Siteimprove Home

- Help Contacts
- Getting started with Siteimprove
  - Campus web leaders onboarding
  - Intro video/webinar (general audience)
- Adding users to Siteimprove
  - Tagging users (and sites)
- Adding websites to Siteimprove
  - How do I add a dev/stage/prod.drupal domain site to Siteimprove?
  - How long does it take for a site to be added?
- Single Sign On (SSO)
- Siteimprove modules/plugins for Drupal and Wordpress
  - Module availability for campus Sitenow service sites:
  - Module available for custom Drupal websites:
  - Module availability for independently managed Drupal websites
  - Module availability for independently managed Wordpress websites
  - Notes for testing the module are available here:
- Deep Linking
- Siteimprove Analytics Code
  - Adding the tracking code to a website

Help Contacts

The following individuals are available to help with questions, recommendations, onboarding, getting set up, report interpretation, etc...

- Michael O'Neill - University of Iowa - michael-oneill@uiowa.edu
- Todd Weissenberger - University of Iowa - todd-weissenberger@uiowa.edu
- Tom Laughlin - Siteimprove - tlau@siteimprove.com
  - Tom is available as a direct contact for assistance with questions, onboarding your unit, etc.

In addition to the contacts above, all the help resources within the Siteimprove application are available for you to use. This includes the built-in support system, help chat, and other resources available to you as user logged in to Siteimprove.

Getting started with Siteimprove

Our license is for unlimited web pages, unlimited PDFs, and unlimited users. So, if you are affiliated with the university, you work on the web or lead teams who work on the web, you and your sites should be on Siteimprove. To get started as a user or as the internal web leader for a campus unit/department/organization, contact Michael O'Neill or Todd Weissenberger.

Campus web leaders onboarding

- https://uicapture.hosted.panopto.com/Panopto/Pages/Viewer.aspx?id=4e63f6c8-18ca-4ea5-90ee-ac4501223db9
- Iowa-siteimprove-platform-presentation-September-2020.pdf

Intro video/webinar (general audience)

If you've not yet looked at it, take a few minutes to watch a live or pre-recorded introduction to Siteimprove available here: https://support.siteimprove.com/hc/en-gb/articles/360005110972-EN-On-Demand-Webinar-Platform-Overview (Note: you need to be logged in to Siteimprove in the same browser you use to access this.)

Adding users to Siteimprove

Our license provides for unlimited users. In September 2020 we will provide access to administrative users at the unit/college level to the ability add and manage users. This will allow these administrative users the ability to add users and provision access to sites that are currently being scanned by Siteimprove.

Tagging users (and sites)

In order to keep things tidy, we ask that users with permission to manage other users do not remove or alter existing Tags/Labels from users or sites. If you can see that all users in your unit/college have the same tag, please add the existing tag to any new users you add. Please reach out to Todd or Michael with questions.

Adding websites to Siteimprove

Our license provides for unlimited websites. To add a new website to Siteimprove, please reach out to Todd or Michael with the URL and we will get your sites added. It usually takes a few days for the initial scan to run on new sites, etc... If you have multiple sites to get added, feel free to add them to an excel spreadsheet. Todd and Michael can work with the vendor to get all your sites added en mass.
How do I add a dev/stage/prod.drupal domain site to Siteimprove?

Siteimprove respects robots.txt, meaning you'll need to take a special approach to add such a site. You can configure robots.txt to specifically allow the Siteimprove agents, or you can work through Todd and Michael to get Siteimprove to ignore your robots setting. Details about Siteimprove agents are available here: https://support.siteimprove.com/hc/en-gb/articles/11500082872-Quality-Assurance-Technical-Specifications

How long does it take for a site to be added?

Adding the site goes relatively quickly, but it does take a day or two to complete the initial scan and for meaningful data to become available. During this time, the site will be listed with a status of "Pending".

Single Sign On (SSO)

University of Iowa users can log in using Single Sign-on with their HawkID and password. Log on to Siteimprove

Siteimprove modules/plugins for Drupal and Wordpress

Siteimprove provides modules for Drupal and Wordpress that extend the functionality of Siteimprove right into the CMS you and your editors work with every day. If you manage your own instance of Drupal or Wordpress on campus, you can install the module/plugin locally.

- Description of the Drupal module
- Description of the WordPress plugin

Module availability for campus Sitenow service sites:

- Sitenow service v1 (Drupal 7): As of July 28, the Drupal module has not been deployed to these sites (though it is in our backlog).
- Sitenow service v2 (Drupal 8): Campus partners who use Sitenow service v2 (and future) will have this available automatically.
- Sitenow service v3 (Drupal 8 w/ Layout Builder): Campus partners who use this service will have access to the Drupal module.

Module available for custom Drupal websites:

- If you have a custom website and want the Drupal module enabled, reach out to the web team.

Module availability for independently managed Drupal websites

- Module is available here
- Reach out to Michael O'Neill for the API key necessary for the install.

Module availability for independently managed Wordpress webistes

- Module is available here
- Reach out to Michael O'Neill for the API key necessary to complete the install.

Notes for testing the module are available here:


Deep Linking

https://support.siteimprove.com/hc/en-gb/articles/206343443-How-do-I-enable-CMS-Deeplinking-

Siteimprove Analytics Code

The Siteimprove analytics code is used to gain into what issues on your website users are experiencing most. For example, when the tracking code is present, your broken links report will feature information on not only which links are broken, but how many times visitors actually clicked on the broken link in the previous 30 days (see image below).
We have deployed the tracking code to all university websites that deploy the cross-campus Google Tag Manager container with the following ID: GTM-K7W3K5P. Most university websites should have this provisioned already.

The easiest way to check if you have the Siteimprove analytics tracking code on your site is to see if you're getting priority data in your reports. If you do not yet have the tracking code, please reach out to Michael O'Neill.

**Be Aware**

While this is a helpful feature, please remember that you do not need the analytics tracking code on your pages to use Siteimprove. Having it there just 'unlocks' additional functionality.

### Adding the tracking code to a website

Campus partners who manage their own websites and do not include use the campus-wide tag manager (GTM-K7W3K5P) may want to add the tracking code to their sites independently.

The code is provided below. Please make sure this code is not already deployed on your site before adding it again! Consider adding the university-wide Google Tag Manager container to your pages and it will automatically be deployed (along with additional campus initiatives like Snowplow/Radar tracking, etc...)

#### Siteimprove Analytics Tracking Code

```html
<script type="text/javascript">
/*<![CDATA[*/
(function() {
  var sz = document.createElement('script'); sz.type = 'text/javascript'; sz.async = true;
  sz.src = '//siteimproveanalytics.com/js/siteanalyze_66356803.js';
  var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(sz, s);
})();
/*]]>*/
</script>
```