

UVU Annual Web Audit & Sliders, Updates

Web Community Meeting

January 23, 2015

Our Agenda Today

- Update and clarifications on Marketing sliders
- UVU annual web audit details and instructions
- SiteImprove quality reporting tool
 - Broken links
 - Spell checking
 - Accessibilities
- Updates and Info
 - Reminder of trainings
 - Forms update and bot/spam protection
 - Google Analytics update
 - Requesting help – new division option

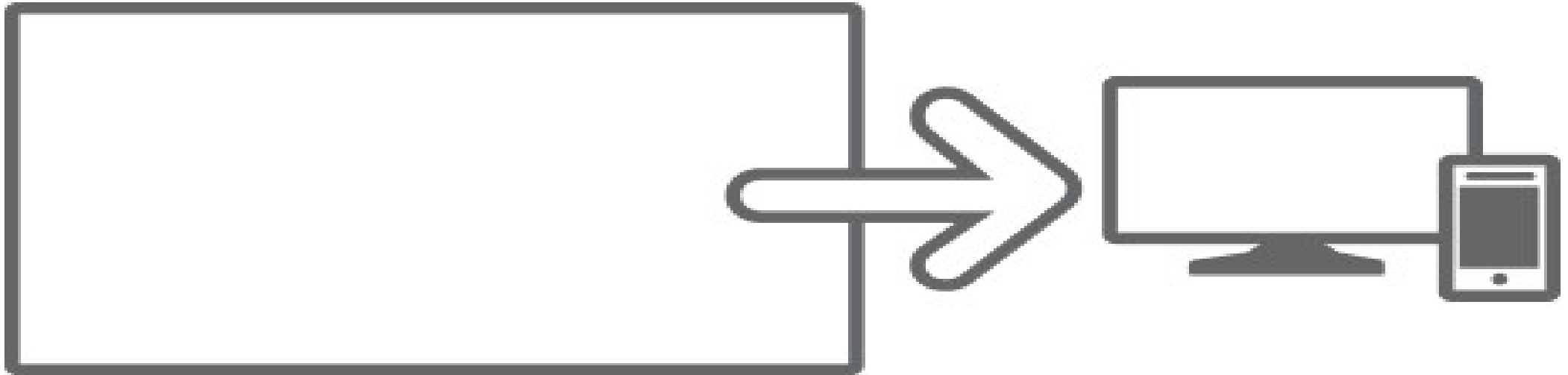
Marketing Sliders



Ashley Sumner



Submitting to Web Sliders



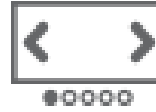
Submitting to Web Sliders

- **Overview:**

- Web Sliders advertise to students or faculty/staff
- Replacing slides formerly occupied by content from digital signage
- Goal: Maintain the value of the advertising space
 - For the audience and the departments
- Will shortly be the most popular destinations on uvu.edu

Getting Your Slide Up

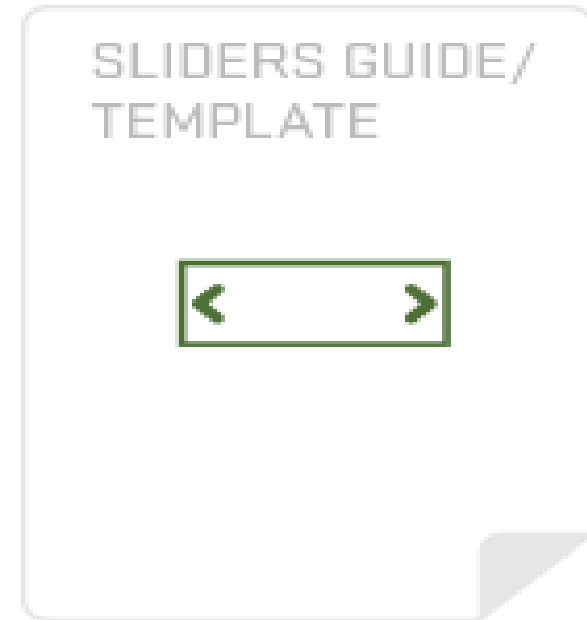
- Image size: 810 x 310 px
- File type: .jpg
- Fewer than 20 words (including logos, graphics, dates, & numbers)
- Text size minimum 20px
- Include a clear call to action
- Links to an appropriate URL
- Refrain from using secondary marks/logos
- Check uvu.edu/marketing/sliders for additional guidelines and updates



SLIDER GUIDELINES

Getting a Leg Up

- Use the provided template
- Submit early



UVU Annual Web Audit



Nathan Gerber

Audit Information

- **WHY:** To maintain an up-to-date, accurate, and quality web presence
- **WHAT:** Check every web page on the UVU system for accuracy and quality
- **WHO:** Every Site Owner, Site Manager, and Content Contributor play an important part in this audit process
- **WHEN:** February 1 – March 31, 2015
- **HOW:** Follow the Web Site Audit Instructions and Audit Checklist

1. Receive the Website Audit Instructions and Audit Checklist from your Web Steward
2. Use the Audit Checklist and these instructions to:
 - a. Login to your site in OUCampus (Use the UVU Logo on bottom of page)
 - b. Review every file in your site checking it against the Audit Checklist
 - c. Republish all pages (this will update the publish date)
 - i. You can republish by page or by folder
 - d. Go to your live site and click every link to verify it works correctly
 - e. Fix the errors in OUCampus and republish (if needed)
3. Complete the Website Audit Completed form http://www.uvu.edu/web/about/swat/site_audit.php by March 31, 2015
 - a. May be earlier based on division
 - b. When filled out, the form sends a notification to your Web Steward that you have completed your site audit

Website Audit Instructions

From: Strategic Web Action Team (SWAT)

Last Updated: January 21, 2015

The UVU website will undergo a website audit every 12 months. This audit will be coordinated through the Strategic Web Action Team (SWAT) during the early part of the year. Each division's Web Steward will oversee the audit for each website within their division. This website audit needs to be complete by March 31, 2015. Please follow the instructions below to complete a successful website audit.

As a Web Owner/Site Manager, you are responsible for a piece of the UVU website. This piece, or sub-site, needs to be audited yearly for updates to content, images, tags, links, etc. Here are the simple steps to a website audit:

1. Receive the Website Audit Instructions and Audit Checklist from your Web Steward with specific timelines for your division
2. Use the Audit Checklist and these instructions to complete your website audit:
 - a. Your Site Manager needs to login to your site in [OUCampus](#)
 - i. Login using the UVU Logo at the bottom of the page
 - b. Review every file within your site structure checking it against the Audit Checklist and make sure it passes
 - c. Republish all pages (this will update the publish date)
 - i. You can republish by page or by folder
 - d. Go to your live site and click through every link to verify that it still works and is correct
 - e. Fix the errors in [OUCampus](#) and republish (if needed)
3. Complete the Website Audit Completed form found at http://www.uvu.edu/web/about/swat/site_audit.php by the deadline (March 31, 2015). When you fill out that form, a notification gets sent to your Web Steward that you have completed your site audit.

Thank you for all your efforts in helping us maintain an updated and accurate UVU website.

The Strategic Web Action Team (SWAT)

CHECKLIST

- All pages have been updated, condensed, or deleted
- All information on the website is up-to-date and accurate
- All department contact information is correct and accurate
- Spelling and grammar has been checked and is correct
- All images must have alt tags (Image Descriptions) that make sense
- All unused or unwanted pages, images, and files have been deleted
- Any old version of pages have been removed (i.e. index-old.html, index-1.html, etc.)

Website Audit Checklist	
From: Strategic Web Action Team (SWAT)	
<i>Last Updated: February 1, 2015</i>	
To complete a Website Audit, this checklist needs to be completed in detail for each page on your site.	
Task	Completed
All pages have been updated, condensed, or deleted	
All information on the website pages is up-to-date and accurate	
All contact information on the website pages is correct and accurate including the department contact info in the department footer	
Spelling and grammar has been checked and is correct	
All images must have alt tags (Image Descriptions) that make sense	
All unused or unwanted pages, images, and files have been deleted	
Any old version of pages saved under different names have been removed (i.e. index-old.html, index-1.html, etc.)	
All links have been verified as working and accurate (no broken links/404 errors or links pointing to the wrong page)	
There are no links to unfinished pages or pages under construction	
All images display properly	
All documents (pdfs, docs, ppts , etc.) have been checked for accuracy and removed if no longer needed	
All issues that you cannot fix have been reported to WebSupport@uvu.edu	
Once all pages are up-to-date, republish all pages and files to update the last published date	

CHECKLIST (cont.)

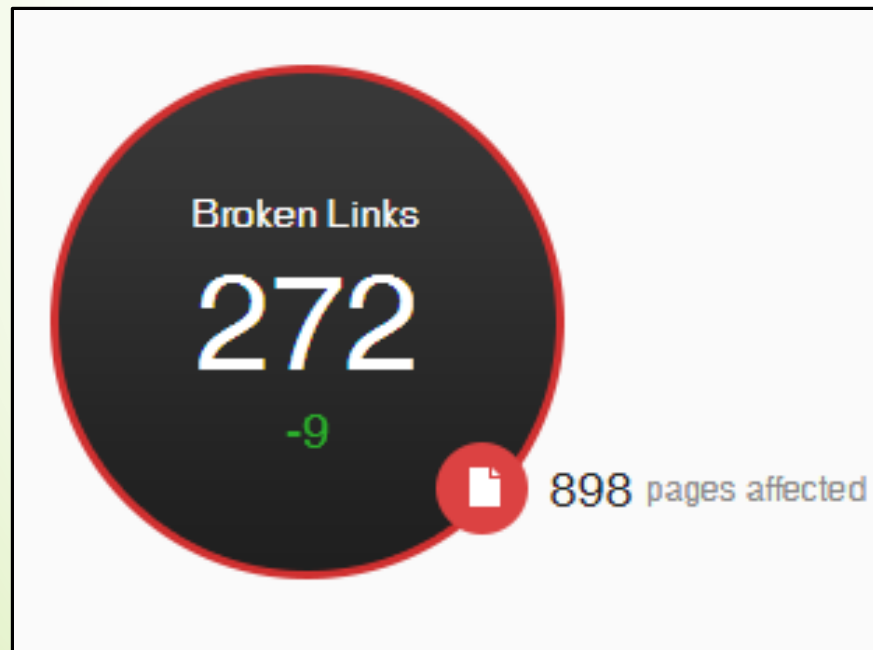
- All links are working (no broken links/404 errors)
- All link wording is descriptive (no “click here”)
- There are no links to unfinished pages or pages under construction
- All images display properly
- All documents (pdfs, docs, ppts, etc.) have been checked for accuracy
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Some Quality Issues...

BROKEN LINKS

- **One year ago:** 1000+ broken links resulted in 400,000+ broken page requests
- Doing much better:

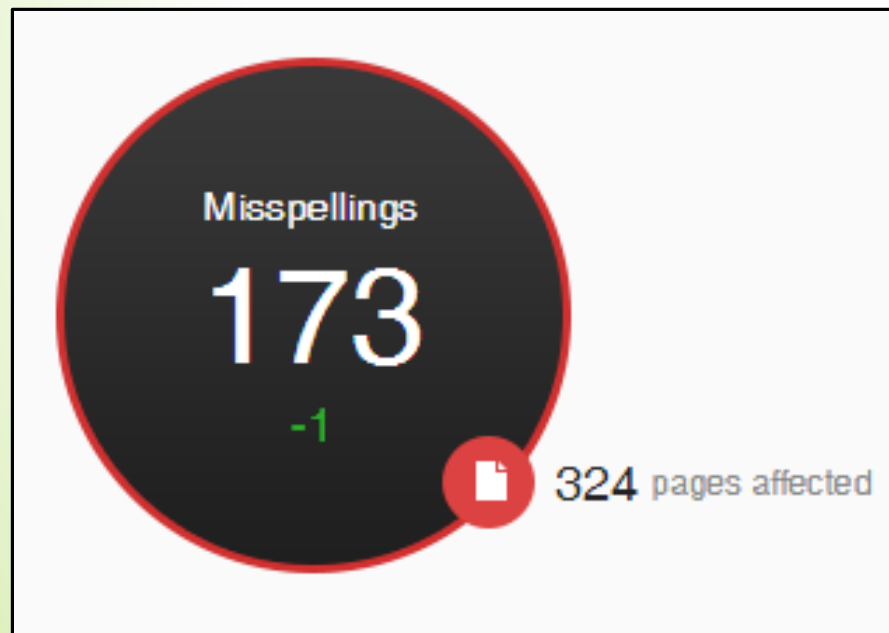


Current Status	
Crawl Errors	
Site Errors	
DNS	Server connectivity
✓	✓
URL Errors	
14 Server error	16 Soft 404
420 Access denied	15,314 Not found
1 Other	

Some Quality Issues...

SPELLING ERRORS

- **One year ago:** 400+ misspellings affecting 1,000+ pages
- Doing much better:



Important Highlights

- ! One of the broken links affects 408 pages
- ! Misspellings affecting the most pages: **Insitutions** **Preformance** **Interdisiplinary**
- ! One of the broken links affects 24 PDFs
- ! 138 pages found with the unwanted content [click here](#) on your site
- ! 7,260 potential misspellings need review to determine if they are misspellings

Top Mispelled Words...

- Insitutions
- Preformance
- Interdisiplinary
- ystems
- Adminstration
- Harrassment
- Communicatin
- Fculty
- Womens
- abd
- interative
- Behavoiral

Accessibility of Websites



- We are starting with “A” issues, then working down to the “AAA” issues
- First step, get all the images to have descriptive alt-tags

Other Updates



Nathan Gerber



Reminder of Trainings

- **OU Campus Basic Training**
- **OU Campus Advanced Training**
- **Open Training Lab**

Other Updates...

- **Forms:** Requesting a form and bot/spam protection
- **Google Analytics Upgrade:** Now tracking events
- **Requesting Help:** Now area specific



WEB COM GS

Get a refresher or see what you missed. Download Web Community presentations.

- Submit a Support Ticket
- Submit a New Project
- Request Google Analytics
- Who Maintains My Site?

WEB COMMUNITY MEETING NOTES

Missed a meeting? Need a refresher? Take a look at the [Web Community Meeting Archive](#) to download presentations and notes from previous Web Community Meetings.

UPCOMING EVENTS & TRAINING

NOV 20, THURS; 11:00AM-12:00PM

OU Campus Basics Training

Learn the basics of using OU Campus to update, edit and maintain your department website.

[REGISTER FOR OU CAMPUS BASICS](#)

NOV 20, THURS; 1:30PM-2:30PM

OU Campus Advanced Training

Learn how to do even more with your department site, using advanced tips for OU Campus.

[REGISTER FOR OU CAMPUS ADVANCED](#)

NOV 21, FRI; 10:00-11:00AM

Web Community Meeting

Everyone on campus who has web site responsibilities is invited to attend Web Community Meetings, and hear about the latest news and happenings with the web at UVU.

[RSVP FOR WEB COMMUNITY MTG](#)

[VIEW ALL UPCOMING EVENTS.](#)

WHERE TO START



GET ACCESS

If you're new to working with the web at UVU, find out how to [get access to your website](#).



VIDEO TUTORIALS

Training tutorials show how to get things done in OU Campus.



TRAINING

Learn the ins-and-outs of working with the web at UVU by attending a training session.



STYLE GUIDES

Find out the [guidelines](#) for making your site look its best!



SUBMIT A PROJECT


Submit a new project to get a new site, redesign an existing site, or to work with Web Development Services.



HELP!



Submit a support ticket if you're having problems or need help with something on your website.

The New Ticket System – Self-Service Portal





UTAH VALLEY
UVU
UNIVERSITY

UVU SELF-SERVICE PORTAL

Search UVU  [A-Z Index](#) | [Contacts](#) | [Find People](#)  **UVLINK**

[UNIVERSITY LINKS](#) | [COLLEGES & SCHOOLS](#)

 **Welcome to UVU Campus Support**





This site is used to request services from UVU Campus departments. You may also search the UVU Knowledge Base to find many answers to your questions.

Log-In

UVID:

Password:

End User Announcement 

Importance 	Description
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▼ Service Desk

- Search Knowledge
- Search My Cases
- Profile

Overview

Services



1-Get Help Here



3-Get Facilities
Help



4-Get Web
Development Help

My Open Cases

Id ↕	Open time	Description
44413	1/16/2015 1:10:21	Presentation on Siteimprove
45710	1/21/2015 12:01:09	Create departmental page groups

▼ Service Desk

- Search Knowledge
- Search My Cases
- Profile

Overview

4-Get Web Development Help ✕

4-Get Web Development Help



Web Development Services

Use this form to request service from the UVU Web Developers.

Description

Web Division
(If known)

Please include additional info in the field below:

Correct contact information.
Exact URL(s) where service/help is needed.
And any details you think may help us to serve you better.

B *I* U Paragraph Font Family Font Size

Web Division
(If known)

- Academic Administration
- Academic Affairs
- Academic Programs
- College of Aviation and Public Safety
- College of HASS
- College of Science and Health
- College of T&C
- Division Unknown
- Economic Development
- eLearning and Academic Outreach
- Engaged Learning
- Enrollment Management
- Facilities and Planning
- Finance and Business Services
- Human Resources Web
- IRI
- Marketing and Communications
- Office of IT
- President's Office
- Recruitment and Outreach
- School of Business
- School of Education
- School of the Arts
- Student Life
- Student Success and Retention
- University College
- VP Development and Alumni
- VP Finance and Administration
- VP Planning, Budget and HR

Q & A

WebSupport@uvu.edu

801-863-7975