native Advertising Institute Technology directory** among the best solutions for long-form content design.



Setka quote was featured in the annual native advertising prediction book for 2019-th among experts from SAP, New York Times, IAB, Vox Media and other thought leaders.



<https://nativeadvertisinginstitute.com/business-list/>

Acknowledged by industry leaders

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setka | support@setka.io