

# Sitemorse

building web confidence





## Issue.....

Web estates have built up over a number of years, around a 3<sup>rd</sup> of issues relate to legacy data (historic tags / links / content / emails / PDF's etc). Essential to baseline where you are.

Sitemorse Discovery, web estates first '*MOT*'



# Discovery

Sitemorse Discovery solves one of the key issues organisations face today – finding out exactly what's online, and creating a detailed inventory of what's where, what's built up and what you are dependant upon to operate online.

## What will it do for you?

Until you know what's online, planning migration or any remedial action is near impossible, our discovery phase (1-1,000+ domains) will advise you;

1. What's been built up over time?
2. What's our compliance (brand, legal, regulatory) exposures?
3. Are there any 3rd party risks?
4. Against Key Performance Indicators (KPI's) – how are we doing?



# Correction

Sitemorse Web Correction is initiated after Discovery. Working to agreed quality, compliance and performance requirements, we deliver a 6 – 8 week project starting with a workshop, to focused corrective action. From day ONE we guarantee improvements.

## What will it do for you?

This is about getting to the heart of issues, and addressing them. Projects are typically based on less than an hour per day of corrective action;

- 1.Ensuring everything is functioning.
- 2.Base level of compliance (accessibility, brand, legal).
- 3.Improved Search Engine Indexing.
- 4.Minimization of 3rd party risk.

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Why.....

Improved Page Performance

Improved Visitor Experience

Complete Online Confidence

Reduced operation costs



# How.....

Nothing to setup, install or manage

Doesn't need to be an IT project

Very 'light touch' 60 mins day

Continuous improvement

ROI – within 1<sup>st</sup> 7 days!



## What.....

Following pages provide an outline as to the areas we cover, and the focus of the service.



# Accessibility?

## Alt Tags, Page Titles and Page Descriptions

Checking the page (template and content) ensuring they are present, without spelling errors and valid (within brand / compliance).

## PDFs

Do the files you have online meet the standards laid down for compliance. Also are the files valid still and / or correctly named

## HTML

To ensure the page is available to all, in all readers – correct HTML is essential, as well as being an accessibility requirement – poor HTML causes erratic page display and hinders performance as well.

## Accessibility Page / Statement

Its common to have a either a page (often combined) or a statement, relating to your commitment / focus towards web accessibility – we ensure this page is fully accessible.

We also offer many other automated accessibility checks, a full list is provided on our website.

# Search Engine Optimization (SEO)?

## Alt Tags, Page Titles and Page Descriptions

Checking the page (template and content) ensuring they are present, without spelling errors and valid (within brand / compliance). Are there any over long elements?

## Keywords

Although not as essential as they have been, it's still a good idea to have them on each page, it can't hurt to have them on. Checks applied are as above.

## Page Loading Time

Google has performance and availability standards when indexing a page – we ensure you are within these and alert you if you fall out of the required timings.

## Landing Page

Is the landing page available and meeting SEO requirements

## Word Density

Integration with paid search term, what is the word density– from the page to the whole site.



# Quality

Page loading time

Broken links

Oversize image / page

Availability (page / image / document / download request etc)

Missing images or documents

Emails address that don't work

Spelling

Brand

Reply forms working

The above are hopefully self explanatory, any further examples / definition required please do not hesitate to contact us.

HTML

is the page displaying as it should, across browsers / devices?



# Performance

Page loading time (by user type / device)

Slowest elements on the page

Response time (by page / element / user visit)

Download (by page / element / user visit)

Missing page elements

Oversize files (images etc)

Performance across the visit

Email Server Performance

Are messages being delayed by poor server performance, or server not available?

HTML

Poor code can be the route of poor page performance. Sitemorse alerts you to oversize HTML files.

Code corruptions can also be the cause complete page failures.



## Who said, what?



*'Sitemorse is an ideal solution for those who are really serious about delivering a high quality, accessible online service'*



*'We achieved our ROI – before end of the initial trial.'*

Overall 32% improvement in performance

Home page load time down from 68 sec to 35 sec



*'Wonderful to have all testing capability in one place'*

86% improvement in site quality with 3 weeks

92% reduction in site testing time

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# Sitemorse

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We provide over 600 tests, checks and measures that offer website managers, and executives the confidence that their online investment is delivering at its best.

Sitemorse continually monitors (on a page by page basis) at differing depths and frequency to ensure quality and compliance are upheld.

We also provide 'point of creation' checking, empowering everyone involved with adding or changing any web page with the ability to 'selfcheck' directly within their browser.

The following few slides, offer an introduction to where we help clients to improve online....

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