



Updatable: Ayima's Game-changing Web Dev App Now Available on Cloudflare

Ayima, the global Digital Marketing agency, has released a significant upgrade to its suite of software tools. [Updatable](#) lets users edit any part of their website in real time, through a simple visual interface, bypassing the back-end CMS and revolutionising the SEO market by overcoming the usual bottleneck of long development queues.

Updatable makes day-to-day site optimisation improvements instant, allowing digital marketing teams to be more self-sufficient and freeing up costly developer resources to focus on bigger functionality or infrastructure projects.

With apps already used by over 200,000 digital marketing professionals, Ayima's debut on Cloudflare gives a new audience the opportunity to experience this game-changing technology

Significant elements of the upgrade include:

- Easier installation - available via the Cloudflare app store, removing the need to modify DNS settings
- Improved interface - making it simple to find and use the most frequently accessed features of the tool
- Simplified workflows - allowing change requests to be grouped, ready for approval by those with sign-off rights
- Changes at scale - providing enterprise-level clients with a way to instantly optimise and reconfigure complicated site structures

Regarding the improvements, George Prodromou, Technical SEO Director at Ayima, said "The SEO industry often talks about innovation, but it's rare to find something truly revolutionary. Updatable is a simple yet brilliant tool that will change the way both big businesses and SMEs manage their web operations."

Ayima CEO, Mike Jacobson said "It is great to finally have our Updatable product live on the Cloudflare platform. It opens up access for tens of thousands of potential new users who are already using Cloudflare and should provide Ayima with a solid new revenue stream."

Pro, Business and Enterprise levels allow customers to select the core functionality that suits them. Ayima's in-house development team are also able to deliver bespoke implementations for Enterprise-level clients with specific platform requirements.

<https://www.updatable.com/>

<https://www.cloudflare.com/apps/updatable>

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About Ayima

Originally founded in 2007, Ayima is a digital marketing agency with around 150 employees across its offices in London, New York, San Francisco, Stockholm and Vancouver. Ayima have created a number of market-leading software tools that are used in by clients and agencies around the world, including 'Updatable', 'Redirect Path', 'Page Insights', 'Pulse' and 'Appotate'.

[Ayima](#) is listed at Nasdaq First North under the "Ayima B" ticker. Certified Adviser is:

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