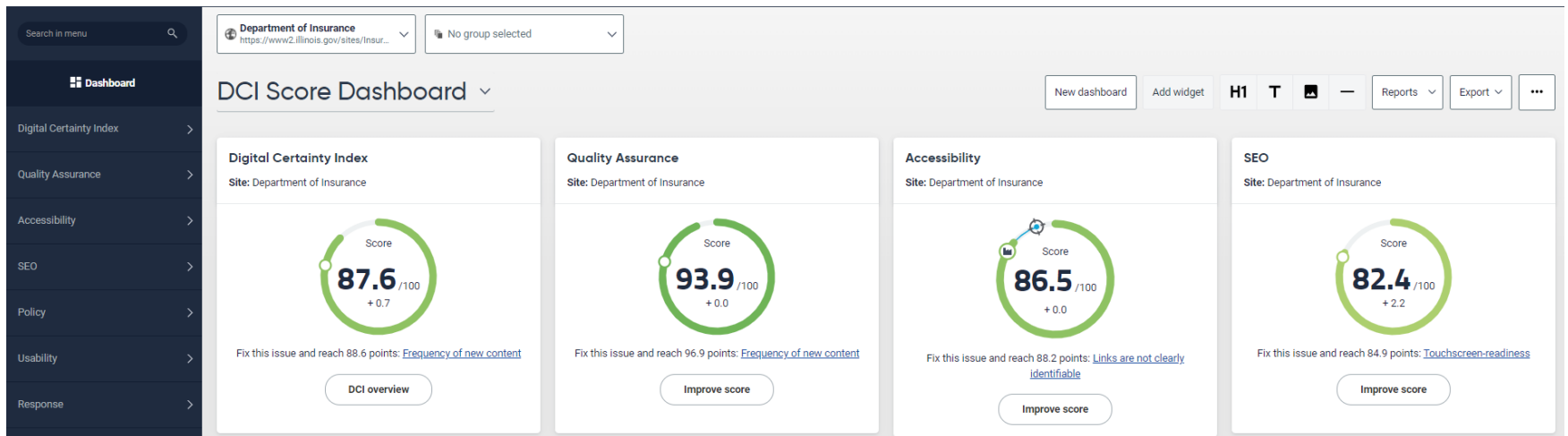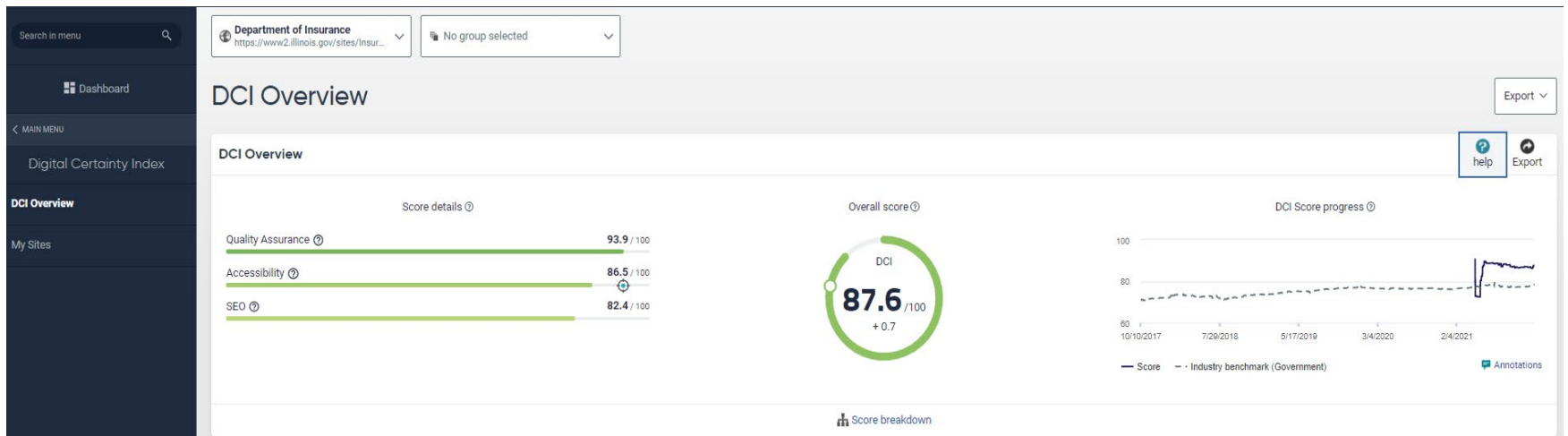# SITEIMPROVE SCORE OVERVIEW

What is SiteImprove?

SiteImprove is one of DoIT's newest tools to assist with website modernization and compliance remediation. SiteImprove performs a multitude of tests designed to help webmasters see the effectiveness of their website. It also enables the webmasters to identify and correct any accessibility compliance issues.

What is the Digital Certainty Index (DCI)?

Siteimprove's Digital Certainty Index (DCI) measures the quality and potential impact of your site's digital presence, including its accessibility and usability, its credibility and trustworthiness, and how well-poised it is to respond to SEO challenges. The final DCI Score is calculated as an overall score of points awarded in three categories: Accessibility, Quality Assurance, and SEO.
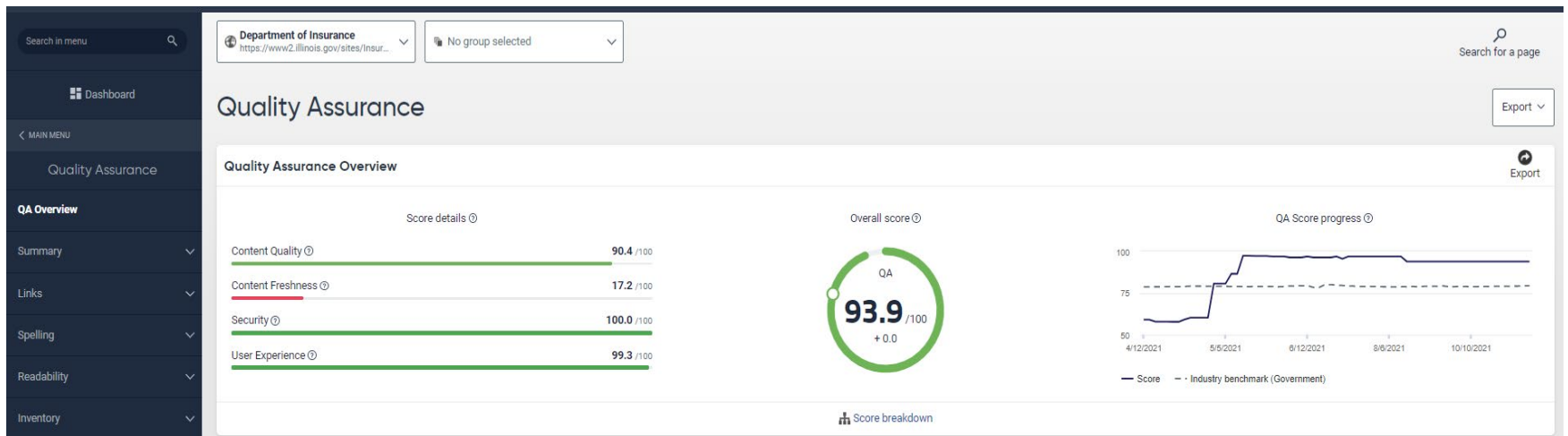
What is Quality Assurance?

The overall QA Score measures the credibility and usability of the user-facing characteristics of your website.

CONTENT QUALITY - The quality of your site's content, which affects how quickly and accurately users can comprehend it.

CONTENT FRESHNESS - How up-to-date a site's content is, which affects user retention and engagement. It also impacts a site's SEO rankings.

SECURITY - How vigilant your site has been in only linking to safe domains and in keeping users' personal information private.
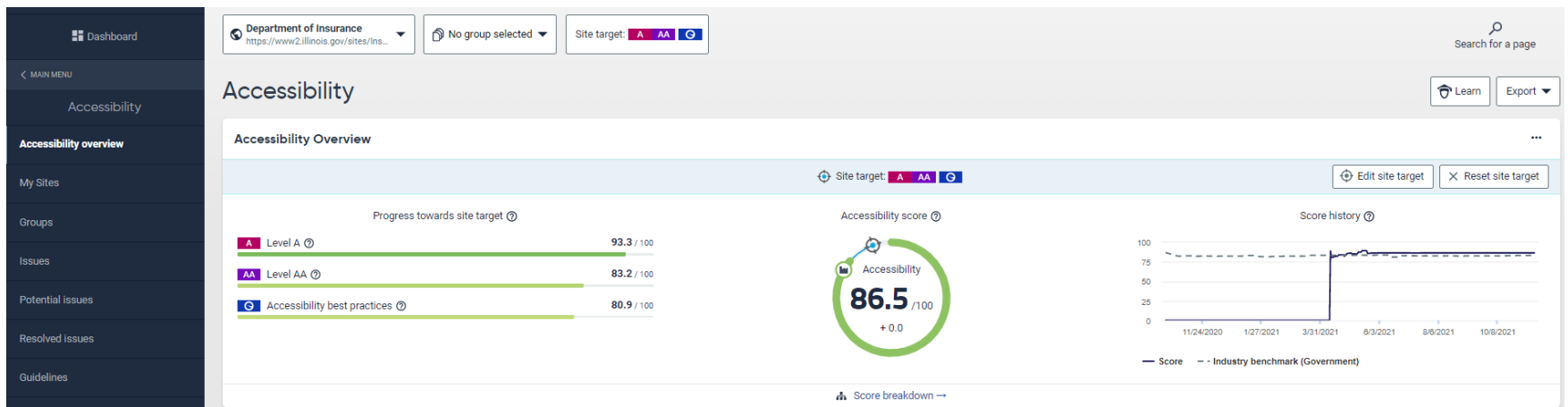
USER EXPERIENCE - How easy is it to navigate and traverse the content on the site. How easy is it to understand the site structure and layout.

What is Accessibility?

Siteimprove performs a combination of **automated** and **semi-automated** accessibility checks in reference to a selection of Web Content Accessibility Guidelines (WCAG) success criteria.

Automated testing doesn't capture everything. Manual testing is still required to accurately measure WCAG compliance for those success criteria that must be verified by human interaction. For example: whether the elements on the page are accessible by keyboard only (no mouse).
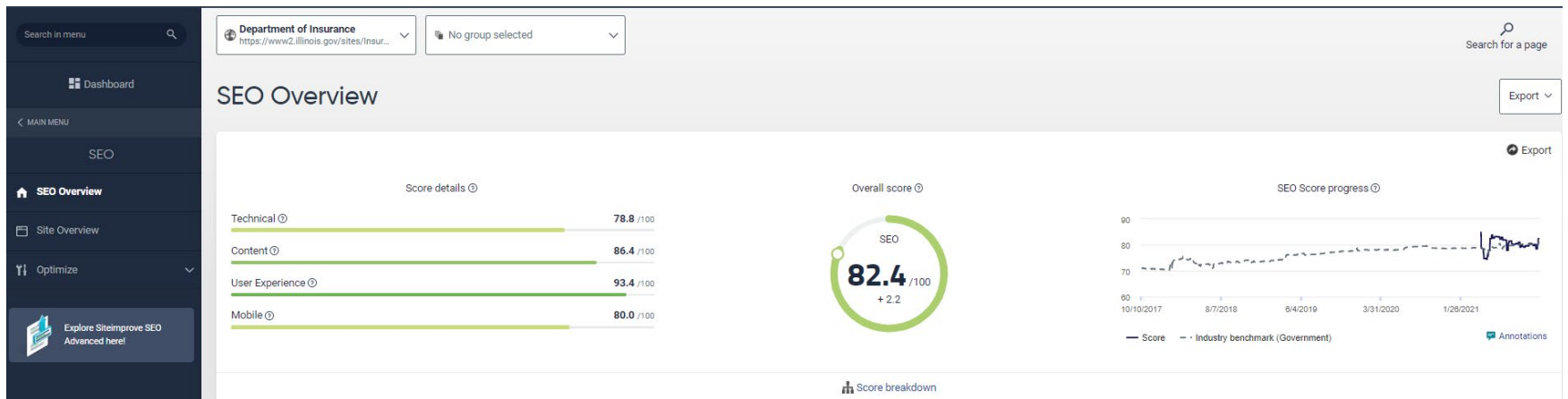
What is Search Engine Optimization (SEO)?

SEO (or search engine optimization) is the process of optimizing a website to improve rankings in search engine results. There are two main areas of SEO that encapsulate the range of tactics used to optimize websites for search:

Content Optimization - The quality of a site's visitor-facing content with respect to how it engages users, and whether meta content is optimized for search engines and users.

Technical SEO - How well the technical elements of a site enable it to be accessed, crawled, and indexed by search engine bots.
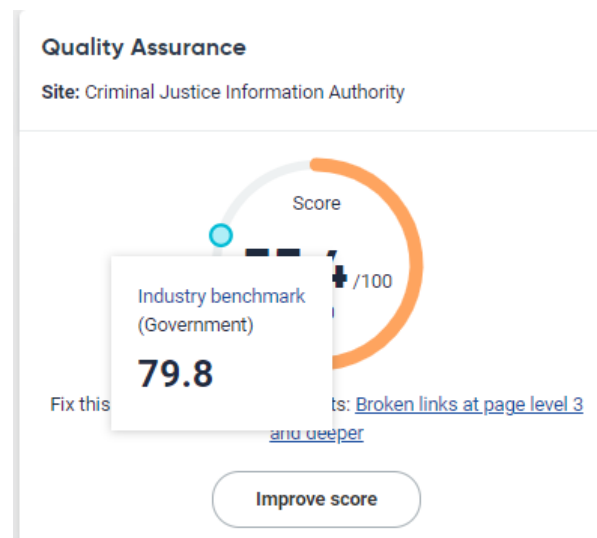

For a basic overview of SEO see https://developers.google.com/search/docs/beginner/seo-starter-guide

What Does The Benchmark Score Represent?

The industry benchmark is the average score for websites using Siteimprove in the government sector in the United States. It provides a quick and straightforward way to gauge how your website is doing in comparison to other in the same industry. Siteimprove provides the overall DCI® industry benchmark along with the industry benchmark for Quality Assurance, Accessibility and SEO. The benchmark score is recalculated constantly so it is a moving target. As agencies, and others in the government sector, improve their sites, the scores will get higher and higher. This forces a continual improvement of the website.

To view the industry benchmark score hover over the dot on the individual scores. An industry benchmark progress graph is presented on the overview pages of the individual scores.

Improve Your Score

- Correct the broken links detected under the **Quality Assurance** module
- Correct the misspellings detected under the **Quality Assurance** module
- Correct the issues detected under the **Accessibility** module
    - Page has Title and Headings
    - Headings are structured properly
    - No empty headings
    - Color contrast ratio is at least 4.5:1 or regular text, and 3:1 for large text
    - All hyperlinks on the page have unique text
        - Use alt text if a hyperlink isn't clearly identifiable
    - Alt text is appropriately used
    - Images are marked as decorative or contains alt text
        - If an image contains text, the alt text MUST be EXACTLY the same as the text in the image
        - If an image can be removed from the page without losing any purpose of the page, mark it as decorative.
    - Skip to main content link is included on every page containing the same navigation
    - Lists are structured as lists, not just hand typed to look like a list
    - Tables are structured as tables with column and row roles
- Keep content fresh and up to date