

WEB COMMUNITY

UVU Annual Web Audit, SEO and Accessibility Coordination

January 26, 2018

Our Agenda Today

- UVU annual Website Audit details and instructions
- SEO Basics for department sites
- New coordination on web accessibility

UVU ANNUAL WEBSITE AUDIT

Beginning February 1

Audit Information

- **WHY:** To maintain an up-to-date, accurate, and quality web presence
- **WHAT:** Check every web page and file 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 16, 2017
- **HOW:** Follow the Web Site Audit Instructions and Audit Checklist

1. Receive the Website Audit Instructions, Audit Checklists (2) and Site Audit Checklist from your Web Steward
2. Use the checklists 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
 - 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 9, 2018
 - a. When filled out, the form sends a notification to your Web Steward that you have completed your site audit
 - b. Spot checks will be performed to double check accuracy

Website Audit Instructions

From: Strategic Web Action Team (SWAT)

Last Updated: January 18, 2017

The UVU and [myUVU](#) websites 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 15, 2017. 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, accessibility needs, etc. Here are the simple steps to a website audit:

1. Receive the Website Audit Instructions, Site Audit Checklist, and Page Audit Checklist from your Web Steward with specific timelines for your division.
2. Use the **Page Audit Checklist** and these instructions to complete the audit for EACH PAGE within the department's OU Campus area:
 - 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 Page 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. Remove any files, images, documents, PDFs, etc. that are no longer being used
 - e. Go to your live site and click through every link to verify that it still works and is correct
 - f. Fix the errors in [OUCampus](#) and republish (if needed)
3. Use the **Site Audit Checklist** to verify additional pieces are updated and/or corrected
4. Once your audit is finished, [visit](#) the Website Audit Completed form found at http://www.uvu.edu/web/about/swat/site_audit.php and submit it by the deadline (March 15, 2017). When you fill out the form, a notification gets sent to your Web Steward that you have completed your site audit.
5. There will be **SPOT CHECKS** throughout the UVU website for audit completion. These reports will be sent to your Web Steward and Administrative Site Owner (VP, AVP, Dean)

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

The Strategic Web Action Team (SWAT)

CHECKLIST – PAGE AUDIT

- Each page 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 images in sliders/galleries have accurate descriptions
- All links are descriptive (no “click here”)
- All header H tags are ordered/nested properly
- No links to unfinished, under construction or coming soon pages
- All videos (embedded or linked) have been captioned (use Kaltura where appropriate)
- 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.)

Web Page Audit Checklist

From: Strategic Web Action Team (SWAT)

Last Updated:
February 1, 2017

To complete a Website Audit, this checklist needs to be completed in detail for **EACH PAGE** on your site.

Task	Completed
Each page has been updated, condensed, or deleted	
All information on the page is up-to-date and accurate	
All contact information on the page is correct and accurate including the department contact info in the department footer	
Spelling and grammar on the page has been checked and is correct	
All images on the page must have alt tags (Image Descriptions) that make sense	
All images display properly	
All images in gallery or slider assets have accurate descriptions in description fields	
All links must be descriptive in their text OR have a title attribute added to them (no “click here”)	
Any old version of the page saved under different names have been removed (i.e. index-old.html, index-1.html, etc.)	
All links on the page have been verified as working and accurate (no broken links/404 errors or links pointing to wrong pages)	
All header H tags are nested properly (H1, then H2, then H3, etc) (see www.uvu.edu/web/standards for more information)	
There are no links to unfinished pages, pages under construction, or pages coming soon	
Once all pages are up-to-date, republish all pages and files to update the last published date	
All videos embedded on the page or linked to, have been captioned (use the Kaltura system where appropriate)	

Order/Nesting of Header Tags

CORRECT NESTING

**EXAMPLE PAGE TITLE <h1>
font-size:24px;**

wds/example page title

**EXAMPLE HEADING 2 <h2>
font-size:22px;**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EXAMPLE HEADING 3 <h3> font-size:18px;

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EXAMPLE HEADING 4 <h4> font-size:16px;

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EXAMPLE HEADING 5 <h5> font-size:12px;

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

INCORRECT NESTING

EXAMPLE PAGE TITLE <h1> font-size:24px;

WDS / EXAMPLE PAGE TITLE

EXAMPLE HEADING 4 <h4> font-size:16px;

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EXAMPLE HEADING 5 <h5> font-size:12px;

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EXAMPLE HEADING 2 <h2> font-size:22px;

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

EXAMPLE HEADING 3 <h3> font-size:18px;

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

CHECKLIST – SITE AUDIT

- All pages have been audited
- Department contact info in the footer is accurate
- All unused files have been removed
- All documents (pdfs, docs, ppts, etc.) have been checked for accuracy
- Old documents have been removed
- Unused assets have been removed
- All videos have been captioned
- A final check through entire live site has been performed
- 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

Website Audit Checklist

From: Strategic Web Action Team (SWAT)

Last Updated: February 1, 2017

To complete a Website Audit, this checklist needs to be completed in detail for EACH SITE.

Task	Completed
All pages have been updated, condensed, or deleted and accurate	
Department contact information in the footer is accurate	
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 documents (pdfs, docs, ppts, etc.) have been checked for accuracy and removed if no longer needed	
All unused assets have been removed from the system	
All videos embedded on the page, or linked to, have been captioned (use the Kaltura system where appropriate)	
A final check through all webpages within the site has been performed	
All issues that you cannot fix have been reported via a support ticket at www.uvu.edu/web/support or emailed to WebSupport@uvu.edu	
Once all pages are up-to-date, republish all pages and files to update the last published date and verify all links are still working correctly	

When Your Audit Is Complete

- **Finish the audit by completing the form at http://www.uvu.edu/web/about/swat/site_audit.php**
- **Spot checks will be performed and a report will be sent to your Web Steward and Admin Owners (VP, AVP, Dean) about each site**
- **Many old pages have been discovered lately, so spot checks will be more heavily conducted**

WEB COMMUNITY WEBSITE UPDATED

Will include all audit information by Feb. 1, 2018

SEO BASICS FOR DEPARTMENTS

(What is it and why do we care?)

First – Why SEO?

SEO **IS** Search Engine Optimization

SEO **IS NOT** Page Ranking

Definition: Search Engine Optimization

“the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.”

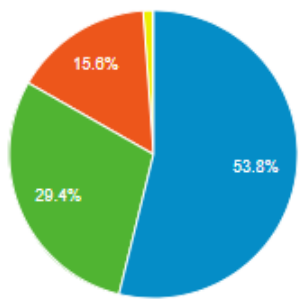
Easy Definition:

“to make your stuff easily findable”

SEO for UVU

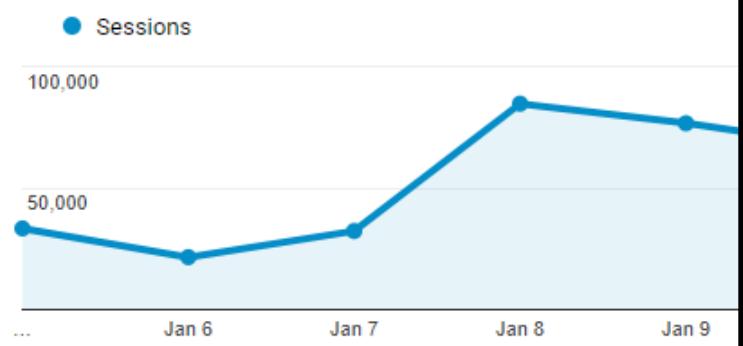
- SEO for internal search
- SEO for external search
 - Let's be honest...external search = Google
- All based on one thing: what search word(s) are you expecting people use to find you (or what will they be using to find you)?

Top Channels



- Organic Search
- Direct
- Referral
- Social
- (Other)
- Email
- Paid Search

Sessions



	Acquisition			Behavior
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate
	375,313	25.98%	97,499	47
1 ■ Organic Search	202,105	<div style="width: 54%;"></div>		41
2 ■ Direct	110,339	<div style="width: 29%;"></div>		59
3 ■ Referral	58,554	<div style="width: 16%;"></div>		47
4 ■ Social	4,017	<div style="width: 1%;"></div>		48
5 ■ (Other)	231	<div style="width: 0%;"></div>		67
6 ■ Email	63	<div style="width: 0%;"></div>		68
7 ■ Paid Search	4	<div style="width: 0%;"></div>		0

		Acquisition
Source / Medium ?		Sessions ? ↓
		375,313 % of Total: 100.00% (375,313)
<input type="checkbox"/>	1. google / organic	188,318 (50.18%)
<input type="checkbox"/>	2. (direct) / (none)	110,339 (29.40%)
<input type="checkbox"/>	3. uvu.instructure.com / referral	20,771 (5.53%)
<input type="checkbox"/>	4. google.com / referral	10,672 (2.84%)
<input type="checkbox"/>	5. bing / organic	8,640 (2.30%)
<input type="checkbox"/>	6. uvu.t2hosted.com / referral	6,204 (1.65%)
<input type="checkbox"/>	7. accounts.google.com / referral	5,291 (1.41%)
<input type="checkbox"/>	8. yahoo / organic	3,624 (0.97%)
<input type="checkbox"/>	9. accounts.blogger.com / referral	2,993 (0.80%)
<input type="checkbox"/>	10. uvu.academicworks.com / referral	1,888 (0.50%)

1st Focus For UVU – SEO for Internal

- Why? – Because we are not spending large amounts of money trying to get new “customers”
 - The External SEO game can be very expensive
 - We have more of a captured audience
- Improving internal SEO will always help external search rankings

SEO Principles – First Level

- Make your websites mobile friendly and mobile focused
 - Google launching mobile-first indexing
 - Test with Google's Mobile-Friendly Test
- Optimize for speed
 - Speed tests matter
 - Image and media file sizes, images in place of text, etc.
- Remove Technical Errors
 - CSS, javascript, HTML Validation, etc. (WDS)

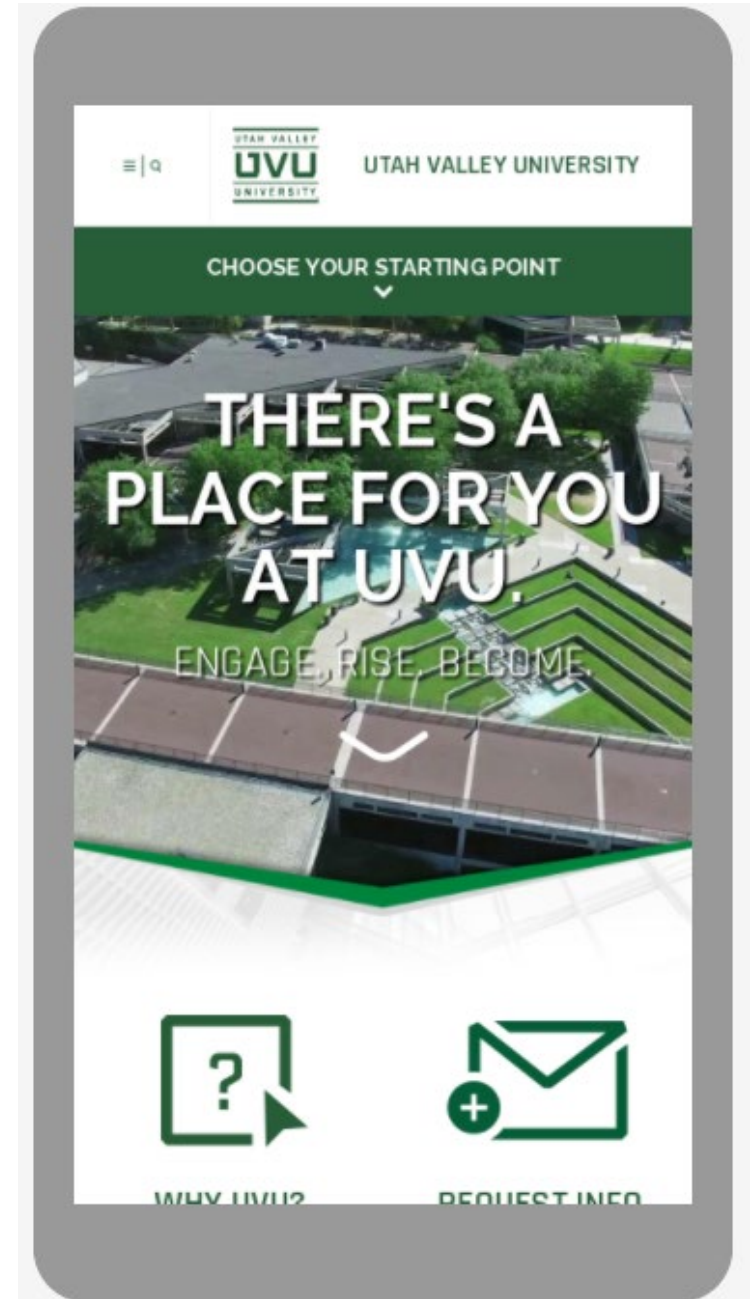
Google Mobile-Friendly Test

Tested on: Jan 12, 2018 at 10:53 AM

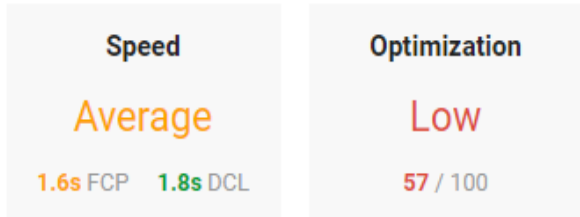
Page is mobile-friendly

This page is easy to use on a mobile device

 SUBMIT TO GOOGLE



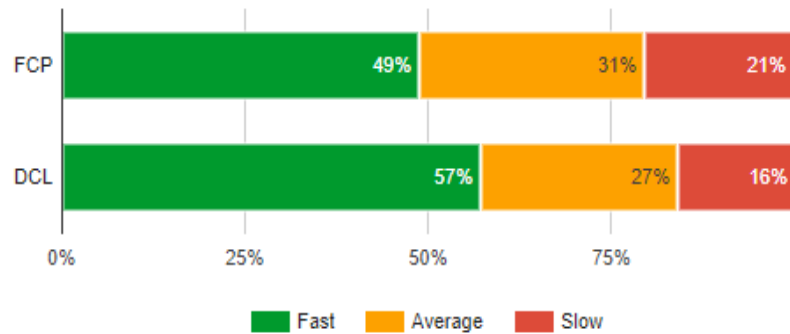
Speed Test



Data from the Chrome User Experience report indicates this page's median **FCP** (1.6s) and **DCL** (1.8s) ranks it in the middle third of all pages. This page has a low level of optimization because most of its resources are render-blocking. [Learn more.](#)

Report for: <https://www.uvu.edu/>

Page Load Distributions

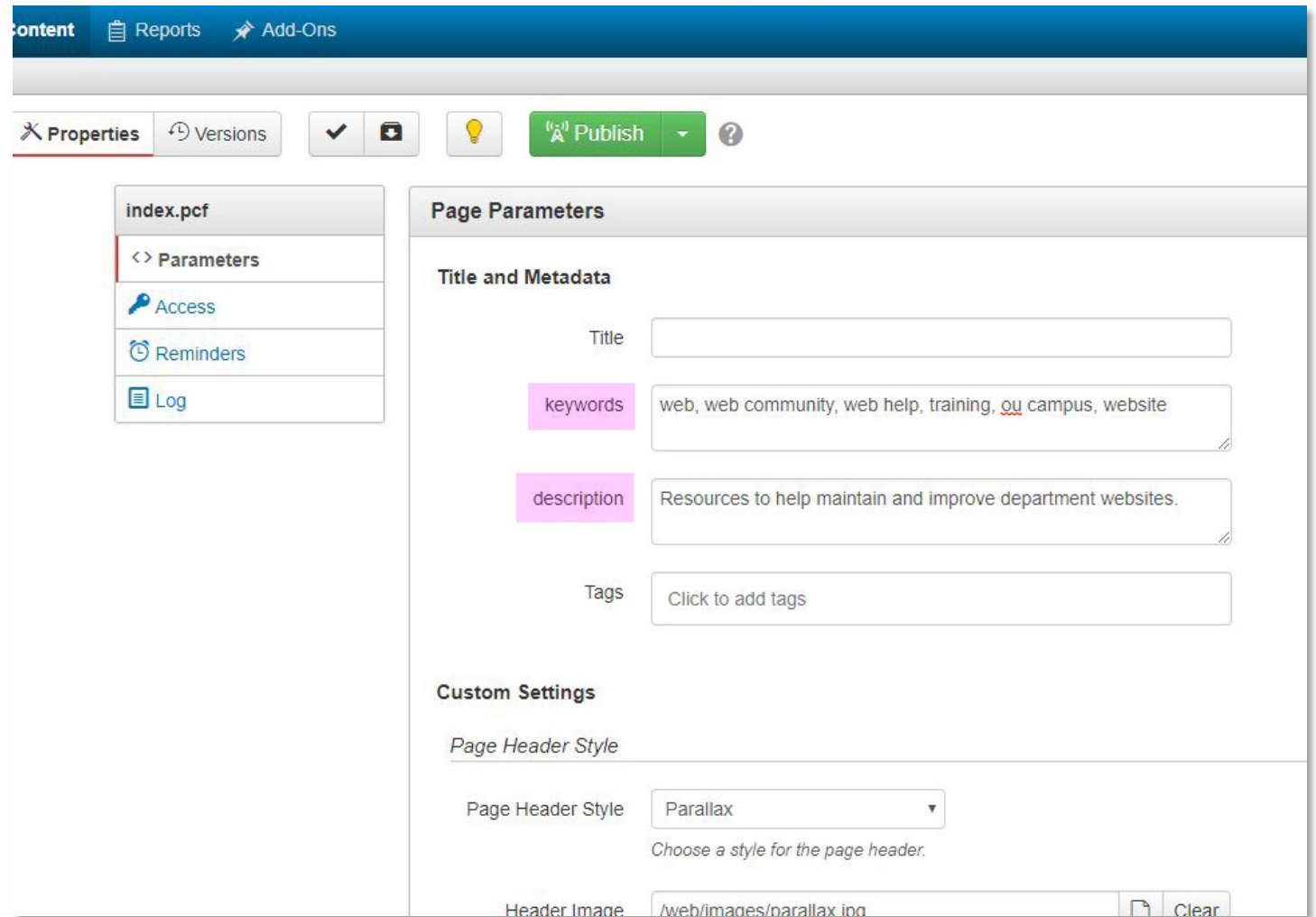


SEO Principles – First Level (continued)

- Enhance internal linking (i.e., linking between pages within our site)
 - We have this one pretty well covered for most areas
- Add relevant words in your image alt text
 - Helps with accessibility also
- On-page (in-page) SEO

On-Page SEO

- Utilize meta keywords and description
 - Google says these are not relevant, but they continue to make a difference in findability (new meta description length 320 characters, up from 160)



The screenshot displays a content management system interface. At the top, there is a navigation bar with 'content', 'Reports', and 'Add-Ons'. Below this, a toolbar contains 'Properties', 'Versions', a checkmark, a download icon, a lightbulb icon, a 'Publish' button, and a help icon. The main content area is divided into two panels. The left panel shows a file named 'index.pcf' with a sub-menu containing 'Parameters', 'Access', 'Reminders', and 'Log'. The right panel, titled 'Page Parameters', is divided into two sections: 'Title and Metadata' and 'Custom Settings'. Under 'Title and Metadata', there are input fields for 'Title', 'keywords' (containing 'web, web community, web help, training, ou campus, website'), and 'description' (containing 'Resources to help maintain and improve department websites.'). There is also a 'Tags' field with a 'Click to add tags' button. Under 'Custom Settings', there is a 'Page Header Style' section with a dropdown menu set to 'Parallax' and a note 'Choose a style for the page header.'. Below this is a 'Header Image' field with the value '/web/images/parallax.jpg' and a 'Clear' button.

On-Page SEO

- Use keywords in <H> tags
- Use headings properly (also important for accessibility)

On-Page SEO

- Use search-friendly URLs (real words; use hyphens; no “CamelCase”)
 - ✓ uvu.edu/web/web-team.html
 - ✗ uvu.edu/web/WebTeam.html, uvu.edu/web/wt.html
- Start title with keyword (relevant words)
- Utilize keywords in first 100 words (not the same as keyword saturation)
- Include multimedia (video, images, etc.) to boost content relevance
- Update content often (fresh content ranks better)

MOVEMENTS ON ACCESSIBILITY

Laura Loree – New EIT Accessibility Coordinator

Q & A

www.uvu.edu/web

WebSupport@uvu.edu

801-863-7975