



OVS.NY.GOV WEBSITE REVIEW WITH WEBNY AND DIGITAL

Website Launch Date: September 26, 2022



AGENDA

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- Analytics, SiteImprove, Website Access, Communication, Distribution Lists
- Google Analytics Statistics
- SiteImprove Reports
- On-Going Agency Website Monitoring
- Content Strategy & Design Review
- Website Security: User access and on-off boarding protocols



USER ACCESS

USER ACCESS TO ALL TOOLS

Website Access	SiteImprove	Google Analytics	Distribution List
Nsalley	Blake.Kush@ovs.ny.gov	nysovs@gmail.com	Blake.Kush@ovs.ny.gov
rmandi	Katie.Egglefield@ovs.ny.gov	Katie.Egglefield@ovs.ny.gov	Katie.Egglefield@ovs.ny.gov
mdevenpeck	Tana.Orologio@ovs.ny.gov	Janine.Kava@dcjs.ny.gov	margaret.devenpeck@ovs.ny.gov
kegglefield		digitalteam@milleraa.com	<u>Riteesh.Mandi@ovs.ny.gov</u>
bkush			<u>Nakeia.Salley@ovs.ny.gov</u>



GA4

- User - A person who interacts with a site whose activities you measure with Google Analytics.
- Event - A specific interaction or occurrence on your website. Examples: when someone loads a page or clicks a link.
- Sessions - A group of user interactions that initiates when a user views a page or screen and no session is currently active that times out after 30 minutes of user inactivity.
- Engagement – User interaction with the website.
- Engaged sessions – A session that lasts longer than 10 seconds or has at least 2 pageviews or screenviews.
- Engagement Rate – The percentage of engaged sessions; the inverse of bounce rate.



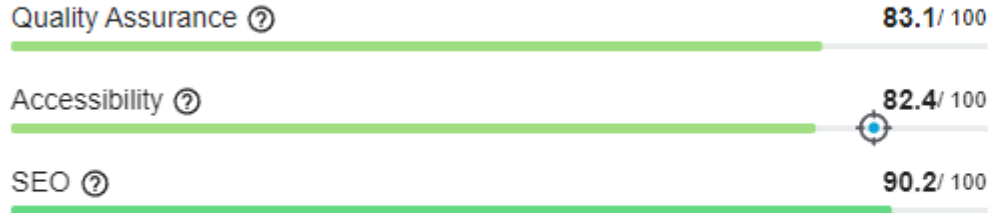
SITEIMPROVE

- Quality Assurance (Broken Links, Misspellings, etc.)
- Accessibility
- Reports – Weekly
- Training – Live Webex vs Recording

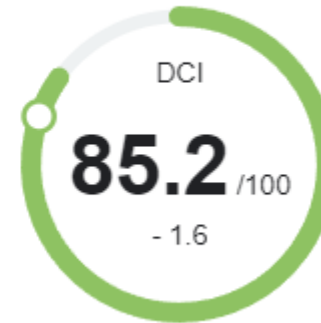
CURRENT SITE STANDING

Data pulled on: 10/10/2024

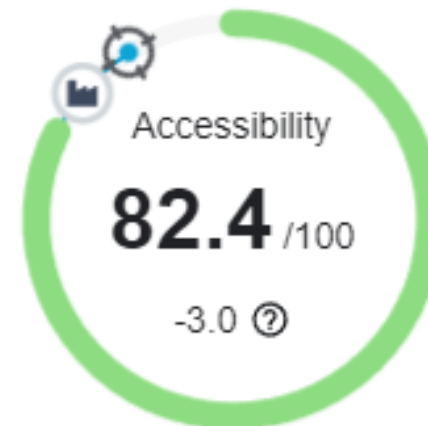
Score details



Overall score



Accessibility score



Site target score






- Broken links: 13
- Broken links in PDF's: 71
- Misspellings: TBD
- Words to Review: TBD



ACCESSIBILITY

RECOMMENDED CONTENT EDITOR REMEDIATION

Siteimprove's Accessibility scan identified the following WCAG Level A issue that can be fixed by a content editor.

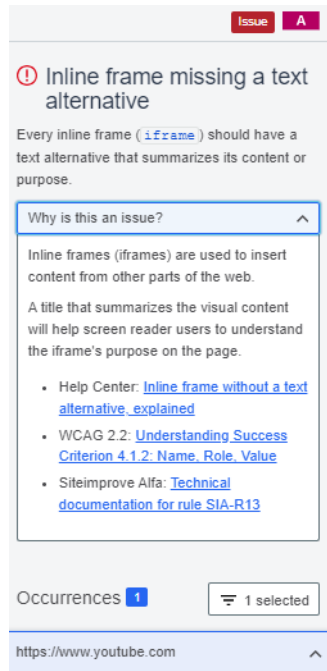
Issues	Conformance	Success criteria	Abilities affected	Occurrences	Pages	Points you can gain
 Inline frame missing a text alternative →	A	4.1.2: Name, Role, Value	 Vision	1	1 	1.55 points

Thank you for your continued efforts to maintain accessible content for your NYS website's visitors.

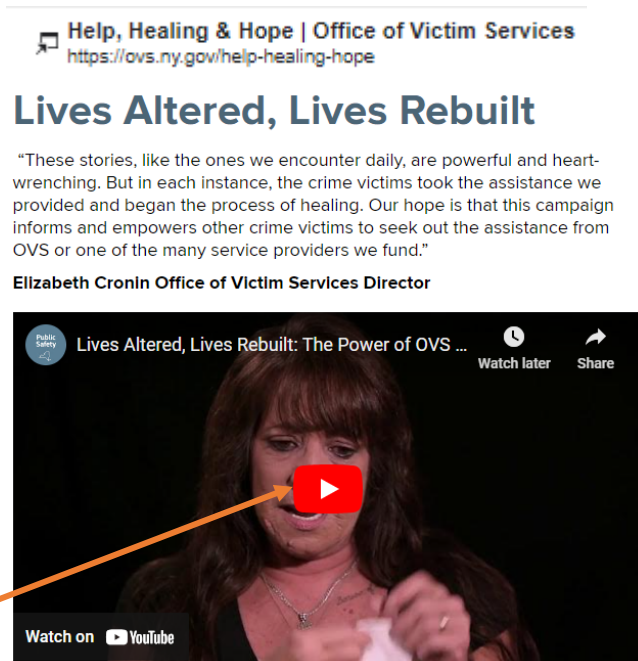
RECOMMENDED CONTENT EDITOR REMEDIATION

🔗 Issue #1: Inline Frame missing a text alternative

- Every inline frame (iframe) should have a text alternative that summarizes its content or purpose. A title that summarizes the visual content will help screen reader users to understand the iframe's purpose on the page.



The screenshot shows a notification box with a red exclamation mark icon. The title is "Inline frame missing a text alternative". Below the title, it explains that every inline frame should have a text alternative summarizing its content or purpose. A search bar contains the text "Why is this an issue?". Below the search bar, there is a list of links: "Help Center: [Inline frame without a text alternative explained](#)", "WCAG 2.2: [Understanding Success Criterion 4.1.2: Name, Role, Value](#)", and "Siteimprove Alfa: [Technical documentation for rule SIA-R13](#)". At the bottom, it shows "Occurrences 1" and "1 selected". The URL "https://www.youtube.com" is visible at the bottom of the notification.



The screenshot shows a webpage titled "Help, Healing & Hope | Office of Victim Services" with the URL "https://ovs.ny.gov/help-healing-hope". The main heading is "Lives Altered, Lives Rebuilt". Below the heading, there is a quote: "These stories, like the ones we encounter daily, are powerful and heart-wrenching. But in each instance, the crime victims took the assistance we provided and began the process of healing. Our hope is that this campaign informs and empowers other crime victims to seek out the assistance from OVS or one of the many service providers we fund." Below the quote, it says "Elizabeth Cronin Office of Victim Services Director". At the bottom, there is a video player with a red play button icon. An orange arrow points from the video player to the notification box in the previous image.

The issue can be corrected by adding a title and description that conveys the content and purpose to the video frame.



DIGITAL

CONTENT STRATEGY & DESIGN: OFFICE OF VICTIM SERVICES

General Observations

- Colons and semi-colon separated lists are pretty common throughout the site. People scan copy more than they read every word. Generally speaking, if a sentence is complicated enough to warrant that, it's better on the web to add a bulleted list for each item or break long sentences into smaller ones. Examples:
 - Three main points for [Help page](#)
 - List of [crime-related expenses](#)
 - [Compensation](#)
 - [Information for victims of crime](#)
- The majority (+70%) of users are visiting on mobile devices. Keep their needs in mind. Make it easier for them to get in touch. To make numbers interactive, select the number in your WYSIWYG editor, click the option to add a hyperlink, and where you'd normally put a URL, add **tel:** and the phone number. Helpline would look like *tel:1-800-247-8035*
- The most recent Universal Navigation update includes a dedicated space for a Call to Action link. At the moment, that directs users to register to vote, which makes the [link in your footer](#) redundant.

Homepage

- Do a weekly content check to remove [past events](#).
- Only keep news announcements that are from the past six months.

CONTENT STRATEGY & DESIGN: OFFICE OF VICTIM SERVICES

Victim Compensation

- Link text should be descriptive (so a user knows where they'll be taken if they click) and unique (don't use the same words to take people to different places).
 - Instead of "[this link](#)" use "create a personal account."
 - Instead of "[this link](#)" use "submit an application."
 - Instead of "[this link](#)" use "log in to the portal".
- Don't use Header tags for style. They structure content and should be applied in a cascading fashion with H1 as the most important, then H2, H3, etc. in descending order.
 - Information for Survivors is H2, so [Follow These Steps](#) should be H3, and each [step](#) should be H4.

Contact Us

- Make telephone numbers clickable for mobile users.
- Why does the [main contact](#) section contain less information than the [OVS Contact Info](#) frame?
- Make tables accessible.
 - Add [each location](#) as a row and designate it as a Header.
 - Designate a [Header row](#).
- Is there value in listing individuals at organizational units without ways to reach them?
- Getting a fair amount of spam in the [Contact Form](#). Recommend talking with WebNY about enabling additional protection.

CONTENT STRATEGY & DESIGN: OFFICE OF VICTIM SERVICES

Legal Information

- When possible and practicable, information should be written in plain language. Unless there is a compelling interest in using specific terms [like subrogation](#), we recommend summarizing these details so that a regular person can understand.

Help FAQ

- Don't use H tags for style.
 - [Questions](#) are all tagged H6, but since they come after H2, they should be H3 or just bold plaintext.
- Link to a resource when you reference it.
 - [FRE Program](#)
 - [Help for Crime Victims](#)
- Check to ensure materials are up to date
 - The instructions to [apply for compensation](#) take folks to this [Claim for Compensation Application](#). In that PDF, applicants are told they can file online using the [Victim Services Portal](#). That page is live but not functional and should be unpublished. Recommend a redirect to the [instructions on how to log in](#) found on Victim Compensation.
 - Who can edit the [vsp.ovs.ny.gov](#) portal?
 - The link to the Claim Application and Instructions [on the home page](#) is broken.
 - No navigation on the [FAQ page](#).
 - The [landing page](#) users are taken to after logging out hasn't been updated since 2013.

CONTENT STRATEGY & DESIGN: OFFICE OF VICTIM SERVICES

Victim Assistance Program

- [COVID card/page](#) should come down. Pandemic is over, Cuomo is no longer Governor, and other info is out of date.
- [2022 VOCA card](#) should be reviewed. The target page sends users right back to the page they came from and the grants don't appear to be open any more.

VAP Training Center

- Don't use H tags for style. [Sub-headings](#) after H2 should be H3.
- [Learn More](#) is not a preferred call to action. To make it accessible to all users, add an ARIA label that explains where the link will take a user. In this case, that could be "Training & Technical Assistance Request Program details."

Sexual Offense Kits

- Having a landing page with direct links to resources for victims, providers, and law enforcement seems to working. Any observations since we made those changes?

News

- Might want to include [October 2 release from the Gov's office](#).

Events

- This page uses a "Filter term listing" frame. Using an "Event filter" frame instead would make it possible to show only current/future events (and might improve the sorting order).



AGENCY WEBSITE MONITORING

AGENCY WEBSITE MONITORING

- Review Analytics Often
- Review SiteImprove weekly report and as needed; take action!
- Submit ITSM tickets for assistance
- Develop on and off boarding protocols to ensure access to website editing, Google Analytics and SiteImprove are up to date
- Ensure staffing coverage through additional training and access requests
- Take notice of emails from Tracey, Liz, and Alysa

HELPFUL LINKS

Tickets:

[Change or Edit a Website](#)

[Request Website Edit Access](#)

[Enhance Existing Website](#)

[SiteImprove](#)

[Google Analytics](#)

[UAT Environment](#)

Training:

[WebNY Training Request](#)

Training provided by WebNY on ITSM System

[Client Portal](#)



CONTACTS

WEBNY AND DIGITAL CONTACTS

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Client Experience Team

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C: (518) 949-7622

- **Liz Bubie**

D: (518) 474-3430

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Routine Web Support available at WebNY Help Center
(518) 457-3300 or Email us at: webnysupport@its.ny.gov

Digital Media Service Center Website Support

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