

Website Quality Assurance & Accessibility Monitoring

NCDIT
Digital Solutions





Agenda

- **End of Year Status**
- **Website Quality Tools We Use**
- **Usability Testing Example**
- **Policy Development**

End of Year Stats



100 State Websites

Currently 100 North Carolina state government websites use the website quality assurance and accessibility monitoring service tool (formerly Monsido).



304K Pages & 168K Documents

As of the end of October 303,962 web pages and 168,119 documents on North Carolina State government websites are being scanned weekly.



139 Trained Users

We have over 2,000 content users who communicate with North Carolinians. At least one representative from each trained agency is logged in and monitoring their sites regularly. We have formally trained 124 individuals and informally trained 15 others.

Purpose of Measuring Website Quality



Site Visitors

Our primary goal is to identify impactful ways to improve the state government digital experience for all North Carolinians.

Web Management

We want to help make website management and content production simpler.

Quantify

These tools provide base line measurements to help make and gauge the efficacy of improvements made to your agency's digital presence.

What is Measured



Quality Assurance

Refers to user-facing characteristics like broken links, misspellings, media that needs updating, pages with no visits, or copy that is difficult to read.

Accessibility

How easy the site is to navigate for people with disabilities like vision or hearing loss or with motor function issues.

Search Engine Optimization

How content on your site is found when using search engines like Google.

Content Performance

What

- Total visits, pageviews, average visit time, bounce rate
- Traffic sources, device usage
- Visits by city and organization
- Most and least popular pages
- Pages without visits
- External referring domains

How it's used

- Find pages that are driving the most traffic and optimize them first
- Identify areas without visits to clean up outdated or unused content
- Ensure external sites are referring as expected



Content Audits

What

- A crawl of your agency's public facing site map with analytics data for your review
- Information includes last edited date stamps

How it's used

- Use the site map to conduct a Content Review. Identify content to keep, delete, or update.
- Use the list of documents to conduct a Documents Review. Determine which documents to keep and which to archive.
- Is there too much content on one page that can be split?
- Generally we recommend doing this once a year.



Usability Testing

What

- Stakeholder interviews
- Task development
- Participant recruitment
- Conduct the testing
- Present findings

How it's used

- Engage with the public to navigate your site
- Identify specific tasks for completion
- Document their expressions, comments, clicks, and mouse-movements
- See in real-time areas where the navigation or content fails them
- Create new paths for successful task completion



NCDOR Case Study

“The feedback we received from North Carolina residents as a result of this usability testing confirmed the problems we knew existed on our website and provided meaningful data that will drive real change and lead to improvements that will benefit the millions of taxpayers who visit our website each year.” - **Brandon Bell, NCDOR Director Digital Services.**



Policy Module

What

Find and address violations relating to your content guides and regulatory compliance and find outdated content across your website.

How it's used

- Identify content that needs to be changed, updated
 - Ensure Greek text is not on your site
 - Quickly sweep for reoccurring instances
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Questions

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