

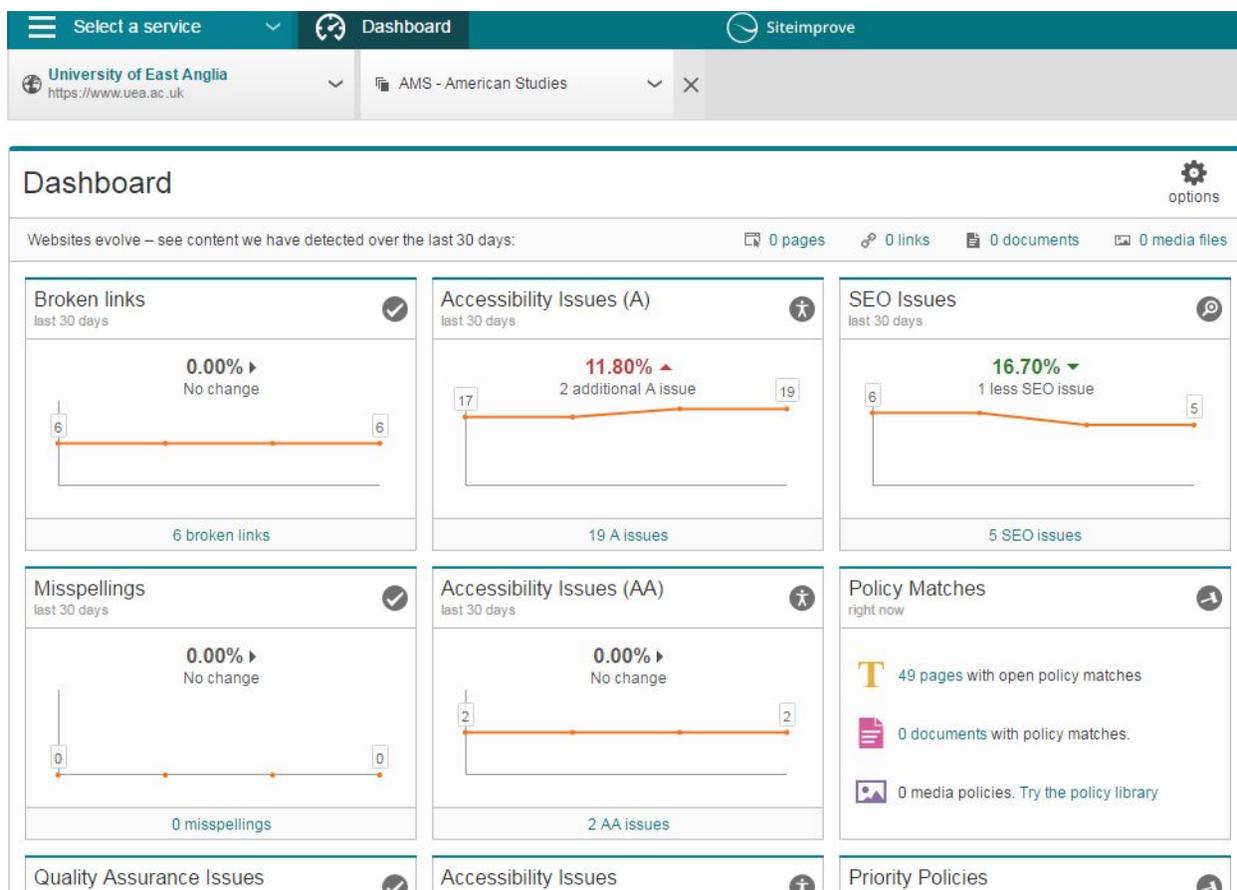
# Siteimprove Helpsheet

**To gain access to Siteimprove:** Email [digital@uea.ac.uk](mailto:digital@uea.ac.uk) to request access, stating the site you are web administrator for. If your site already has members set-up, you will need to decide which web manager or administrator is to have access.

**To log-on to Siteimprove:** Once you have been set-up with access, you will receive an email with a link to setup your password. The general web address is: <http://siteimprove.com/>

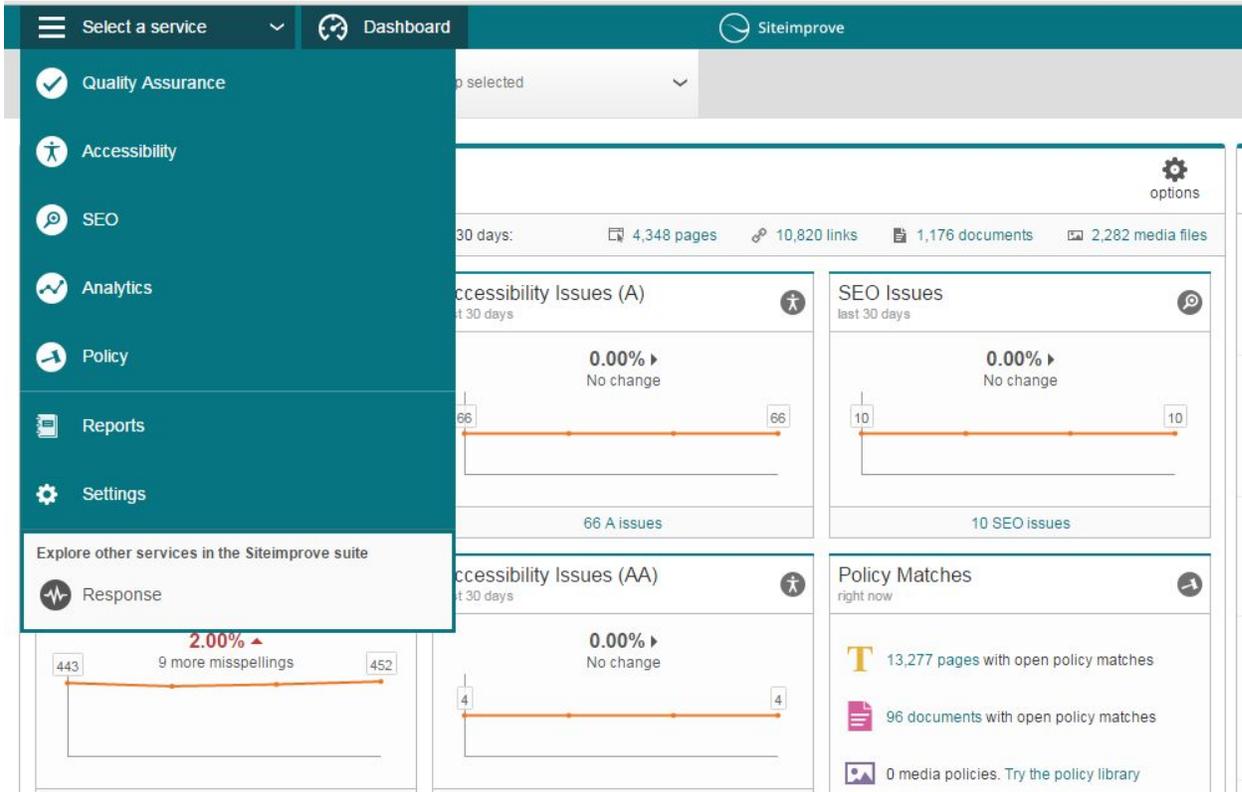
When you have logged in you will need to find your site from the dropdown options. Choose the site you have access to (University of East Anglia or Portal) and the sub group of the site (eg. American Studies / Estates)

You will then see a dashboard providing a summary of your pages, highlighting any rise or fall in issues since Siteimprove last crawled your pages.



# Types of Reporting

From the drop-down at the top left of the screen you will find 'Select a Service'.



# Quality Assurance

This option highlights broken links and misspellings across your web pages. You can also check PDF's with broken links and a general inventory of your pages.

This is the most important report you need to run on a regular basis. Having broken links and spelling mistakes all over your web pages is obviously bad practice, looks unprofessional and will give users no confidence in any of the information you are trying to present.

**Quality Assurance** | Dashboard | Siteimprove | Claire Zamorski

University of East Anglia | Study with Us (Excluding Courses)

**QA Overview**

- Summary
  - My Sites
  - Groups
  - QA Policies
  - Priority Pages
  - Single Page Check
  - Check History
- Links
- Spelling
- Inventory
- Support & Video Tutorials

**Broken Links**: 123 (±0), 185 clicks on broken links, 160 pages affected

**Misspellings**: 88 (+4), 68 pages affected

1,612 pages

**Important Highlights**

- One of the broken links has been clicked 72 times
- Misspellings affecting the most pages: **traveling Sportpark english**
- One of the broken links affects 3 PDFs
- 1,605 potential misspellings need review to determine if they are misspellings

**Priority Pages**

Title   URL	Page score	Page views
https://www.uea.ac.uk/study/postgraduate/taught-d...	6.3	1,538
https://www.uea.ac.uk/study/study-abroad	6.4	1,139
https://www.uea.ac.uk/study/undergraduate/studen...	6.5	803
https://www.uea.ac.uk/study/admissions-info/a100f...	8.2	696
https://www.uea.ac.uk/study/undergraduate/visitop...	7.6	674

[View all](#)

**Single Page Check**

Enter URL

Each page might take a while to process

**PDFs with Broken Links**

19 PDFs | 32 Broken links

Document title   URL	Broken links	Clicks on PDFs - Last 30 days
----------------------	--------------	-------------------------------

## Fixing broken links

Click on the left hand side option of 'Links' and then 'Pages with broken links'. This will bring up a page similar to the one below.

The screenshot shows the Siteimprove QA Overview interface. The top navigation bar includes 'Quality Assurance', 'Dashboard', and 'Siteimprove'. The user is logged in as 'Claire Zamorski'. The main content area is titled '2 Pages with Broken Links' and includes a sub-header: 'All pages where broken links have been found - Broken links detrimentally affect the user experience for your visitors.' Below this is a table with columns for 'Title', 'URL', 'Broken links', 'Clicks on broken links', 'Page views', and 'Users'. Two rows of data are shown:

Title	URL	Broken links	Clicks on broken links	Page views	Users
	<a href="https://www.uea.ac.uk/ama/equality-and-diversity">https://www.uea.ac.uk/ama/equality-and-diversity</a>	2	0	4	3
	<a href="https://www.uea.ac.uk/american-studies/news-and-events/bgeah-conference">https://www.uea.ac.uk/american-studies/news-and-events/bgeah-conference</a>	4	0	0	5

Below the table, it says 'Showing all 2 items' and 'Show 100 items per page'. On the left sidebar, the 'Links' menu is expanded to show 'Pages with Broken Links'.

To find where the broken links are on the pages that have been flagged, hover to left of each URL. This will bring up a magnifying glass, click on it and it will bring up the page and highlight which links are broken.

The screenshot shows a web page titled 'Equality and Diversity - UEA' with the URL 'https://www.uea.ac.uk/ama/equality-and-diversity'. The page is viewed through Siteimprove, showing a magnifying glass over the URL in the top left. The page content includes a navigation menu on the left with 'Equality and Diversity' selected. The main content area has the following sections:

- Arts and Humanities**
  - Art, Media and American Studies
  - Art History and World Art Studies
  - Film, Television and Media
  - American Studies
  - Roles and Responsibilities
  - Equality and Diversity**
- Dean of Students**

The Dean of Students Office at UEA provides students and staff with support for a wide range of academic and health issues. Visit <http://www.uea.ac.uk/dos>
- Parental, Maternity, Paternity and Adoption Leave**

The University has policies in place to support those with changing family circumstances. Visit the appropriate link for full information:

  - [Parental Leave](#)
  - [Maternity, Paternity and Adoption Leave](#)

The broken links are highlighted with a red background and a magnifying glass icon.

## Fixing Spellings

Click on the left hand side option of 'Spelling' and then 'Pages'. This will bring up a page similar to the one below.

The screenshot shows the Siteimprove dashboard for the University of East Anglia. The main content area is titled "Pages with Misspellings/Potential Misspellings". Below the title is a table with columns for Title, URL, Misspellings, Potential misspellings, and Page views. The table lists 8 pages with their respective misspelling counts.

Title	URL	Misspellings	Potential misspellings	Page views
	<a href="https://www.uea.ac.uk/american-studies/research-degrees">https://www.uea.ac.uk/american-studies/research-degrees</a>	0	1	58
	<a href="https://www.uea.ac.uk/american-studies/indigenous-environments-conference">https://www.uea.ac.uk/american-studies/indigenous-environments-conference</a>	0	4	23
	<a href="https://www.uea.ac.uk/american-studies/news-and-events">https://www.uea.ac.uk/american-studies/news-and-events</a>	0	4	20
	<a href="https://www.uea.ac.uk/american-studies/research/interests/postgraduate">https://www.uea.ac.uk/american-studies/research/interests/postgraduate</a>	0	1	15
	<a href="https://www.uea.ac.uk/american-studies/impact">https://www.uea.ac.uk/american-studies/impact</a>	0	1	5
	<a href="https://www.uea.ac.uk/american-studies/engagement/ecopoetry-in-schools">https://www.uea.ac.uk/american-studies/engagement/ecopoetry-in-schools</a>	0	1	5
	<a href="https://www.uea.ac.uk/american-studies/engagement/ecopoetry-in-schools/howard-primary-sch...">https://www.uea.ac.uk/american-studies/engagement/ecopoetry-in-schools/howard-primary-sch...</a>	0	1	3
	<a href="https://www.uea.ac.uk/american-studies/engagement/what-america-means-to-me/lionwood-juni...">https://www.uea.ac.uk/american-studies/engagement/what-america-means-to-me/lionwood-juni...</a>	0	1	1

To find where the broken links are on the pages that have been flagged, hover to left of each URL. This will bring up a magnifying glass, click on it and it will bring up the page and highlight misspellings. It will also highlight any potential misspellings for you to review.

The screenshot shows the UEA Catering website. The main content area features a banner with a coffee cup, a chalkboard sign, and images of food. Below the banner is a text block describing Vista as an oasis of tranquility. The website also has a sidebar menu and a footer with sections for Today's Menu, Information, and New.

Vista is an oasis of tranquility for staff and post graduates alike. Serving superb barista coffee, delicious lunches and tasty afternoon snacks.

**TODAY'S MENU**  
Wednesday's dishes: Main

**INFORMATION**  
Opening times  
Monday to Friday 08:30am to

**NEW**  
Novus teas now available!!

## Analytics

There are many reports you can run within analytics. You can set the dates on these reports so you can look at specific time periods or year on year comparisons.

A report that you might find the most useful is reviewing the Content - summary report. This will highlight your most popular and least popular pages.

The screenshot displays the Siteimprove Analytics interface for the University of East Anglia. The dashboard includes a navigation sidebar on the left with categories like Analytics Overview, Visitors, Content, Entries and Exits, Traffic Sources, Campaigns, Internal Searches, Behaviour, and Event Tracking. The main content area is divided into four reports:

### Most Popular Pages

Title   URL	Page views   % of total	Visits   % of total
<a href="http://www.uea.ac.uk/study/course-finder">http://www.uea.ac.uk/study/course-finder</a>	28,095 2.02%	17,363 14.73%
<a href="http://www.uea.ac.uk/study/undergradu...">http://www.uea.ac.uk/study/undergradu...</a>	27,030 7.73%	22,205 18.85%
<a href="http://www.uea.ac.uk/study/postgradu...">http://www.uea.ac.uk/study/postgradu...</a>	13,708 3.92%	9,240 7.84%
<a href="http://www.uea.ac.uk/study/undergradu...">http://www.uea.ac.uk/study/undergradu...</a>	9,735 2.76%	7,485 6.30%
<a href="http://www.uea.ac.uk/study/postgraduate">http://www.uea.ac.uk/study/postgraduate</a>	9,577 2.74%	7,281 6.18%

[More details](#)

### Pages Without Visits

Title   URL	Last visited	👤
<a href="http://www.uea.ac.uk/study-with-us-restructured/study-...">http://www.uea.ac.uk/study-with-us-restructured/study-...</a>	04/10/2014	5
<a href="http://www.uea.ac.uk/study-with-us-restructured/interna...">http://www.uea.ac.uk/study-with-us-restructured/interna...</a>	30/10/2014	3
<a href="http://www.uea.ac.uk/study/study-abroad/outgoing/stud...">http://www.uea.ac.uk/study/study-abroad/outgoing/stud...</a>	08/03/2015	6
<a href="http://www.uea.ac.uk/study-with-us-restructured/info-fo...">http://www.uea.ac.uk/study-with-us-restructured/info-fo...</a>	14/08/2015	4
<a href="http://www.uea.ac.uk/study-with-us-restructured/interna...">http://www.uea.ac.uk/study-with-us-restructured/interna...</a>	27/10/2015	3

[More details](#)

### Page Load Time

Title   URL	Avg. page load time (seconds)	Visits   % of total
<a href="http://www.uea.ac.uk/study/course-fin...">http://www.uea.ac.uk/study/course-fin...</a>	3.94	17,363 6.76%
<a href="http://www.uea.ac.uk/study/undergrad...">http://www.uea.ac.uk/study/undergrad...</a>	6.38	22,205 8.64%
<a href="http://www.uea.ac.uk/study/postgradu...">http://www.uea.ac.uk/study/postgradu...</a>	7.37	9,240 3.53%
<a href="http://www.uea.ac.uk/study/undergrad...">http://www.uea.ac.uk/study/undergrad...</a>	5.87	7,485 2.91%
<a href="http://www.uea.ac.uk/study/postgradu...">http://www.uea.ac.uk/study/postgradu...</a>	7.74	7,281 2.83%

[More details](#)

### Navigation Depth

Title   URL	Avg. clicks	Visits   % of total
<a href="http://www.uea.ac.uk/study/course-fin...">http://www.uea.ac.uk/study/course-fin...</a>	3.72	17,363 6.76%
<a href="http://www.uea.ac.uk/study/undergrad...">http://www.uea.ac.uk/study/undergrad...</a>	2.32	22,205 8.64%
<a href="http://www.uea.ac.uk/study/postgradu...">http://www.uea.ac.uk/study/postgradu...</a>	4.02	9,240 3.53%
<a href="http://www.uea.ac.uk/study/undergrad...">http://www.uea.ac.uk/study/undergrad...</a>	3.55	7,485 2.91%
<a href="http://www.uea.ac.uk/study/postgradu...">http://www.uea.ac.uk/study/postgradu...</a>	3.54	7,281 2.83%

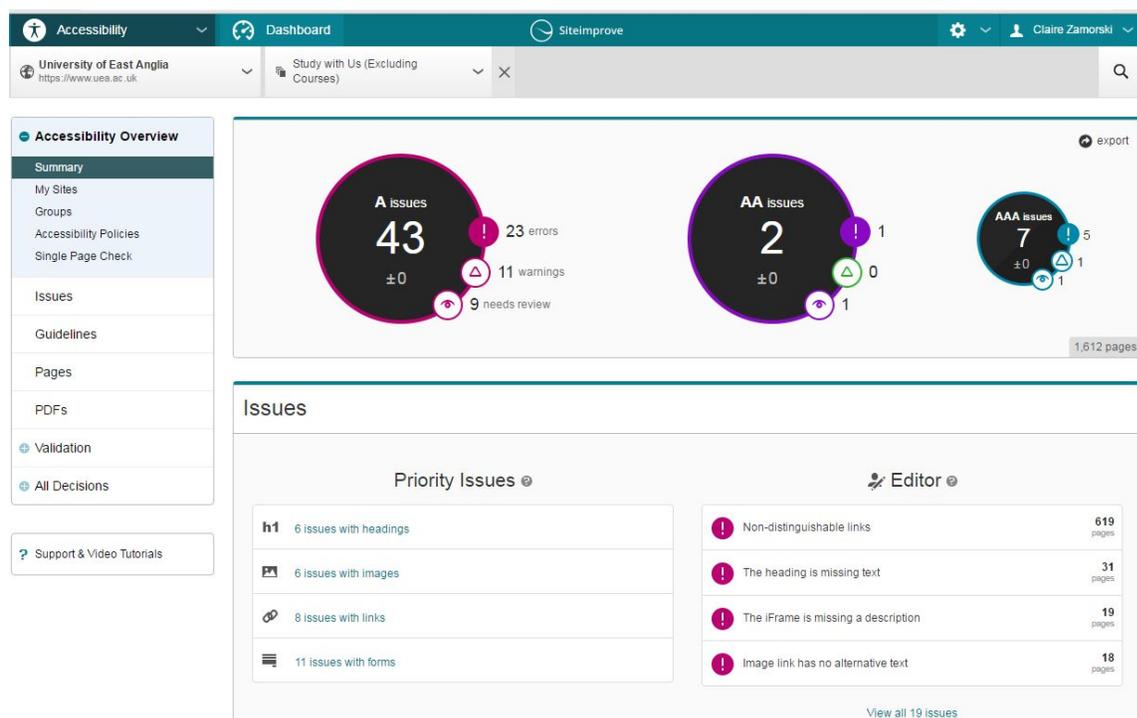
[More details](#)

## Accessibility

Accessibility reports are very important as the website is regularly audited to ensure we are creating pages which can be easily accessed by people with disabilities.

You need to ensure you address the Priority Issues. The main issues you need to resolve are:

- *'Images with no alternative text'* (when adding an image to a web page, you must complete the description of the image)
- *'Link text is not sufficient'* (links such as 'click here' 'here' or 'read more' are bad practice, you should be linking the descriptive part of a sentence, for example: [Read more about UEA's evening classes in languages](#) )



## When should I be running my reports?

Your reports may be set to come through automatically every week or every fortnight so you can review the summary of how many broken links and misspellings you have. You can log-on to Siteimprove at any point to check the status of our pages, you should be setting aside at least an hour every fortnight to correct any reported issues on your pages.

## Where can I get more guidance?

You can find a [support video](#) on Siteimprove's site or visit their [FAQ's page](#).

We run regular Liferay support drop-in sessions whereby you can come and ask for advice on Siteimprove.

