

Sitemorse Experience

Making Compliance Achievable

“It’s so easy to find 4 minutes a day to learn about the system; spending another 10 minutes making improvements is a no-brainer!”

Someone has finally put some thought into a trial – well done!”

Welcome to the Sitemorse Experience!

You’re probably reading this as you’ve already signed up to the Sitemorse Experience – if not, don’t worry you can [sign-up here](#). All we need is your name, organisation, email address and your website.

Why an Experience and not a trial you ask?

Achieving compliance is an ongoing process – we have developed and fine-tuned our process over the last 15 years and our clients have proven that it delivers results.

We want you to experience Sitemorse and understand how our process makes compliance achievable. Only then do we feel you can make an informed decision to purchase.

Why do we do it this way?

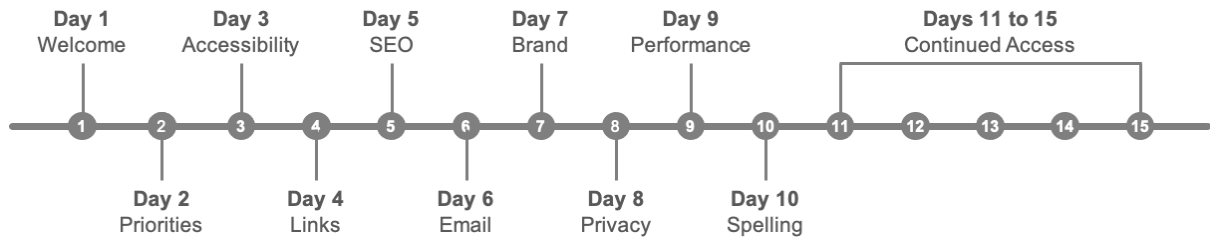
We hope by dividing the Experience into bitesize chunks ensures you get maximum return for a brief investment of time each day.

We’re tired of online services that give you a trial by throwing you in at the deep end, expecting you to navigate your way through, what can be, an overwhelming number of features. Often the only help provided is a list of videos.

Our aim is to provide sufficient information and for you to be able to put it into practice immediately to make improvements to your website – all in less than 15 minutes each day!

Introduction and training, a little bit a day.

You get access to Sitemorse and our proven improvement process. Once the experience has started, you will receive one email per day for 15 days. Each email will provide you with a link to a short video or article introducing you to a different aspect of Sitemorse.



It only takes 4 minutes!

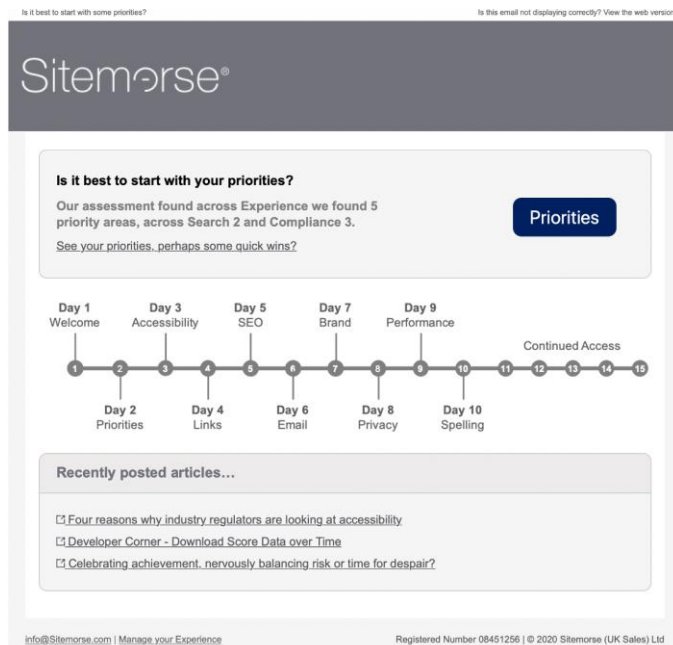
In return for providing you access to our system and our process; all we ask is for you to watch a brief daily video or read a short article. But why not assign 15 minutes and use the remaining time to make some improvements to your website?

Your daily emails

Each day you will receive an email introducing you to a new element of the Sitemorse service.

As an example, the first email will tell you all about Priorities – where to start your journey of improvement.

A video will introduce Priorities and then you will be able to see the Priorities for your website.



I'm ready to go – what next?

Shortly after signing up for the Sitemorse Experience, you will receive a Welcome Email - this will come from confidence@Sitemorse.com so remember to check your spam or junk email!

The email contains a link to your Experience Configuration Page - all we ask is that you follow this link, confirm your details and click Submit – it's a simple as that!

Sitemorse®

Hello Adam

We would like to make your experience a little more personal. Please confirm the following details for your emails:

Your country
United Kingdom

Your time zone
London (currently 17:27)

When would you like your emails?
 Morning Afternoon

Your details

Your Experience website address

Email address:
Organisation:

Finish your experience?
[End this one](#)
[Remove me](#)
[I'd like to buy](#)

Submit >

Hopefully it really is as easy as 1-2-3!

1. Receive your welcome email
2. Open the page and check the detail
3. Confirm morning or afternoon for emails / updates

We start by assessing your site. Once that has been completed you will receive the next email the following day – we start with priorities.

Day By day – what’s covered

Week one, priorities and the four key Assessment Categories.

The emails will provide a link to watch a brief video introducing the category – linking you through to the detail to the website you have setup. We show the video first to save your time, ensuring you have an understanding of what’s covered and how results are reported.

Day 2: Priorities - Priority Actions are those that will deliver the greatest improvement; addressing these is a good place to start..

Priorities page: <https://sitemorse.com/assessment-views/priorities>

Priorities video: https://youtu.be/pqxLa_XRGcc

Day 3: Accessibility - as organisations are ever more dependent on their websites, the importance of user experience and legal compliance is paramount. To ignore it may cause significant damage to your brand

Accessibility page: <https://sitemorse.com/assessment-categories/accessibility>

Accessibility video: <https://youtu.be/GEgD2L1Nrsl>

Day 4: Links - as content is changed and websites updated it is easy for links to become broken. Not only does a broken link frustrate your visitors but it suggests your organisation doesn’t take its digital landscape seriously.

Links page: <https://sitemorse.com/assessment-categories/links>

Links video: <https://youtu.be/FIQy7aSCcDs>

Day 5: SEO (Search Engine Optimisation) - Sitemorse reads the content of your pages, looking at the page as Google would, to build a picture of just how well optimized your pages are.

SEO page: <https://sitemorse.com/assessment-categories/seo>

SEO video: https://youtu.be/Pj_yIGCjO1M

Day 6: Email - your website provides engaging content and a great user experience however, email addresses that don’t work are not just frustrating, it could mean losing a potential customer.

Email page: <https://sitemorse.com/assessment-categories/email>

Email video: <https://youtu.be/6riMSPx8V74>

After Day 6 hopefully you have a good understanding of Sitemorse, and we will provide access to all of our assessment categories – the daily emails will introduce the other assessment categories and outlines further capabilities.

Day 7: Brand - organisations invest time and money developing their brand. As the number of people posting digital content increases, so does the task of ensuring adherence to the brand guidelines.

Link to the page: <https://sitemorse.com/assessment-categories/brand>

Link to the video: <https://youtu.be/zPlpTo7S7VM>

Day 8: Privacy[#] - organisations must focus on the value of trust and earn consent; more so following Data Protection Authorities (DPAs) recent clarifications of the regulation and now that enforcement has begun against a number of the 89% of websites that are non-compliant.

Link to the page: <https://sitemorse.com/assessment-categories/privacy>

Link to the video: <https://youtu.be/fGHrNuAfiBU>

Day 9: Performance - we assess the performance of your website as if we are one of your visitors, navigating the site in the way a visitor would.

Link to the page: <https://sitemorse.com/assessment-categories/performance>

Link to the video: <https://youtu.be/of4xnGMa0HM>

Day 10: Spelling* - the quality of spelling on a website reflects you. Your brand. It allows visitors to trust you. Bad spelling can put your visitors off you as a brand and an organisation.

*Spelling is for information only. We don't include spelling as it tends to be confusing and unhelpful unless set-up with a client's own custom dictionary.

Link to the page: <https://sitemorse.com/assessment-categories/spelling>

Link to the video: <https://youtu.be/5Z5SKk4BFCA>

[#]We have partnered with [Privacy and Cookies Ltd](https://rethinkingprivacy.com/) to assess websites for issues with privacy. We link to their Privacy Respect Auditor (PRA), which is the international standard for reporting impact from the use of non-consensual cookies. <https://rethinkingprivacy.com/>

Emails on Days 11 to 15 will contain a link to an article that explains more about the topic. Although these topics do not form part of the Experience, you will still be able to access your report until your Experience has ended.

Code Quality - Code Quality is essential for the operation of your site, and the consistent display of your pages across both mobile and fixed devices.

Link to the page: <https://sitemorse.com/assessment-categories/code>

Link to the video: <https://youtu.be/YkDh5mbskKI>

Search - it is important for an organisation to know what content is where in terms of what's live right now, but also in terms of history, across your entire digital landscape. This includes not just PDFs or indexed office documents, but also social media content.

Link to article:

HEARTBEAT - you need to know if your website has been hacked, is slow or is not available. The sooner you know the less the damage.

Link to article:

SOCIALQA - as an organisation, you need to apply consistency to standards and publishing across your social media posts and also have an independent record of what was sent when.

Link to article:

Inventory - quickly see an inventory of the assets such as file types, email addresses, links, pdf and office documents across your website as well as the issues with them.

Link to article:

FAQs

If the FAQs below don't address your question, then please take a look at our [support pages](#).

How can I include an additional website in my Experience?

The objective of the Sitemorse Experience is to understand how Sitemorse works. Hence it is not possible to include additional websites

I didn't want to pay, I just wanted a free report

Well our goal is to make the web a better place for all – the value of what you get depends on how much you pay... We do offer a free accessibility assessment at www.AF.Sitemorse.com (use it when you want)

What if I miss a day?

After Day 6 you have access to all parts of the Experience, so you can catch-up or revisit a topic at your leisure. All of the videos are available on our YouTube Channel – please see the

Sitemorse Experience Playlist:

<https://www.youtube.com/playlist?list=PL1QR9li7betYtZTJRxsUuSGbHDh01ccLY>

The results being shown are a from 9 days ago

if your site has been assessed in the last 30 days, we will base the Experience on the results from that assessment.

Can I change the order of the Emails?

The order of the emails has been carefully chosen based on our experience over the last 15 years working with clients to improve their websites. We do however, continually analyse the Experience and will consider changes based on feedback and usage.

Can I change the website?

If you want to change the website that is being assessed, head over to your Sitemorse Experience Configuration Page and click **remove me**. Then you can sign up again.

How do I stop the emails / cancel the Experience?

You can't stop the emails without stopping the Experience. To cancel the Sitemorse Experience you'll need to visit your Sitemorse Experience Configuration Page – the link is in every email.