What is the goal of your website?

Our main goal is conveying information about the various departments of the city of Phoenix. We want to make it easy for users to find the information they need.

Phoenix is one of the largest cities in the US. What challenges come with maintaining a local government website for a city of this scale?

Our biggest challenge is the amount of information on our website and the way it’s organized. How city departments want to present information does not always match how our citizens want to interact with us. Sometimes there’s a level of detail or priority that citizens may not care about, but we also have statutory requirements of what we have to include on a page.

Government websites are required to meet certain accessibility standards. How does Siteimprove help you work toward accessibility compliance?

Before Siteimprove, we realized we were a target out there as a city and government entity. We have to be accessible to everyone—just like how sidewalks have to be accessible to everyone on a public street. Accessibility is a high priority, and we strive for AA-level compliance or better. Looking back, we used to cobble together free...
tools on the internet to check everything from accessibility to broken links. It was a cumbersome process. Siteimprove has pulled together everything we used to have to figure out via Google searches. We have zero AA-level issues currently. Now, we’ve also started to see increased interest in accessibility from our content managers.

Which other Siteimprove features have provided the greatest return on value for your IT team?

The Siteimprove Response checkpoints have been particularly helpful. We used Response to identify a problem we were having with slow page loads. We used the checkpoints as a metric to improve them. That was a big thing. If our search server goes down, the website may still be up, and none of our internal monitoring tools will catch it. But Response says, “Something went wrong.” So we have those checkpoints set up, and if there are any issues on the page, we’re notified.

Siteimprove has also been a valuable tool for interdepartmental responsibility, because I think people tend to think, “This content is on the internet, it’s technical; it’s on the website, it’s technical.” Our content managers are responsible for what they type, whether that’s properly captioning images with alt tags or making sure words are spelled correctly. We used to have a lot of miscommunication on what was wrong on which pages. Our content managers are able to take more responsibility for their content now.

What changes have you seen in your IT department after implementing Siteimprove?

Before Siteimprove, IT was constantly flooded with help desk tickets about broken links. Now if we do get a help desk ticket related to issues picked up by Siteimprove, like broken links, we have a lot more specific information to go on. Our content managers also get weekly Siteimprove reports, so IT can focus on development, administration, and other priorities. We’re able to resolve things faster.

What would you tell another city-level IT team that is considering using Siteimprove?

Siteimprove has revolutionized our ability to set up specific standards and metrics. We’re using Siteimprove now in our statements of work, so when it comes to guaranteeing uptime and delivery methods, Siteimprove allows us to prove response times as well as the overall quality of the site. We’re able to incorporate those metrics into the promises we make to our internal business customers.

With Siteimprove Response, we have a first line of defense before a customer notices our site is down.”

– Kim Nalette, Web Services Coordinator

“Before Siteimprove, IT was flooded with help desk tickets about broken links. Thanks to Siteimprove reports, we’re able to resolve things much faster.”

– Ben Winton, Web Developer

Results

Broken Links

Before: 590

After: 37

94% reduction since using Siteimprove.

Misspellings

Before: 149

After: 16

89% reduction since using Siteimprove.

Act With Digital Certainty

Siteimprove transforms the way organizations manage and deliver their digital presence. With the Siteimprove Intelligence Platform, you gain complete visibility and deep insights into what matters, empowering you and your team to outperform the status quo with certainty every day.

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