The Need
- Comprehensive solution for managing nine websites
- Better visibility of content
- More streamlined processes for centralized web team

The Process
- Identified accessibility issues
- Uncovered broken links and misspellings
- Received real-time alerts of website downtime

The Results
- 44% reduction in misspellings
- 38% reduction in broken links
- 55% improvement in Level AA accessibility issues

Services
- Content Suite
- Standard Support

Case Study
Acting with digital certainty means having the confidence and assurance that the actions you take are the right ones. Siteimprove provides precise and actionable information in real time, allowing us to make changes that ensure the ongoing accuracy, relevance, and consistency of our content and ultimately improves the user experience.

Digital Communications Manager
The Full Story

The NSW Ministry of Health monitors the performance of statewide and specialist health service organizations that make up NSW Health. The Ministry is responsible for providing an inclusive and credible web experience for everyone.

With a centralized team monitoring and managing content, they required a solution that made web management easier, simplifying tasks and streamlining processes. The Siteimprove Intelligence Platform automatically checks 3,900 pages across nine websites and reports on errors every five days, ensuring that no issues are missed. Siteimprove’s Policy feature scans the website for anything that violates branding, style, legal, or regulatory policies. Users can set requirements to identify policies that are unique to the NSW Ministry of Health.

The Ministry found that the most common and important errors Siteimprove helps uncover are broken links, as they have a major impact on the visitor experience. They have recently started scanning PDF files as well, which they were previously unable to do. With more than 7,000 PDFs, it’s an enormous task. Another major perk of Siteimprove is the ability to perform so many functions in one central location. Previously, the Ministry used multiple tools or performed processes manually.

The Response feature lets the NSW Ministry of Health know they’re providing health professionals and the public with a stable online environment 24/7. Alerts sent directly to mobile means the team discovers issues before visitors do—or even IT. They have found the greatest advantage is knowing that small outages occur from time to time, so they can raise this with IT immediately. Previously there was no way to know if outages occurred outside of business hours.

The Outcome

The NSW Ministry of Health now provides a more credible website for improved customer experience. Their online community can easily access the information they are looking for, with current content and links that work, all monitored through the Siteimprove Intelligence Platform. Siteimprove enabled the Ministry to consolidate all the scattered website management and reporting tools into an easy-to-use all-in-one solution shared by all team members.

To continue their journey to digital certainty, the NSW Ministry of Health plans to integrate the Siteimprove Accessibility Checker Chrome Extension into their development workflow and take full advantage of the latest releases from Siteimprove.

Results

- **55%** improvement in Level AA accessibility issues
- **44%** reduction in misspellings

Act With Digital Certainty

Siteimprove transforms the way organizations manage and deliver their digital presence. With the Siteimprove Intelligence Platform, you gain complete visibility and deep insights into what matters, empowering you and your team to outperform the status quo with certainty every day.

[siteimprove.com](http://siteimprove.com)