NSW Department of Education

Siteimprove help

Siteimprove analyses digital assets, offering visibility on actions to improve your site. Fix misspellings, broken links, and more.

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Introduction to Siteimprove

What does it do?

Siteimprove is a tool which analyses the quality of your digital assets.

The data provides visibility on which actions you need to take to improve your site content, such as fixing misspellings or broken links.

While Siteimprove is not a content management system, it's connected to AEM and you can directly edit content where needed.

See 'Fixing broken links' for the standard process to open AEM from a Siteimprove page report.

How do I log in?

All users can login to Siteimprove by following this URL:

https://my2.siteimprove.com/Auth/Saml2/87066?v=2

Enter your department email address.

Siteimprove uses a Single Sign-On system, which means you should not require a password to log in if you have already been granted access.

If you can't log into Siteimprove, please contact C&E Zendesk - Content and Engagement
content@detcorpcomms.zendesk.com

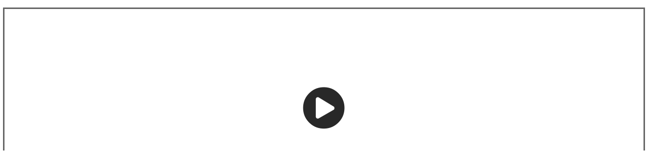
Siteimprove Navigation

The two filters on the top left allows you to filter for pages for which you would like to view data.

The domain filter on the left allows you to select which domain's data you wish to view. For most users, this will be restricted to the department website.

The group filter on the right allows you to select which page group's data you wish to view.

Tip: You can create a group yourself using the Siteimprove sitemap by following this **Siteimprove tutorial.**



If you can't see a specific domain or group, you might have restricted access. Please contact C&E Zendesk - Content and Engagement content@detcorpcomms.zendesk.com

The default dashboard is the Digital Certainty Index (DCI) Score Dashboard. Below you will find more details on what each score and widget on this dashboard means.

To view data for each focus area in more detail, select your area of focus on the left hand navigation panel.

Live Chat, Help Centre and Frontier

The Siteimprove Help Centre/Center contains instructions for setting up your account, lists of guides and Frequently Asked Questions (FAQ), updates on new features and webinars.

There is also a live chat open from 9am-4pm you can access by clicking on the question mark on the right bottom corner anywhere in the platform.

You can access the Help Centre and shortcuts to its various sections by selecting the drop-down menu on the top right corner of your page.

Frontier provides free online training for Siteimprove on topics such as web accessibility, analytics and SEO. You can assign courses to yourself, gain certificates and create reports on your team’s activity.

Digital Certainty Index (DCI) Dashboard

DCI Overview

The default dashboard is the Digital Certainty Index (DCI) Score Dashboard. The Digital Certainty Index is the average of three key focus areas: quality assurance, accessibility and SEO. The DCI therefore indicates the overall quality of a user's digital content and its web performance.

Tip: You can view different dashboards by selecting the downward arrow next to the dashboard heading.

Results in each widget are colour-coded and include industry benchmarks, which are formed from information collected from other government jurisdictions. Widgets in each dashboard are customised by administrators and account owners. You can also create your own custom dashboard by following this Siteimprove tutorial.

Tip: Achieving 100% on all focus areas may be unfeasible considering your resources or the nature of your content. It's more important to focus on issues which have the biggest impact on your content quality.

Quality Assurance (QA) score

The Quality Assurance (QA) score is a measure of the credibility and usability of your digital content. It monitors issues such as links, spelling and the readability of your content.

[Learn more about Quality Assurance on the Siteimprove Help Centre.]

See 'Quality Assurance (QA)' to learn how to fix QA issues such as broken links and misspellings.

Accessibility score

Siteimprove tests the accessibility of your digital content by the Web Content Accessibility Guidelines (WCAG) criteria or accessibility best practices.

[Learn more about Accessibility on the Siteimprove Help Centre]

See 'Accessibility' to learn how to filter and fix Accessibility issues.

SEO score

The Search Engine Optimisation (SEO) score is a measure of how well different aspects of your site contribute to higher rankings and organic traffic on other third-party search engines, such as Google.

[Learn more about SEO on the Siteimprove Help Centre.]

See 'SEO' to learn how to filter and fix SEO issues.

Analytics

Analytics provides data that helps you analyse the way visitors use your website. The default analytics widget on the DCI dashboard reports page visits over the past month.

[Learn more about Analytics on the Siteimprove Help Centre.]

[Learn more about the differences between Siteimprove analytic features on the Siteimprove Help Centre.]

Tip: Analytics provides no actions for you to take as there are no issues to solve. The main purpose of this data is to generate insights to inform your digital content strategy.

See 'Analytics' to learn how to use tools such as behaviour maps.

Response module

The Response module has two basic functions: to inform if your website is online and to report when it was last down or offline. The main purpose of this tool is to provide visibility; it does not analyse any data.

[Learn more about the Response module on the Siteimprove Help Centre.]

Siteimprove Policy

In Siteimprove, a 'policy' is a rule or guideline used to assess something.

You can, for example, have a policy to find where words are in all caps, search for the phase 'Starting school guide', find documents more than 3 years old or find occurances of specific links.

You can make a custom policy or adapt one from the policy library.

The Policy Library (Policy > Policy Library) also has many policy templates you can add to your 'My Policies' page. For example, 'Popular pages with broken links'.

You can view what policies the department has implemented by clicking the 'My Policies' button under the widget in the DCI dashboard.

My policies and policy library

The Policy Library (Policy > Policy Library) also has many policy templates you can add to 'My Policies'. Examples include 'Documents more than three years old' or 'Popular pages with broken links'.

To add a policy template to 'My Policies':

1. Navigate to Policy > Policy Library.

2. Select the ‘Add to My Policies’ button below each template in the top banner or the ‘+’ button next to each policy template listed down the page.

To create your own policy:

1. Navigate to My Policies (Policy > My Policies) or Policy Library (Policy > Policy Library).

2. Select the ‘Create your own policy’ option from either the ‘My Policies’ or ‘Policy Library’ page.

3. To create a policy to locate all references of a specific person on the whole department website, select ‘Content policy’. There are three kinds of policies available:

- Content policies locate words, such as a person’s name or reference to a program.
- Media policies locate specific digital assets, such as all images bigger than 1mb.
- Document policies locate specific documents, such as all documents older than three years.

4. Then select ‘Add rule to policy’.

5. Then select ‘Content Match’, select ‘is exactly’ and type in the name of the person you’re locating.

6. Fill out the policy details at the bottom of the page and select ‘Create policy’.

Tip: You can add more than one rule to a policy, meaning you can include or exclude multiple pieces of content in the same search. For example, you can search for two people at once or search for two people on pages starting with a specific URL.

Learn more about creating your own policy, reviewing active policies or adding a policy from the Siteimprove Policy Library on the Siteimprove Help Centre.

Crawl Details

The Crawl Details widget refers to how Siteimprove 'crawls' or extracts data from the Department website.

Please note that the web crawlers collect data every four days instead of working in real-time. Therefore, changes made to digital content will not be immediately reflected in the dashboard reporting, unless you manually implement a 'single page shake'.

To implement a ‘single page shake’:

1. Open the page report by clicking on the hyper-linked page title.

2. Click the 'Recheck this page' button at the top of the left-hand navigation bar after each edited change. This button should be on every page report and will manually trigger a recrawl of a specific page. Recent changes are then reflected in the relevant report.

Tip: You can view the dates for when the last crawl was completed and when the next crawl is scheduled at the bottom of the widget.

Dashboard Reports

You can create reports out of each dashboard by clicking the Export button on the top right of the dashboard. You can also email the dashboard as a report by clicking on the Send Report button.

Learn how to send and schedule and edit a dashboard report using this **guide**.

Page Reports

You can share Siteimprove page reports.

To share a page report:

1. Open the page report by clicking on the hyper-linked page title.

2. Click the share button at the top left corner of the page and copy the link.

Quality Assurance (QA)

Locating broken links

There are two ways to locate broken links on Siteimprove.

The first way is navigating to Quality Assurance > Links > Pages with Broken Links.

This section groups your broken links by page. You can order pages by most or least number of broken links, clicks or page views by clicking on each column title. By default, Siteimprove sorts pages by impact and lists the pages receiving the most traffic first. You can also sort broken links by page level.

The second way to locate broken links is to navigate to Quality Assurance > Links > Broken Links.

This section groups issues Siteimprove has detected on your site into three categories:

- Confirmed broken links are links confirmed as 404 errors. Watch this **video** or follow the **step-by-step guide** on how to locate and fix confirmed broken links on your group of pages. You can also dismiss broken links by using the 'Dismiss' button.
- Links to review are links which may only be temporarily broken or only broken for some users. You can either confirm the link as a broken link or dismiss it.
- Dismissed links are either not broken or links that cannot be fixed. Here you can view all the links that have been previously dismissed along with any notes explaining why. You can also reverse the decision using the 'Undo' button.

Learn more on how to manage different categories of broken links from this **guide on the Siteimprove Help Centre**.

Fixing broken links

To fix a broken link from 'Pages with Broken Links':

1. Navigate to Quality Assurance > Links > Pages with Broken Links.

2. Open the page with the broken links in a new window by clicking the hyper-linked page title.

3. Once the page is opened in a new window, the 'Occurrences on this page' section on the left-hand navigation bar lists all the instances of broken links on the page. You can click on the links to jump to each occurrence, which will be highlighted in a shaded red box.

4. Click on the 'Edit in CMS' button on the top right corner. Siteimprove has been deep-linked with Adobe Experience Manager (AEM) so you will be brought directly to the AEM version of the page to edit the relevant content.

Tip: If Siteimprove locates a broken link within a striped red box, it means the broken link is located at a deeper level, such as within content in a drop-down menu. To view the broken link, select the 'Disable CSS' option to show a text-only version of the page to view its full content.

If you still can't locate the link Siteimprove is referencing, please read this **article** on possible reasons why.

To fix a broken link from 'Broken Links':

1. Navigate to Quality Assurance > Links > Broken Links.

2. Open the page report by expanding the number under the 'Pages' column and clicking on the hyper-linked title.

3. Once the page is opened in a new window, the 'Occurrences on this page' section on the left-hand navigation bar lists all the instances of broken links on the page. You can click on the links to jump to each occurrence, which will be highlighted in a shaded red box.

4. To fix the broken link, click on the 'Edit in CMS' button on the top right corner. Siteimprove has been deep-linked with Adobe Experience Manager (AEM) so you will be brought directly to the AEM version of the page to edit the relevant content.

Tip: After each change, make sure to click the 'Recheck this page' button at the top of the left-hand navigation bar. This will manually trigger a recrawl of a specific page and ensure recent changes are reflected in the relevant report.

Specific troubleshooting:

- 404: Not Found: Open the page in the CMS by clicking the 'Edit in CMS' button or via AEM directly. Locate the error and re-enter the correct link, ensuring that it begins with 'https://'.
- 503: Service Unavailable: Read this **guide** on HTTP status codes.

- 403: Forbidden: Read this guide on HTTP status codes.
- Unable to connect: Please contact C&E Zendesk - Content and Engagement content@detcorpcomms.zendesk.com
- Too many redirects: Please contact C&E Zendesk - Content and Engagement content@detcorpcomms.zendesk.com

Tip: To fix broken links in PDFs, navigate to Quality Assurance > Links > PDFs with Broken Links. You can then open the PDF with broken links and follow the same process of fixing broken links on a regular page.

Locating and reviewing misspellings

Follow this guide or watch this video on how to locate and fix a misspelling.

There are two ways to locate misspellings on Siteimprove. The first way is to navigate to Quality Assurance > Spelling > Find Misspellings.

Then expand the number in the Pages column and click on the hyper-linked page title to open the page report.

Tip: Always start working with confirmed misspellings in the 'Misspellings' tab on the left as 99.9% of these will be wrong.

In the case the word is spelt right, click the thumbs up button under the 'Decision for Site' column to add the word into the 'Approved Words' list on the right tab. You can also go into the 'Approved Words' list to undo your decision at any time.

The 'Needs Review' tab displays words which may be potentially spelled wrong as they are not in the English dictionary. You can confirm the word as a misspelling and move it to the 'Misspellings' tab by clicking the thumbs down button or approving it as spelt correctly by clicking the thumbs up button

The second way to locate misspellings is to navigate to Quality Assurance > Spelling > Pages with Misspellings or Words to Review.

Expand the number under the 'Words to Review' column to view the misspelling on the page. Click on the hyper-linked page title to open the page report to fix the misspelling.

Fixing misspellings

To fix a misspelling from the 'Find Misspellings' page:

1. Open the page report by clicking on the hyperlinked Page Title.

2. Then click on the 'Edit in CMS' button on the top right corner. Siteimprove has been deep-linked with Adobe Experience Manager (AEM) so you will be brought directly to the AEM version of the page to edit the relevant content.

To fix a misspelling from the 'Pages with Misspellings or Words to Review' page:

1. Open the page report by clicking on the hyperlinked Page Title.

2. Then click on the 'Edit in CMS' button on the top right corner. Siteimprove has been deep-linked with Adobe Experience Manager (AEM) so you will be brought directly to the AEM version of the page to edit the relevant content.

Fixing long sentences and words

The Siteimprove readability score is focused on long words and sentences, and is an indicator of how readable your content is for diverse audiences, such as those coming from a non-English speaking background.

The Readability Test Results categorises content for audiences by age bracket. The best practice is to optimise the majority of content for those aged between 12-14 years old.

To locate long words and sentences on a specific page:

1. Navigate to Quality Assurance > Readability > Pages.

2. Click on the page title to open the page report. You can order the pages bty readability score, page views and page levels bty clicking on the column headings on the right.

3. In the page report, the readability issues will be outlined in a red or blue box. You can view a list of unique instances of polysyllabic words and long sentences on the left hand navigation menu. You can then click on each word to locate it on the page report. Siteimprove categorises these as ‘Extremely Difficult’ (more than 40 words), ‘Difficult’ (25 to 30 words) and ‘Fairly Difficult' (21 to 25 words).

4. Click on the ‘Edit in CMS’ button on the top right corner. Siteimprove has been deep-linked with Adobe Experience Manager (AEM) so you will be brought directly to the AEM version of the page to edit the relevant content.

Pages with no readability score usually do not have enough content to generate a readability score. They may include tables or a photo gallery. You can ignore these pages.

Tip: Focus first on pages receiving high traffic, targeted towards older and young audiences and CALD audiences to make sure your edits have the biggest impact. You can order pages by page views by clicking on the column heading.

More Siteimprove Help Centre articles:

- Why should I be focused on online readability?
- What are complex words and how are they determined?
- Why are polysyllabic words hard to read?
- Why are my scores falling out of the scorecard range?
- Why are URLs highlighted as long words/polysyllabic words?
- Why do some of my pages have no readability score?
- Why is the readability score different from other tests I have run using the same scale?

- Readability tests available in Siteimprove Readability
- How has Siteimprove identified content on my page?
- Why are sentences over 20 words considered long?
- Why are there long words on my page that have been highlighted in the boiler plates?

Deleting assets everywhere

You can use the Inventory section (Quality Assurance > Inventory), which is an up-to-date audit of the website. The inventory tracks all the digital assets hosted on the website, including links, documents, images and more.

You can use inventory to locate and delete a link, document, image and more on multiple pages across the website. You can also use inventory to locate what pages reference a stakeholder whose contact details you're intending to update or a page you're intending to delete.

To do locate a digital asset, navigate to Quality Assurance > Inventory > Select the kind of digital asset you want to locate.

To locate referring pages:

1. Navigate to Quality Assurance > Inventory > Pages.

2. Search for the referred page's full or part URL in the search bar in the top right corner.

3. Click the number in the 'Referring pages' column to expand the list of referring pages.

4. Open each referring page's page report by clicking on the hyperlinked Page Title.

5. Click the 'Edit in CMS' button to open the page in AEM and update or delete the reference to the referred page.

Please note that screenshots for how to locate pages can be used to guide all steps below.

To locate links:

1. Navigate to Quality Assurance > Inventory > Links.
2. Search for the referred link's full or part URL in the search bar in the top right corner.
3. Click the number in the 'Pages' column to expand the list of referring pages.
4. Open each page's page report by clicking on the hyperlinked Page Title.
5. Click the 'Edit in CMS' button to open the page in AEM and update or delete the link.

To locate documents:

1. Navigate to Quality Assurance > Inventory > Documents.

2. Select the Document type you wish to view.
3. Search for the document in the search bar in the top right corner.
4. Click the number in the ‘Pages’ column to expand the list of referring pages.
5. Open each page’s page report by clicking on the hyperlinked Page Title.
6. Click the ‘Edit in CMS’ button to open the page in AEM and update or delete the link.

Tip: For documents and media files, you can sort by size to track bigger documents. To do so, click on the Size column.

To locate media files:

1. Navigate to Quality Assurance > Inventory > Media File.
2. Select the media type you wish to view.
3. Search for a specific image by searching for its URL in the search bar in the top right corner.
4. Click the number in the ‘Pages’ column to expand the list of referring pages.
5. Open each page’s page report by clicking on the hyperlinked Page Title.
6. Click the ‘Edit in CMS’ button to open the page in AEM and update or delete the link.

To locate contact details:

1. Navigate to Quality Assurance > Inventory > Email Addresses or Phone Numbers.
2. Search for a specific email address or phone number in the search bar in the top right corner.
3. Click the number in the ‘Pages’ column to expand the list of referring pages.
4. Open each page’s page report by clicking on the hyperlinked Page Title.
5. Click the ‘Edit in CMS’ button to open the page in AEM and update or delete the link.

Oversized images

Tip: For documents and media files, you can sort by size to track bigger documents. To do so, click on the Size column.

To locate and fix oversized media files:

1. Navigate to Quality Assurance > Inventory > Media Files.

2. Select the media type you wish to view. You have the option to view internal, external or all categories for each kind of media file.

3. Search for a specific image by searching for its URL in the search bar in the top right corner.

4. Click the number in the ‘Pages’ column to expand the list of referring pages.

5. Open each page’s page report by clicking on the hyperlinked Page Title.

6. Click the ‘Edit in CMS’ button to open the page in AEM and update or delete the oversized image.

To search for images over a specific size, you can create a policy. See 'Siteimprove Policy' for guidance on how to create a policy.

Accessibility

Filtering for issues

You can filter accessibility issues by difficulty and technical expertise.

To filter by difficulty:

1. Navigate to Accessibility > Issues.

2. Select your difficulty level from the 'Difficulty' drop down menu and click 'Confirm'.

To filter by technical expertise:

1. Navigate to Accessibility > Issues.

2. Select your responsibility from the 'Responsibility' drop down menu and click 'Confirm'. For most users, this will be 'Content Writing'.

Fixing Accessibility issues

You will be able to fix most issues filtered for 'Beginner' difficulty level and 'Content writing' without a web developer.

To fix an issue:

1. Navigate to Accessibility > Issues and filter for your difficulty level and technical responsibility (see previous section for guidance on how to do this).

2. Select the specific issue from the left hand column list.

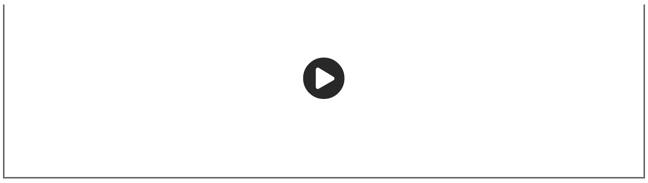
3. You can then view the details of each issue, including a short and long description. Scroll down to open a specific page report where the issue is present by clicking on the page title.

4. In the page report, you will be able to see the issue highlighted in a red box and a list of occurrences on the left hand side menu. To fix the issue, select 'Edit in CMS'. Siteimprove is deep linked with AEM so by selecting 'Edit in CMS', you will be brought to the relevant AEM page to edit the content and fix the issue.

Tip: Siteimprove offers a browser extension which allows users to analyse the accessibility of third-party websites. To download the Siteimprove Accessibility Checker extension, navigate to Accessibility > Browser extension.

Potential issues

Potential issues are those which need to be verified by a human being.



To review a potential issue:

1. Navigate to Accessibility > Potential Issues.

2. Select a potential issue from the left-hand list after filtering for your accessibility level and responsibility (see 'Filtering for issues' for guidance on how to do so). Most issues will not be content writing issues.

3. Open the page report by clicking on the Page Title and follow the review process by selecting ‘Start Review’.

SEO

Filtering for issues

Most SEO issues cannot be fixed using AEM or your CMS, so it is important to filter for issues users can solve based on their experience and knowledge. .

To filter for issues content editors can solve:

1. Navigate to SEO > Optimise > Issues and Recommendations.

2. Select ‘Easy’ from the ‘Difficulty’ drop-down menu.

3. Select ‘Content’ from the ‘Category’ drop-down menu.

Fixing SEO issues

To fix SEO issues:

1. Navigate to SEO > Optimise > Issues and Recommendations.

2. After filtering for your difficulty level and category (see previous section for instructions on how to filter issues), scroll down to select a specific issue from the left-hand list.

3. On the details page, you can view a description of the issue and view where it occurs on the Department website.

4. Open the page report by clicking on the page title.

5. On the left hand menu, you can view all occurrences of the issue on the page report. Issues are also highlighted in a red box on the page report. To fix the issue, select ‘Edit in CMS’ button. Siteimprove is deep linked with CMS so selecting this button will bring you to the relevant AEM page directly.

Analytics and Reporting

Behaviour Maps

To view behaviour maps, navigate to Analytics > Analytics Overview > Behaviour Maps. Alternatively, you can reach the same page by navigating to Analytics > Behaviour > Behaviour Maps.

Then select the page whose analytics you intend to view and select a behaviour map option from the bar at the top of the page.

You can gather insights into user behaviour with various maps and apply filters for more in-depth analysis of specific types of visitor behaviour.

There are four kinds of behaviour maps providing insights:

1. Heat map, which is a visual overlay that collects click coordinates (or finger touch coordinates on mobile devices) by all visitors on a specific page. **Learn more about Heat maps in the Siteimprove Help Centre.**

2. Scroll map, which uses colour gradients to show how far visitors are willing to scroll down a page (lowest to highest attention is measured from dark to bright colours). **Learn more about Scroll maps in the Siteimprove Help Centre**.

3. Click map, which provides an overview of every interactive element on the page. It is a quantification of the Heat map as it provides metrics of user interaction with a page. **Learn more about Click maps on the Siteimprove Help Centre**.

4. Segmentation map, which is a visual overlay that allows you to compare behaviour patterns of different visitor segments. **Learn more about Segmentation maps on the Siteimprove Help Centre.**

Learn more about filters and various behaviour maps on the Siteimprove Help Centre.

Behaviour tracking

Behaviour tracking is an open-ended exploratory feature, where you can explore how users navigate through your website via the focus page.

To get analytics on a specific page:

1. Navigate to Analytics > Behaviour > Behaviour Tracking.

2. Enter the URL of the page into the search bar and select an option from the drop-down menu.

3. View the referral and activity paths of users to or from a specific page. Learn more about **Behaviour Tracking Terminology on the Siteimprove Help Centre.**

Funnels

With Siteimprove Funnels, you can measure, visualise, and understand how visitors follow key steps on the department website during a single session. You can view data such as entry sources, drop-off points and alternative routes.

To view existing funnels:

1. Go to Analytics > Funnels.

2. Click on an existing Funnel name to view that funnel.

To create a funnel, you need to be an administrator or account owner. Please contact C&E Zendesk - Content and Engagement **content@detcorpcomms.zendesk.com**.

Learn more about funnels on the Siteimprove Help Centre.

Learn more about funnel terminology on the Siteimprove Help Centre.

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