Sitemorse®
digital confidence

University of Sunderland

Client View

"Sitemorse should help us provide a **professional, optimised website** to our circa 2 million visitors per annum."

Introduction

The University of Sunderland has nearly 20,000 students, spread over campuses in the north-east of England, in London and in Hong Kong. Sunderland is committed to being a global establishment, running partnerships with institutions in 15 countries and with over 40% of its student body being made up of international students.

Issue

The University of Sunderland's key digital challenge is to monitor, manage and maintain a substantial and ever-evolving content library that receives millions of visitors a year. Furthermore, with a wide range of stakeholders, and numerous contributors, it is crucial to ensure that consistently high standards are maintained across the site.

The University of Sunderland's Digital Content Manager, explained the issue. *"The University of Sunderland's site is a vast, content-led domain and therefore requires careful management to maintain it, in addition to keeping content fresh, engaging and dynamic through continuous monitoring, analytics and research."*

"We need to make sure that, with limited resource, each bit of content – whether text, video or photography – meets the high standards that represent the institution…There are many owners of content within the university so it is paramount that governance processes are in place and each owner is committed to maintaining their area of the site."

Service & Benefits of using Sitemorse

With a substantial userbase and a complex, large-scale site, the University of Sunderland was seeking a complete Digital Governance solution – and found that Sitemorse matched their requirements.

"Sitemorse should act as a regular checkpoint to help us govern the website, flagging any issues so that they can be resolved quickly and efficiently and minimising the impact to the customer and audience… Sitemorse should help us provide a professional, optimised website to our circa 2 million visitors per annum."

By optimising the site, enhancing accessibility and ensuring that consistently high standards are maintained, Sitemorse can help the university with its core digital objective of attracting individuals heading for higher education.

"Our key priority is to use the website to recruit new students… Governed, searchable, optimised website content is one of the best ways of doing this. Sitemorse will keep us right in terms of managing the website to be the best it can be."

The university is now putting Sitemorse at the centre of its content creation processes, ensuring that contributors are aligned and following best practice.

"Our current priorities in relation to digital governance are signing off our new style guide for all owners of the website to implement and use, establishing core processes for updating content and ensuring that Sitemorse is used to its full capacity."

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How has Sitemorse fitted in and helped the University of Sunderland further improve?

One of the key indicators of success in Digital Governance is the Sitemorse INDEX score, and by following Sitemorse's recommendations, digital managers can dramatically enhance their delivery – as seen at the University of Sunderland.

"The university went from a position of 300+ in Sitemorse rankings to number 5 at our peak! This was due to a mass rationalisation and rewrite of website content and we were able to measure the improvement via Sitemorse."

"The best feature of Sitemorse for me is the report that shows a score for each area and the overall score...This is a useful reference for management reporting and shows very simply where the weak areas are."

What does the University of Sunderland want to achieve going forward?

The University of Sunderland is still in the process of deploying Sitemorse, having acted on prioritised recommendations. Sitemorse makes it easy to catch low-hanging fruit, making the most important changes quickly and easily, and can then recommend a programme of ongoing optimisation.

"There are still areas of the website that need to be improved and we are not yet using Sitemorse to its full capability... I'd like to ensure we are using it to its full potential and that we can improve any weak areas. It has been useful in identifying broken links in website documentation and we are flagging this with relevant teams. The scan of the website that Sitemorse performs saves people time that can be used on content creation and so on."

Result

Sitemorse VP Client Experience, notes:

"One of our primary objectives at Sitemorse is to provide reporting that is not only comprehensive but is actionable. Our new Prioritisation Intelligence™ functionality makes digital governance straightforward, recommending a shortlist of actions rather than providing an endless series of reports. And, by prioritising recommendations, major improvements can be made fast."

"While pursuing optimisation, organisations like the University of Sunderland have to oversee a wide range of moving parts. At Sitemorse our job is to make it easy to deploy improvements while lifting the bar for quality. We are committed to providing tools that can ensure consistently high standards, building strong processes and accountability while shining a light on possible areas of weakness. Monitoring and managing large domains can be almost impossible if the task is carried out manually – but Sitemorse's automated reporting makes it straightforward to tackle the problem at scale."

"It's also a great pleasure to see an organisation move up the Sitemorse INDEX ranking by following our recommendations for enhanced delivery of Digital Governance. The INDEX is a benchmark for excellence, so these kinds of results speak to the University of Sunderland's commitment to a high class of digital delivery."

"By prioritising recommendations, **major improvements** can be made fast."

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