Sitemorse
®

Sitemorse vs Siteimprove

A comparison

Sitemorse
®

Sitemorse is **the** service to manage standards, rules, and regulations and then deploy these across all organisational digital touch points.

"Our main benefit to using Sitemorse is helping us **maintain the quality** of our website, despite having thousands of pages and at least 30 different contributors."

Manager Digital Services,
*Ivey Business School at Western University.*

Siteimprove is a direct competitor to Sitemorse®, with their service competing on a considered like-for-like against the Sitemorse entry level 'foundation' service.

The purpose of this review, written by Sitemorse, is to outline the difference between the services than Siteimprove and Sitemorse offer.

Sitemorse is an alternative to Siteimprove, and possibly the most common upgrade.

Sitemorse can demonstrate a more in-depth and thorough capability across additional tests, checks and measures, giving digital managers and teams the confidence that their website delivers the best possible, compliant, experience for all.
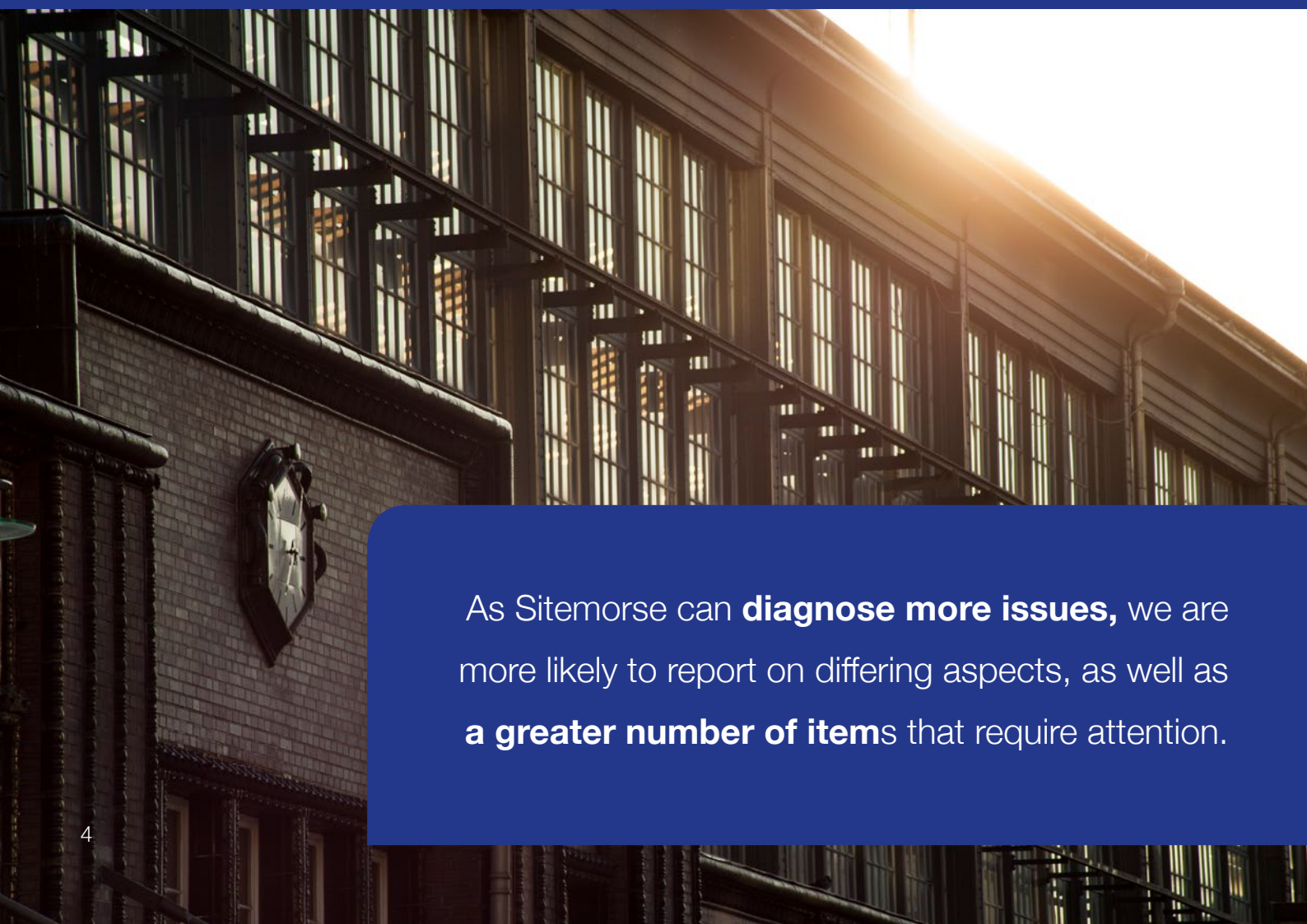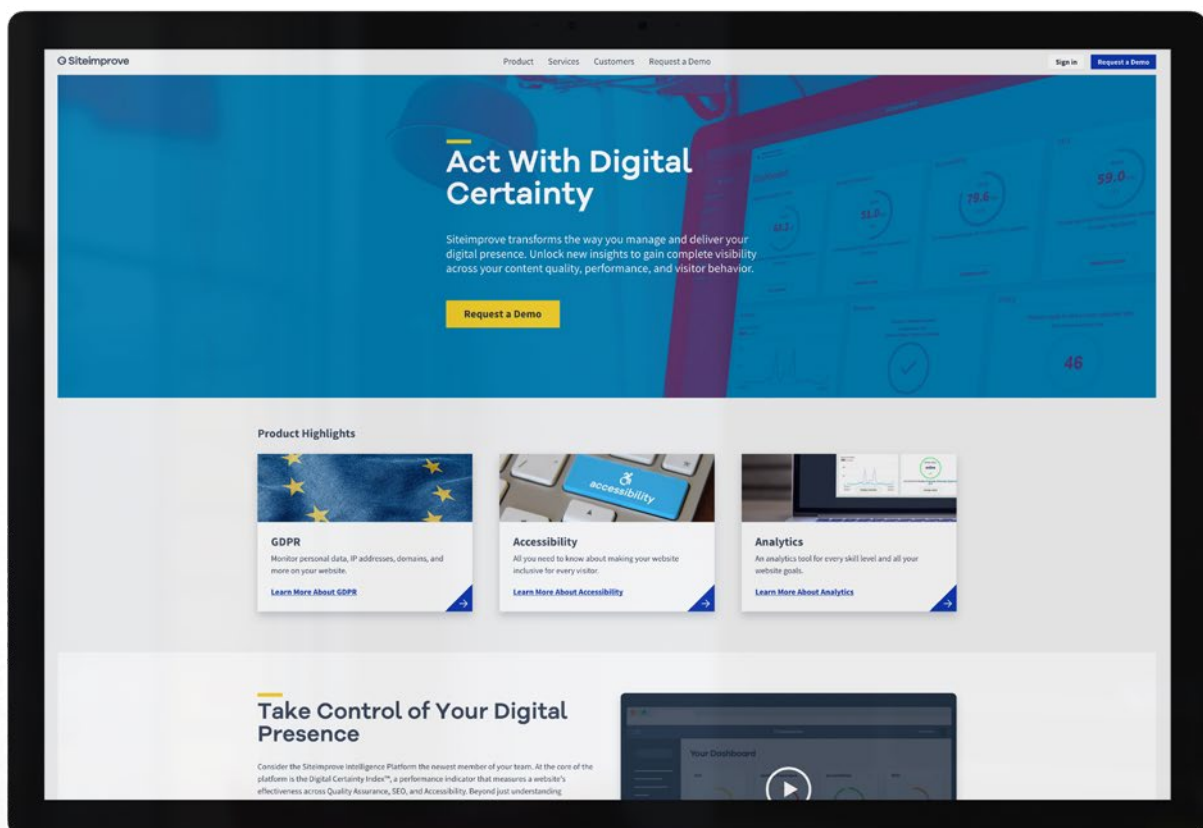
Scalability – From reactive reporting to proactive content management

One of the unique capabilities of Sitemorse is scalability. The service can grow with you, initially moving you from a 'reacting to reports' service, like Siteimprove, to a proactive approach to the management of content using Sitemorse Foundation.

Foundation is considered our 'first generation' of service and was originally created to test and check complete websites, reporting the detail across accessibility, links, spelling and code (HTML). This reporting allows web teams to react to reports, either carrying out corrections themselves or delegating to others.

Integrating Sitemorse within your CMS enables you to build greater levels of control as part of your content workflow, *before* content is published, helping managers to raise the standard of their sites across the board.

As Sitemorse can **diagnose more issues,** we are more likely to report on differing aspects, as well as **a greater number of item**s that require attention.

To aid the Siteimprove versus Sitemorse comparison, we will provide full access to a like-for-like set of results for the purposes of validation at no charge on request. These will also be open to independent auditing of how both companies thoroughly assess and report (verified externally).

"While both companies offer a similar service, we decided that **Sitemorse had a slight edge** on the tools that they were able to provide us with."

A UK University.

Sitemorse is **more thorough** in its page by page assessment results, discovering pages with issues on **a more consistent basis** than Siteimprove.

Service 'Capability' Comparison: Reporting Website Accessibility

We believe our service offers clients a more in-depth level of reportable diagnostics than that offered by Siteimprove, and prospective clients who have completed direct, like-for-like comparisons have supported this.

Client feedback indicates that Sitemorse offers up to 40% more capability when looking at WCAG 1.0/2.0 content assessment, as we can diagnose more issues, and therefore report on differing aspects of accessibility, as well as report on a greater number of items that need attention.

From feedback and independently verified like-for-like comparisons, Sitemorse is more thorough in its page by page assessment results, discovering pages with issues on a more consistent basis than SiteImprove.

Let us show you

We are more than happy to have this independently verified, and / or offer any organisation a report showing the specific findings for their own site, detailing every accessibility diagnostic that we report against.

"Sitemorse gives us a way to check and double check our content to **make sure** we are meeting accessibility requirements."

Technology Director,
Financial Mentors of America.

Prioritisation: Proactive versus Reactive

One of the major challenges for digital managers is that of prioritisation, especially around assigning resources to changes that may need to be made to web content or code, across distributed content editors, as part of a programme of ongoing optimisation.

Sitemorse recognised this issue and developed a service to rid teams of the, apparently random, reaction to 'snapshot' report results. This has led to key differences in the direction that Sitemorse and Siteimprove have taken in assessing web pages.

Sitemorse is focused on a proactive service to support digital managers with the provision of ongoing reporting and analysis via a dashboard, whereas SiteImprove (based on client feedback), offers 'snapshot' reporting every 5 days, each report being the latest results, against which individuals 'react' and make corrections which they feel

are appropriate, rather than what might be of greatest value to the user, and therefore the organisation.

Sitemorse, also have an additional offering of site assessment - Prioritisation Intelligence™ - which presents the key pages to action, together with workflow processes to allocate and manage changes across teams. This will transform how content actions are located, prioritised, distributed and monitored across your organisation, through the provision of a shortlist of high-value actions that can be straightforwardly managed and monitored.

Sitemorse pinpoints issues and provides a shortlist of actions to help organisations make changes fast.

Link Checking: Comparison and Benchmarking

All digital managers strive for an error-free, usable, and accessible website, and there are many tools available to support this aim. Claims of 'link error/issue-free' sites are often made following improvements brought about by Siteimprove snapshot reports. However, historical data from Sitemorse has often found these error-free sites to be far from what they claim.

Sitemorse results for sites which claim to have zero broken links have found the Siteimprove report to be incorrect, confirming that links are at fault.

Benchmarking: Tracking Continuous Improvements

Your digital footprint needs to evolve and improve constantly as new legislation is enacted, user preferences change, and market forces demand more from the user experience.

With the Sitemorse service, once an assessment is run, a score out of 10 is awarded to the overall website, as well as for individual categories such as Accessibility, Performance, SEO, and others. This allows users of the Sitemorse service to benchmark, track, and report on, improvements being made across their site, as part of the organisation's Governance Framework. To Sitemorse's knowledge this is not available with the SiteImprove service.

"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."

Digital Content Manager, University of Sunderland.

"Sitemorse was **more consistent** when finding broken links, whereas Siteimprove had a greater tendency to report false positives and miss genuinely broken links."

A UK University.

Summary

We cannot comment directly as to the specific capability of Siteimprove but will offer any Siteimprove client a directly comparable assessment and report. Furthermore, we cannot comment on the claims made by Siteimprove when they are asked to compare their capabilities with Sitemorse.

The Siteimprove service appears to offer a starting point, a first generation of service that may be useful to carry out a one-off audit with.

From Siteimprove to Sitemorse

A common upgrade path is to go from Siteimprove to Sitemorse and clients often comment that they have 'grown out' of Siteimprove and move over to Sitemorse, which has more upgrades than from any other platform.

Clients often comment on the greater level of confidence following the investment in Sitemorse, as it is far more thorough in its service offering and capability, as well as the scalability of service choices – Sitemorse can grow with the client, rather than the client outgrowing the service.

One of the other key differences cited relates to support, both in initial deployment and during service, with Sitemorse being a driver of efficiency and improvement, rather than simply a support tool, enabling teams to 'report results'.

Prioritisation of Results

Many weeks can be wasted if the initial results cover the complete site, often resulting in too many issues to solve, with content editors not being able to see the 'wood from the trees'. Sitemorse's Prioritisation Intelligence™ ensures a high-value, immediate start, to error fixing, leading to improvements in the user experience and a reduction in compliance vulnerabilities from day one.

Ease of Use

Another comparison relates to ease of use. Initial views on this point to SiteImprove offering the lead here. We agree, on initial view, that SiteImprove can be considered to offer greater simplicity as the service is based on a single audit, centered upon comparisons, which are not as broad as those offered across the Sitemorse suite of services.

Sitemorse is based on a management dashboard from which users can proactively review and manage priorities and compare historic performance, as well as directly email content editors simplified, prioritised reports on which to base their workload.

We offer full training on the use of the Sitemorse service, as well as the Deployment Workshop, which focuses on how the service works for you and how to drive quick wins based on the findings on your site.

"Sitemorse is an **invaluable tool** for us."

Technology Director,
Financial Mentors of America.

In terms of starting out, Siteimprove or Sitemorse both offer a great point from which to carry out simple one-off, first generation reporting to understand the specific, snapshot position of your digital footprint, if this is the aim.

If moving forwards to more complex, in-depth reporting Sitemorse is the considerably more cost-effective option offering a greater number of reporting indices and greater flexibility in terms of choice of reporting tools and benchmarking capabilities, to drive continuous improvement.

One of the greatest benefits of investing in Sitemorse is the scalability offered. First generation, or 'snapshot' reporting services, could increase workloads, as teams are unclear as to which recommendations are of the highest value and therefore which actions to prioritise.

In moving to Sitemorse, an investment is made in a service that is demonstrably more thorough, along with one that allows scaling, with options that include Benchmarking and KPIs against historic analysis, intelligent workflow prioritisation, reducing the time spent on correcting errors, and the ability to deploy the service direct through your CMS, making the Sitemorse service a key part of your content workflow, rather than an add-on following content publication.

"There is an overlap in the services that both companies provide, but we felt that while it does take a little more time to get familiar with how Sitemorse works, it is **worth the extra initial effort for the greater level of confidence and more in-depth analysis that it provides.**"

A UK University.