Maintaining Long-Term Content Quality and Consistency

Organization
Selwyn District Council (NZ)

Industry
Government

Customer Since
May 2016

URL
www.selwyn.govt.nz

The Need
- Verify online content is discoverable and accessible
- Clean up SEO errors
- Fix misspellings and broken links
- Monitor content quality
- Create and manage website policies

The Process
- Uncover broken links and misspellings
- Identify accessibility issues
- Prioritize urgent fixes

The Results
- 100% reduction in misspellings
- 97% reduction in broken links
- Policy management - Identified over 500 pages of missing metadata

Services
- Content Suite
- Standard Support

To me, digital certainty is the comfort of knowing what you put out is correct and professional, and will stay correct and professional over time, even when factors outside of your control affect it.

Deb Webb, Webmaster at Selwyn District Council
The Full Story

After implementing the Siteimprove Intelligence Platform, Selwyn District Council could easily identify urgent errors and carry out fixes, knowing exactly which errors were a priority.

“While we drastically reduced potential and real misspellings on the site within two months, both lines kept trying to pop up again as content was added and changed,” says Deb Webb, Webmaster at Selwyn District Council. “Without constant monitoring, a site could easily return to pre-installation numbers.”

“Broken links can also rapidly become a problem even if you never change your content, as other sites you link to may change their navigation,” says Webb. “Siteimprove shows us if external links don’t work and we can create new paths.”

Selwyn District Council has also found Siteimprove Policy helpful in managing online content that violates branding, style, legal, or regulatory policies.

“Policy is great! It’s the biggest thing I tell people who ask about Siteimprove. Spelling and links are good to keep an eye on, but Policy is a game-changer,” explains Webb. “It gave us greater control over rules placed on content, like including alt text on images, avoiding use of ‘click here,’ and preventing repeated content on multiple pages.”

“With distributed authorship and multi-person approval, it is easy for mistakes to slip by unnoticed. Policy allows us to catch them quickly and modify them,” says Webb. “We have a style guide, but things still get missed and Siteimprove Policy helps manage this.”

“Another good thing about the platform is that it doesn’t demand that you update the site now. You can go in, see errors reported, and come back anytime to fix them. The opportunity is not lost if you do not fix right away. This alleviates the stress on staff and allows them the flexibility to better manage their time,” says Webb.

The Outcome

“It’s tempting to think of Siteimprove as something you can use once to bring your website up to speed and then unsubscribe, but without a constant eye on the issues, they can quickly escalate to problem levels,” says Webb. “The kind of quality control it provides is, by necessity, ongoing and constantly required.”

With Siteimprove, Selwyn District Council has confidence in a credible website and reliable support. “We only work with vendors that offer timely, local support. Our Customer Success Manager is regularly in touch and quick to respond—general help desk enquiries are also quick.”

Siteimprove is now a “must-have” technology for Selwyn District Council. It has been integrated into their process to make sure their digital presence is always accurate, consistent, and error-free.

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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.

siteimprove.com