What are some of the biggest website challenges you face?

We have a number of important public health messages that need to be promoted. The challenge is that there is a lot of different information on the site that needs to be made relevant while reaching a wide audience. The breadth, scope, and depth of information on our website, coupled with the multitude of sources (both internal and external), makes it particularly challenging to keep updated.

Siteimprove finds errors that I wouldn’t have been able to find on any practical level. From broken links and misspellings to more severe inconsistencies, it helps me find all the issues we need to fix. Monitoring and maintaining this level of content would be an enormous task without our content review process and a platform like Siteimprove.

How have you used Siteimprove to assist with your accessibility efforts?

Ontario has some of the most stringent guidelines on accessibility due to the Accessibility for Ontarians with Disabilities Act (AODA). As a public health organization, having an accessible website is very important to us. We don’t just want to meet the accessibility standards, we want to exceed them.

We recently updated the color scheme of our brand and everything on our website to ensure we are meeting the color contrast standard. I am working through all the
accessibility issues in the Siteimprove Intelligence Platform and will continue to do so to make sure everything is as updated and accessible as possible.

What’s your strategy for using Siteimprove?

I started addressing issues on the list one by one and that’s what I really like about the platform. You know exactly what you need to do and how to do it, which makes it really easy. I don’t think we’d be where we are with accessibility compliance or fixing quality assurance issues without Siteimprove. The tools really streamline the process for fixing website issues.

Because of the way Siteimprove is set up, I simply log in, focus on an area—whether it is misspellings or broken links—and address those issues. Now that I’ve gotten through the bulk of it, I still log in every day because things are always changing on our website.

What do you think of Siteimprove Analytics?

Siteimprove has the data more clearly displayed in comparison to other analytics tools, which makes my life easier. I don’t have to drill down through a thousand different things just to find what I’m looking for.

Why is having a quality website important to your organization?

One of our core goals is to promote health and well-being in our community. Keeping the information current, relevant, accurate, and easily digestible is paramount in maintaining our position as a quality public health resource for our community.

What is your favorite feature of Siteimprove and why?

The Accessibility tool is really useful, and not only helps us make decisions on how to correct immediate issues, but also helps us determine what to change on our site moving forward. The explanations within the tool have been extremely helpful and will continue to be helpful as we think through how we’ll move forward to meet and exceed accessibility standards.

Results

100% reduction of broken links and misspellings since using Siteimprove

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Get A Free Demo

go.siteimprove.com/demo

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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