Siteimprove

Managing Web Content Across Large Organizations

Case Study

Organization
Deakin University

Industry
Higher Education
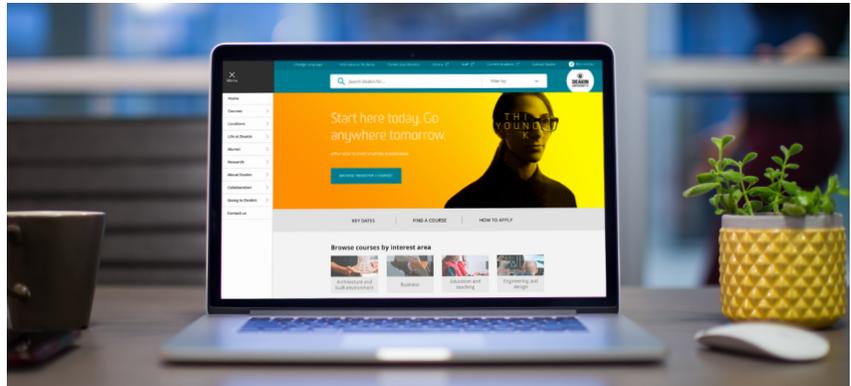
Customer Since
April 2014

Services
Siteimprove Content Suite

Users
26

Content Contributors
200+

Criteria

- Is it easy to use?
- Is it functional?
- Can I incorporate it into my day-to-day work?

" **Siteimprove has delivered results beyond my expectations, and I could see the impact almost immediately.** "

Mathew Unwin, Senior Digital Solutions Manager

What led you to Siteimprove?

We needed an analysis tool to help us monitor and maintain the quality and consistency of our web content. We have more than 200 content contributors, and the levels of expertise and writing abilities vary widely. We needed a tool to monitor new content without having to proofread every single piece. My criteria for selecting the right tool was: Is it easy to use, is it functional, and can I incorporate it into my day-to-day work? Siteimprove has delivered results beyond my expectations, and I could see the impact almost immediately. Our teams save both time and energy identifying errors like broken links, misspellings, and inconsistent brand messaging.

What is the main goal of your digital presence?

Our website is focused on informing and engaging current and prospective students, but it also provides communication to the community at large. So, we serve a broad audience, but the main goal is providing students with information about the university, like course information, event calendars, bus schedules, and university research.

What are some of your website challenges?

We have more than 200 active content contributors across four campuses, so the sheer size of our university and the number of authors make it difficult to enforce consistent standards across the group at large. In the past, this led to a very inconsistent experience for our students and visitors. Another more recent challenge has been migrating our site to a new content management system (CMS). It was a massive undertaking to audit the content on our site to identify what should be migrated, what needed to be updated, and what was eligible for decommission.

Challenges

- 200+ active content contributors
- New CMS
- Lack of consumable data

How did you address these challenges before Siteimprove?

Without a tool to manage and monitor our digital presence, it was left in the content contributors' hands to ensure consistency and accuracy. Unfortunately, this resulted in the web team having to be very reactive to any errors, broken links, or outdated content.

How has Siteimprove helped you address your website challenges?

Now we can be proactive with our website management. We scan early and often to identify and prioritize errors based on their impact to the site. We used to go page by page and ask, "What's wrong with this one?" That obviously isn't efficient, but we also had no idea if the errors affected top-level pages or if they affected a page that only gets 10 visits a month. Siteimprove enables us to save time and make the greatest impact by prioritizing and addressing the costliest errors first.

As for the CMS content migration, Siteimprove provided us with the opportunity to review the quality of our content both prior to and post-migration. This helped us determine what was essential and what was eligible for decommission.

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

Since implementing Siteimprove, we've cut 50% of our broken links, even while adding new content and pages. The links were spread across the site, leading to key pages like course guides, campus information, and vital university research. The most shocking thing was that many of the links weren't broken before migrating to the new CMS. Something happened during that process which, without Siteimprove, we likely wouldn't have realized until it was too late.

50 %
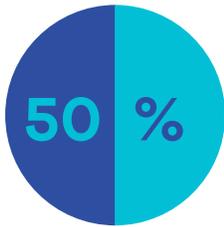
Results

- 50% reduction of broken links
- More consumable data
- Smoother CMS migration process

What is your favorite part of using Siteimprove and why?

My favorite part of the platform is the History Graph, which shows the progress being made and helps identify where we'll get the most bang for our buck. Our team can track the work we've done over time, as well as their impact on the site.

Siteimprove doesn't exclude the other tools that we continually use, and it's not trying to be a complete replacement. It's an enhancement to those tools. It takes a lot of the data from those tools and makes it consumable. It's about putting a very, very user-centric spin on some very, very complex data.

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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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