

Maintaining Quality and Consistency Across Departments



Case Study

Organization

New Hanover County Schools

Industry

Education (K-12)

Customer Since

November 2014

Service

Content Suite

Sites

1



www.nhcs.net

“ You know errors are there, you know some things are wrong, but there’s really no way for one person to find all the problems. Siteimprove has been great. The page reports identify the exact location of errors so the problems can easily be fixed. ”

Dolores McLean,
Webmaster

What are your main website goals?

Our website’s focus is communication with parents, students, employees, and the community.

What is the most important thing to your web visitors?

Our visitors want correct, current information. As an example, during back to school time, our visitors want to find information on open houses, enrollments, and school hours, and we need to ensure the information is accurate and up-to-date.

What are your challenges?

The biggest challenge is keeping everything up-to-date in a timely manner and ensuring that links work and content is current.

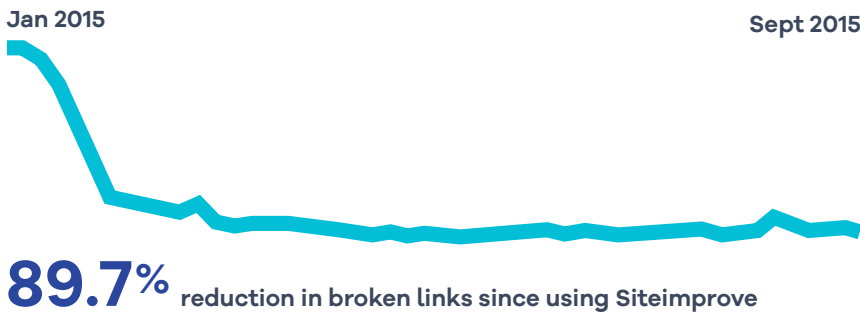
How has Siteimprove benefited your organization?

It’s been invaluable – it’s not just how the platform identifies broken links but how it helps the department and school webmasters maintain their sites. For example, after our initial scan, one department site had 47 broken links. The webmaster for that department is very meticulous about maintaining the site. We

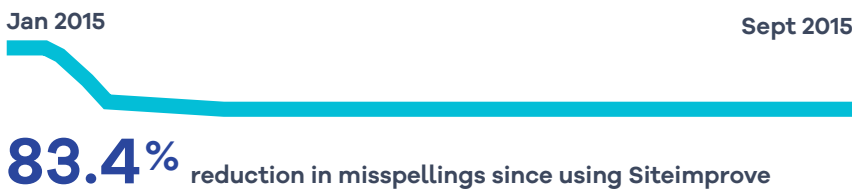
discovered that she had not removed old web pages after an update we had done. We were able to remove the old content and clean up the site.

Also, the reports that I receive provide information about all the groups that I have set up. I am able to monitor the sites and determine which areas need follow-up. When I see the same group name with the same number of errors after each scan, then I know I need to contact that person and offer some assistance.

Broken Links



Misspellings



How do you use the policy feature in the Content Suite?

I really like the policy feature. We have used that a couple of times to locate content that needs to be removed or updated. For example, the name of our automated calling system changed. I created a content policy to locate any uses of the old name. Then I contacted the appropriate schools so that the information could be updated.

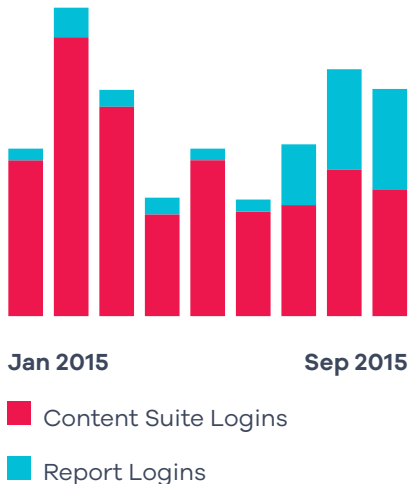
Siteimprove's "Policy" Feature

My Sites		
Total	4 policies	43 violations
Name URL	Policy	Violations
New Hanover County Schools http://www.nhcs.net/		4
Showing all items		
Show 20 rows per page		

How do you use reporting for your departments and schools?

I'm the only person who logs into the tool, but I set the department and school webmasters up as report recipients. They receive an email report after every scan. I check the reports and follow-up to make certain errors are being being fixed.

Usage Activity



New Hanover County School Employees consistently log in to view reports and maintain a superior digital experience for their visitors.

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.

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