

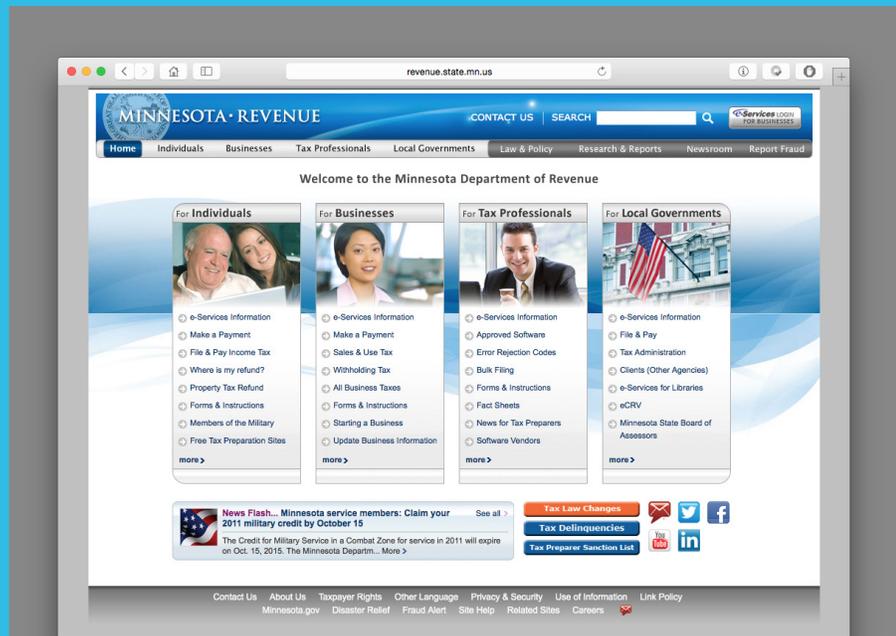
EXPEDITING GOVERNMENT WITH SITEIMPROVE



CASE STUDY

- **ORGANIZATION:**
Minnesota Department of Revenue
- **INDUSTRY:** Government
- **CUSTOMER SINCE:**
October 2014
- **SERVICES:**
Q&A, SEO, Accessibility, Analytics, Response

www.revenue.state.mn.us



“ Siteimprove has made my life as an administrator easier and made changes happen much more quickly on the website. ”

Bridget Anderson, Website Administrator

As a state agency, the Minnesota Department of Revenue has legal guidelines to adhere to. What unique challenges are part of a state website?

The way that it's broken out currently, Communications administers content, we work in a CMS, and I also train content contributors throughout the entire agency. We also work directly with Information Technology for Minnesota Government (MN.IT) for changes higher from the content page. As far as governance, Communications steers the ship, and it's our job to make sure we're making the necessary changes to the website to ensure our customers' needs are met.

What is your favorite thing about Siteimprove?

One of the best things we've been able to do with Siteimprove is add Users. It's not just me going and looking through our website like it was in our old system. Now, my Communications division has access, my IT guys have access, and I have two content contributors using Siteimprove. So far, they've been testing it and they think it's great. Now it's become part of their weekly web routines to check Quality Assurance (QA) and make sure their broken links and misspellings are taken care of.

How has your website benefited from Siteimprove?

That's a major one - since I can delegate more responsibilities to the people who are actually the ones working on the content, it makes website changes happen much faster. By making Groups and allowing Users to manage their own pages, it's made my life as an administrator easier, and made changes happen much more quickly on the website. I also spend a lot of time looking at trends in Siteimprove and customer feedback, and I compare the two to find the source of the problem. I could go by customer

feedback alone, but I can't go by what one user says. I use Siteimprove to back me up on changes that need to happen on the website.

Which Siteimprove feature or module have you utilized the most?

Communications mainly uses Analytics, and the tax departments use Quality Assurance. In Communications, I do monthly reports on the website and I do an annual report. My report is high-level, examining overall numbers, page views, and visits. My content contributors use the QA feature for broken links and misspellings. Another important piece for us is an initiative at Minnesota Revenue called "Plain Language." The governor put out an executive order for all Minnesota state agencies to start using Plain Language, so this is a very engrained, important program for us. As part of that, my Plain Language Coordinator and Senior Editor use Siteimprove so that they can show our different tax departments which content pages still need cleanup. We can determine which content is outdated, what we need to get rid of, and what we need to take a second look at.

What are your current department web strategies or goals?

Plain Language is definitely our main goal. Accessibility is always at the forefront as well. There are small things you can do to make a website accessible. We're tackling electronic documents, and that's a huge piece for accessibility. Siteimprove has been wonderful for our Plain Language initiative, tracking trends, and allowing my content contributors to have the ability to do these things for themselves.

What would you tell other state-level systems about using Siteimprove?

As far as being able to allow someone other than an IT professional or website administrator to go in and access website issues, that's a huge thing.

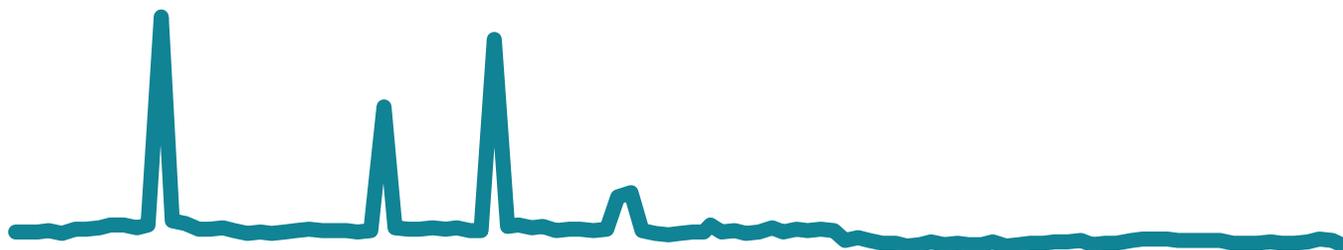
When I look at my time, and how I have to divide things up and what gets pushed to the back burner, Analytics used to get pushed back. But it's an important piece that I need, so now I'm able to tell my content contributors that I need them to add Siteimprove to their toolbox and give them more responsibility that their pages, links, and spellings are all correct. When their manager comes to them and wants to see how many web hits we've received, they can find the numbers themselves. Siteimprove is invaluable to me. It frees up an entire part of my job so that I can spend time on the overall website and making improvements.

“ For me, the value in Siteimprove is time. It's my time, and the effective use of my content contributors' time. ”

BROKEN LINKS

Worst Case: 298

Best Case: 17



94.3% reduction in broken links since using Siteimprove

MISSPELLINGS

Worst Case: 37

Best case: 15



59.5% reduction in misspellings since using Siteimprove



go.siteimprove.com/demo



Siteimprove

Web Governance Made Easy

Siteimprove is the only web governance software that helps you better manage and maintain your web-site through quality assurance, accessibility, web analytics, SEO, and response - all in one tool.