IMPROVING WEBSITE ACCESSIBILITY WITH SITEIMPROVE
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WHAT IS WEB ACCESSIBILITY AND WHY IS IT ESSENTIAL?

• Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them. More specifically, people can:
  • perceive, understand, navigate, and interact with the Web
  • contribute to the Web

The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.

Tim Berners-Lee, W3C Director and inventor of the World Wide Web
IMPROVING ACCESSIBILITY OF CONTENT

• Use plain language: avoid using acronyms
• Use descriptive hyperlinks: use the title of the link, document, or website instead of “click here” or “read more”
• Describe images: add alt text to images using the “image description” field in the CMS
SITEIMPROVE TOOL: FEATURES

• Modules
• Quality Assurance
• Accessibility
• SEO
• Policy
• Training
SITEIMPROVE TOOL: QUALITY ASSURANCE

• Modules
  • Links: broken links, pages with broken links
  • Spelling
  • Readability
  • Inventory
The Quality Assurance Score is a measure of the credibility and usability of the user-facing aspects of a site. The country-specific "industry benchmark" lets you compare your score with those of other companies or organizations in your industry.
SITEIMPROVE TOOL: ACCESSIBILITY

• Modules
• Overview
• Issues
• PDF
## Accessibility Overview

The Accessibility Score is a measure of how well a site meets the standards set out in WCAG (Web Content Accessibility Guidelines) 2.0. The country-specific ‘industry benchmark’ lets you compare your score with those of other companies or organizations in your industry.

<table>
<thead>
<tr>
<th>Score details</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>No automatically detected Errors</td>
<td>93.3/100</td>
</tr>
<tr>
<td>No automatically detected Warnings</td>
<td>90.4/100</td>
</tr>
<tr>
<td>Proportion of pages with low Error rate</td>
<td>15.8/100</td>
</tr>
</tbody>
</table>

Overall score: **70.0/100**

Accessibility Score progress:

- **10/10/2017**: 60.0/100
- **12/20/2017**: 65.0/100
- **3/1/2018**: 70.0/100
- **5/11/2018**: 75.0/100
- **7/21/2018**: 80.0/100
DASHBOARD: SCORES

- How do we use the dashboard?
  - Dashboard provides an at-a-glance view of the health of the site, including progress over time
  - We’re not striving for perfect scores

- Scores and issues point us in the right direction
SITEIMPROVE TOOL: POLICY

- How we’ve used the SiteImprove Policy feature for the Library website
  - Finding all instances of “UCSD” in the body [not part of a hyperlink]
  - Finding all instances of a group/position name
  - Finding all “click here” hyperlinks
GETTING ACCESS TO SITEIMPROVE

• Get an account:
  • Go to http://siteimprove.ucop.edu/
  • Select University of California-San Diego from the drop-down menu
  • Check Remember my choice to skip this screen in the future
  • Click Select
  • Sign on with your Business Systems (SSO) credentials
• Email a list of the urls you want Siteimprove to scan to siteimprove@ucsd.edu.
• The local Siteimprove administrator will complete setting up your account and notify you when your access is ready.
• If you need configuration changes to your site scans, contact siteimprove@ucsd.edu.
LEARNING MORE

- SiteImprove at UC San Diego: https://blink.ucsd.edu/go/siteimprove/
- SiteImprove Academy: access from help center when logged in
- Web Accessibility Initiative (W3C): https://www.w3.org/WAI/
UC San Diego