

GOVTalks Spring 2020: Playbook

On April 28, the Digital Services Georgia (DSGa) team hosted its thirteenth GOVTalks event, with a focus on improving our websites with [Siteimprove](#). Hold onto this playbook to review key points and immediate action items from the talks.

Find recordings from the event, slide decks, and more in our [GOVTalks archives](#) (digitalservices.georgia.gov/govtalks-archives).

Overall Key Takeaways

Many of the guidelines we cover are already required, either legally or through Georgia's Digital Standards. Siteimprove is more than a grading system ..It's a tool that will help you improve your website in ways you already should.

Prioritize the issues. It is important not to become overwhelmed with too much information, especially if you are new to analytics. To decide what to do first, look for high impact, low effort fixes that help you meet your goals.

The Quality Assurance, Accessibility, and Search Engine Optimization Siteimprove dashboards each show related issues and a score. These three scores come together to form your website's overall Digital Certainty Index (DCI) score. As you fix issues and improve your website, **aim for a DCI score of at least 80 out of 100.**

Familiarize yourself with Siteimprove. The DSGa team has built dashboards to give you an overview of the information that you need in order to resolve issues on your website. Starting in May 2020, we will host Siteimprove classes for content managers. Watch for [upcoming training](#) on our website (digitalservices.georgia.gov/events) or contact Director of Outreach Yen Tang at yen.tang@gta.ga.gov to learn more.

Before You Use Siteimprove

Before getting into the weeds of Siteimprove, answer these questions:

- What is the purpose of your website?
- What are the goals for your website?
- What are the goals of the visitors to your site?
- What challenges do you face in meeting their goals?
- What do you expect your visitors to experience on your site?
- How do you measure success right now?
- What are the key performance indicators for your website?
- How do you know your site is successful?

Quality Assurance: A content strategy that prioritizes people

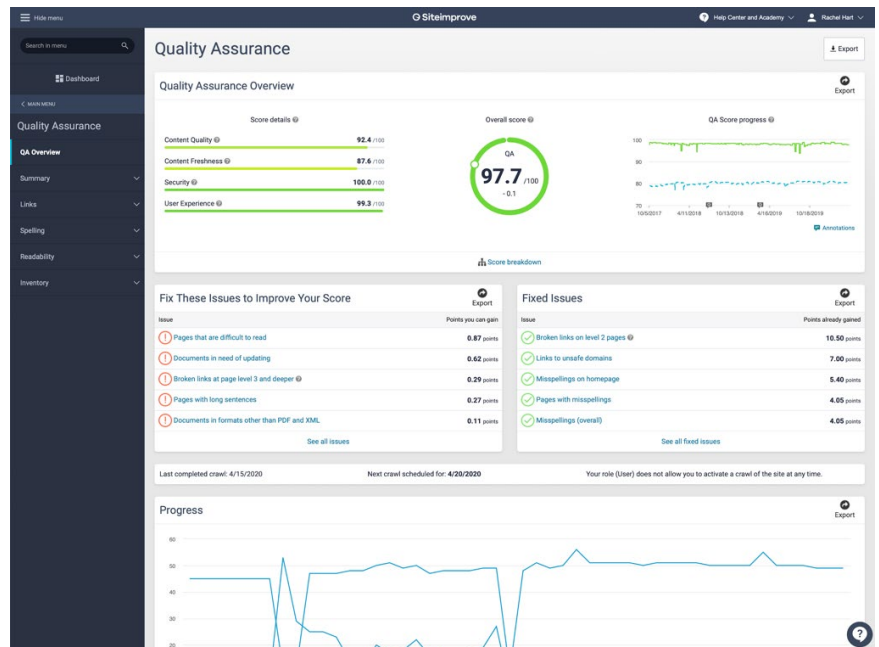
Georgians rely on our digital properties to access critical services and answer questions. Make sure their experience is consistent, reliable, and accessible with help from Siteimprove's Quality Assurance module.

Siteimprove QA Features

Siteimprove's Quality Assurance module will help you maintain good, consistent content that will get users what they need.

The QA module includes:

- Policies
- Check History
- Content Inventory
- QA issues and affected pages



QA Score Components

Category	Weight	Components
User Experience	High	Broken Links, Document Formats (non-PDFs), Large Images (>1MB)
Content Quality	Medium	Misspellings, Readability
Security	Medium	Publicly exposed IDs, Links to unsafe domains
Content Freshness	Low	Stale content, Media files needing updating, Documents needing updating

Immediate QA To-Do's

1. Check your QA score to find lowest-scoring categories
2. Find the biggest offenders and consider:
 - a. Ownership (*sort by group*)
 - b. Severity of Issue (*relative weight, number of pages, readability*)
 - c. Ease to Fix (*quick fixes → higher effort fixes*)
 - i. Broken links, HTTP status code: invalid URI → 503 → 401/403 → 404
 - ii. Readability: long sentences → long words → manually audited issues
 - d. Necessity of Information (*page level, page views, clicks on links*)
3. Get fixing!

Accessibility Made Simple: Using Siteimprove to Drive your Accessible Content Strategy

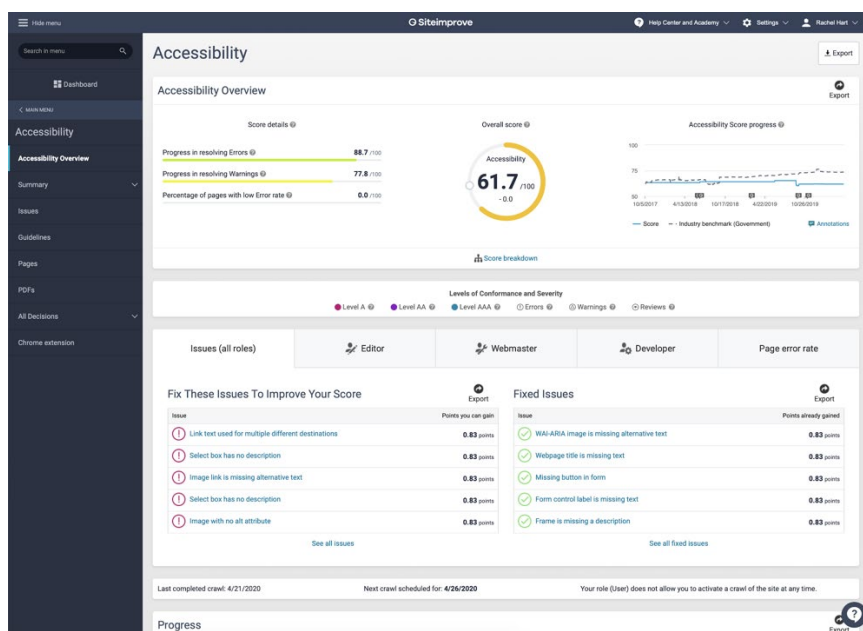
All Georgians deserve the same ease of access to their government.

Siteimprove Accessibility Features

Siteimprove's Accessibility module will educate while helping you to ensure your content is accessible for all.

The Accessibility module includes:

- Accessibility issues
- Effected pages and PDFs
- Exactly where each issues occurs
- How to fix issues



Accessibility Score Components

Category	Weight	Components
Errors	High / Medium (depending on issue level)	Level A, AA, and AAA errors (failures to meet WCAG success criteria)
Warnings	Medium / Low (depending on issue level)	Level A, AA, and AAA warnings (failures to meet WCAG best practices)
Pages with Errors	Depends on page level	Pages with multiple Level A and AA errors

Potential accessibility issues marked as “Reviews” do not count against your score, since these issues can only be verified with a manual check. Issues in PDFs also do not affect your score.

Immediate Accessibility To-Do's

1. Check your accessibility score to find the lowest scoring category.
2. Prioritize A and AA errors based on your expertise and time.
3. Resolve the issues that provide the highest point gain.
4. Focus on resolving Pages and not just single issues.

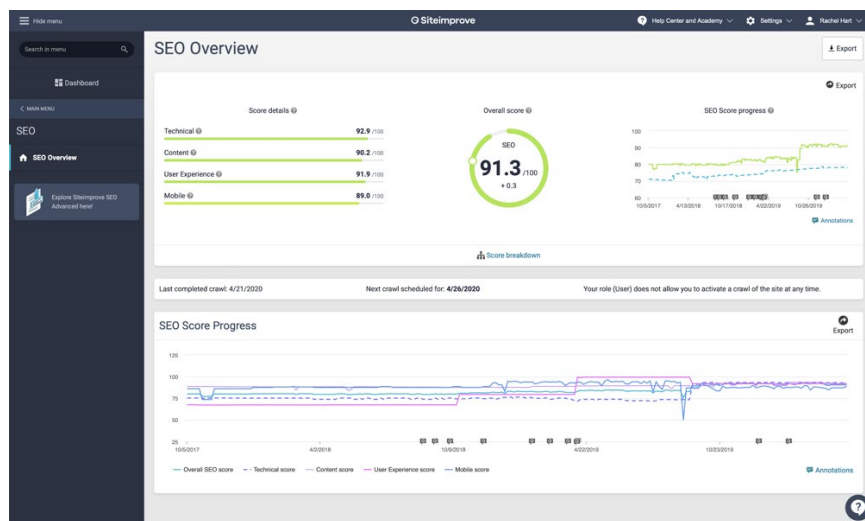
GovHub & the New SEO

A website's search engine optimization (SEO) determines how it will rank in search engines, like Google. SEO is important to ensure that our sites have public visibility and to shut down imposter sites.

Siteimprove SEO Features

The SEO module in Siteimprove will help you track and address issues and monitor your site performance.

- List of SEO issues
- Pages affected by each issue
- The difficulty to fix each issue



SEO Score Components

Category	Weight	Components
Technical	High	Indexability, Technical Quality, Server, URLs
Content	Medium	Meta-Content, Content Quality
Mobile	Medium	Mobile Speed, Usability
User Experience	Low	Navigation, Visuals

The GovHub platform has already addressed many of these factors:

- Technical specs, like load time, security, and domain authority (.gov)
- Metadata
- Mobile friendliness

This leaves agencies to focus on content quality and user experience.

Immediate SEO To-Do's

1. Check your SEO score to find the lowest-scoring categories.
2. Find issues with the lowest score and consider their difficulty ratings (based on the technical knowledge or organizational coordination needed).
3. Consider a content makeover. Find your site's popular pages and focus on making that content **readable, relevant, unique, and error-free**.

Additional Resources

For help writing readable content:

- plainlanguage.gov
- [Hemingway Editor](http://hemingwayapp.com) (hemingwayapp.com)

Also consider taking part in our Content Workshop or contacting DSGa about your needs.