Siteimprove

Maximizing the Efficiency of Small Teams

Case Study

Organization
Charles Sturt University

Industry
Higher Education

Customer Since
March 2014

Services
Siteimprove Content Suite

URL
www.csu.edu.au

Users
8

> **"** Siteimprove provides us with a global view of our website, allowing stakeholders to see how the site is performing and enabling web editors to address issues that will have the greatest impact. **"**

Cade Whitbourn,
Digital Operations Manager

Main Goals

- Provide clear and relevant information to a broad range of stakeholders
- Generate positive brand experiences
- Support prospective students in their inquiry and application process

What are some of your website challenges?

With a very large website and a decentralized web team, it is very challenging for us to maintain a high-quality user experience and a digital presence that is consistently focused on clear business goals.

Before Siteimprove, how did you address the challenge of managing a large site with a small team?

Before using Siteimprove to monitor and maintain our digital presence, we were using a collection of limited tools and employing manual governance processes. These were neither consistent nor comprehensive.

What led you to Siteimprove?

First, we needed an intuitive tool that helped identify areas of our site where we could make simple fixes that would make a big impact on the site.

We also needed a tool that could track our efforts and show the improvements that have been made over time. This allows us to determine if the work we're doing is making the desired impact on our site.

The flexibility that Siteimprove offers us for working outside of our CMS platform to measure and address accessibility, validation, and best practice issues is extremely valuable.
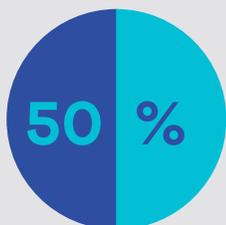
How has Siteimprove helped you address your website challenges?

The Quality Assurance feature gives us direct access to all spelling and link issues across our entire site, but is still flexible enough to index down to individual pages. The historical results for all key features have enabled us to review our efforts over time and identify how and when we made the greatest improvements to our site.

The Accessibility tool gives us prioritized issues to address across our entire site for web accessibility and compliance, ensuring that our site meets the proper standards and provides a high-quality experience for all users.

50 %

What are some specific results that have come from using Siteimprove?

We've been able to reduce the number of broken links across a highly important area of our website by half.

What benefits have you seen with Siteimprove?

Benefits

- Our web editors no longer spend hours seeking out the most problematic issues.
- Siteimprove alerts us to every error.
- Web editors can prioritize tasks to make the greatest impact quickly and efficiently.
- It's easier to hold web editors accountable for their sites.
- It's easy to demonstrate the impact of web fixes over time.

Are there any additional challenges that Siteimprove has helped you address?

The content policy reports are great as we have several rules about content (i.e. specific phrases we must/cannot use, standard content conventions, name changes that we need to apply, etc.), so it's great to have a tool that can help us ensure consistency across the entire site.

What is your favorite feature within the Siteimprove Intelligence Platform and why?

My favorite feature is Priority. Siteimprove makes it easy to jump in and see what the most important issues are, and to fix them quickly. It's great to have CMS integration with Siteimprove as well. By allowing us to click on an error alert within the Siteimprove dashboard and immediately open the relevant page within our CMS, we're able to avoid the wasted time and hassle of searching through pages of HTML code.

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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.

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