



# WEBSITE ASSESSMENT REPORT

*Prepared for:*

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## DISTRIBUTION LIST

The following individuals/firms have received this document:

Name	Firm	Hardcopies	CDs	Email	FTP
Sophie Tourangeau	Canadian Council on Geomatics	-	-	✓	-
Mark Burns	Canadian Council on Geomatics	-	-	✓	-

## AMENDMENT RECORD

This report has been issued and amended as follows:

Issue	Description	Date	Approved by	
1	First version of r Website Assessment Report	20170221		
			Jason Suwala Project Director	Adam Soltys Project Manager

## 1.0 INTRODUCTION

Hatfield Consultants Partnership (Hatfield) is pleased to submit this website assessment report as part of the project to update the Canadian Council on Geomatics (CCOG) website. This report is the first deliverable in this project and seeks to assess the current CCOG website's audience, content and structure. This information will be used as inputs into the subsequent design phase which will see the content, structure and graphical design of the website revised and updated.

In this report the target audiences for the website have been identified along with services and information these audience categories may be seeking. The current website's content has also been analysed, noting high value content that should be preserved, new content that needs to be created, and redundant, outdated, and trivial content that should be removed. Finally, the existing website's structure is presented a diagram that illustrates the current structure of the existing website which we will use to inform our design of the next iteration of the website.

## 2.0 TARGET AUDIENCE ASSESSMENT

To assess the target audience of the CCOG website, a desktop review of the CCOG website and Terms of Reference<sup>1</sup> was conducted. A discussion was also held with the project authority during the project kick-off meeting. The result of the desktop review and discussions are presented in Table 1.

**Table 1 Target Audience Assessment.**

Audience	Information Sought
Geomatics specialists and land surveyors from industry, academia, and government	<ul style="list-style-type: none"><li>Understand the mandate of the CCOG</li><li>Links to geomatics data sets and resources associated with the CCOG</li><li>Information on data format, transmission, and collection standards</li><li>Reports and publications</li><li>Who to contact about CCOG' datasets, initiatives, reports and proceedings</li></ul>
Current CCOG members	<ul style="list-style-type: none"><li>Access to private member's area</li><li>Terms of Reference</li><li>Reports and publications</li><li>Meeting minutes</li><li>Meeting schedule</li><li>Contact information for fellow members</li></ul>
Members of the public	<ul style="list-style-type: none"><li>General overview description and mandate of the CCOG</li><li>Link to GeoAlliance outreach material</li><li>Find who the local contact is for the CCOG matters</li><li>Reports and publications</li></ul>

<sup>1</sup> Canadian Council on Geomatics Terms of Reference - [http://www.ccoq-cocq.ca/tor\\_ccog\\_e.doc](http://www.ccoq-cocq.ca/tor_ccog_e.doc)

## 3.0 CONTENT ANALYSIS

Each page of the existing website was assessed, with recommendations made as to whether new content should be created and/or existing content should be retained, updated, or removed.

Google's PageSpeed Insights<sup>2</sup> tool was used on the splash page and home page to find potential technical enhancements that could be implemented to improve overall load time and responsiveness of the website. The results are made available in A1.0 1.

### 3.1 SPLASH PAGE

Figure 1 Screenshot of the current splash page.

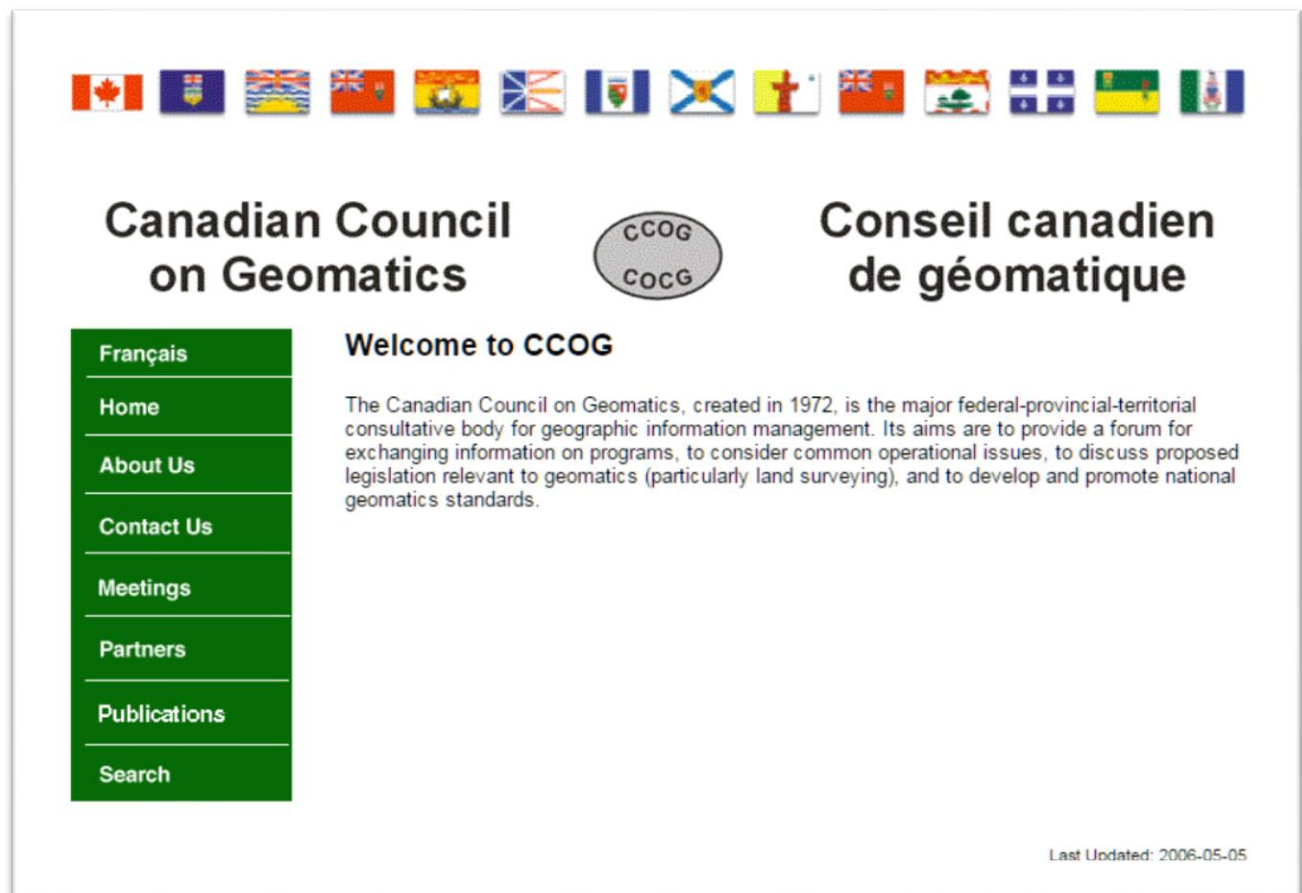


This splash page is functional but it is recommended that it be visually updated to be similar to <https://www.canada.ca/home.html>. Background images from the field of geomatics should be selected and a random one made visible on page load.

<sup>2</sup> Google Page Speed Insights - <https://developers.google.com/speed/pagespeed/insights/>

## 3.2 HOME PAGE

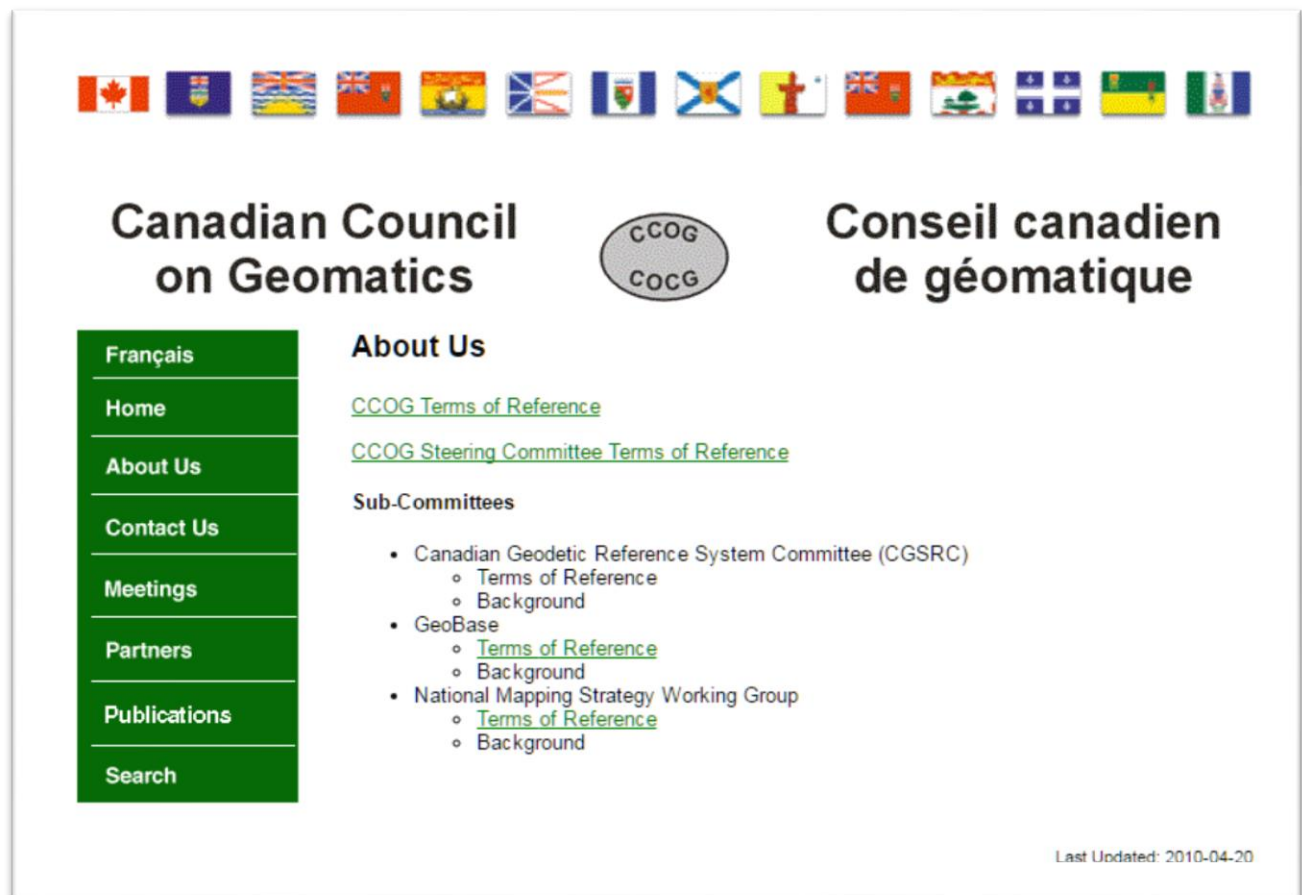
Figure 2 Screenshot of the current Home Page.



It is recommended that the home page be consolidated with the About Us page to create a single main page that will provide information about CCOG, its mandate and Terms of Reference, and sub-committees. Additional images from the field of geomatics should be incorporated here.

### 3.3 ABOUT US PAGE

Figure 3 Screenshot of the current About Us page.

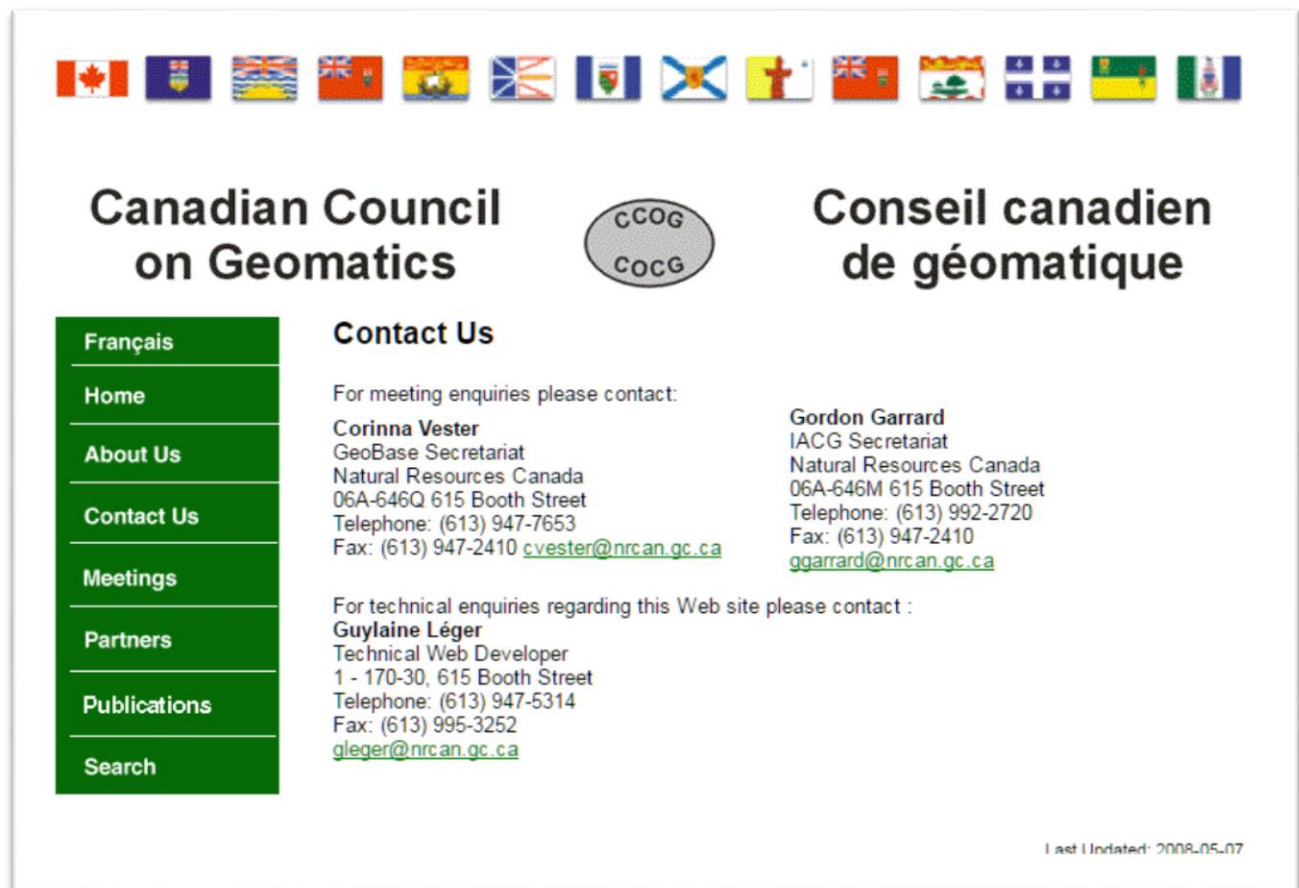


It is recommended that the About Us page be consolidated with the main home page. The content on this page is still relevant and should be updated to provide a brief introduction or background to each of the sub-committees. The Terms of Reference should be made available in HTML format to meet Web Content Accessibility Guidelines (WCAG).



### 3.4 CONTACT US PAGE

Figure 4 Screenshot of the current Contact Us page.



The contacts on the Contact us page are outdated. It is recommended that this page be removed and a contact email provided on the main page or in the header or footer of the site instead.

### 3.5 MEETINGS PAGE

Figure 5 Screenshot of the current Meetings page.



It is recommended that the meetings page be removed and links to the Members Only areas be provided through other means such as through direct email or subdued links in the page footer area.

## 3.6 PARTNERS PAGE

Figure 6 Current Federal Partners Page.



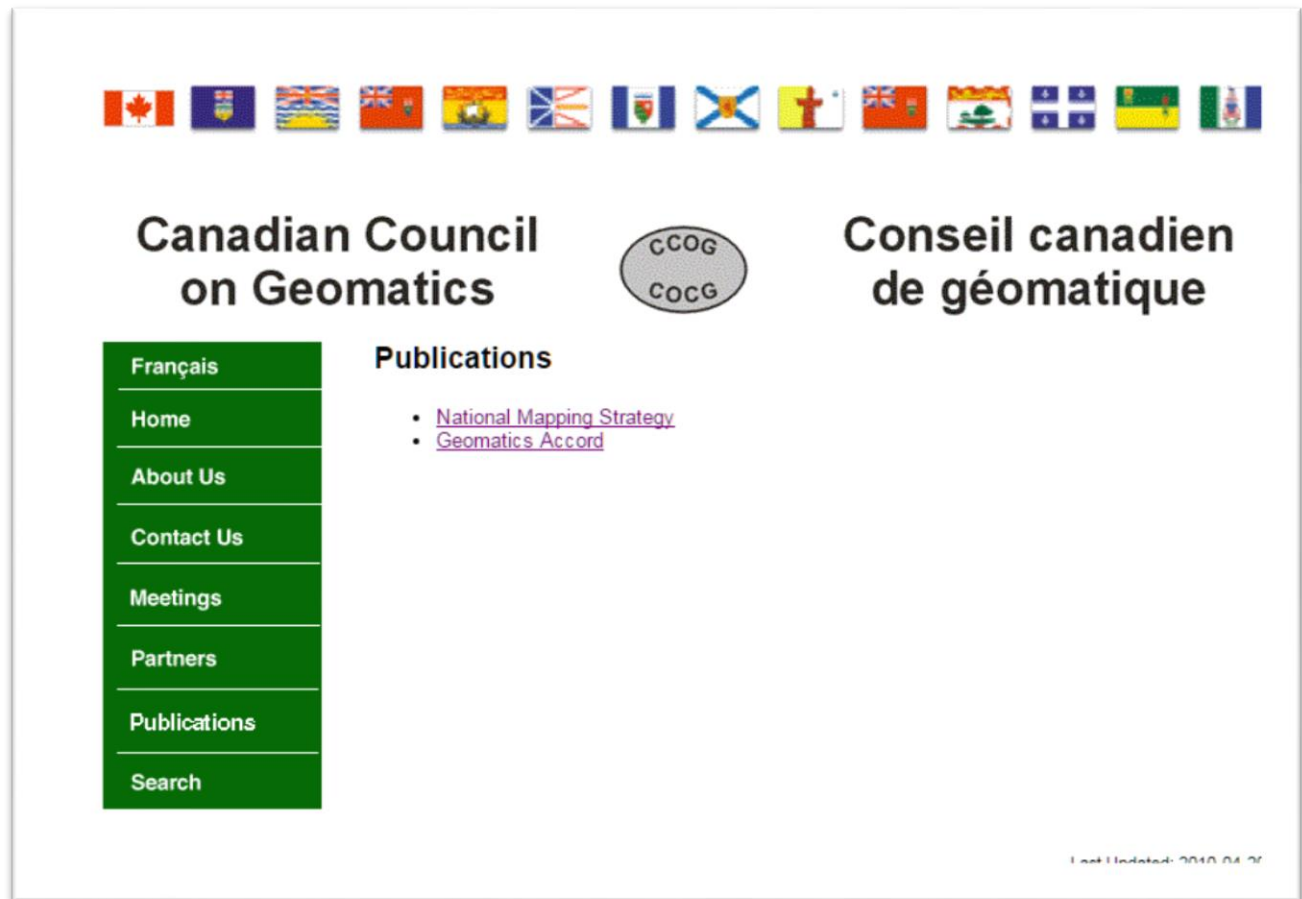
Figure 7 Current Provincial Partners Page.



It is recommended that these Partners pages be consolidated under a single 'Members' page. The organizations listed on the page should be restricted to active member organizations of CCOG. Textual hyperlinks should be preferred over the use of individual member logos to satisfy WCAG.

### 3.7 PUBLICATIONS PAGE

Figure 8 Current Publications Page.



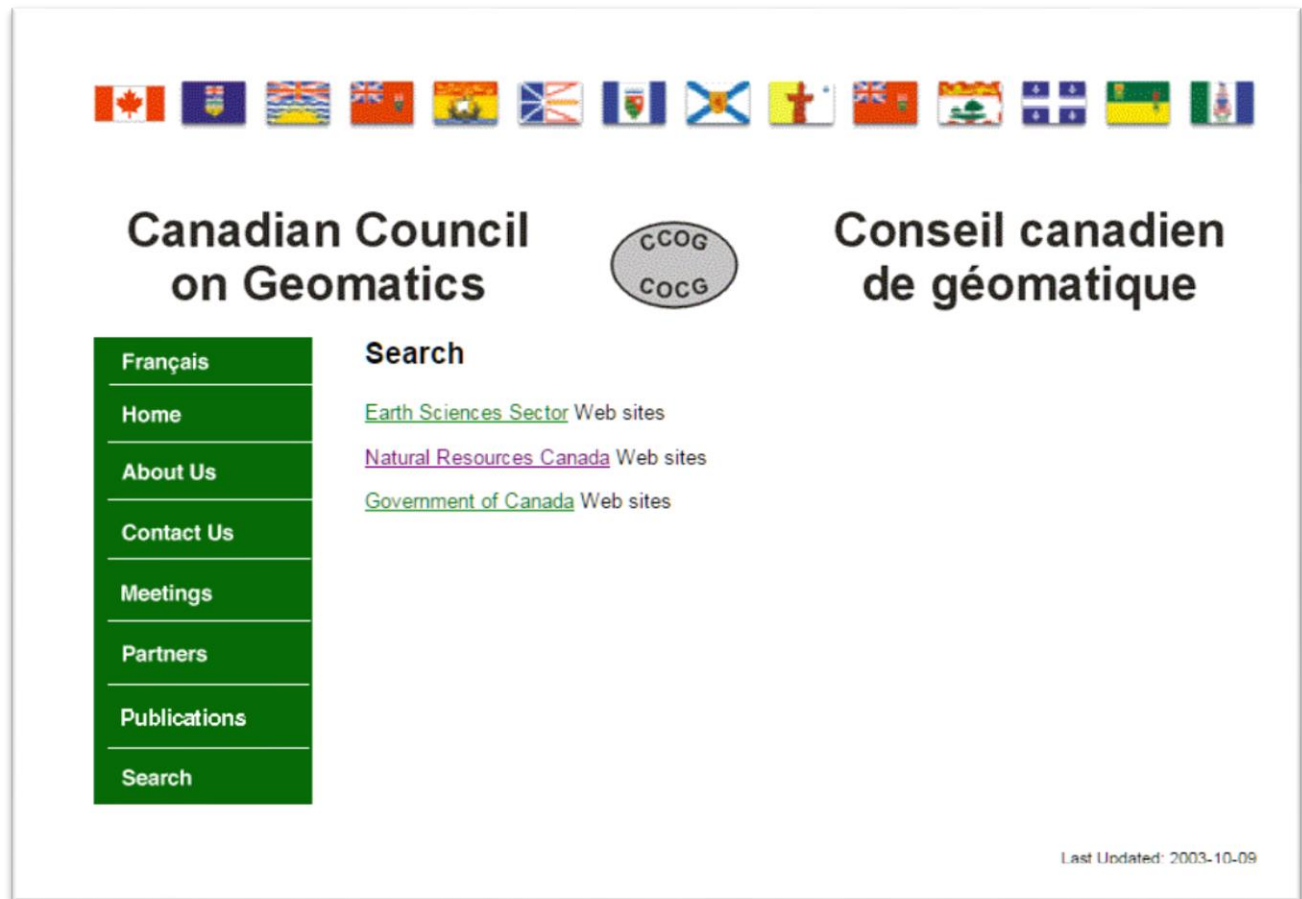
It is recommended that HTML versions of all publications be developed to make them accessible without the need for additional software. Links to the "*Canadian Geomatics Environmental Scan and Value Study*"<sup>3</sup> and the "*Environmental Scan on the Operational Use of Remotely Piloted Aircraft Systems (RPAS) for Geomatics Applications in Canada*"<sup>4</sup> publications should be created.

<sup>3</sup> Available in summary format online at <http://www.nrcan.gc.ca/earth-sciences/geomatics/canadas-spatial-data-infrastructure/cgdi-initiatives/canadian-geomatics> , and on Geoscan at <http://geoscan.nrcan.gc.ca/starweb/geoscan/servlet.starweb?path=geoscan/fulle.web&search1=R=296426>

<sup>4</sup> Available on the Geoscan at <http://geoscan.nrcan.gc.ca/starweb/geoscan/servlet.starweb?path=geoscan/shorte.web&search1=R=299120>

### 3.8 SEARCH PAGE

Figure 9 Current Search Page.



The Earth Sciences Sector and Government of Canada links on the search page are no longer valid. It is recommended that this page can be removed in favour of having an integrated search box in the site header.

## 3.9 SUMMARY

**Table 2 Analysis of the current website's content.**

Page Title	File Name / URL	Recommendations
<b>Splash</b>	<a href="#">index.html</a>	<p><b>Create:</b></p> <ul style="list-style-type: none"> <li>Background images from the field of geomatics should be selected and a random one selected on page load</li> </ul> <p><b>Update:</b></p> <ul style="list-style-type: none"> <li>This page can be visually updated to be similar to <a href="https://www.canada.ca/home.html">https://www.canada.ca/home.html</a></li> </ul>
<b>Home</b>	<a href="#">index_e.html</a>	<p><b>Create:</b></p> <ul style="list-style-type: none"> <li>The introductory paragraph on this page should be expanded to provide more information about the CCOG by incorporating content from the Terms of Reference</li> </ul>
<b>About Us</b>	<a href="#">about_e.html</a>	<p><b>Remove:</b></p> <ul style="list-style-type: none"> <li>This page can be consolidated with the Home page</li> </ul>
<b>Contact Us</b>	<a href="#">contact_e.html</a>	<p><b>Remove:</b></p> <ul style="list-style-type: none"> <li>This page can be removed</li> </ul> <p><b>Create:</b></p> <ul style="list-style-type: none"> <li>A contact email provided on the main page or in the header or footer of the site layout</li> </ul>
<b>Meetings</b>	<a href="#">meetings_e.html</a>	<p><b>Remove:</b></p> <ul style="list-style-type: none"> <li>This page can be removed and the links to the members only area can be provided through other means such as through subdued links in the page footer area</li> </ul>
<b>Federal Partners</b>	<a href="#">partners_e.html</a>	<p><b>Update:</b></p> <ul style="list-style-type: none"> <li>The page should be renamed to 'Members'.</li> <li>The members listed on this page should be restricted to active member organizations of the CCOG</li> <li>Textual hyperlinks should be preferred over the use of individual member logos</li> </ul>
<b>Provincial Partners</b>	<a href="#">partners_prov_e.html</a>	<p><b>Remove:</b></p> <ul style="list-style-type: none"> <li>This page should be consolidated into a single 'Members' page</li> </ul>
<b>Publications</b>	<a href="#">pubs_e.html</a>	<p><b>Create:</b></p> <ul style="list-style-type: none"> <li>Add links to the "<i>Canadian Geomatics Environmental Scan and Value Study</i>"<sup>5</sup> and the "<i>Environmental Scan on the Operational Use of Remotely Piloted Aircraft Systems (RPAS) for Geomatics Applications in Canada</i>"<sup>6</sup></li> </ul> <p><b>Update:</b></p> <ul style="list-style-type: none"> <li>The National Mapping Strategy and Geomatics Accord documents should be updated and the</li> </ul>

<sup>5</sup> Available in summary format online at <http://www.nrcan.gc.ca/earth-sciences/geomatics/canadas-spatial-data-infrastructure/cgdi-initiatives/canadian-geomatics> , and on Geoscan at <http://geoscan.nrcan.gc.ca/starweb/geoscan/servlet.starweb?path=geoscan/fulle.web&search1=R=296426>

<sup>6</sup> Available on the Geoscan at <http://geoscan.nrcan.gc.ca/starweb/geoscan/servlet.starweb?path=geoscan/shorte.web&search1=R=299120>

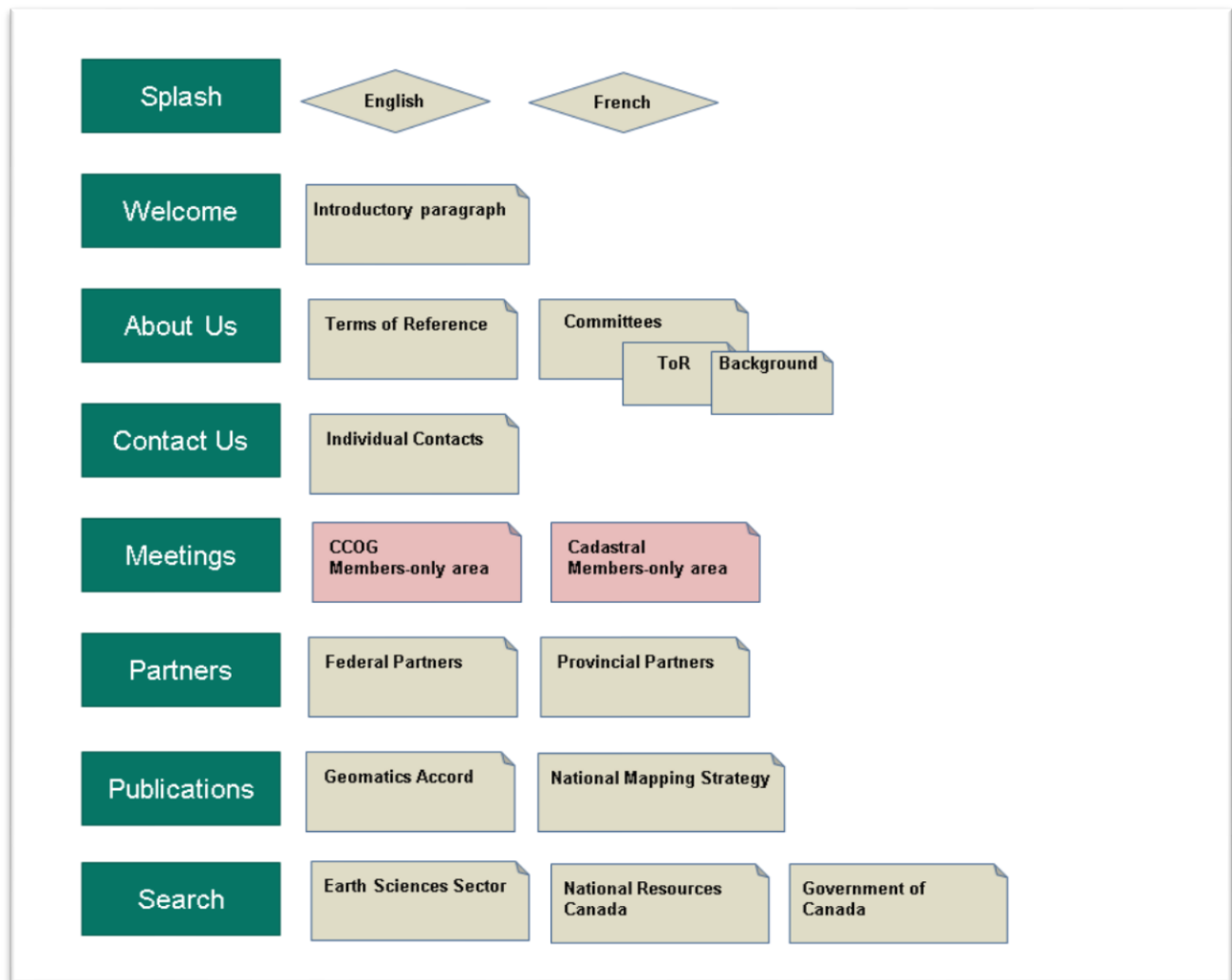
Page Title	File Name / URL	Recommendations
		<p>publication dates provided</p> <ul style="list-style-type: none"> <li>HTML versions of the documents should be developed to make them accessible without the need for additional software</li> </ul>
<b>Search</b>	<a href="#">search_e.html</a>	<p><b>Remove:</b></p> <ul style="list-style-type: none"> <li>The Earth Sciences Sector and Government of Canada links on this page are no longer valid.</li> <li>This page can be removed in favour of having an integrated search box in the site header</li> </ul>



## 4.0 INFORMATION ARCHITECTURE ASSESSMENT

The structure of the current website's information architecture is shown in Figure 10.

**Figure 10** Current website's information architecture.



## 5.0 CONCLUSION

Much of the content in the current website is still relevant and will provide a good starting point for the development of the next iteration of the site. Certain areas of the site can be removed or consolidated into a single main page that presents information to the site audience up front, saving visitors from needing to dig into further sub-sections to find the information they are looking for. Other components can be moved into global header or footer sections that will always be accessible on every page of the website.

The analysis conducted in this report will be used as inputs into the next phase of the CCOG website renewal project in which a new information architecture will be developed along with new logo and template designs to enhance the visual appeal and functional properties of the website.

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## APPENDICES

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## **Appendix A1**

### **PageSpeed Insights**

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## A1.0 PAGESPEED INSIGHTS

Eliminate render-blocking JavaScript and CSS in above-the-fold content

Your page has 1 blocking CSS resources. This causes a delay in rendering your page.

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

[Optimize CSS Delivery](#) of the following:

- <http://www.ccog-cocg.ca/common.css>

Leverage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- <http://www.ccog-cocg.ca/common.css> (expiration not specified)
- [http://www.ccog-cocg.ca/images/ccog\\_logo\\_e.gif](http://www.ccog-cocg.ca/images/ccog_logo_e.gif) (expiration not specified)
- <http://www.ccog-cocg.ca/ns.css> (expiration not specified)

Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

[Enable compression](#) for the following resources to reduce their transfer size by 6.6KiB (70% reduction).

- Compressing <http://www.ccog-cocg.ca/common.css> could save 4.2KiB (72% reduction).
- Compressing <http://www.ccog-cocg.ca/> could save 2.4KiB (66% reduction).

Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

[Minify CSS](#) for the following resources to reduce their size by 4KiB (69% reduction).

- Minifying <http://www.ccog-cocg.ca/common.css> could save 4KiB (69% reduction).

Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

[Minify HTML](#) for the following resources to reduce their size by 899B (25% reduction).

- Minifying <http://www.ccog-cocg.ca/> could save 899B (25% reduction).

Eliminate render-blocking JavaScript and CSS in above-the-fold content

**Your page has 1 blocking CSS resources. This causes a delay in rendering your page.**

None of the above-the-fold content on your page could be rendered without waiting for the following resources to load. Try to defer or asynchronously load blocking resources, or inline the critical portions of those resources directly in the HTML.

[Optimize CSS Delivery](#) of the following:

- <http://ccog-cocg.ca/common.css>

#### everage browser caching

Setting an expiry date or a maximum age in the HTTP headers for static resources instructs the browser to load previously downloaded resources from local disk rather than over the network.

[Leverage browser caching](#) for the following cacheable resources:

- <http://ccog-cocg.ca/common.css> (expiration not specified)
- <http://ccog-cocg.ca/ns.css> (expiration not specified)
- [http://www.ccog-cocg.ca/images/ccog\\_logo\\_e.gif](http://www.ccog-cocg.ca/images/ccog_logo_e.gif) (expiration not specified)
- [http://www.ccog-cocg.ca/images/side\\_about\\_e.gif](http://www.ccog-cocg.ca/images/side_about_e.gif) (expiration not specified)
- [http://www.ccog-cocg.ca/images/side\\_contact\\_e.gif](http://www.ccog-cocg.ca/images/side_contact_e.gif) (expiration not specified)
- [http://www.ccog-cocg.ca/images/side\\_english\\_e.gif](http://www.ccog-cocg.ca/images/side_english_e.gif) (expiration not specified)
- [http://www.ccog-cocg.ca/images/side\\_home\\_e.gif](http://www.ccog-cocg.ca/images/side_home_e.gif) (expiration not specified)
- [http://www.ccog-cocg.ca/images/side\\_meetings\\_e.gif](http://www.ccog-cocg.ca/images/side_meetings_e.gif) (expiration not specified)
- [http://www.ccog-cocg.ca/images/side\\_partners\\_e.gif](http://www.ccog-cocg.ca/images/side_partners_e.gif) (expiration not specified)
- [http://www.ccog-cocg.ca/images/side\\_pubs\\_e.gif](http://www.ccog-cocg.ca/images/side_pubs_e.gif) (expiration not specified)
- [http://www.ccog-cocg.ca/images/side\\_search\\_e.gif](http://www.ccog-cocg.ca/images/side_search_e.gif) (expiration not specified)

#### Enable compression

Compressing resources with gzip or deflate can reduce the number of bytes sent over the network.

[Enable compression](#) for the following resources to reduce their transfer size by 6.6KiB (68% reduction).

- Compressing <http://ccog-cocg.ca/common.css> could save 4.2KiB (72% reduction).
- Compressing [http://www.ccog-cocg.ca/index\\_e.html](http://www.ccog-cocg.ca/index_e.html) could save 2.4KiB (63% reduction).

#### Optimize images

Properly formatting and compressing images can save many bytes of data.

[Optimize the following images](#) to reduce their size by 5.8KiB (59% reduction).

- Compressing [http://www.ccog-cocg.ca/images/side\\_pubs\\_e.gif](http://www.ccog-cocg.ca/images/side_pubs_e.gif) could save 821B (70% reduction).
- Compressing [http://www.ccog-cocg.ca/images/side\\_home\\_e.gif](http://www.ccog-cocg.ca/images/side_home_e.gif) could save 779B (66% reduction).
- Compressing [http://www.ccog-cocg.ca/images/side\\_english\\_e.gif](http://www.ccog-cocg.ca/images/side_english_e.gif) could save 741B (59% reduction).
- Compressing [http://www.ccog-cocg.ca/images/side\\_search\\_e.gif](http://www.ccog-cocg.ca/images/side_search_e.gif) could save 734B (60% reduction).
- Compressing [http://www.ccog-cocg.ca/images/side\\_meetings\\_e.gif](http://www.ccog-cocg.ca/images/side_meetings_e.gif) could save 732B (55% reduction).
- Compressing [http://www.ccog-cocg.ca/images/side\\_partners\\_e.gif](http://www.ccog-cocg.ca/images/side_partners_e.gif) could save 728B (57% reduction).
- Compressing [http://www.ccog-cocg.ca/images/side\\_about\\_e.gif](http://www.ccog-cocg.ca/images/side_about_e.gif) could save 727B (56% reduction).
- Compressing [http://www.ccog-cocg.ca/images/side\\_contact\\_e.gif](http://www.ccog-cocg.ca/images/side_contact_e.gif) could save 711B (53% reduction).

#### Minify CSS

Compacting CSS code can save many bytes of data and speed up download and parse times.

[Minify CSS](#) for the following resources to reduce their size by 4KiB (69% reduction).

- Minifying <http://ccog-cocg.ca/common.css> could save 4KiB (69% reduction).

#### Minify HTML

Compacting HTML code, including any inline JavaScript and CSS contained in it, can save many bytes of data and speed up download and parse times.

[Minify HTML](#) for the following resources to reduce their size by 917B (24% reduction).

- Minifying [http://www.ccog-cocg.ca/index\\_e.html](http://www.ccog-cocg.ca/index_e.html) could save 917B (24% reduction).