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University of Hawaii | Siteimprove Accessibility July 26, 2019

Siteimprove by the Numbers



7200+
customers



29
countries



40+
nationalities



550+
employees



94% customer
satisfaction



50+M
checked pages



70K
active users

The Siteimprove Intelligence Platform

We build our products on top of the Siteimprove Core Platform, a necessity for every digital marketer in today's smart web era.

Fully automated website checks, performance metrics, and industry benchmarks let you understand the state of your website at a glance.

- Customizable Dashboards
- Digital Certainty Index™
- Policy Management
- Response Monitoring
- Siteimprove Integrations
- Automated Reporting and Exports



Siteimprove Services



Content & Accessibility

Siteimprove Core Platform



SEO Technical Audit



Policy Management



Response Monitoring



Automated Scans & Reports



Customizable Dashboards



360° Integrations



SEO Advanced



Analytics



Data Privacy



Performance



Ads



Advanced Support Plans



E-Learning Courses



Manual Testing

Did You Know?

88% of visitors are less likely to return to a website after a poor experience

91% of website visitors do not trust a website that contains errors or mistakes

60% of clicks go to the top three websites in search engine results

20% of the population has some form of disability

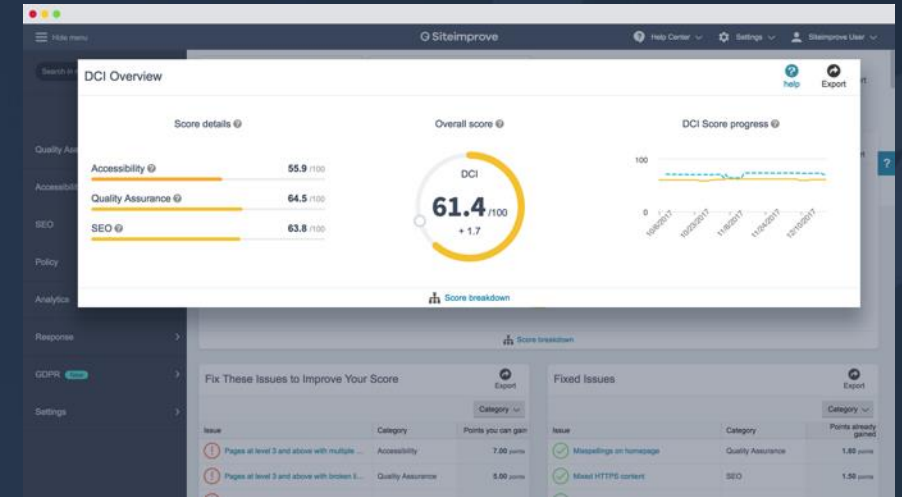
75% of people base their perception of a brand on the company's digital presence

37% increase in digital accessibility lawsuits in the U.S. in 2016, affecting nearly every industry

Digital Certainty Index™

Our experts have carefully defined each element of a successful website and worked it into a simple scoring system you can use every day. We regularly adjust the DCI™ scoring model to reflect the changing digital environment across SEO, accessibility, and more, so you can stay ahead of today's biggest website challenges.

1. Precise insights into website performance
2. Practical recommendations in a prioritized list
3. Tangible results that motivate and engage
4. Expert market knowledge at your fingertips



The Digital Certainty Index uses more than 200 checkpoints to test a website's performance across three major categories: Quality Assurance, SEO, and Accessibility.

Content & Accessibility

With Siteimprove Content & Accessibility, you see every page, link, and media file so you never lose track of content. At a glance, you can then locate and fix accessibility issues and quality errors that could potentially damage the visitor experience, kill conversions, and compromise your reputation.



Content Inventory



Readability



Quality Assurance Dashboards



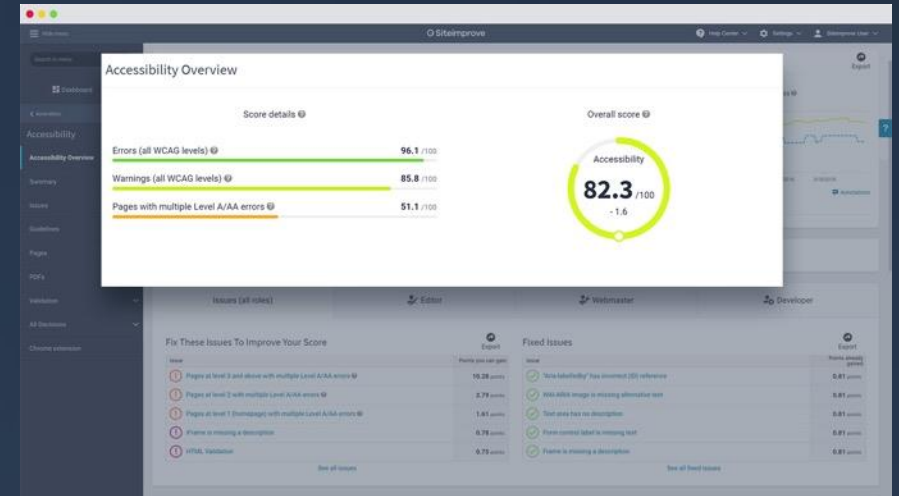
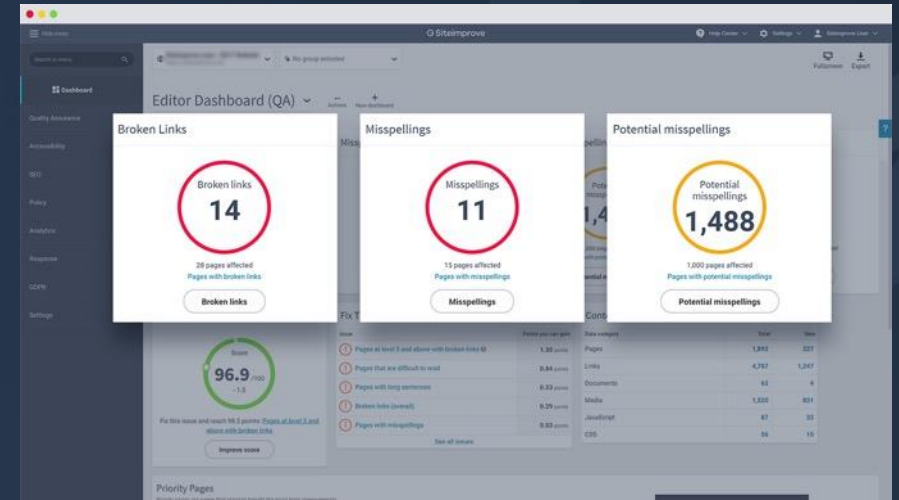
Link and Spell Check



Accessibility Diagnostics



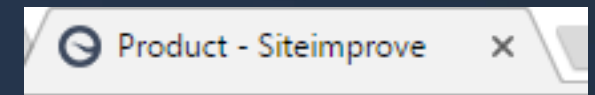
Accessibility Dashboards



Page Titles

Important for:

- usability,
- search engines optimization, and
- sharing.



[Accessibility check - Test your website - siteimprove.com](#)

[Ad](#) go.siteimprove.com/Accessibility ▼

Improve your web **accessibility**, SEO rank etc. with Siteimprove. Request a demo

Automated Reporting · Easy to Use · Highly Reviewed

Services: Fix Broken Links, Fix Misspellings, Web Policy Standards, Website Accessibility, SEO Manage...

Add Skip To Content Links



- Someone who only uses the keyboard to navigate web pages may have to press the Tab key an inordinate number of times to reach the main content of your page.
- To create a skip to content links set a bookmark or ID where the main content begins and link to that bookmark or ID.
- The Skip to Content link should be the first link on the page and can be made viewable only if someone presses the Tab key.
- This means someone can jump to the main content by [pressing Tab followed by Enter.

Headings

<h1> Headings </h1>

Headings communicate the organization of the content on the page. Web browsers, plug-ins, and assistive technologies can use them to provide in-page navigation.

<h2>Heading ranks</h2>

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Nest headings by their rank (or level). The most important heading has the rank 1 (<h1>), the least important heading rank 6 (<h6>). Headings with an equal or higher rank start a new section, headings with a lower rank start new subsections that are part of the higher ranked section.

Skipping heading ranks can be confusing and should be avoided where possible: Skipping heading ranks can be confusing and should be avoided where possible: Make sure that a <h2> is **not** followed directly by an <h4>, for example. It is ok to skip ranks when closing subsections, for instance, a <h2> beginning a new section, can follow an <h4> as it closes the previous section.

<h3>Exception for fixed page sections</h3>

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In fixed sections of the page, for example in sidebars, the heading ranks *should not* change depending on the ranks in the content area. In those cases, consistency across pages is more important.

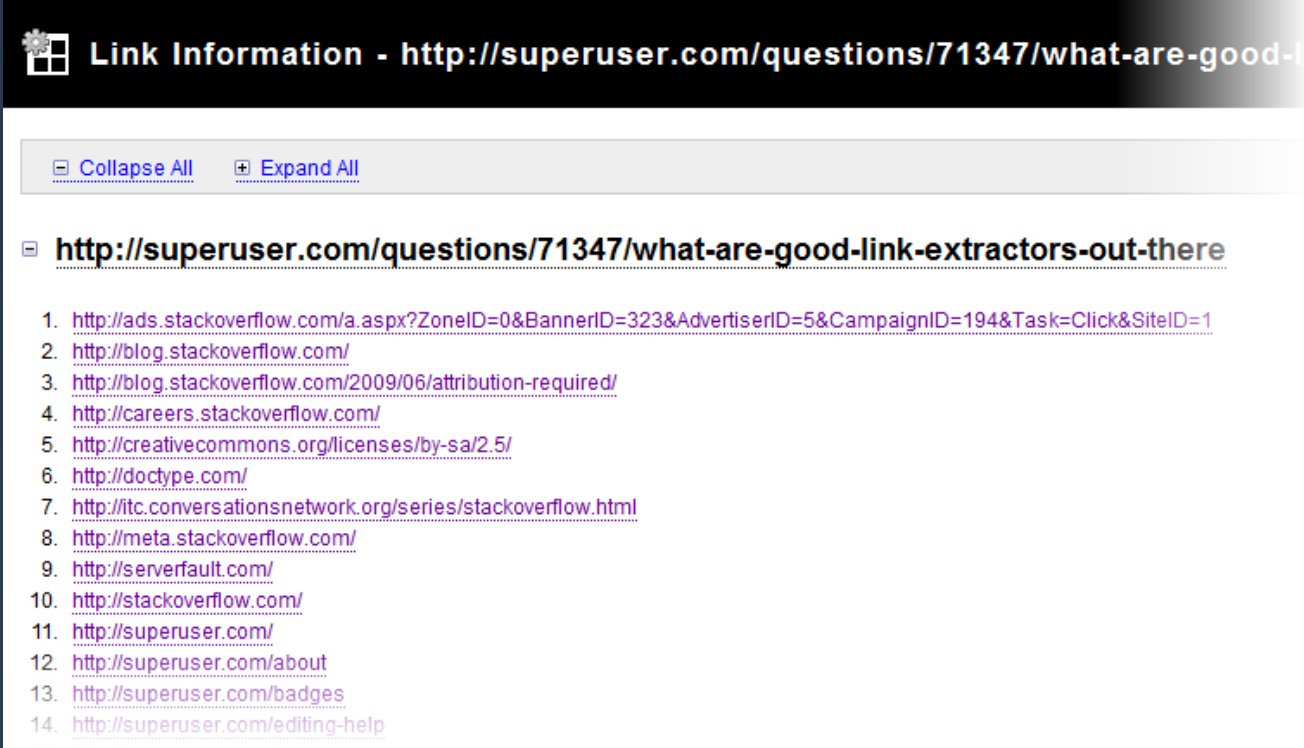
<h2>Organize passages of text</h2>

< SHARE

In the following example, headings are used to only organize passages of text on a page, for example the main content:

Make Links Clearly Distinguishable

- Link text needs to clearly say where the link is going.
- Many people who are blind or visually impaired bring up lists of links out of context.
- Avoid link text such as “click here”, “learn more”.
- Be as clear as possible when writing link text.



Link Information - <http://superuser.com/questions/71347/what-are-good-link-extractors-out-there>

[Collapse All](#) [Expand All](#)

<http://superuser.com/questions/71347/what-are-good-link-extractors-out-there>

1. <http://ads.stackoverflow.com/a.aspx?ZoneID=0&BannerID=323&AdvertiserID=5&CampaignID=194&Task=Click&SiteID=1>
2. <http://blog.stackoverflow.com/>
3. <http://blog.stackoverflow.com/2009/06/attribution-required/>
4. <http://careers.stackoverflow.com/>
5. <http://creativecommons.org/licenses/by-sa/2.5/>
6. <http://doctype.com/>
7. <http://itc.conversationsnetwork.org/series/stackoverflow.html>
8. <http://meta.stackoverflow.com/>
9. <http://serverfault.com/>
10. <http://stackoverflow.com/>
11. <http://superuser.com/>
12. <http://superuser.com/about>
13. <http://superuser.com/badges>
14. <http://superuser.com/editing-help>

Label Graphics Clearly



Each graphic should have an alt attribute.

Alt attributes should be clear and concise, describing the purpose of the image.

If an image is purely decorative, use a null alt attribute `<alt="">`.

If longer descriptions are needed, link to a “longdesc” or describe the image clearly in the text of the page.

Make sure image links state clearly where the user will go if they are clicked.

Make sure images representing buttons are labeled as buttons for screen reader users.

Making the Most of our Opportunities

- Deliver insights with **Customizable Dashboards** (now email-able!)
 - University Policies
 - Clicks on Broken Links
 - “Easy Fix” Accessibility Issues
 - Roll-up Executive Reporting
- Show Accessibility progress with **Starred Issues**
 - Organize tasks
 - Improved remediation transparency
- Evaluate campaign effectiveness in new **Campaigns Tool** (Analytics)
 - Create campaigns from start to finish
 - Cost per conversion, ROI metrics

The image displays three overlapping screenshots of the Siteimprove interface. The top-left screenshot shows the 'Email dashboard as report' interface, featuring a recipient list (e.g., Bill Sivret) and a 'Message in email (optional)' field. The top-right screenshot shows the 'Email report BETA' interface with a 'My starred issues 3' button highlighted in a red box. The middle-right screenshot shows the 'Starred Issues' section, displaying a progress bar for 'Overall progress' (1 issue fixed, 2 issues to fix) and a list of issues such as 'Heading is missing text' (4 pages) and 'iFrame is missing a title' (3 pages). The bottom screenshot shows the 'Campaigns Tool' interface, displaying a table of UTM links with columns for 'UTM link', 'Visits', 'Bounce rate', and 'Related campaign'. A specific UTM link is shown with 56 visits and a 29.73% bounce rate.

Getting into the platform

- [Siteimprove DCI Dashboard](#)