



2025 Conductor Platform Update

Our redesigned navigation helps you work faster and smarter. The new streamlined experience offers:

- **An Intuitive, Workflow-Aligned Design:** Move seamlessly from insight to action.
- **A Cleaner, Collapsible View:** Focus on what matters most with less clutter.
- **Enhanced Discoverability:** Easily explore the full scope of Conductor's capabilities.

Workflows by platform areas

Content →



Content strategy & generation

Performance →



Visibility tracking & ROI measurement

Technical →



Monitoring, alerting, and governance

Content

AI Topic Map

Coming soon to Beta

Writing Assistant

More (click to expand) ▼

Content Guidance

Actions

Content Profiles can be managed and edited within "Settings."

Technical

Dashboard

Pages

Platform

Issues

Alerts

Settings

This currently opens a **new window via SSO** to access the Conductor Monitoring product and its associated features.

Workspaces

Performance

Research*

*In the previous navigation, this was labeled: **Explorer**

Websites

- Pages
- Page Groups

AI Search

Coming soon to Beta

Traditional Search

- Keywords
- Market Share
- More (click to expand) ▼
- Keyword Groups
- Locations
- Result Types
- Rank Comparisons
- Search Console

Account

In addition to managing your user profile and account subscription, you can also now find **Marketplace** under "Account."

Help

Chat

Support articles from the **Knowledge Base** can now all be found under "Help." Here you can also access the support chat, platform education tutorials, contact us, and privacy policy.

Integrations

Manage your **web analytics** and **Google Search Console** integrations and **API** access under "Integrations."

Settings

Web properties, keyword and page **segments** and keyword and topic/prompt **tracking** can all be managed within "Settings." Admins can also manage users and permissions.

Flexible dashboarding that brings insights from across the full platform for custom reporting and workflow automation.