

Sitemorse Survey Guide

Amendment history

Date Issued	Version No.	Reasons for change
	1.0	Original Version
13 02 2008 13:30	2.0	Site upgrade
18 02 2008 16:40	2.1	New Site tab features
13 04 2008 12:40	2.2	Dynamic Trend Analysis
05 06 2008 17:30	2.3	Site redesign

Distribution list

Name	Organisation/role	Relevant sections
All users		

Related documentation

Reference No	Title	Author	Version and date

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Sitemorse Surveys

Available to the general public at: <http://www.sitemorse.com/survey/>

Two versions:

- Public View (free of charge)
- Subscription View

We will start by looking at the Public View. Skip to page 10 for Subscription View.

A brief explanation of benchmarking and results

In our reporting - and in line with the traffic symbol metaphor - we have adopted the universal colour coding of red, amber and green to identify the degree of the problems found.

This is a very simple and yet highly effective way to instantly identify the state of play at any given point in time.

We report our findings at three levels:



Compromised

Significant business risk – urgent attention required



Impaired

Corrective action necessary – prioritise repair programme



Satisfactory

Don't become complacent – continuous monitoring advisable

Public View

Start by navigating to: <http://www.sitemorse.com/survey/>

Home About Clients Careers Surveys Contact Us Investors

Latest: Bureau of Transportation Statistics 1st in US Gov Federal Agencies (March ...)

Sitemorse regularly conducts surveys of public and corporate organisations. We also offer a confidential internal 'company wide' website testing and benchmarking service - allowing you to review the position of all the sites in your organisation, plus providing the ability for you to look at web standards delivery along with prioritise actions for the key sites.

Consult our [Survey Guide](#) for an overview

Enter company name or web address

Enter keyword(s)

Surveys in May

US Gov State and Territorial Government Websites		Significant UK News Sources	
First	Federated States of Micronesia	First	Five News
Last	Puerto Rico	Last	Independent
24 ▲	Maine State	9 ▲	Times Online
16 ▼	Alabama State	7 ▼	Reuters
US Gov Federal Agencies		UK Local Government	
First	Judicial Panel on Multidistrict Litigation	First	Mid Bedfordshire
Last	Defense Technical Information Center	Last	Guildford
206 ▲	Office of Textiles and Apparel	241 ▲	Banbridge
258 ▼	National Park Service	183 ▼	Scottish Borders
FTSE 100		Fortune 100	
First	Smiths Group	First	Lehman Brothers Holdings
Last	British Sky Broadcasting Group	Last	Lowe's
65 ▲	Thomas Cook Group	22 ▲	Washington Mutual
59 ▼	Bg Group	45 ▼	CVS Caremark
UK Central Government		US Gov State Governors Websites	
First	Directgov Jobs and Skills	First	Iowa
Last	Export Credits Guarantee Department	Last	Texas
70 ▲	Welsh Assembly Government	20 ▲	American Samoa Government
36 ▼	UK Government (Directgov)	24 ▼	Utah
UK Retail Banks		Retail	
First	Bradford & Bingley	First	Clinton Cards
Last	Coventry Building Society	Last	P C World
19 ▲	Royal Bank of Scotland	72 ▲	Matalan
41 ▼	Skipton Building Society	37 ▼	Toys R Us

Survey Sectors

Public Sector

- UK Local Government
- UK Central Government
- Police Forces
- US Gov State and Territorial Government Websites
- US Gov State Governors Websites
- US Gov Federal Agencies

Commercial Sector

- Fortune 100
- FTSE 100
- FTSE 250
- Food and Beverage
- UK Retail Banks
- Major Finance Sites (UK 1000)
- Construction
- Mediasurface Telco
- Mediasurface Utilities
- Retail
- Mobile Phones
- Significant UK News Sources
- Trains

The survey tab is broken into three areas:

- Search for a specific organisation or web address.
- List of recently conducted surveys.
- List of the various sectors we survey (right hand side).

Search for a Survey

After entering the name of a company, or web address the search results are shown underneath. In this case our search term is "hse":

The screenshot shows the Sitemorse website interface. At the top, there is a navigation menu with links for Home, About, Clients, Careers, Surveys, Contact Us, and Investors. The Sitemorse logo is in the top right corner. Below the navigation, a 'Latest' section highlights a survey titled 'Federated States of Micronesia 1st in US Gov State and Territorial'. A main text block describes Sitemorse's services, including surveys for public and corporate organizations and confidential website testing. A 'Survey Guide' link is provided. Below this is a search form with the prompt 'Enter company name or web address' and a 'Go' button. The search results for the term 'hse' are displayed in a table, grouped by survey date. The results table lists the number of sites, the company name, and the URL for each survey.

Latest: Federated States of Micronesia 1st in US Gov State and Territorial

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Consult our [Survey Guide](#) for an overview

Enter company name or web address

Enter keyword(s)

Results for search term 'hse'

UK Central Government - May 2008		
3	Health & Safety Executive	(http://www.hse.gov.uk/)
First	Directgov Jobs and Skills	
Last	Export Credits Guarantee Department	
70	Welsh Assembly Government	
36	UK Government: (Directgov)	
UK Central Government - April 2008		
3	Health & Safety Executive	(http://www.hse.gov.uk/)
First	Directgov Jobs and Skills	
Last	Food Standards Agency	
34	Healthcare Commission	
70	Welsh Assembly Government	
UK Central Government - March 2008		
4	Health & Safety Executive	(http://www.hse.gov.uk/)
First	Met Office	
Last	Equality and Human Rights Commission	
66	Welsh Assembly Government	
43	National Assembly for Wales	
UK Central Government - February 2008		
1	Health & Safety Executive	(http://www.hse.gov.uk/)
First	Health & Safety Executive	
Last	Food Standards Agency	
40	National Assembly for Wales	
37	Community Legal Service Direct	
UK Central Government - January 2008		
3	Health & Safety Executive	(http://www.hse.gov.uk/)
First	Directgov Jobs and Skills	

Survey Sectors

Public Sector

- UK Local Government
- UK Central Government
- Police Forces
- US Gov State and Territorial Government Websites
- US Gov State Governors Websites
- US Gov Federal Agencies

Commercial Sector

- Fortune 100
- FTSE 100
- FTSE 250
- Food and Beverage
- UK Retail Banks
- Major Finance Sites (UK 1000)
- Construction
- Mediasurface Telco
- Mediasurface Utilities
- Retail
- Mobile Phones
- Significant UK News Sources
- Trains

Click on the company name to see the results table for any survey. You are automatically taken to the company's entry in the table.

The Report

After following the link to any survey report you are greeted by the Overall Findings summary:

Survey Findings

Website Survey May 2008 - UK Local Government

- 95.0%** pages passed functional tests
- 48.4%** pages passed code standards
- 99.5%** pages have a title
- 95.7%** pages passed accessibility (level A)
- 27.1%** pages passed accessibility (level AA)

First place	Mid Bedfordshire (http://www.midbeds.gov.uk/)
Last place	Guildford (http://www.guildford.gov.uk/)
Biggest climber	Banbridge (+ 241)
Greatest faller	Scottish Borders (- 183)

Gaining in position	▲ 222
Falling in position	▼ 228
Position unchanged	▬ 11
New entries	◆ 1

Website with most functional failings was West Sussex (<http://www.westsussex.gov.uk/>)
The poorest code quality was at Carmarthenshire (www.carmarthenshire.gov.uk) - 1,466,137 failures
Overall the site with the fastest response time was Slough (<http://www.slough.gov.uk/>)
1 sites failed accessibility A & AA on every page

Testing front page availability

Modem

Pass 24.89%
Fail 75.11%

ADSL

Fail 16.67%
Pass 83.33%

Metadata:

Fail 21.86%
OK 78.14%

PDF Testing Services - Overview

Sitemorse now includes support for examining Adobe PDF files. We perform twenty eight (28) checks on PDF documents as part of our website benchmarking 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.

26.7% of checked PDF's passed accessibility tests

Accessibility "Tagged PDF" files

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.

Sitemorse
building web confidence

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

Top Ten Websites

Mid Bedfordshire	1
Liverpool	2
South Bedfordshire	3
North Down	4
Barking & Dagenham	5
Easington	5
South Norfolk	7
Hyndburn	8
Thurrock	9
Tynedale	10

The Bottom Five

- Merthyr Tydfil
- Midlothian
- Mole Valley
- Bury
- Guildford

Consult our Survey Guide for an overview

A brief explanation of benchmarking and results

We report our findings at three levels:

- **Compromised**
Significant business risk - urgent attention required
- **Impaired**
Corrective action necessary - prioritise repair programme
- **Satisfactory**
Don't become complacent - continuous monitoring advisable

Failing A & AA on every page

Fermanagh

- Add to Del.icio.us
- Digg this
- Slashdot It!
- Add to reddit
- Add to Y! MyWeb

Navigate to the next page via the controls on the right hand side.

Survey Table – Standard View

Subscription details
Full detail is available to our subscription clients. For information please contact sales@sitemorse.com.

Survey Table: May 2008 - UK Local Government

Rank	Name	Overall	Function	Accessibility	Code Quality	Performance	Email	Metadata	Analytics	Spelling	PDFs	Site Analysis
1	Mid Bedfordshire	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
2	Liverpool	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
3	South Bedfordshire	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
4	North Down	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
5	Easington	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
5	Barking & Dagenham	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
7	South Norfolk	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
8	Hyndburn	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
9	Thurrock	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
10	Tynedale	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
11	Wrexham	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
12	Portsmouth	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
13	Merton	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
14	Salford	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
15	Stockton-on-Tees	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
16	New Forest	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
17	Herefordshire	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
18	South Lakeland	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
19	Knowsley	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
20	Hillingdon	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
21	Slough	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
22	Derbyshire	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
23	Southampton	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
24	Bracknell Forest	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
25	Shepway	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
26	Wyre	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
27	Elmbridge	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
27	Caradon	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊
28	Eastleigh	➔	➔	➔	➔	➔	➔	➔	➔	➔	➔	📊

Failing A & AA on every page
Fermanagh

Consult our [Survey Guide](#) for an overview

A brief explanation of benchmarking and results

We report our findings at three levels:


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[Add to Del.icio.us](#)
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[Slashdot It!](#)
[Add to reddit](#)
[Add to Y! MyWeb](#)

The following columns are displayed:

- Rank Ranking in this survey
- Name Name (or web address is the Company Name is not known)
- Overall Overall score, the markings represent change in Overall Rank
- Function Function Score
- Accessibility Accessibility Score
- Code Quality Code Quality Score
- Performance Performance Score
- Email Email Score (currently not ranked)
- Metadata Metadata Score
- Analytics Analytics Score (currently not ranked, or included in survey)
- Spelling Spelling Score (currently not ranked, or included in survey)
- PDFs PDF Score (currently not ranked)
- 📊 Shortcut to the "Site Analysis" page, evaluating trends in site scores over time.

Site Analysis – Standard View

After clicking on the  "Site Analysis" icon you are presented with a list of every survey the particular site has appeared in, along with a graph of Function and Accessibility scores over time.

Home About Clients Careers Surveys Contact Us Investors

Latest: [Indiana State last in US G_](#)

Site Analysis

Easington (<http://www.easington.gov.uk/>)

Graph showing progress over time against various benchmark criteria



Link to this page: <http://www.sitemorse.com/sa/47918/23>

Survey	Rank
UK Local Government - May 2008	5 / 462
UK Local Government - April 2008	41 / 462
UK Local Government - March 2008	8 / 463
UK Local Government - February 2008	2 / 463
UK Local Government - January 2008	10 / 460
UK Local Government - December 2007	2 / 463
UK Local Government - November 2007	13 / 463
UK Local Government - October 2007	1 / 462
UK Local Government - September 2007	14 / 462
UK Local Government - August 2007	40 / 463
UK Local Government - July 2007	24 / 462
UK Local Government - June 2007	37 / 462
UK Local Government - May 2007	22 / 463
UK Local Government - April 2007	85 / 463
UK Local Government - March 2007	8 / 462
UK Local Government - February 2007	34 / 460
UK Local Government - January 2007	52 / 461
UK Local Government - December 2006	104 / 461
UK Local Government - November 2006	124 / 462
UK Local Government - October 2006	123 / 461
UK Local Government - September 2006	112 / 461
UK Local Government - July 2006	202 / 461
UK Local Government - May 2006	204 / 463
UK Local Government - April 2006	162 / 463
UK Local Government - March 2006	109 / 463
UK Local Government - February 2006	104 / 459
UK Local Government - January 2006	103 / 461

[eGov Register page for Easington \(opens in a new window\)](#)

Sitemorse building web confidence

- Survey Findings
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Top Ten Websites

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Mole Valley
Bury
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 Add to Y! MyWeb

Subscription clients have the added ability to plot trend lines for Exact Overall, Performance and Code Quality (more information later).

Subscription View

Existing Sitemorse clients with a current contract for regular testing may take advantage of greater access to the Sitemorse Survey system.

After logging in to your Sitemorse Account, click on the "Surveys" tab at the top of the screen.

All SiteMorse™ surveys are shown below. Click on the report date to view the survey information from the latest report, or click on the survey name to view all historical reports. If one of your sites is included in a survey, and you have a current testing contract for that site, you can view full details of the survey - otherwise, only summary information is available.

Survey	Latest report	Site in survey
Surveys to which you have full access		
Local Government	January 2008	www.easington.gov.uk (10)
Surveys to which you have only summary access		
Central Government	February 2008	
Police Forces	January 2008	
US Gov State and Territorial Government Websites	January 2008	
US Gov State Governors Websites	February 2008	
US Gov Federal Agencies	January 2008	
Fortune 100	February 2008	
FTSE 100	December 2007	
FTSE 250	December 2007	
Food and Beverage	June 2007	
UK Retail Banks	February 2008	
Construction	May 2007	
Major Finance Sites (UK 1000)	Qtr 4 2007	
Mediasurface Telco	Qtr 4 2007	
Mediasurface Utilities	Qtr 4 2007	
Retail	December 2007	
Mobile Phones	July 2007	
Significant UK News Sources	January 2008	
Trains	July 2007	

To access the subscription data click on the latest report entry under "Surveys to which you have full access". Alternatively, to view previous months, click on the Survey sector title (eg Local Government):


Survey reports		for Local Government	
All SiteMorse™ survey reports for Local Government are shown below. Click on the report date to view the report information. If one of your sites is included in the survey, and you have a current testing contract for that site, you can view full details of the report - otherwise, only summary information is available.			
Report	Ranked first place	Highest climber	Greatest faller
January 2008	South Norfolk	St Helens (+237)	North Yorkshire (-255)
December 2007	South Bedfordshire	Castle Point (+277)	Bath & North East Somerset (-200)
November 2007	South Bedfordshire	Argyll & Bute (+342)	Leeds (-291)
October 2007	Easington	Teignbridge (+337)	Northumberland (-157)
September 2007	Herefordshire	Northumberland (+387)	Teignbridge (-347)

You may then follow a link to any of the reports listed.

These report take you back to the Survey site, however by following this link you have "unlocked" the subscription only resources.

Alternatively, survey specific content is available on the Site tab.

Site Tab

The Site tab lists all Sitemorse reports available for your site. The Survey icon  distinguishes reports run as part of a survey from regular site testing.

For subscription clients, the exact report conducted during the survey is made available under your Site list immediately after publication.

Clicking on the icon takes you directly to the original survey. Otherwise follow the report link as normal to see the exact detail about how your site scored.

Reports Monitors Word lists
Support

Reports
for www.easington.gov.uk

SiteMorse tests your site by testing every option that a user can click. This is how it finds broken links, invalid email addresses and non-functioning PDF's, etc. It also compares the code on each page against industry standards. These standards seek to make sites accessible, consistent, functional and search-friendly.

Clients purchasing SiteMorse have the exact detail of any problems (down to the line in the code), allowing fast, efficient corrective action - protecting their online investment.

















You have a current contract for this site for scheduled regular tests. The first 250 pages of your site will automatically be tested monthly until the contract expires on 06 Apr 2008.


Request new test

Site Category

You may categorise this site as "primary", "secondary" or "other". This is for your own convenience only - "primary" and "secondary" sites are always shown on your site list page, whereas other sites may only be visible if you select "show all sites".

Primary
 Secondary
 Other
Update category

Date	Pages	Avail
19 Jan 2008 at 12:43	250	
11 Jan 2008 at 10:05	251	
19 Dec 2007 at 12:39	250	
03 Dec 2007 at 10:18	250	
19 Nov 2007 at 12:27	250	
06 Nov 2007 at 14:03	100	
02 Nov 2007 at 09:42	200	
19 Oct 2007 at 12:27	250	
09 Oct 2007 at 09:44	250	
02 Oct 2007 at 08:10	251	
25 Sep 2007 at 15:28	101	
20 Sep 2007 at 15:19	126	 
19 Sep 2007 at 12:29	251	
04 Sep 2007 at 16:10	1,286	
20 Aug 2007 at 21:40	125	 
19 Aug 2007 at 12:25	250	
23 Jul 2007 at 18:36	126	 
19 Jul 2007 at 12:25	251	
21 Jun 2007 at 17:55	126	 
19 Jun 2007 at 12:27	250	
21 May 2007 at 14:17	127	 
19 May 2007 at 12:27	250	
24 Apr 2007 at 01:32	125	 
19 Apr 2007 at 12:39	250	

 : Report fully available  : Percentage findings only available

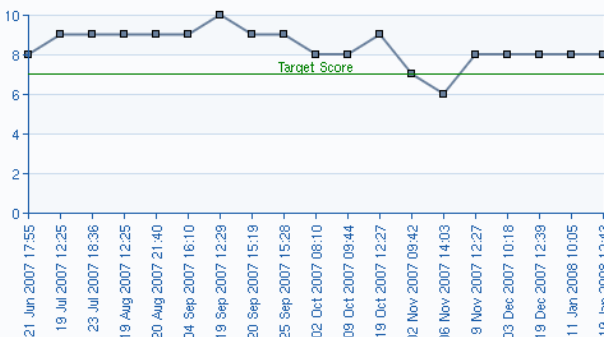
Restrict reports:

Show All Only User requested Only Survey

Display Trend (advise no more than 2 at a time):

Overall Function Accessibility Code Quality Performance Draw

Overall SiteMorse Score



Date	Score
21 Jun 2007 17:55	8
19 Jul 2007 12:25	9
23 Jul 2007 18:36	9
19 Aug 2007 12:25	9
20 Aug 2007 21:40	9
04 Sep 2007 16:10	9
19 Sep 2007 12:29	10
20 Sep 2007 15:19	9
25 Sep 2007 15:28	9
02 Oct 2007 08:10	8
09 Oct 2007 09:44	8
19 Oct 2007 12:27	9
02 Nov 2007 09:42	7
06 Nov 2007 14:03	6
19 Nov 2007 12:27	8
03 Dec 2007 10:18	8
19 Dec 2007 12:39	8
11 Jan 2008 10:05	8
19 Jan 2008 12:43	8

On the right hand side additional options allow you to restrict the list of reports to just "User requested" (i.e. those run as part of your scheduled tests or with page credits) from the reports included in a Survey.

Subscription Clients

Initially subscription clients are greeted with the same results table. However, the option "Switch View" is now available on the right hand side.

The screenshot shows the Sitemorse website interface. At the top, there is a navigation menu with links: Home, About, Clients, Careers, Surveys, Contact Us, and Investors. The main content area is titled "Survey Table: January 2008 - UK Local Government". It features a table with the following columns: Rank, Name, Overall, Function, Accessibility, Code Quality, Performance, Email, Metadata, Analytics, Spelling, and PDFs. The table lists 36 local government entities, each with a set of performance indicators represented by colored arrows (green for satisfactory, orange for impaired, red for compromised) and a small bar chart. On the right side of the page, there is a sidebar with a menu of options: Survey Findings, Survey Table, Statistics, Site Analysis, Site Detail, and Methodology. A "Switch View" button is highlighted in a red box, with a sub-menu that says "Please select your view:" and two radio buttons: "Public View" (selected) and "Subscription View". Below the radio buttons is a "Go" button. Further down the sidebar, there is a section titled "Failing A & AA on every page" with a sub-section for "Epsom & Ewell". Below that, there is a link to "Consult our Survey Guide" and a section titled "A brief explanation of benchmarking and results" which lists three levels of performance: Compromised (red circle), Impaired (orange circle), and Satisfactory (green circle).

To toggle the view, and enable all the additional options select "Subscription View" and click "Go".

Subscription View

Further controls are now visible on the right hand side of the Subscription View:

Survey Table: January 2008 - UK Local Government

Rank	Name	Exact Overall
1	South Norfolk	10.00
1	South Bedfordshire	10.00
3	Barking & Dagenham	9.72
3	Stockton-on-Tees	9.72
5	Mid Bedfordshire	9.59
6	Adur	9.50
7	Thurrock	9.30
8	North Down	9.26
8	Stroud	9.26
10	Easington	9.25
11	Knowsley	9.20
12	Melton	9.17
13	Wrexham	9.07
14	Elmbridge	9.06
15	Southampton	8.93
16	Stratford-on-Avon	8.85
17	Belfast	8.76
18	Gedling	8.69
19	Slough	8.65
20	Tynedale	8.64
21	Milton Keynes	8.62
22	Herefordshire	8.60
23	Caradon	8.59
24	Thanet	8.56
25	Dover	8.40
26	Richmond upon Thames	8.37
27	Merton	8.36
28	Oldham	8.33
29	New Forest	8.28
30	Broxtowe	8.25
30	South Shropshire	8.25
32	Aylesbury Vale	8.22
33	Teignbridge	8.21
34	Surrey	8.11
35	Woking	8.10
36	East Staffordshire	8.07
37	Taunton Deane	8.07
38	Barrow-in-Furness	8.06
39	Tandridge	8.03
40	North East Derbyshire	7.98
41	Hillingdon	7.97
42	Wyre	7.97
43	Waverley	7.92
44	Argyll & Bute	7.90
45	Hyndburn	7.89
46	Rhondda Cynon Taff	7.87
47	Warwick	7.86
48	Surrey Heath	7.85
49	West Dorset	7.84
50	Shrewsbury & Atcham	7.82
51	Stafford	7.76
52	Bracknell Forest	7.74
53	East Renfrewshire	7.72
54	Leicestershire	7.72
55	Liverpool	7.71
56	St Helens	7.71
57	Eden	7.69
58	Rutland	7.67
59	Wigan	7.67
60	Broxbourne	7.61
61	South Tyneside	7.60
62	Isles of Scilly	7.59
63	Eastleigh	7.59
63	Shepway	7.59
65	High Peak	7.58
66	Hastings	7.55
67	Lincoln	7.51
68	Hammersmith & Fulham	7.50
69	Mid Sussex	7.49

Survey Findings

- Survey Table
- Statistics
- Site Analysis
- Site Detail
- Methodology

Switch View

Please select your view:

Public View **Subscription View**

Go

Change the columns on display

You can add any number of the website benchmarking criteria below. Including accessibility, performance scores and functional failures. Additionally pick from percentage of pages tested which failed a particular website benchmark. Lastly select the dynamic graphs for a graphical overview.

- Sector
- Region
- Name
- Site Address
- Exact Overall
- Function
- Accessibility
- Code quality
- Performance
- Metadata
- Modem
- ADSL
- Functional Failures

Percentage of Pages with...

- Code Failures
- No Title
- No Keywords
- No Description
- Pages A fail
- Pages AA fail
- Accessibility issues on PDF's
- Functional issues on PDF's

Display dynamic charts

Go

Change the rows on display:

All

None

Invert

Only show selected

Reset rows

Consult our Survey Guide for an overview

A brief explanation of benchmarking and results

We report our findings at three levels:

- Compromised**
Significant business risk - urgent attention required
- Impaired**
Corrective action necessary - prioritise repair programme
- Satisfactory**
Don't become complacent - continuous monitoring advisable

Adjusting the data on display

The new controls on the right are broken into two categories. The first manipulates the columns on display, the latter manipulates the rows.

To insert additional columns, for example "Function" and "Accessibility" simply tick the relevant boxes and click Go.

The results table includes tick boxes against each row. To reduce the sites on display, place a tick in the relevant box (or boxes). Next select "Only show selected" from the second section on the right – the table is redrawn.

Rank	Sector	Region	Name	Exact Overall
1	District	England - East	South Norfolk	10.00
1	District	England - East	South Bedfordshire	10.00
3	London Borough	England - London	Barking & Dagenham	9.72
3	Unitary	England - North East	Stockton-on-Tees	9.72
5	District	England - East	Mid Bedfordshire	9.59
6	District	England - South East	Adur	9.50
7	Unitary	England - East	Thurrock	9.30
8	District	Northern Ireland	North Down	9.26
8	District	England - South West	Stroud	9.26
10	District	England - North East	Easington	9.25

Handy controls to toggle All, None or Invert your selection are also provided.

Should the number of columns selected overflow the available space a scrollbar will appear at the bottom of the results table:

<input checked="" type="checkbox"/>	457	District	Yorkshire Selby & Humber	England	1.67	0 / 10	0 / 10	0 /
<input checked="" type="checkbox"/>	458	Unitary	Yorkshire North East & Lincolnshire	England	1.62	0 / 10	5 / 10	3 /
<input checked="" type="checkbox"/>	459	District	England - South West	Cotswold	1.59	0 / 10	5 / 10	2 /
<input checked="" type="checkbox"/>	460	District	England - South East	Guildford	1.27	0 / 10	5 / 10	0 /

Change the columns on display

You can add any number of the website benchmarking criteria below. Including accessibility, performance scores and functional failures. Additionally pick from percentage of pages tested which failed a particular website benchmark. Lastly select the dynamic graphs for a graphical overview.

- Sector
- Region
- Name
- Site Address
- Exact Overall
- Function
- Accessibility
- Code quality
- Performance
- Metadata
- Modem
- ADSL
- Functional Failures

Percentage of Pages with...

- Code Failures
- No Title
- No Keywords
- No Description
- Pages A fail
- Pages AA fail
- Accessibility issues on PDF's
- Functional issues on PDF's

Display dynamic charts

Change the rows on display:

Consult our Survey Guide for an overview

Dynamic Graphics

In addition to the tabulated results graphical charts make it easier to spot trends and identify changes in results. To generate these simply place a tick in the "Display dynamic charts" box.

Each chart represents the data in the table. Therefore if you exclude specific rows their data is not included.

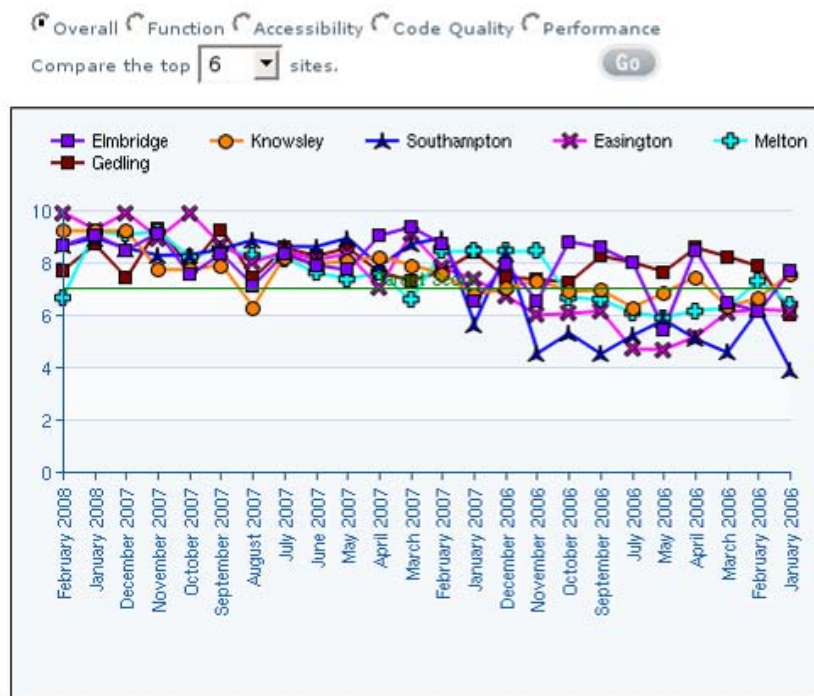
For example, say we select the results ranked in tenth to twentieth place. The results table looks like this:

Rank	Sector	Region	Name	Exact Overall
10	District	England - North East	Easington	9.25
11	Metropolitan Borough	England - North West	Knowsley	9.20
12	District	England - East Midlands	Melton	9.17
13	Unitary	Wales	Wrexham	9.07
14	District	England - South East	Elmbridge	9.06
15	Unitary	England - South East	Southampton	8.93
16	District	England - West Midlands	Stratford-on-Avon	8.85
17	District	Northern Ireland	Belfast	8.76
18	District	England - East Midlands	Gedling	8.69
19	Unitary	England - South East	Slough	8.65
20	District	England - North East	Tynedale	8.64

With the option for "Display dynamic charts" ticked three new sections appear underneath the table:

- Compare Site Trends – interactive graph
- Dynamic Charts – system generated pie charts
- Distribution Analysis – system generated bar charts

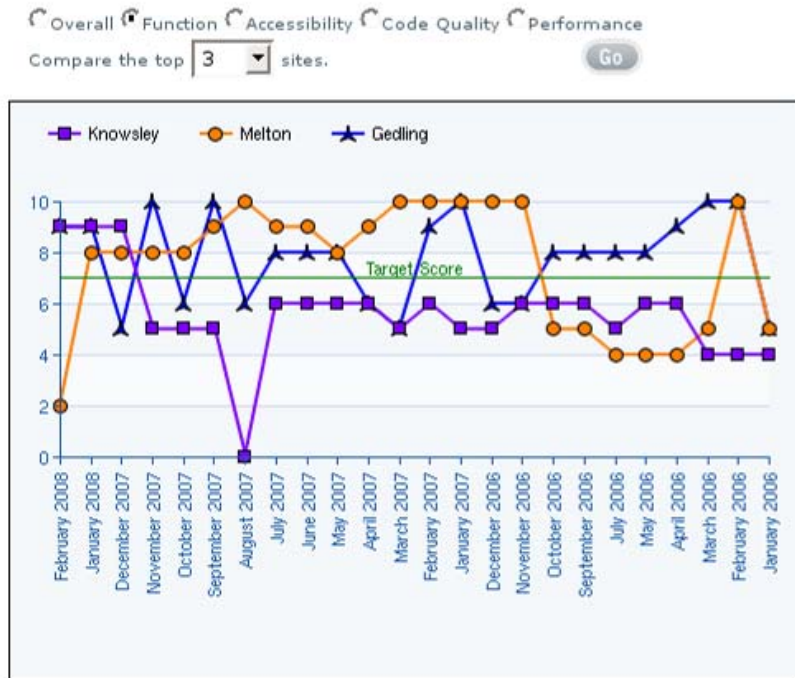
Compare Site trends



Defaulting to drawing the Overall scores for the top six sites the graph is at first a little crowded. Instead reduce the amount of detail by half – set number of sites to "3" and the criteria to "Function".

After clicking "Go" a new graph is drawn, see overleaf.

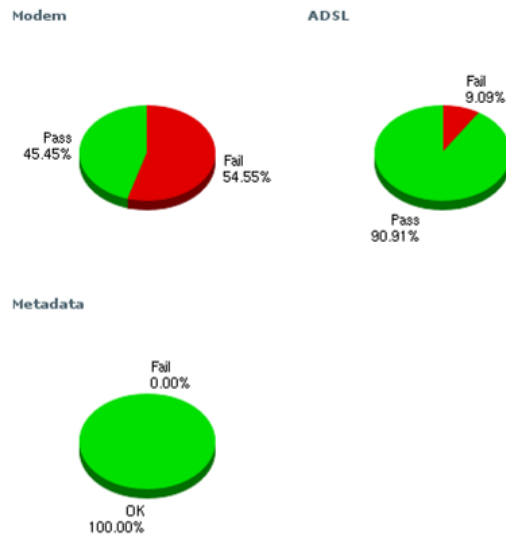
Now the data is better dispersed, each site's Function score is clearly visible, over 24 surveys:



As the graph is attached to the top three sites simply include or exclude further sites via the results table.

Dynamic Charts

Once again the charts represent the rows selected for the results table. In this case, of the eleven selected rows 45.45% passed Modem tests, 90.91% passed ADSL checks, while all sites passed Metadata tests.

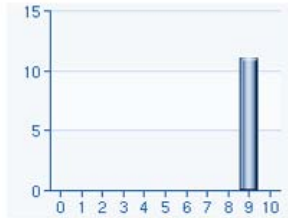


Distribution Analysis

The last section provides five bar charts, as before each chart represents only the data available in the results table.

Therefore, of the eleven sites selected, all received an Overall score of 9, the majority were awarded 9/10 for accessibility. While all but one site achieved full marks for code quality.

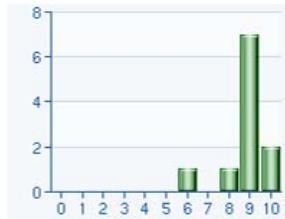
Overall Score



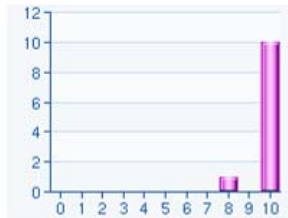
Function Score



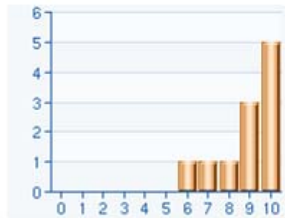
Accessibility Score



Code Quality Score



Performance Score



Site Analysis – Subscription View

Subscription clients can pick the trend lines to draw from several criteria, simply place a tick in the relevant box to plot Overall score, Function, Accessibility, Code Quality and/or Performance.

Home About Clients Careers Surveys Contact Us Investors

Site Analysis

Easington (<http://www.easington.gov.uk/>)

Graph showing progress over time against various benchmark criteria

Display Trend (advise no more than 2 at a time):

Overall
 Function
 Accessibility
 Code Quality
 Performance
 Go

Month	Function Score	Accessibility Score
Local Government - June 2007	5.0	9.0
Local Government - July 2007	6.0	9.0
Local Government - August 2007	5.0	9.0
Local Government - September 2007	7.0	9.0
Local Government - October 2007	10.0	9.0
Local Government - November 2007	7.0	9.0
Local Government - December 2007	10.0	9.0
Local Government - January 2008	8.0	9.0

Link to this page: <http://www.sitemorse.com/sa/39433/23>

Survey	Rank	Icons
Local Government - January 2008	10 / 460	
Local Government - December 2007	2 / 463	
Local Government - November 2007	13 / 463	
Local Government - October 2007	1 / 462	
Local Government - September 2007	14 / 462	
Local Government - August 2007	40 / 463	
Local Government - July 2007	24 / 462	
Local Government - June 2007	37 / 462	
Local Government - May 2007	22 / 463	
Local Government - April 2007	85 / 463	
Local Government - March 2007	8 / 462	
Local Government - February 2007	34 / 460	
Local Government - January 2007	52 / 461	
Local Government - December 2006	104 / 461	
Local Government - November 2006	124 / 462	
Local Government - October 2006	123 / 461	
Local Government - September 2006	112 / 461	
Local Government - July 2006	202 / 461	
Local Government - May 2006	204 / 463	
Local Government - April 2006	162 / 463	
Local Government - March 2006	109 / 463	
Local Government - February 2006	104 / 459	
Local Government - January 2006	103 / 461	

[eGov Register page for Easington \(opens in a new window\)](#)

Survey Findings

Survey Table

Statistics

Site Analysis

Site Detail

Methodology

Top Ten Websites

South Norfolk	1
South Bedfordshire	1
Barking & Dagenham	3
Stockton-on-Tees	3
Mid Bedfordshire	5
Adur	6
Thurrock	7
Stroud	8
North Down	8
Easington	10

Failing A & AA on every page

Epsom & Ewell

The Bottom Five

Monmouthshire

Selby

North East Lincolnshire


Cotswold

Guildford


Consult our Survey Guide for an overview

Add to Del.icio.us
 Digg this
 Slashdot It!
 Add to reddit
 Add to Y! MyWeb

Site Detail – Subscription View

The site detail tab can be reached by clicking the  icon on either the Survey Table or Site Analysis page. Subscription clients are presented with a detailed synopsis of the report, including the percentages of pages passing Sitemorse tests.

[Home](#)
[About](#)
[Clients](#)
[Careers](#)
[Surveys](#)
[Contact Us](#)
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Site Detail for Easington (www.easington.gov.uk)

- 99.5%** pages passed functional tests
- 100%** pages passed code standards
- 100%** pages have a title
- 100%** pages have a description
- 100%** pages have keywords
- 100%** pages passed accessibility (level A)
- 100%** pages passed accessibility (level AA)
- 93.8%** PDFs passed accessibility checks
- 100%** PDFs contained no broken links

Poor

Average

Good

Your Website Speed

Understanding Survey Data and Website Benchmarking

For a detailed overview of the surveys system, please consult our [SiteMorse Survey Guide](#) 

SiteMorse regularly survey several different industry and governments sectors. The survey pages allow you to view the executive summary generated by our website benchmarking software in a number of creative ways, including: league rankings, focus on individual site scores and charting trends in a sites benchmark scores throughout all their surveys.

This particular page shows the results for the selected site for this survey and highlights the percentage scores for the following categories:-

Functional failures - whether pages have errors, adherence to code standards - failure to meet W3C coding standards (can affect the way pages are displayed by various browsers).

Metadata - percentage of pages missing key search engine metadata - individual checks highlight missing page titles, keywords and a description

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

PDF tests - 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.

Speed - an indication of how fast the site is, both to respond and finish sending the data.

Our [Methodology](#) tab provides an explanation of how website benchmarking criteria SiteMorse considers when conducting a survey.

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@sitemorse.com, phone us on 0870 759 3377 or alternatively use our [online contact form](#)

Survey Findings

Survey Table

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Failing A & AA on every page

Epsom & Ewell

The Bottom Five


Monmouthshire


Selby


North East Lincolnshire


Cotswold


Guildford


Consult our [Survey Guide](#)  for an overview

 Add to Del.icio.us

 Digg this

 Slashdot It!

 Add to reddit

 Add to Y! MyWeb

Methodology: Our Benchmark Ratings

The Sitemorse Mark ratings out of 10 are based on Sitemorse benchmarks developed and derived from 6.98 billion site tests, testing tens of millions of URLs. The individual Marks are assigned on the basis of the table shown at the bottom of this page, and the overall Mark is calculated based upon these and other factors as shown below.

Overall Sitemorse Mark

The Overall Mark is calculated as follows:

- 36% weighting to Function Mark
- 26% weighting to Performance Mark
- 20% weighting to Accessibility Mark
- 18% weighting to Code Quality Mark

Also, the following additions and subtractions are made:

- If the "first page metadata" test is failed, 0.25 is subtracted.
- For each of the Modem/ADSL/Corporate "first page timings" tests, 0.1 is subtracted for each "fail".
- For UK government sites the eGMS Mark is included at a weighting of 10%

The minimum score is 0, and the maximum score is 10. Scores exceeding these limits are brought back in range.

Performance Sitemorse Mark

The Performance Mark is comprised 50% from the download speed score and 50% from the response time score, as shown in the table below.

Accessibility Sitemorse Mark

The Accessibility Mark is comprised 60% from the percentage of pages with no Priority 1 failures and 40% from the percentage of pages with no Priority 2 failures, as per the table below.

Example calculation

	Sitemorse Test Results	Individual Mark	Weighting
Function	< 0.040 problems per page	6 / 10	+ 6 x 36% (2.16)
Code Quality	< 7 problems per page	7 / 10	+ 7 x 18% (1.26)
Performance	< 1,100 ms >= 45kB/sec	7 / 10	+ 7 x 26% (1.82)
Accessibility	>= 60% of pages pass A >= 5% of pages pass AA	4 / 10	+ 4 x 20% (0.80)
Metadata	First page FAIL		- 0.25
56k speed test	First page PASS		0
ADSL speed test	First page FAIL		- 0.1
Corporate speed test	First page FAIL		- 0.1
Overall Sitemorse Mark Total :			6 / 10

Individual Marks

Benchmark score	Function	Code Quality	Response Time	Download Speed	Accessibility	eGMS
(10=Best, 0=Worst)	(/ page)	(/ page)	(ms)	(kb/sec)	(compliant pages)	(compliant pages)
10	0	< 0.8	< 100	>= 45	100%	100%
9	< 0.010	< 2	< 150	>= 35	>= 94%	>= 94%
8	< 0.018	< 4.5	< 225	>= 25	>= 80%	>= 80%
7	< 0.030	< 7	< 350	>= 20	>= 60%	>= 60%
6	< 0.040	< 10	< 500	>= 16	>= 50%	>= 50%
5	< 0.075	< 13	< 700	>= 12	>= 40%	>= 40%
4	< 0.090	< 20	< 900	>= 8	>= 27%	>= 27%
3	< 0.150	< 30	< 1,100	>= 5	>= 15%	>= 15%
2	< 0.200	< 50	< 1,300	>= 3	>= 10%	>= 10%
1	< 0.250	< 100	< 1,500	>= 1	>= 5%	>= 5%
0	>= 0.250	>= 100	>= 1,500	< 1	< 5%	< 5%