Siteimprove Platform Review

Perfect Your Digital Presence with Eye-Opening Insights
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Siteimprove
Meet the Siteimprove Team

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Training resource

- [Ulowa Siteimprove Wiki page](#)
- Dedicated Customer Success Manager
- Remote one-on-one training via screen share
- Live Chat
- Help Center
- What’s new
- Support tickets
- In platform tutorials
- Siteimprove Blogs
Training resource (con’t)

- Getting Started
- Guides & FAQ
- What’s New
- Community
- Webinars

Webinars

Keep up to date with the latest Siteimprove features and how they can help you achieve your business goals. (Signed in users only.)

Recurring live webinars

- (EN) Live Webinar Schedule: Release Radar
- (EN) Webinar: Siteimprove Talks: Keep up with the Latest Digital Marketing Advice and Trends
Welcome to Siteimprove (email and https://Siteimprove.com)

- Terminology and Navigation
- Roles, website and group access
- Modules and trial modules
- Crawler
  - Siteimprove Crawler: FAQ
- Scores
  - What is the Digital Certainty Index (DCI)
- Dashboards
- Siteimprove JavaScript
Reports and Dashboards

- Scores
  - What is the Quality Assurance (QA) Score
  - What is the Accessibility Score
  - What is the SEO Score

- Siteimprove Dashboards

- Reports
  - How to schedule Reports
  - What Reports might be valuable to leadership

- Customized Reports
  - How to create custom Reports
Groups and Users

- **What is a group**
  - Allow you to segment a section by URL structure, common pages or by editorial sections of your site
  - Controlled access
  - Allows for reporting at Group level

- **User roles & rights**
  - Account Owner - All view and action permissions
  - Administrator - All view permissions and most action permissions
  - User - Can view all permissions and take actions, but no access to settings
  - Read Only - A Read Only user has only view or action permissions
  - Report Recipient - A Report Recipient has no view or action permissions

- **Create custom roles (in platform tutorial)**
Quality Assurance

- Overview and Progress
- Score Breakdown and progress
- Priority pages
- Single Page Check
- Page report overview (CSM and Plugin)
- Broken Links
  - HTTPS Status (link type)
  - Ignore
- PDF with Broken Links
- Misspellings
Accessibility

- Overview and Progress
- Score Breakdown and Accessibility Roles
- Accessibility modules (NextGen and current tools)
  - Automated tested issues
  - Manually tested issues
- Issues
  - Filtering
  - Needs approval
- PDF
  - Non-Machine readable
  - Other issues
PDF Management

- What does Siteimprove check in PDF’s
- Broken Links
  - PDF’s with broken links
    - All links in PDF
  - Broken Links in PDF’s
    - One link on more than one PDF
- Accessible PDF’s
  - Machine readable
  - Not machine readable
Accessibility

- What does ADA Compliance mean
- What is Digital Accessibility
- Where to start with Accessibility issues
  - What is the Accessibility Score
  - What is Section 508
  - The Siteimprove 2019 Accessibility Handbook
- What does Siteimprove check for in PDF’s
- Webinars
  - Webinar: Website Accessibility Top 10
  - Webinar: Making Accessible PDF’s webinar
  - Webinar: Assistive Technology demonstration of a Screenreader
Policies and SEO

- Policies
  - Policy Library
  - Common Siteimprove Policies
  - Creating policies
  - Make your own rules
  - CSS Selectors & Siteimprove Policy

- SEO Technical Audit
  - SEO Technical and Content Issues
  - Webinar: SEO Getting Found
  - Webinar: 5 Steps to Building a Sustainable SEO Strategy
Redesign

- Webinars
  - Webinar: Part 1: Project Planning for Redesign
  - Webinar: Part 2: Streamline Redesign with Siteimprove

- Redesign Resources
  - Behavior Maps
  - Internal Search
  - Inventory

- Redesign e-books and checklist
  - Website Redesign Checklist
  - The 7 Phases of a Website Redesign
  - How to Prepare for an Upcoming Website Redesign
Integrations & Other Resources

- **Siteimprove integrations**
  - Deeplinking
  - Browser Extensions
  - Marketing Automation
  - Connectors
  - Project Management
  - Business Intelligence
  - Zapier
  - Siteimprove API

- **Submit an idea and FirstImprovvers program**
- **Siteimprove Developer Page**
- **Siteimprove Platform updates**
Where to start

- Getting started
- Platform overview: New Users
- Aliases and Exclusions
- Improve score (points)
  - What will have the biggest impact to site
- Pages impacted
  - More pages impacted by single fix
- Specific issues
  - Number of instances of that issue
  - Type of issue (404 versus 503)
  - If goal is to resolve a single type of issue
- Page issues
  - For focus on priority or top visited pages
  - Address all issues at once