

SiteMorse Meta Data Guide

This SiteMorse Guide is part of a series introducing users to the system. Other companion documents, including the *SiteMorse Quick Start Guide*, are available from our website.

Web Results, providing customer support and project delivery for SiteMorse™

- Website Function
- Website Performance (inc load and stress testing)
- HTML (W3C) Compliance
- Metadata (inc. Dublin Core & eGMS)
- Accessibility Compliance
- Brand, Corporate & Company Compliance
- Adaptive Availability Monitoring

How to start using SiteMorse to improve your site

One of the powers of SiteMorse is its versatility, a staggering amount of detail is available after every report. For some using this power to its full potential can be a daunting prospect, to help this guide will walk you through our system.

Our suggested route demonstrates how a developer makes changes to their site and with the aid of SiteMorse tools understands and resolves any problems discovered by the report.

Overview:



SiteMorse in Action

After completing development work it's time to check your site with SiteMorse



Site: <http://www.test.sitemorse.com/>

Reports | Monitors | Edit site | Advanced configuration

Request new test

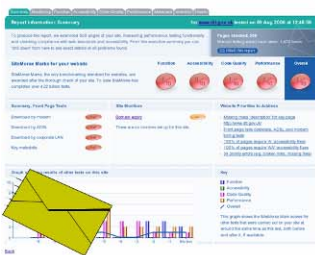
URL to test:
Max pages to test:

If you are unsure what number of pages to select, leave it at the default of 250.

If you would like a larger report than the maximum allowed here, this is possible on request - please [contact](#) [Request test](#)

Request New Test

Notification of the new report arrives by email. Click the link to view the summary page



Summary, Front Page Tests

Download by modem	Fail
Download by ADSL	Fail
Download by corporate LAN	Fail
Key metadata	Fail

Website Priorities to Address

- Missing meta 'description' for key page <http://www.dti.gov.uk/>
- Front page fails corporate, ADSL and modem timing tests
- 100% of pages require 'A' accessibility fixes
- 100% of pages require 'AA' accessibility fixes
- 34 priority errors (e.g. broken links, missing files)

Glance over the summary page to gain an overall impression.

Tackle the priorities list.

Look over the report for other issues and begin plans to address each error.

Summary | Monitoring | Function | Accessibility | Code Quality | Performance | Metadata | Inventory | How-to

file/url/badpath

This page is about a particular category of error SiteMorse™ found. For each occurrence of this category of error, the detailed description is shown, along with the address on the site which caused the problem. If the address is clickable, it will take you to a page which lists all the addresses on your site which linked to this address. Otherwise, the 'line' column tells you which line of the file appeared to contain the problem. If the error was caused by a problem with the address itself, rather than the file at that address, the 'occurrences' column is the number of pages which linked to that address.

Message	URL	Line	Occurrences
Illegal character(s) in URL path section: '['	http://www.dti.gov.uk/about/complaints/index.html	460	1
Illegal character(s) in URL path section: '>'	http://www.dti.gov.uk/sectors/materialsengineering/index.html	301	1

The diagnostic pages provide greater advice on resolving any issues.

After correcting a number of errors an Immediate Report double checks your work.



Site list | User preferences | Invoices | Immediate reports | Default configuration

Request immediate test

This page allows you perform an immediate test on a site. All the usual SiteMorse™ tests are performed, but only a few pages are examined. Please note that these tests are only kept for one month - after that they are automatically deleted.

URL:

Pages to test:

- the report may take up to a minute or two, DO NOT press this button more than once

Website Priorities to Address

- Missing meta 'description' for key page http://www.twentysixlondon.com/who_we_are/principles.html

Meta Data Overview

The Meta Data overview differs slightly depending on the type of Meta Data your site contains. Governmental organisations who are required to display e-GMS meta tags will receive the additional e-GMS specific details.

Non Governmental:



Home | Site: www.test.sitemorse.com | Report: 29 Aug 2006

Summary | Monitoring | Function | Accessibility | Code Quality | Performance | Metadata | Inventory | How-to

Report information: Metadata

for www.test.sitemorse.com tested on 29 Aug 2006 at 16:13:09

SiteMorse™ Metadata testing gathers information about the meta-data presented by "key pages" (e.g. the front page) of your site. This meta-data is used by search engines when indexing your site. For UK government customers, SiteMorse™ also checks every page for compliance with the [e-GMS](#). SiteMorse™ monitoring is also available to continually check key site pages for correct website metadata (and e-GMS data), providing immediate alerts if data is missing.

Pages checked: 498

Manual testing would have taken: 513 hours

[eMail this report](#)

Key page search-engine metadata

Page address: <http://www.test.sitemorse.com/>

Page title: SiteMorse - compliance, function, performance and accessibility (WAI) testing

Function, Performance, Broken Links, Email address not working, Browsers crash, Brand Compliance, Corporate Compliance, Accessibility, Accessibility Testing, Compliant HTML, HTML validation, Link checker, W3C, WCAG, WAI, eGMS, Metadata, Download speed,

Meta 'keywords': Content accuracy, SSL Certification, site test tool, Diagnostic reporting, Automated testing, Performance monitoring, web site testing, site audit tools, automated website testing, brand checking, technical check

Meta 'description': SiteMorse™ - automated website testing. Until now it has not been possible to test every element on every page of your site for problems - some that are visible, some that are not. Testing is fast and simple. The report identifies every error and warning by; type, location, link and line - ensuring that problems are eradicated quickly and effectively.

Overall Findings

Pages with missing titles: 0%

All HTML/XHTML pages must have a title.

Pages with missing 'keywords': 0%

Pages with missing 'description': 0%

Complete meta-data is important for good search-engine results. SiteMorse can produce a list of all pages without 'keywords' or 'description' - [contact us for details](#).

Page titles are important to users who move back and forth around your pages. At the same time key Meta Data is targeted toward search engines which use "Keywords" and "Description" tags to form an impression of your site.

SiteMorse checks for missing titles, an HTML violation, as well as the optional keyword and description tags. The results are displayed as percentages under Overall Findings. If you wish to a list of all pages without this key Meta Data please contact us for details. Meanwhile it is worth checking the front page Meta Data is factually correct by reading your sites output in the left hand summary.

Meta Data Overview

The Meta Data overview differs slightly depending on the type of Meta Data your site contains. Governmental organisations who are required to display e-GMS meta tags will receive the additional e-GMS specific details.

Governmental:



Home | User: Dale Shepherd of North Shropshire District Council | Site: www.northshropshiredc.gov.uk | Report: 16 Aug 2006

Summary | Monitoring | Function | Accessibility | Code Quality | Performance | Metadata | Inventory | How-to

Report information: Metadata

for www.northshropshiredc.gov.uk tested on 16 Aug 2006 at 08:50:07

SiteMorse™ Metadata testing gathers information about the meta-data presented by "key pages" (e.g. the front page) of your site. This meta-data is used by search engines when indexing your site. For UK government customers, SiteMorse™ also checks every page for compliance with the e-GMS. SiteMorse™ monitoring is also available to continually check key site pages for correct website metadata (and e-GMS data), providing immediate alerts if data is missing.

Pages checked: 252

Manual testing would have taken: 190 hours

[eMail this report](#)

SiteMorse Marks for your website (e-GMS only)

SiteMorse Marks, the only benchmarking standard for websites, are awarded after the thorough check of your site. To date SiteMorse has completed over 4.29 billion tests. The e-GMS SiteMorse Mark contributes 10% of the Overall Mark.

e-GMS
This test



e-GMS
Average



Overall



Key page search-engine metadata

Page address: <http://www.northshropshiredc.gov.uk/>

Page title: North Shropshire District Council

Meta 'keywords': North Shropshire District Council, North Shropshire, District, Council, NSDC

Meta 'description': North Shropshire District Council web site

Overall Findings

Pages with missing titles: 0%

All HTML/XHTML pages must have a title.

Pages with missing 'keywords': coming soon

Pages with missing 'description': coming soon

Complete meta-data is important for good search-engine results. SiteMorse can produce a list of all pages without 'keywords' or 'description' - [contact us for details](#).

e-GMS metadata

Term	Pages with data missing	Pages with incorrect data
DC.Coverage	0	0
DC.Creator	0	0
DC.Date	0	0
DC.Identifier	0	0
DC.Language	0	0
DC.Publisher	0	0
DC.Title	0	0
eGMS.Accessibility	0	0
eGMS.Subject.Category	0	33

1

e-GMS page failures

Mandatory 17% Recommended 0%

NB: The figures above indicate the percentage of pages which fail one or more eGMS checks - i.e. 0% is the best score, and 100% is the worst.

2

Meta-data scheme checks

Scheme	Pages using scheme	Pages with problems
W3CDTF: W3C Date and Time Format	244	0
IPSV: Integrated Public Sector Vocabulary	87	73
GCL: Government Category List	162	0

3

Now including e-GMS data the report contains three distinct areas:

- 1 e-GMS Meta Data terms – tags which are mandatory but missing, or incorrect are flagged. Flow this link for a summary.
- 2 E-GMS page failures – the total number of pages without correct or complete tags
- 3 Meta Data scheme checks – Number of pages using a supported schema, and the total number of problems found on these pages.

eGMS Meta Data Terms

As mentioned on the previous page this summary details any page with a particular tag problem.

- Summary
- Monitoring
- Function
- Accessibility
- Code Quality
- Performance
- Metadata
- Inventory
- How-to

Meta-data term: DC.Date

This page displays list of the pages which had problems relating to the specific meta-data term "DC.Date". Click on an individual page URL to display details of all the meta-data checks on that page.

URL	Problem
http://www.dti.gov.uk/publications/index.html	Missing mandatory field
http://www.dti.gov.uk/publications/whats-new/index.html	Missing mandatory field

[Back](#)

[Logout](#)

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Meta Data Summary

Each page which experiences a Metadata issue is listed, pass or fail check is shown on the right.

Meta-data checks

This page displays a summary of the meta-data checks SiteMorse™ carried out while testing your site. Click on an individual page URL to display details of checks on that page.

URL	Mandatory	Recommended
http://www.dti.gov.uk/	FAIL	FAIL
http://www.dti.gov.uk/index.html	FAIL	FAIL
http://www.dti.gov.uk/administration/contact/index.html	FAIL	FAIL
http://www.dti.gov.uk/administration/help/index.html	FAIL	FAIL
http://www.dti.gov.uk/about/index.html	FAIL	FAIL
http://www.dti.gov.uk/europeandtrade/index.html	FAIL	FAIL
http://www.dti.gov.uk/administration/siteindex/az_index.html	FAIL	FAIL
http://www.dti.gov.uk/innovation/index.html	FAIL	FAIL

Meta Data Schema

Tag errors are listed by the schema the page states they are a part of. For example listing a subject category which is not part of IPSV.

- Summary
- Monitoring
- Function
- Accessibility
- Code Quality
- Performance
- Metadata
- Inventory
- How-to

Meta-data scheme: IPSV

www.northshropshiredc.gov.uk tested on 16 Aug 2006 at 08:50:07

This page lists pages found during the test which contain incorrect meta-data for the scheme 'IPSV' (Integrated Public Sector Vocabulary). [More information about this scheme](#).

Please note, only 'meta' tags which explicitly mention the IPSV scheme in their 'scheme' attribute will be checked and listed on this page.

Meta-data scheme checks

Problem	Page	Line
egms.subject.keywords: Term not in IPSV	http://www.northshropshiredc.gov.uk/static/page755.htm	27
egms.subject.keywords: Term not in IPSV	http://www.northshropshiredc.gov.uk/static/page739.htm	27
egms.subject.keywords: Term not in IPSV	http://www.northshropshiredc.gov.uk/static/page459.htm	27
egms.subject.keywords: Term not in IPSV	http://www.northshropshiredc.gov.uk/static/page954.htm	27
egms.subject.keywords: Term not in IPSV	http://www.northshropshiredc.gov.uk/static/page935.htm	27

SiteMorse Surveys

An interactive and dynamic system compiles the results of regular survey reports. Including an executive summary, report data, detailed site statistics and a site's historical profile.

Survey Findings | Survey Table | Statistics | Site Analysis | Site Detail | Methodology

Website Survey September 2006 - Central Government

6.79% tests found functional failure
59.8% pages failed code standards
11.3% pages failed accessibility (level A)
90.6% pages failed accessibility (level AA)

First place: Health & Safety Executive (http://www.hse.gov.uk)
 Last place: DTI - Innovation (http://www.innovation.gov.uk)
 Biggest climber: Financial Services Authority (137)
 Greatest falter: NHS Direct (25)

Gaining in position: 31
 Falling in position: 39
 Position unchanged: 6
 New entries: 0

- Website with most functional failings was OGCbuying solutions (http://www.ogcbuying.solutions.gov.uk)
- The poorest code quality was at DTI - Innovation (www.innovation.gov.uk) - 9,755 failures
- Overall the site with the fastest response time was Local e-Government Programme (http://www.localgov.gov.uk)
- 3 sites tested accessibility A & AA on every page

Metadata: Modern Testing front page availability (89.33% Pass, 10.67% Fail), ADSL Testing front page availability (60.00% Pass, 40.00% Fail)

PDF Testing Services - Overview
 SiteMorse now includes support for examining Adobe PDF files. We perform twenty eight (28) checks on PDF documents to ensure users do not experience problems such as broken links, or failing email addresses - we are also the first to test the accessibility compliance of PDF's.

80.0% of checked PDF's failed accessibility

Accessibility "tagged" PDF file
 Adobe PDF files are not always accessible to users with disabilities. However, the format does provide features which enable document authors to ensure that their PDF documents are accessible to all, by including "tag" within the file indicating the logical document structure and reading order. SiteMorse identifies PDF files which do not include these tags.

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Survey Findings | Survey Table | Statistics | Site Analysis | Site Detail | Methodology

Survey Table: September 2006 - Central Government

Rank	Name	Exact Overall
1	Health & Safety Executive	9.49
2	Directgov Jobs and Skills	8.57
3	Government News Network	7.34
4	Central Office of Information	7.33
5	The Pension Service	7.13
6	Local e-Government Programme	6.97
7	Department for Transport	6.89
8	Disability Rights Commission	6.67
9	Office of the Information Commissioner	6.67
10	Data Protection	6.37
11	Cabinet Office	6.34
12	Small Business Service	6.28
13	Transport for London	6.14
14	Child Support Agency	6.01
15	IDA Knowledge	5.98
16	Planning Portal	5.81
17	Department for Work and Pensions	5.72
18	Northern Ireland Office	5.68
19	UK Government	5.59
20	GoTalk	5.59
21	Community Legal Service Direct	5.45
22	Charter Mark	5.31
23	Healthcare Commission	5.22
62	Department for Education and Skills	2.58
63	M5	2.58
64	Home Office	2.50
65	Identity and Passport Service	2.29
66	National Assembly for Wales	2.26
67	Office of Fair Trading	2.17
68	NHS Direct	2.06
69	Department for Culture Media and Sport	2.04
69	Foreign & Commonwealth Office	2.04
71	Jobcentre Plus	1.61
72	Office of Science and Innovation	1.38
73	Welcome to the Department of Trade & Industry	1.05
74	National Statistics	0.42
75	DTI - Innovation	0.31

Select individual sites:

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Survey Findings | Survey Table | Statistics | Site Analysis | Site Detail | Methodology

Site Analysis

Health & Safety Executive (http://www.hse.gov.uk/)

Survey	Rank
Central Government - September 2006	1 / 75
Central Government - July 2006	2 / 75
Central Government - May 2006	3 / 76
Central Government - April 2006	2 / 76
Central Government - March 2006	1 / 75
Central Government - February 2006	3 / 75
Central Government - January 2006	3 / 74

Graph showing progress over time against the sites trend

Display Trend (advise no more than 2 at a time):
 Overall Function Accessibility Code Quality Performance

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Survey Findings | Survey Table | Statistics | Site Analysis | Site Detail | Methodology

Site Detail for Health & Safety Executive (www.hse.gov.uk)

0.0% tests found functional failure
8.66% pages failed code standards
0.0% pages failed accessibility (level A)
5.51% pages failed accessibility (level AA)

Poor **Average** **Good**
 Your Website Speed

Understanding Survey Data

For a detailed overview of the surveys system, please visit [SiteMorse Guides](#)

SiteMorse surveys several different industry and governments sectors every month. The survey screens allow you to view the executive summary generated by this data in a number of ways, including: league tables, individual site scores and charting a sites scores over the last few months.

This particular page shows the results for the selected site for this survey and highlights the percentage scores for the following categories - functionality failure - whether pages have errors, adherence to code standards - failure to meet W3C coding standards (can affect the way pages are displayed by various browsers), Accessibility levels A and AA - the W3C standards outlining ways sites can improve the accessibility of their site to those with poor vision or other difficulties and Speed - an indication of how fast the site is.

To view the detailed report generated by SiteMorse during this test for your site, or to conduct further tests of your own site please contact sales@site-morse.com, phone us on 0870 759 3377 or alternatively use our [online contact form](#)

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