TRAINING FOR CONTENT EDITORS

LAW WEB EDITORS: T4 AND SITEIMPROVE

Improving Web Content With Siteimprove

July 30, 2025

Presented by Troy Fleischauer, Web Manager

SEATTLE UNIVERSITY

AGENDA

- Introduction to Siteimprove
- Navigating the Dashboard
- Accessibility Basics
- Meta Descriptions
- Hands-On Demo
- Call to Action
- Q&A

WHAT IS SITEIMPROVE?

- Web governance and optimization platform.
- Scans the website for:
  - Quality issues – broken links, spelling, readability.
  - Accessibility – WCAG compliance.
  - SEO – Search Engine Optimization.
  - Policies – outdated content or branding errors.
- Easy-to-use dashboards and reports.

WHY SITEIMPROVE MATTERS

IMPROVES USER EXPERIENCE – NO BROKEN LINKS OR ERRORS.

ENSURES ACCESSIBILITY COMPLIANCE – LEGAL AND ETHICAL STANDARDS.

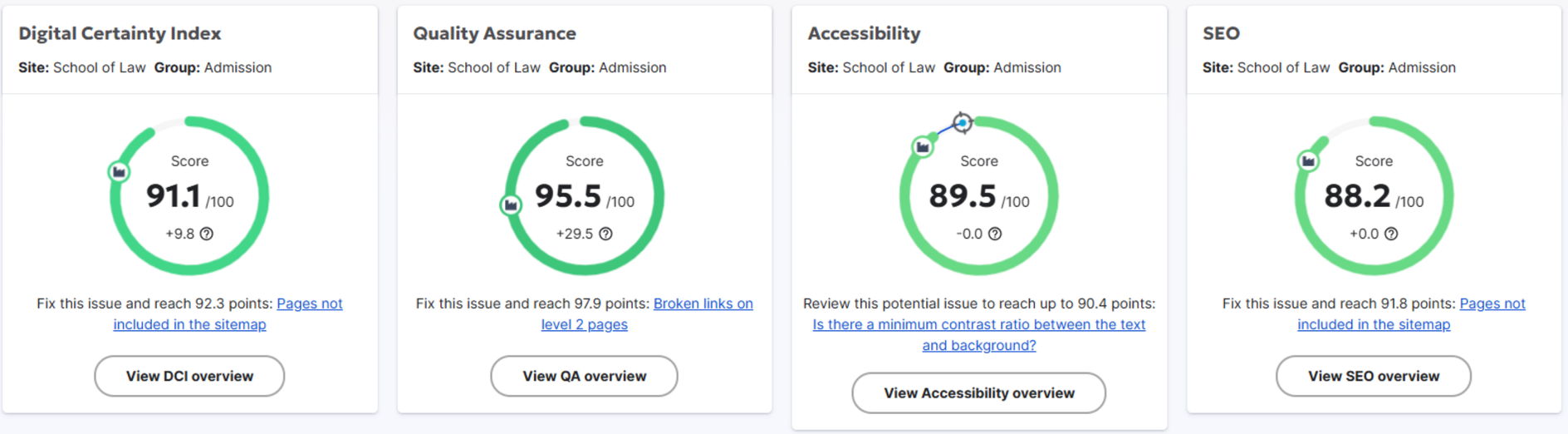
BOOSTS SEO – HIGHER VISIBILITY IN SEARCH RESULTS.

PROTECTS OUR BRAND – ENSURES CONTENT CONSISTENCY.

SAVES TIME – AUTOMATED, SITE-WIDE SCANNING.

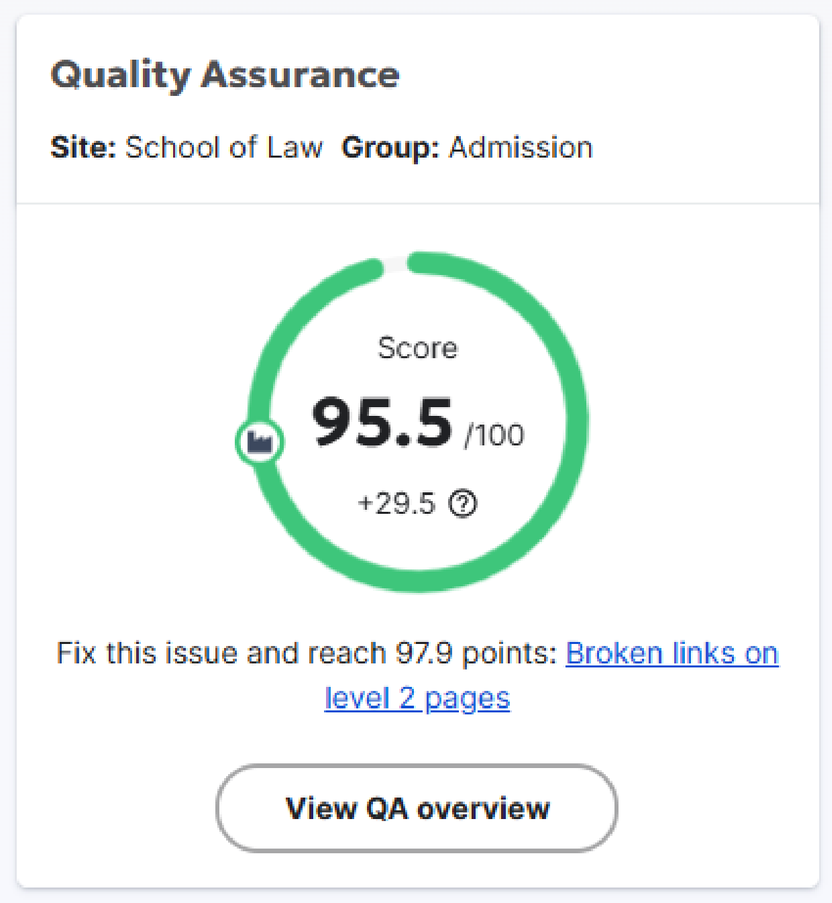
NAVIGATING THE DASHBOARD

- Key modules:
  - Quality Assurance
  - Accessibility
  - SEO
- Color-coded dashboards and scores.
- Filters to narrow down issues by page or severity.



QUALITY ASSURANCE MODULE

- Detects:
  - Broken links and misspellings.
  - Readability issues.
- Workflow:
  - Review flagged issues.
  - Fix issues Terminalfour.
  - Dismiss false positives.
  - Leave a comment if dismissed forever



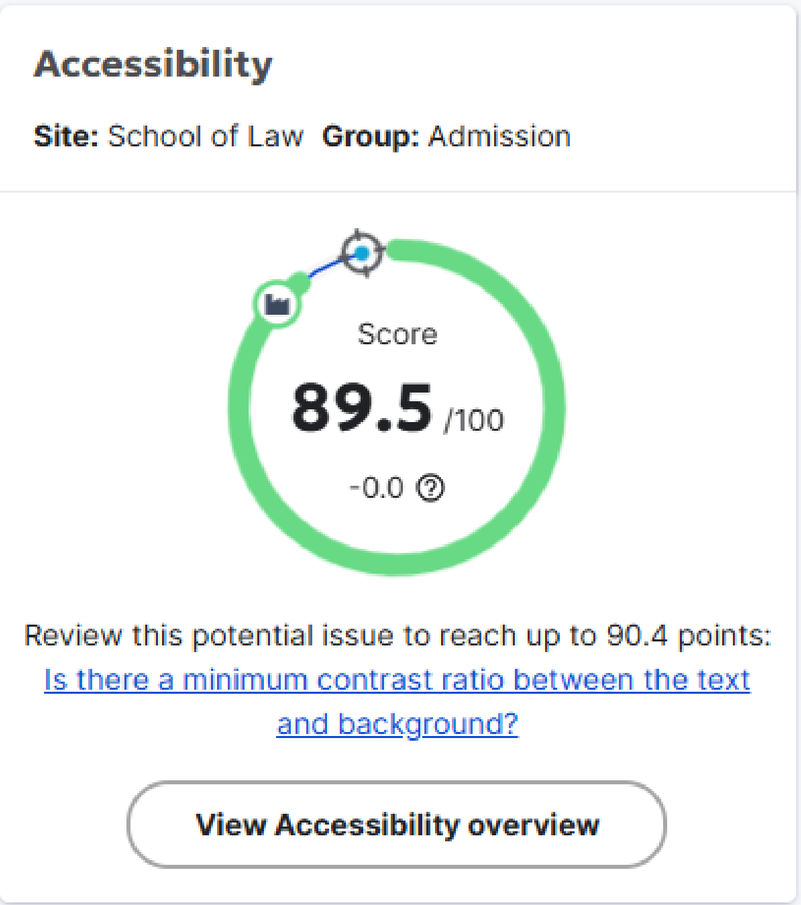
SITEIMPROVE

WITH A LITTLE SLEUTHING, YOU CAN MAKE DIFFERENCE.

There are plenty of issues to choose from. Have fun!

ACCESSIBILITY BASICS

- Why accessibility matters: WCAG 2.1 compliance.
- Common issues:
  - Missing alt text
  - Unclear link text
  - Broken links
  - Headline hierarchy
- Siteimprove's accessibility score and filters



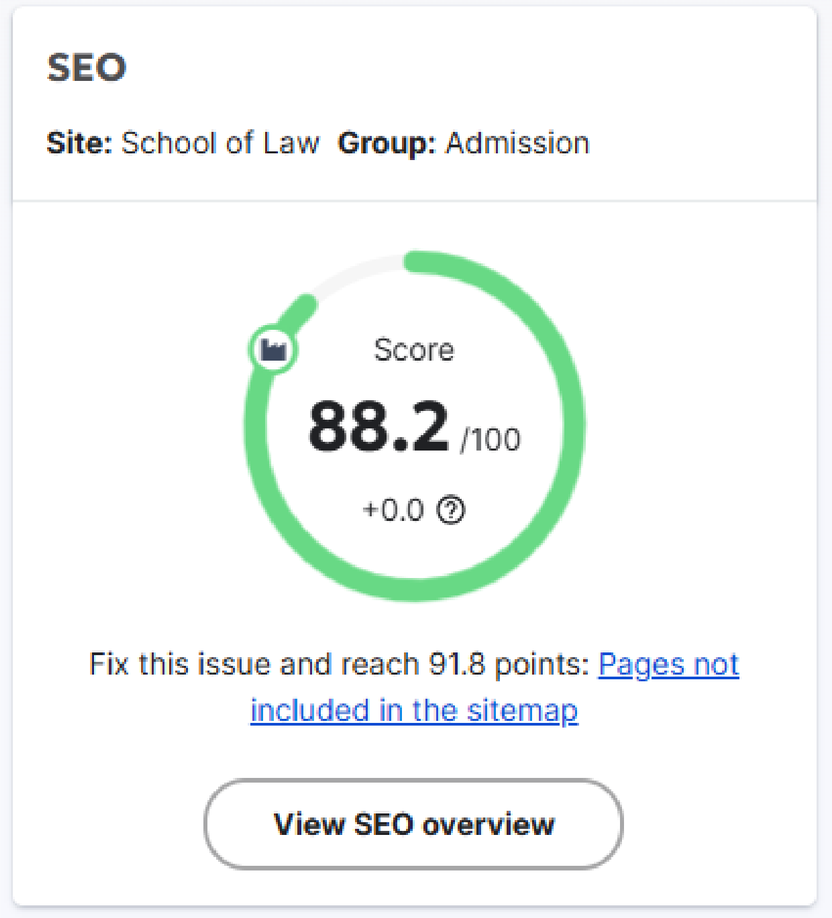
HEADLINE HIERARCHY

Heading	Function	Book Analogy
H1*	Title of webpage	Title of Book
H2	Subheadings of H1	Chapters of book
H3	Subheadings of H2s	Sub-chapters of chapters
H4, H5, H6	Sub-headings of subheadings	Sub-chapters of sub-chapters

*There is only one H1 heading per page.

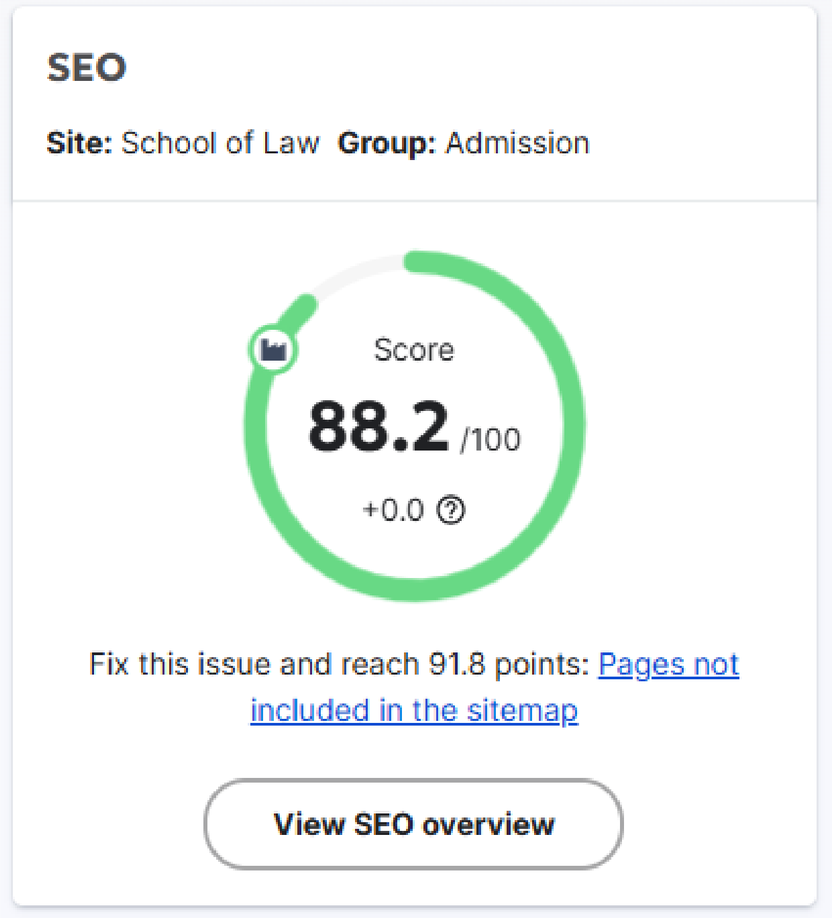
SEO INSIGHTS

- Helps improve page rankings.
- Recommendations for:
  - Meta titles and descriptions.
  - Headings and keywords.
  - Page performance.
- SEO score overview.

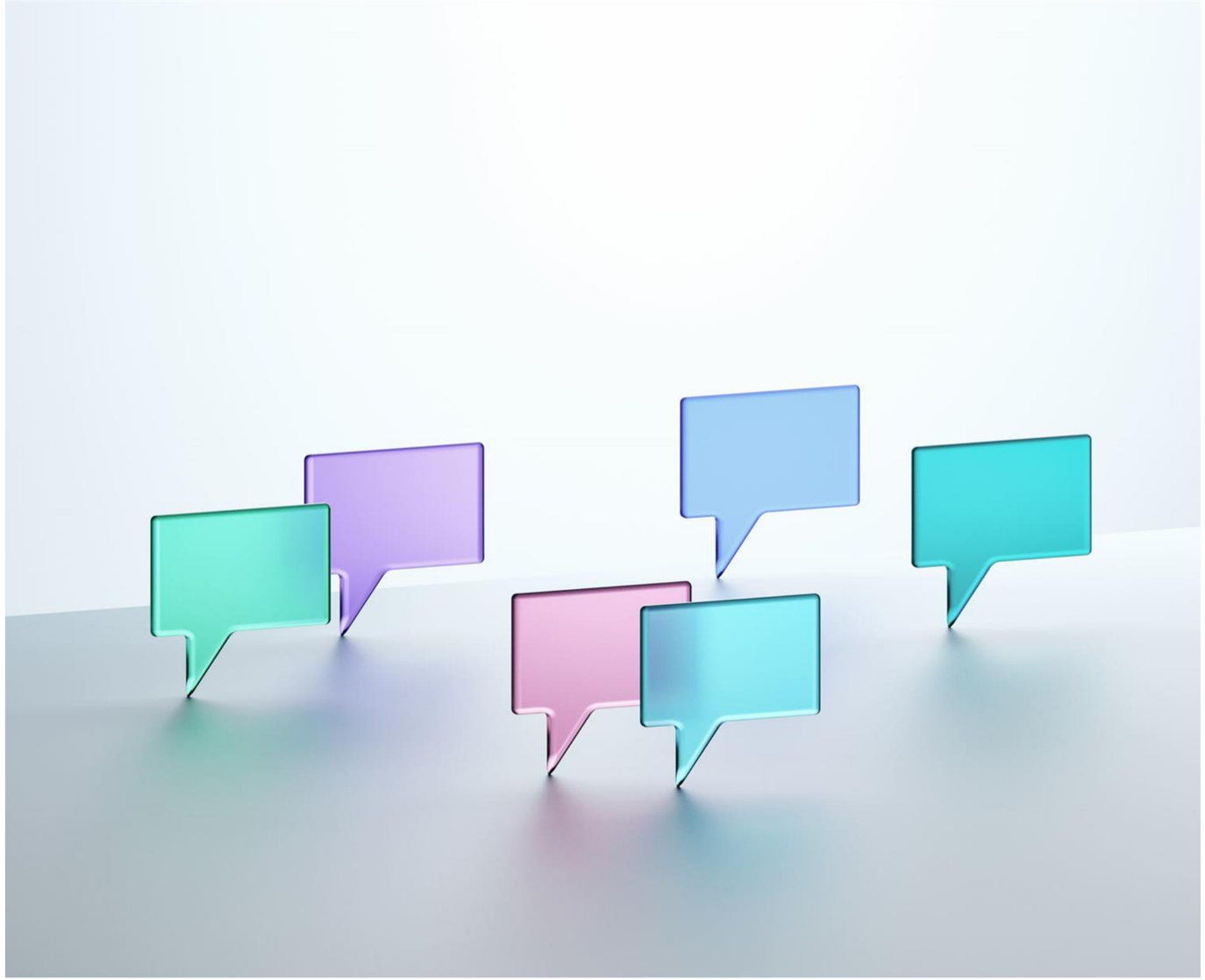


SEO INSIGHTS

- Improves user experience – No broken links or errors.
- Ensures accessibility compliance – Legal and ethical standards.
- Boosts SEO – Higher visibility in search results.
- Protects our brand – Ensures content consistency.
- Saves time – Automated, site-wide scanning.

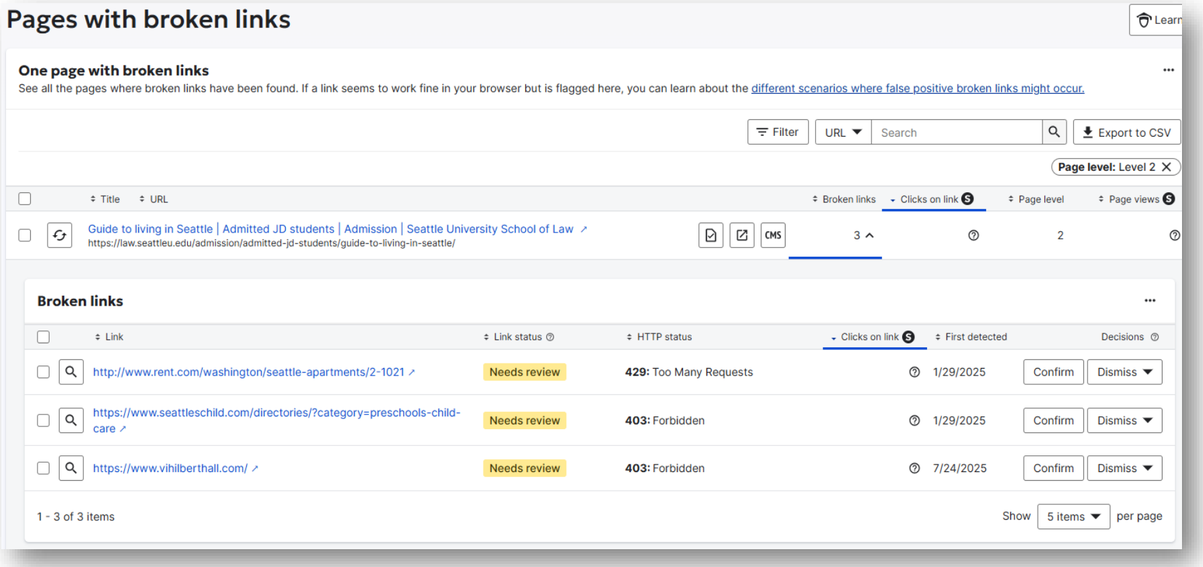


COMMENTS, QUESTIONS, AND DISCUSSION



HANDS-ON DEMO & NEXT STEPS

- Demo: Checking a page for QA, accessibility, and SEO.
- Your next steps:
  - Review Siteimprove regularly.
  - Fix errors before publishing.
  - Reach out to the web team for support.

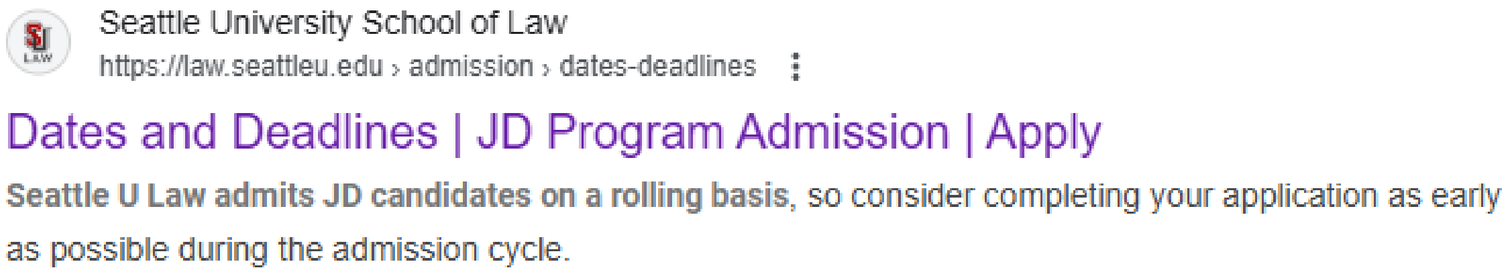


META DESCRIPTIONS

A good meta description facilitates more clicks and better search rankings

WHAT IS A META DESCRIPTION?

- A meta description is an HTML attribute that provides a brief summary of a web page's content. It typically appears in search engine results below the page title, helping users decide whether to click the link. A well-crafted meta description can improve click-through rates by being informative and engaging.
- A meta description is generally around 150-160 characters in length that is concise, descriptive, and utilizes keywords. 150-160 characters ensures that the full description displays in search results.
- Google doesn't always use your provided meta description because it tries to display the most relevant snippet based on the user's search query.
- To increase the chances that Google will use your meta description, ensure your description is unique for that page and aligns with the content on the page.



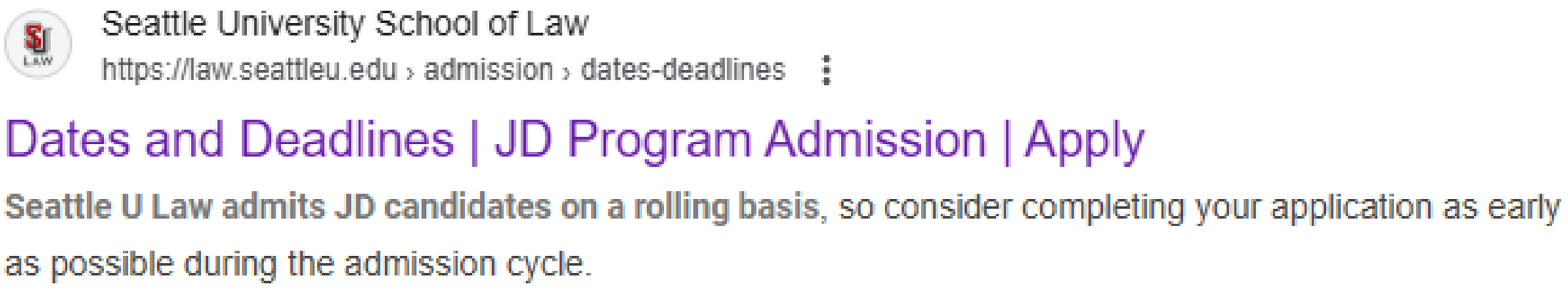
META DESCRIPTIONS

WHAT HAPPENS WITHOUT A META DESCRIPTION?

In the example below, Google used a text snippet for the meta description using text it found on the page.

We can be intentional and specific about how we present our pages by offering our own meta descriptions.

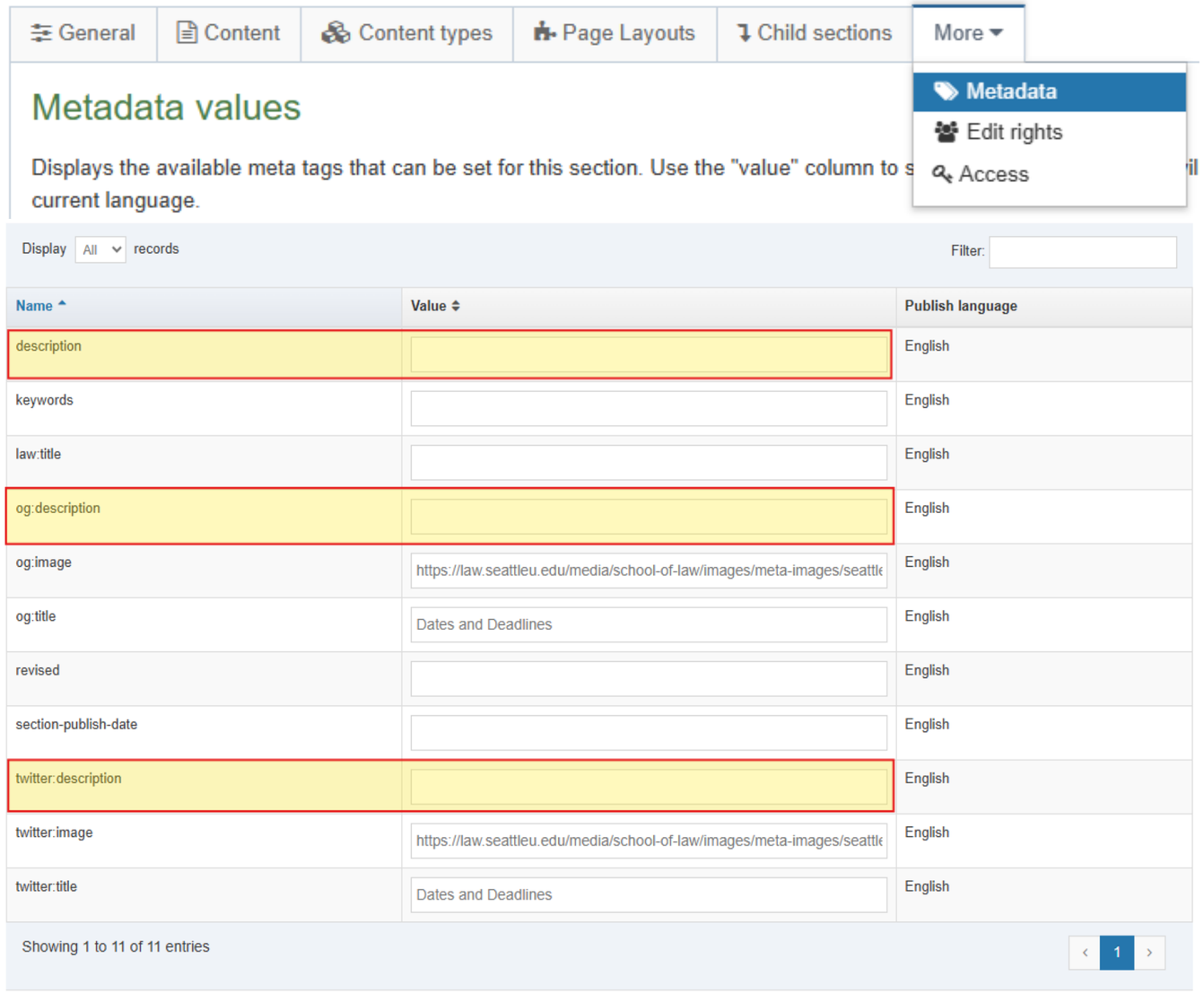
Providing meta descriptions, and other meta data, strengthens the credibility of our website to search engines — providing better rankings.



META DESCRIPTIONS

HOW DO I ADD A META DESCRIPTION?

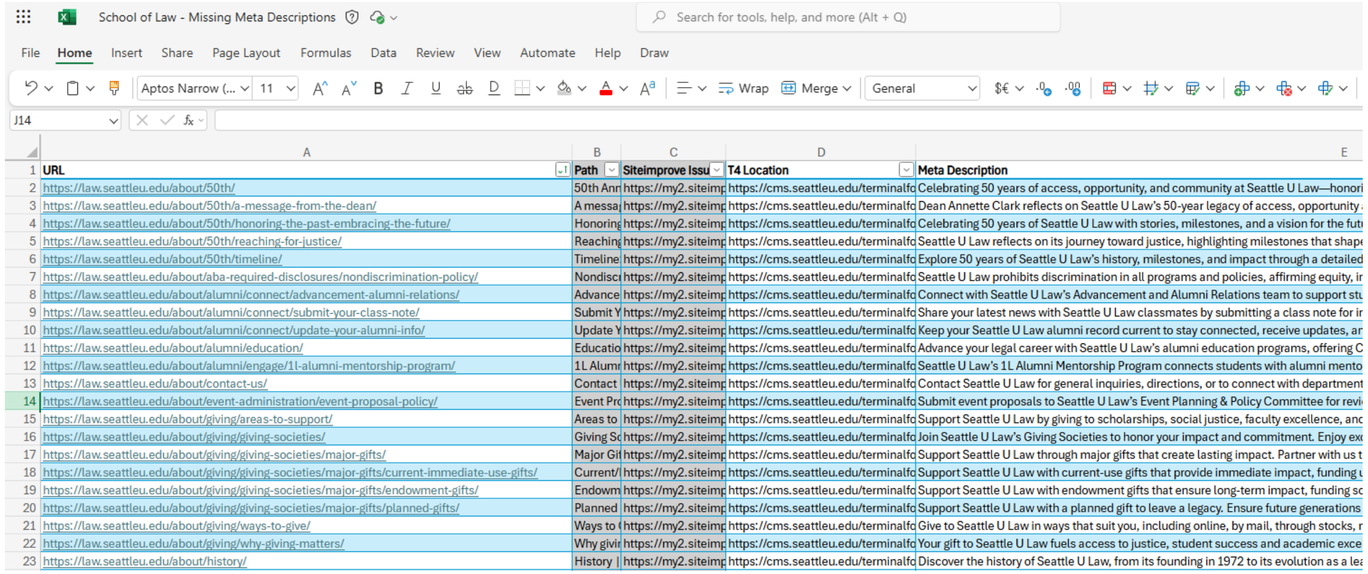
1. Under the More tab, select Metadata
2. Add meta description to the Value column in the following fields:
   - Description
   - Og: description
   - Twitter: description
3. Add Titles if needed



META DESCRIPTIONS

GETTING STARTED

1. Review the meta description in the [Missing Meta Descriptions]() spreadsheet.
2. If the meta description is accurate and polished, paste into the CMS.
   - Save and mark the column in green to indicate the description has been added.
3. If the meta description is inaccurate or needs work, update the language. Review with your supervisor if needed.



	A	B	C	D	E
1	URL	Path	Siteimprove Issu	T4 Location	Meta Description
2	https://law.seattleu.edu/about/50th/	50th Ann	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Celebrating 50 years of access, opportunity, and community at Seattle U Law—honori
3	https://law.seattleu.edu/about/50th/a-message-from-the-dean/	A messa	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Dean Annette Clark reflects on Seattle U Law's 50-year legacy of access, opportunity
4	https://law.seattleu.edu/about/50th/honoring-the-past-embracing-the-future/	Honoring	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Celebrating 50 years of Seattle U Law with stories, milestones, and a vision for the futu
5	https://law.seattleu.edu/about/50th/reaching-for-justice/	Reaching	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Seattle U Law reflects on its journey toward justice, highlighting milestones that shape
6	https://law.seattleu.edu/about/50th/timeline/	Timeline	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Explore 50 years of Seattle U Law's history, milestones, and impact through a detailed
7	https://law.seattleu.edu/about/aba-required-disclosures/nondiscrimination-policy/	Nondisc	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Seattle U Law prohibits discrimination in all programs and policies, affirming equity, ir
8	https://law.seattleu.edu/about/alumni/connect/advancement-alumni-relations/	Advance	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Connect with Seattle U Law's Advancement and Alumni Relations team to support stu
9	https://law.seattleu.edu/about/alumni/connect/submit-your-class-note/	Submit Y	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Share your latest news with Seattle U Law classmates by submitting a class note for ir
10	https://law.seattleu.edu/about/alumni/connect/update-your-alumni-info/	Update Y	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Keep your Seattle U Law alumni record current to stay connected, receive updates, ar
11	https://law.seattleu.edu/about/alumni/education/	Educatio	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Advance your legal career with Seattle U Law's alumni education programs, offering C
12	https://law.seattleu.edu/about/alumni/engage/1l-alumni-mentorship-program/	1L Alum	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Seattle U Law's 1L Alumni Mentorship Program connects students with alumni mento
13	https://law.seattleu.edu/about/contact-us/	Contact	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Contact Seattle U Law for general inquiries, directions, or to connect with department
14	https://law.seattleu.edu/about/event-administration/event-proposal-policy/	Event Pr	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Submit event proposals to Seattle U Law's Event Planning & Policy Committee for revi
15	https://law.seattleu.edu/about/giving/areas-to-support/	Areas to	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Support Seattle U Law by giving to scholarships, social justice, faculty excellence, anc
16	https://law.seattleu.edu/about/giving/giving-societies/	Giving Sc	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Join Seattle U Law's Giving Societies to honor your impact and commitment. Enjoy exc
17	https://law.seattleu.edu/about/giving/giving-societies/major-gifts/	Major Gif	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Support Seattle U Law through major gifts that create lasting impact. Partner with us t
18	https://law.seattleu.edu/about/giving/giving-societies/major-gifts/current-immediate-use-gifts/	Current/	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Support Seattle U Law with current-use gifts that provide immediate impact, funding
19	https://law.seattleu.edu/about/giving/giving-societies/major-gifts/endowment-gifts/	Endowm	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Support Seattle U Law with endowment gifts that ensure long-term impact, funding sc
20	https://law.seattleu.edu/about/giving/giving-societies/major-gifts/planned-gifts/	Planned	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Support Seattle U Law with a planned gift to leave a legacy. Ensure future generations
21	https://law.seattleu.edu/about/giving/ways-to-give/	Ways to	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Give to Seattle U Law in ways that suit you, including online, by mail, through stocks, r
22	https://law.seattleu.edu/about/giving/why-giving-matters/	Why givi	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Your gift to Seattle U Law fuels access to justice, student success and academic exce
23	https://law.seattleu.edu/about/history/	History	https://my2.siteimp	https://cms.seattleu.edu/terminalfo	Discover the history of Seattle U Law, from its founding in 1972 to its evolution as a lea

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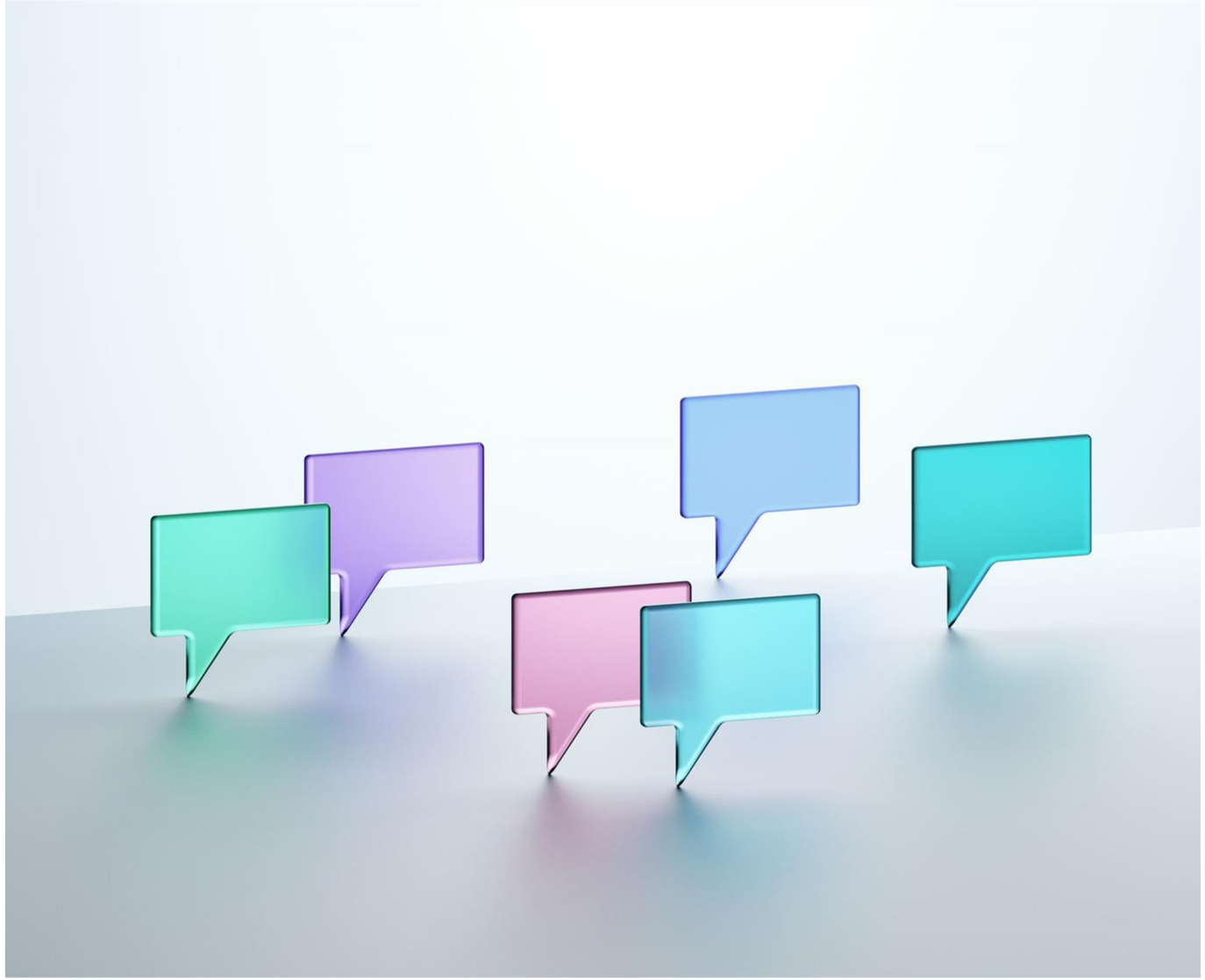
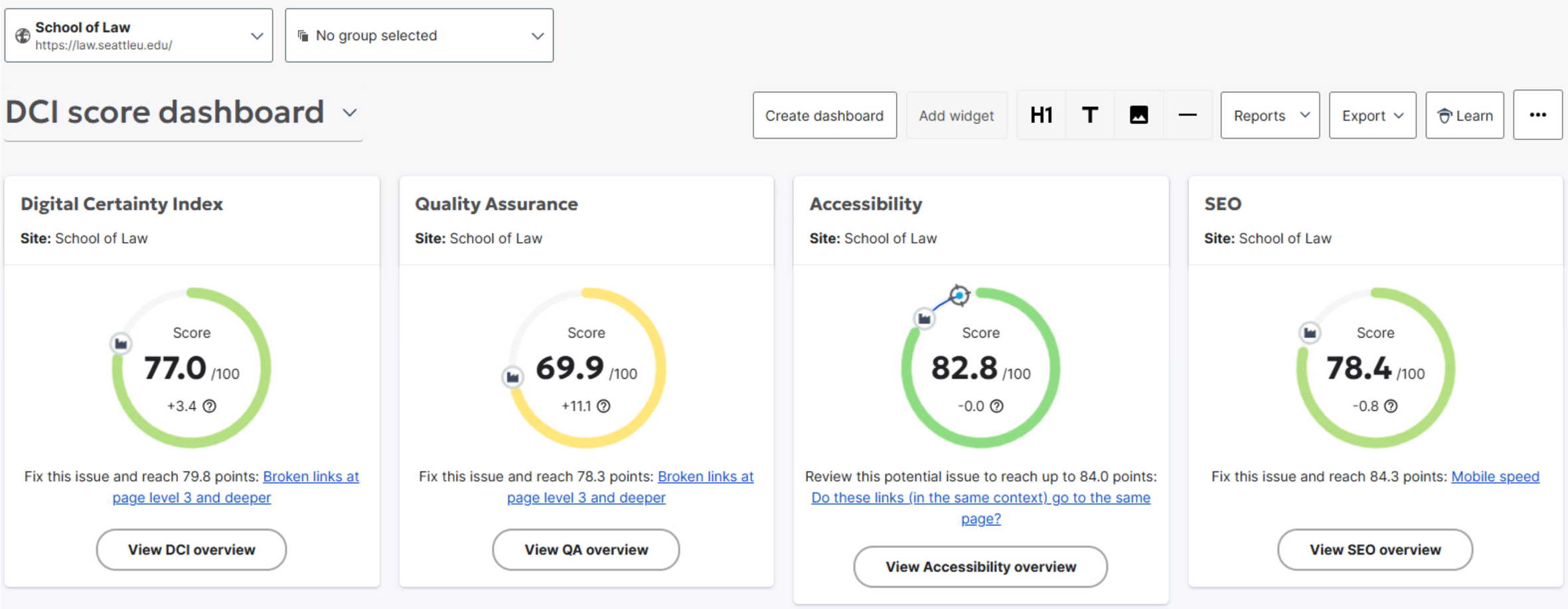


Today's Statistics – July 30, 2025

Let's improve our statistics weekly. A little at a time can make a huge impact over the course of a month/quarter.



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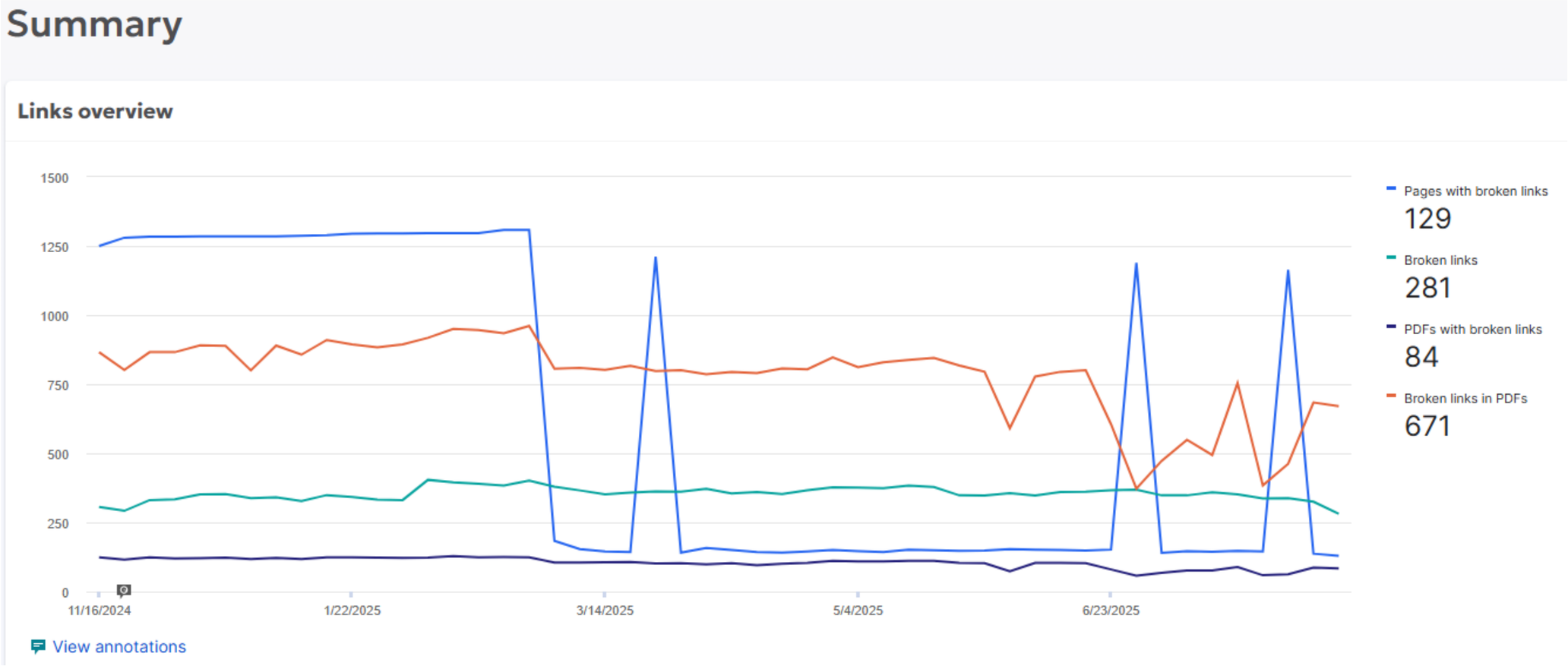
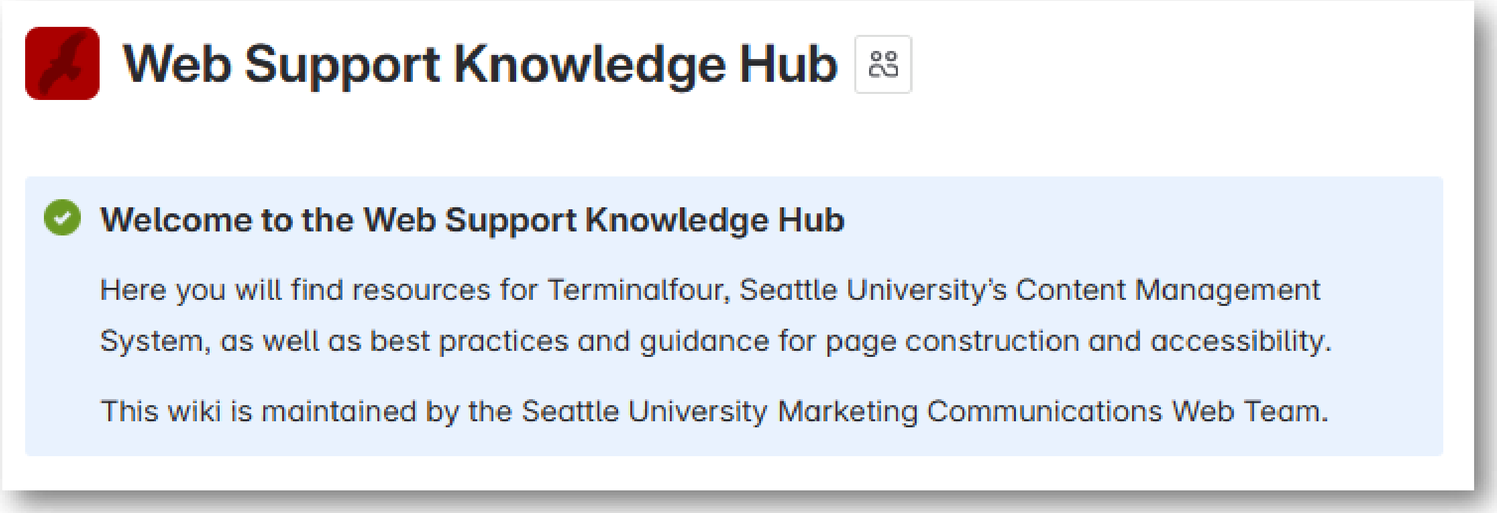


RESOURCES

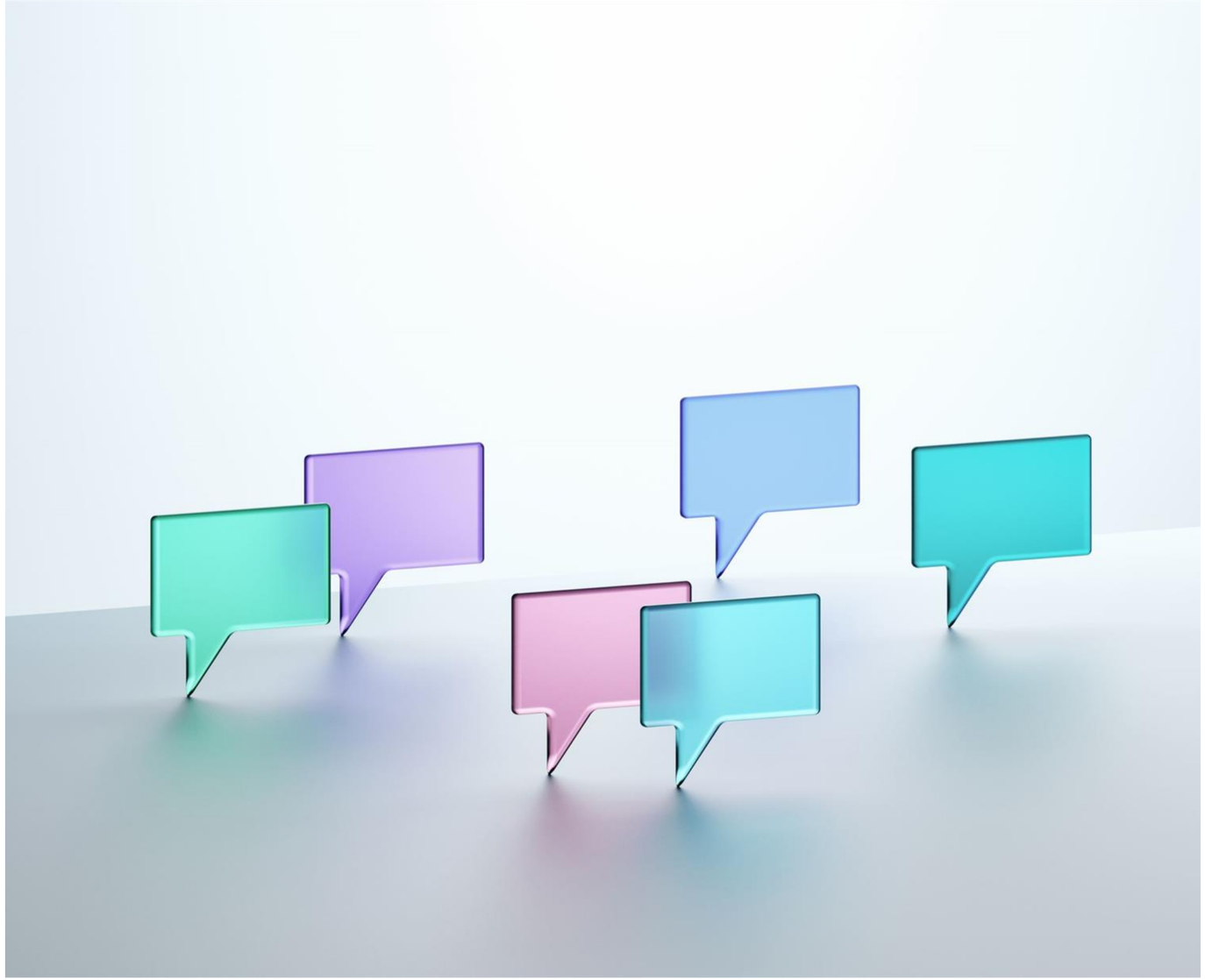
- Siteimprove Sign In
- Training Videos
- Web Support Knowledge Hub
  - Who Are the Law Content Editors? Law Content Editors
  - What times does the hourly publish cycle run? Terminalfour Auto-Publish Cycles



CALLS TO ACTION

1. Check your section weekly, focus on:
   - Fixing broken links
   - Improving PDF files
2. Add Meta Descriptions
3. Complete Web Accessibility Training by September 30, 2025
   - Web Accessibility Training Request

COMMENTS, QUESTIONS, AND DISCUSSION



THANK YOU

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