What is the main goal of your website?
Our website's mission is to keep families, students, and staff informed. We want to make sure they can get any and all information they need straight from our website.

How does new content get added to the website?
Information gets filtered to the communications department, and we determine if it should be posted at the district level. If it's for a single campus, we post it on that campus's landing page. We get new content from a number of sources—from parents and teachers to staff and administrators.

What are the main challenges your school district experiences with your website?
The biggest challenge for our website is correct spelling of words and maintaining proper procedure for linking to documents—hence, the need for Siteimprove. As an education entity, we want to make sure that people aren’t visiting our site and thinking, “Oh wow, a teacher misspelled a word on the website,” or that a campus website has improper punctuation.

How did you justify Siteimprove as part of your school district’s budget?
Having Siteimprove means having a hands-on, complete, “wrap-your-arms-around-it” look at all the pages that make up the district website. We presented the platform as a way to gain a clear understanding of what’s out there—what information is displayed on the website and what represents the district to the public.

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Michelle DoPorto, District Webmaster
How does Siteimprove provide value to your website?

By using Siteimprove, we’re able to have accountability at our fingertips. That’s been the best thing. In my role as a webmaster, there’s no way that I could physically manage more than 20,000 district web pages. Even with a team of campus webmasters, it’s hard because being a webmaster isn’t their primary role.

If a parent is visiting the site, I know they won’t have that moment of frustration due to a broken link. I know they won’t see a misspelled word or something that just doesn’t look right. Teachers are so pressed for time and, thanks to Siteimprove, I can help them save time—and that’s great.

Before you had Siteimprove, what was your approach to website accountability and accuracy?

We knew the need for accountability was there, but we had no idea that a tool like Siteimprove existed and could actually provide us that accountability. When we got the call to demo Siteimprove, we agreed, but weren’t quite sure what we would see. We were amazed at what Siteimprove could do for us, especially knowing how much value we hold in our website.

What was your strategy for implementing Siteimprove across a decentralized team of content contributors?

We realized the best way to implement something like Siteimprove was to communicate how the tool would be effective for us. We hosted a brief webinar with all our campus webmasters, and at the next principals’ meeting, our communications officer informed them that Siteimprove would help us all manage our websites. The next thing was to identify who would be the key people to receive the reports.

How does Siteimprove help keep your content contributors accountable across such a large school district?

The reporting feature became a way to see who could get their broken links and misspellings the lowest the most quickly. Then, we reported back to our content contributors and let them know they were doing a good job and that we were starting to see the numbers come down. They took it upon themselves to personally see if they could hit 100% accuracy or zero misspelled words and broken links.

Now that you’re saving time with Siteimprove, what’s next?

We definitely want to get our number of broken links and misspellings down. Our goal is to hit 100%. After that, we’re excited to look at the additional features Siteimprove has that we have not yet tapped into—especially the accessibility features.

With Siteimprove Analytics, we can identify the content that is viewed the most, know what is not being viewed, and communicate recommendations and website expectations to our teachers. It can help us explain what we would like to see on the website, and make sure that it includes content that is highly visible and highly visited.

Results

- 93% reduction in misspellings
- 54% reduction in broken links

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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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