

How to use

Siteimprove

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Getting Access

STEP 1

Ensure you have a valid myNJ account.

If you do not have one, you will need to [create a myNewJersey account](#).

STEP 2

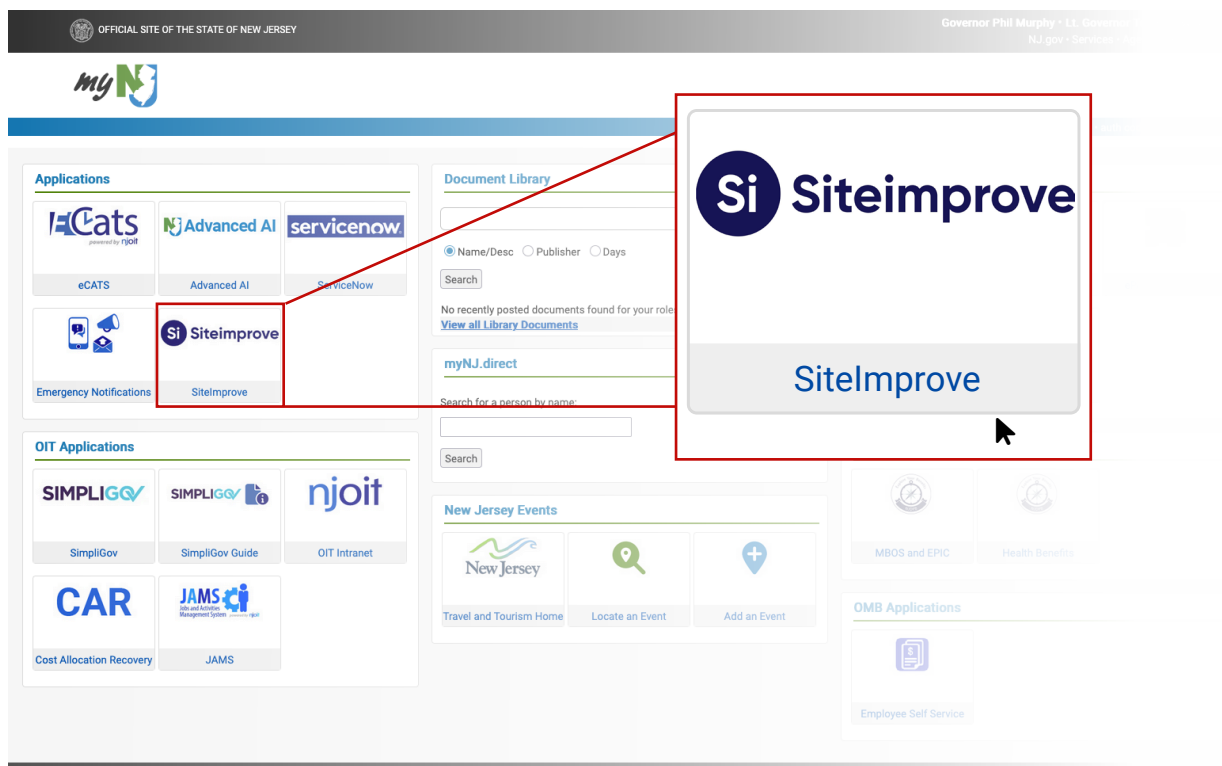
[Request a Siteimprove account](#) from NJOIT Digital Services.

STEP 3

Once you receive an email with instructions, add the authentication code to your myNJ account.

STEP 4

[Log into myNJ](#). In the **Applications** grouping you will find the card for the application **Siteimprove**. Click on it to launch.



Accessibility

Starting Out

If a website is not selected by default, choose one from the dropdown menu in the upper portion of the screen. Only the websites associated with your account will be displayed.

Use the left menu to navigate to the **Accessibility** option. The overview page will display the score and highlight any issues for the selected website at a glance.

The screenshot displays the Siteimprove Accessibility overview page. On the left is a dark sidebar menu with 'Accessibility' highlighted. The main content area shows the 'Accessibility overview' for the site 'https://www.nl.gov/dsabilities/'. A large green circle indicates an 'Accessibility score' of 97.7/100. Below this, a progress bar shows 'Level A' at 100/100, 'Level AA' at 100/100, and 'WCAG WAI-ARIA authoring practices' at 100/100. A 'Score history' chart shows the score over time. The 'Improve your score' section shows 0 issues and 0 potential issues. The 'Fix these issues to improve your score' section is empty. The 'Resolved issues' table lists several items:

Resolved issues	Occurrences	Points already gained
Page missing a title →	44	1.55 points
Link missing a text alternative →	3,232	1.55 points
All roles are invalid →	220	1.55 points
Interactive element does not meet minimum size nor spacing →	2,424	1.55 points
Button missing a text alternative →	308	1.55 points

This score is a crucial metric for assessing whether the website complies with the accessibility standards established by NJOIT leadership. The aim is to achieve a score of 96 or higher.

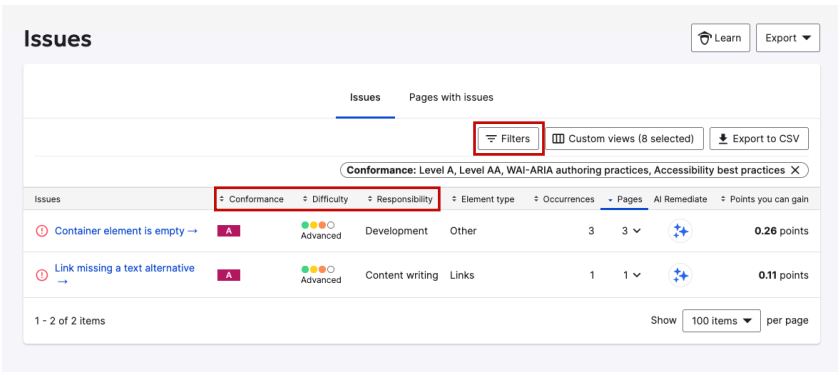
Accessibility

Identifying Issues

On the Accessibility Overview page, the section titled **Fix these issues to improve your score** will display a short list showing issues that are higher on the point scale. To view all issues, select the **View all issues** text link below the list or select the **Issues** tab in the left-hand side navigation.

When viewing the issues table, it is recommended to sort by the **conformance** or **difficulty** columns in ascending order or use the **filters button** to only show issues relevant you (e.g. select **Content Writing** for the **Responsibility** select box).

TIP
Focus on fixing **Level A** issues starting out. They are the most essential due to a high user impact. Typically their level of difficulty to fix is lower too. To be compliant, make sure **A**, **AA** and **ARIA** issues are mitigated.



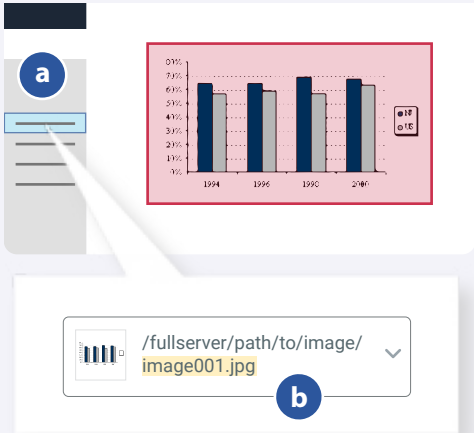
EXAMPLE A ●○○○ Beginner

Fixing an Image missing a text alternative

STEP 1 Select *Image missing a text alternative* from the list to view all of the pages that contain this particular issue. **Copy the URL of the page** (under the page name) to be used for Step 3 and then click on the page name.

STEP 2 The menu on the left-hand side (a) will display all of the occurrences of the missing alt tag and a **red bounding box** will highlight the first image by default. Take note of each image's filename (b).

STEP 3 Login to [Teamsite](#) and locate the image(s) based on the URL copied in Step 1 and the file-name(s) from Step 2.* Find the Image Alt input field and add a meaningful description. If it is strictly for presentation then leave it blank.



Marketing Analytics

Analytics Overview

The analytics overview page provides a snapshot of all available metrics and offers a live update on the current activity of the website.

A - A **group** can be selected to filter data based on pages with common elements in the URL, page titles or tags.

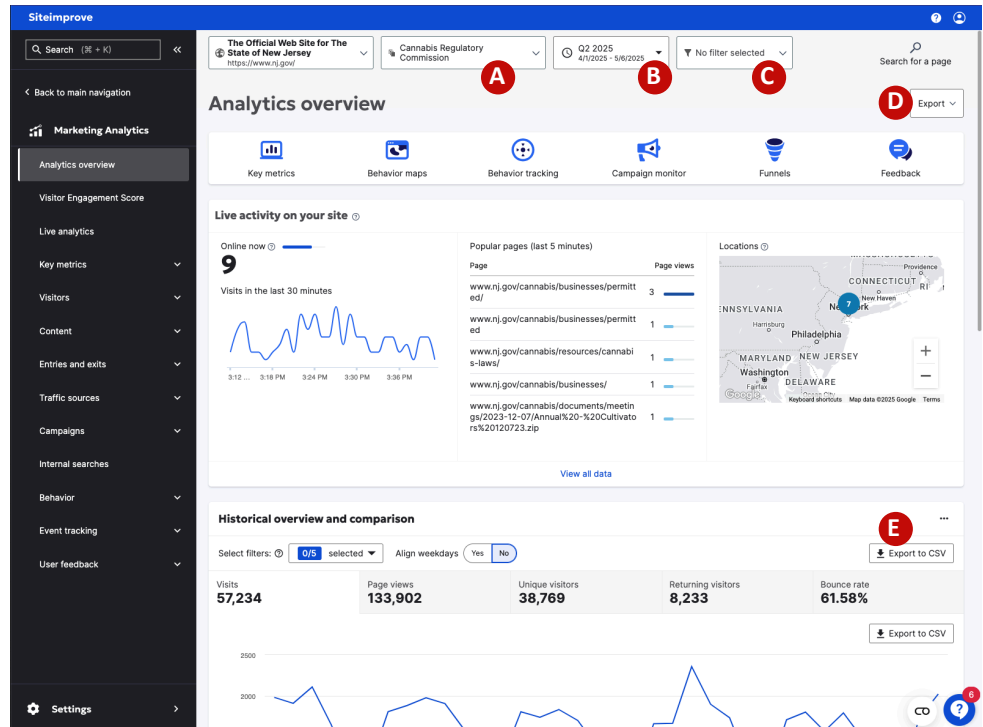
If you would like a **custom group** created, then please contact OIT Digital Services with your request.

B - **Modify the date range** using custom dates or select one of the available presets.

C - Use the **Filter** dropdown to narrow down the data to only show page data from a specific folder of the website.

D - You can **generate a PDF report** by clicking on the Export button located in the upper right-hand side of any page.

E - Some panels may include an **Export to CSV button** if it is tabular data or certain types of graphs.



Marketing Analytics

Page Statistics

Page Visits

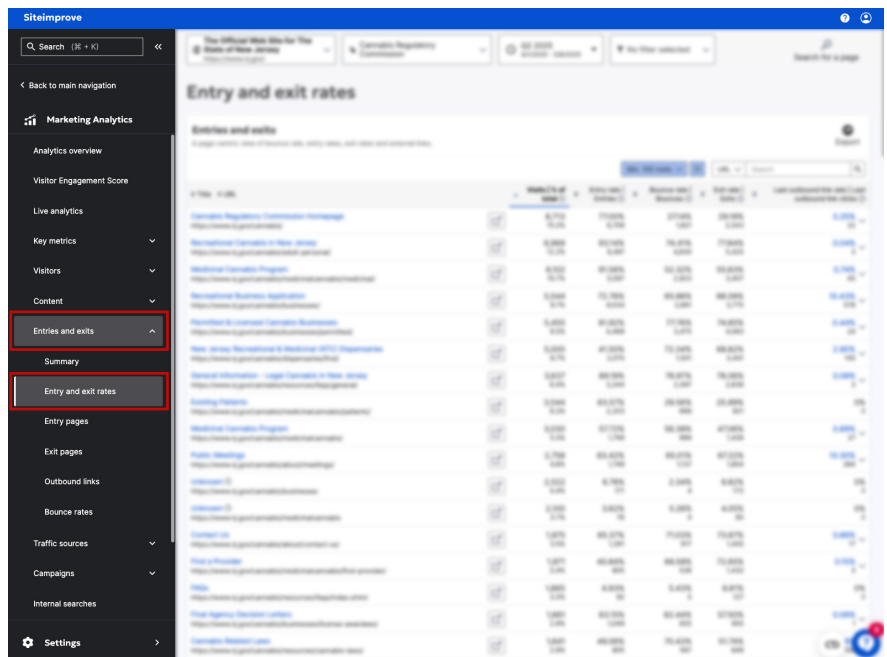
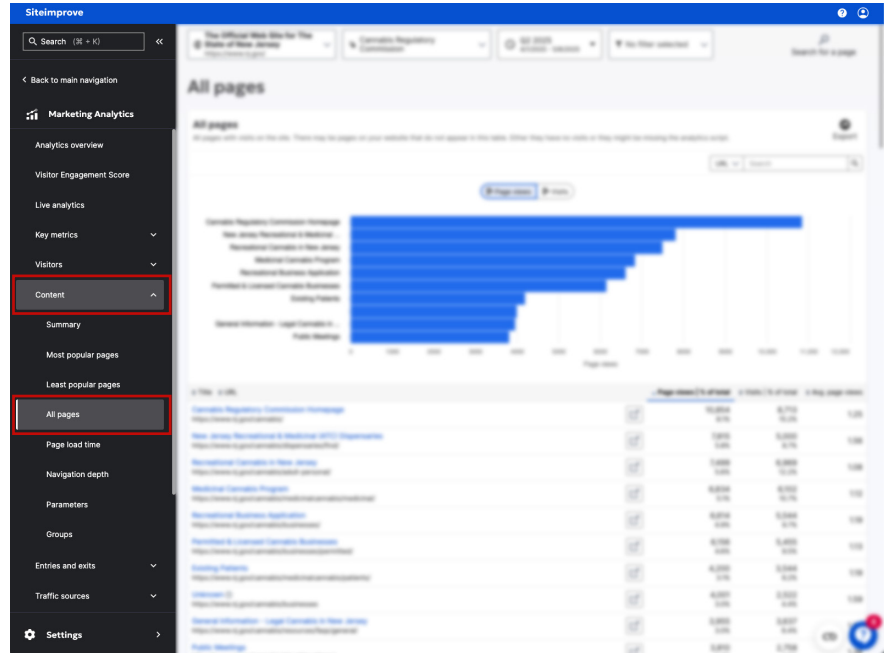
To view detailed information about the number of visits and visitors for a specific page, go to the **Content** option and select 'All Pages.'

Entries and Exits

Wondering which pages users visit first or last? Select the **Entry and Exits** option. Then select Entry and exit rates you can see the percentages for both metrics, as well as the bounce rate (the percentage of visitors who view only one page before leaving) and the last outbound link rate (the percentage of visitors who leave after clicking a link on the page).

Traffic Sources

Get insight into how your visitors are reaching your site. Whether by **search engines, social media, directly** (say from a bookmark) or from other **State of New Jersey websites**, everything you need is found in the **Traffic Sources** tab.



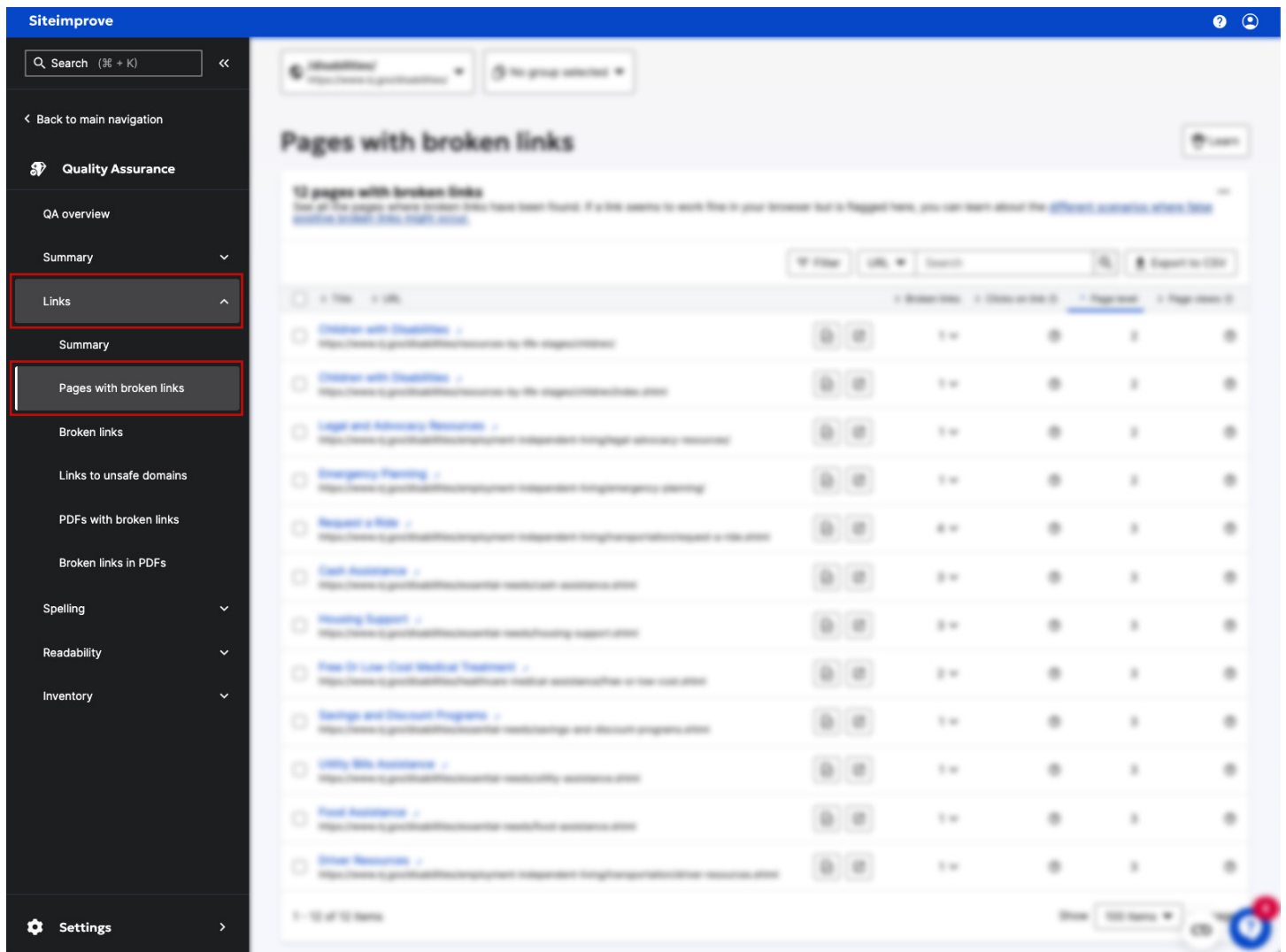
Quality Assurance

Overview

The quality assurance area in Siteimprove has many useful features including checking for **broken links** in web pages and PDFs, **misspellings**, an **inventory** of how many documents, pages, media etc. and much more.

Broken Links

It is possible to check broken links **by the page** or **by the links themselves** in the currently selected site.



FAQs

1. Is there a limit to how many accounts can be created for a department?

No, there is no limit.

2. Why am I not seeing any data in Marketing Analytics?

If you're not seeing any data in Marketing Analytics, please reach out to NJOIT Digital Services to have this feature enabled for your site.