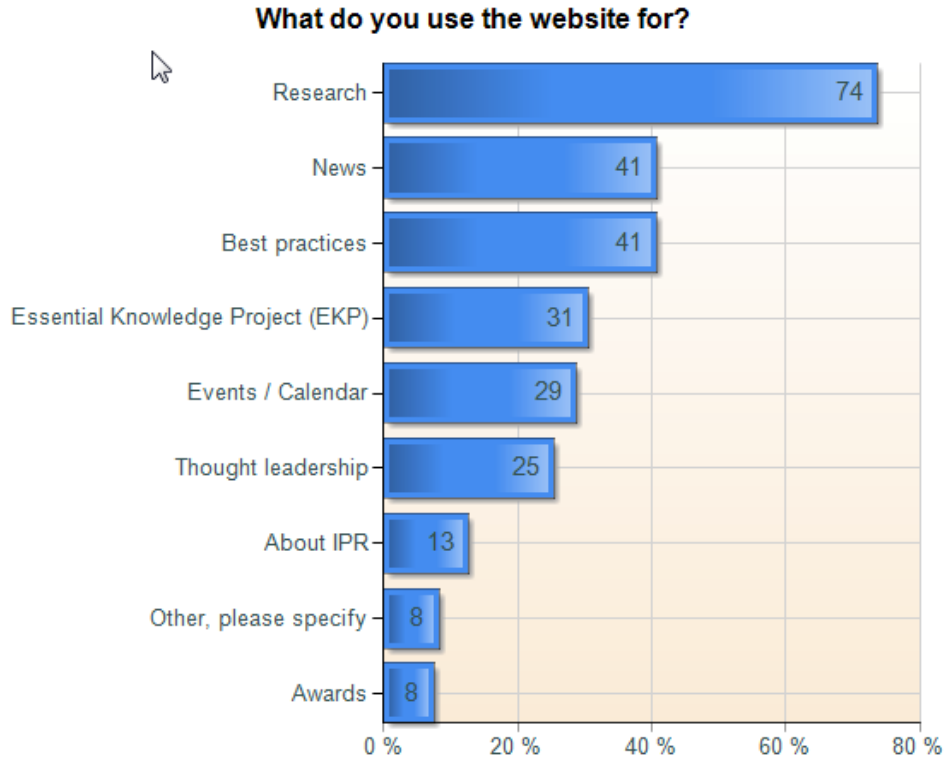# June 2010 IPR Website Survey - Highlights

Content consumption

The majority of users, by a wide margin, use the website for research information (74%). The next closest area of consumption is "Best practices" and News, cited by 41% of respondents.

What do you use the website for?

Category	Percentage
Research	74
News	41
Best practices	41
Essential Knowledge Project (EKP)	31
Events / Calendar	29
Thought leadership	25
About IPR	13
Other, please specify	8
Awards	8

Finding information

The first indication for improvement is revealed by users when asked how easy it is to find information on the site. Only 50% cite the navigation as good or very good; 38% say the navigation is average; but only 12% say the navigation is poor or very poor.

**Please rate how easy it is to find the information you are looking for.**
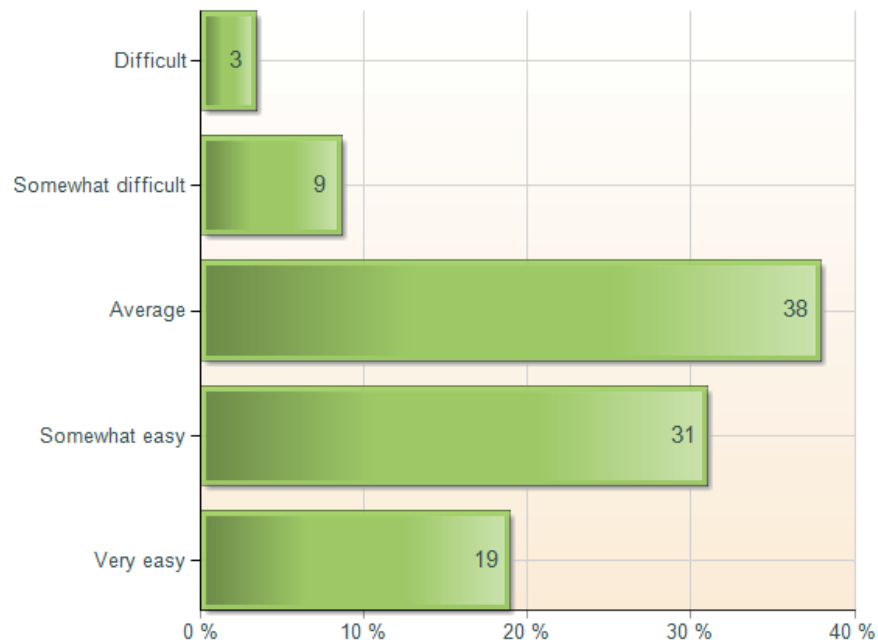
Notable quotes:

- "Make it very easy to move within the site... back and forth... so that the user can move around easily to find the data he/or she needs. This may frustrate some of the more technical folks but remember our purpose is to let people have the latest and best research information available. People who get trapped or have to go back and start over each time they make a mistake will soon leave the IPR site."

- "I think the site already has a plethora of useful information! However, the homepage can feel a bit overwhelming due to so much information being presented upfront."

Content relevancy

Users greatly appreciate the IPR website for its content and research information. About half of the respondent users (49%) rate the content as very relevant (5 out of 5); an additional 36% rate the content relevancy as somewhat relevant (4 out of 5).

Please rate how relevant you find the information to be.
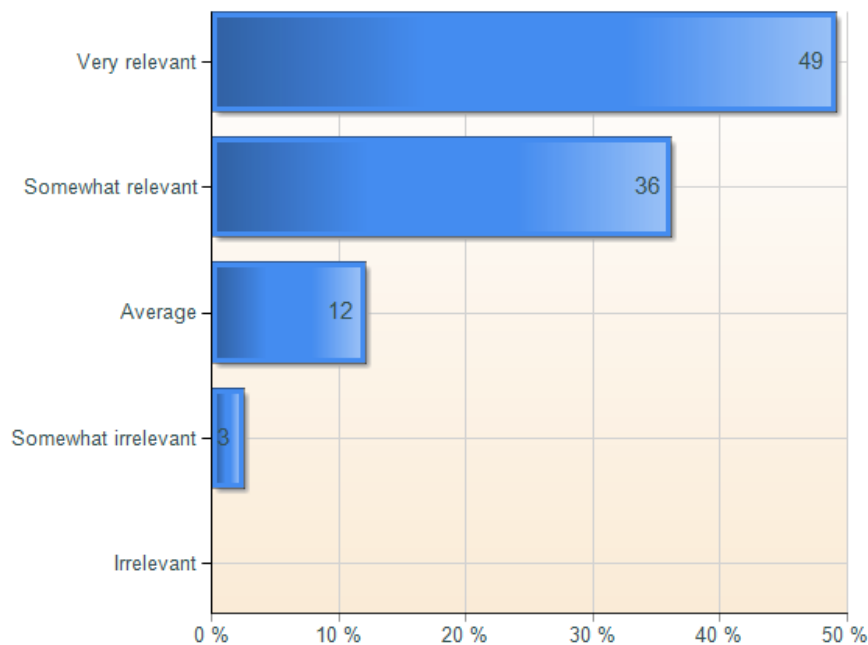
Rating the site

The site content, and the speed by which pages download, are viewed as its strongest assets. The site design and navigation are rated the lowest.

- **Amount of information average rating: 7.64 / 10**
  93% believe the amount of information is better than satisfactory (better than 5 out of 10); only 4% believe it is below satisfactory

- **Type of information average rating: 7.62 / 10**
  85% of user and stakeholder respondents believe the type of information is good or excellent (6 out of 10 or better); only 6% believe it is below satisfactory

- **Time to download pages average rating: 7.17 / 10**
  80% of users believe the page download speed is better than satisfactory (download speeds can vary based on the type of connection at every computer, the region, and the time of day)

- **Navigation average rating: 6.2 / 10**
  Only 60% of the user respondents believe the navigation is better than satisfactory; 26% believe the navigation is less than satisfactory

- **Tools for finding information average rating: 6.14 / 10**
  63% of staff believe the tools for finding information is better than satisfactory; but 24% believe the tools are satisfactory or poor

- **Site design average rating: 5.64 / 10**
  55% of respondents believe the site good or very good, but 32% say the site design is poor or very poor

- **Overall site average rating: 7.29 / 10**

The lowest rating was a 2, the highest was a 10. Overall the stakeholders give the website a good, or better-than-average grade.

Top number is the count of respondents selecting the option. Bottom % is percent of the total respondents selecting the option.	very poor	2	3	4	5	6	7	8	9	excellent
Amount of information	0 0%	0 0%	1 1%	3 3%	4 3%	14 12%	27 23%	39 33%	11 9%	19 16%
Type of information	0 0%	0 0%	2 2%	5 4%	11 9%	6 5%	22 19%	36 31%	16 14%	19 16%
Tools for finding information	0 0%	6 5%	8 7%	14 12%	17 14%	20 17%	20 17%	15 13%	12 10%	6 5%
Look and feel (design) of the site	5 4%	8 7%	16 14%	8 7%	16 14%	19 16%	16 14%	17 14%	7 6%	6 5%
Time to download pages	0 0%	2 2%	2 2%	6 5%	14 12%	14 12%	19 16%	34 29%	11 9%	14 12%
Navigation	0 0%	7 6%	10 8%	13 11%	16 14%	13 11%	25 21%	20 17%	7 6%	7 6%

Improvements

IPR website users have offered dozens of suggestions for improvements, which have been categorized into the five categories used to evaluate the site:

- Design and Layout
- Information Architecture (IA) and Usability
- Content
- Tools
- Search

Design and Layout

Stakeholders would like to see a more progressive design with video and photos that portray the IPR as modern, progressive, and relevant institute.

Notable quotes & suggestions:
- "All elements appear visually to be more or less the same weight and significance, which makes it difficult for anything to "pop." Appears old fashioned and not reflective of a first-rate group of communication experts!"
- "It's ugly with the latest 1950's look! Needs to look fresh and up to date."

Information Architecture (IA) & Usability

Users would like to see a more intuitive navigation structure and tools that aid navigation (information finding) such as an advanced search tool.

Notable quotes & suggestions:

- "We need a site that is more attractive, easier to navigate, links together better the information and tools we have and is more focused on the needs of clients and potential clients."

- "Easier navigability through better topic structure. When using the site to draw from whitepapers, it is difficult to find the info I need."

Content

Content should be better organized, and be available in international flavors (regional content from around the globe). Additional recommendations or additions to the site include:

- Case studies / best practices
- More research / dates for research / index of research
- Links to other academic sites / research / board member sites (e.g. LinkedIn profiles)
- Bibliography of relevant journal articles (e.g. Public Relations Review)
- Email updates (newsletter(s)
- International content & events (e.g. Latin America, Africa, Asia and Europe were all mentioned)
- Questions and answers (by topic)
- List of all members and profiles for each

Notable quotes & suggestions:
- "Get the best research - then make it easy to find, identify and understand the premise of each paper as quickly as possible in order to make timely decisions about whether to download or not."
- "More research and case studies (but maintaining the high quality) - these are the strongest things IPR contributes to the field."
- "Maybe more photos or short videos of PR researchers presenting/making a point, etc."

Tools

Users, trustees and stakeholders would like to see more interactive tools, particularly social media and video:

- Blogs
- Wiki's
- RSS feeds
- Podcasts
- Weekly newsletter
- Communities of practice
- Video from IPR events / commentary by experts
- User comments
- Facebook site
- Networking between PR agencies
- Online mentoring

Notable quotes & suggestions:
- "Social tools – more connections to IPR people/volunteers, etc., more linkage."
- "Visuals and video would help."
- "Posting comments or questions regarding papers or news to have the chance of presenting successful cases from foreign PR agencies."
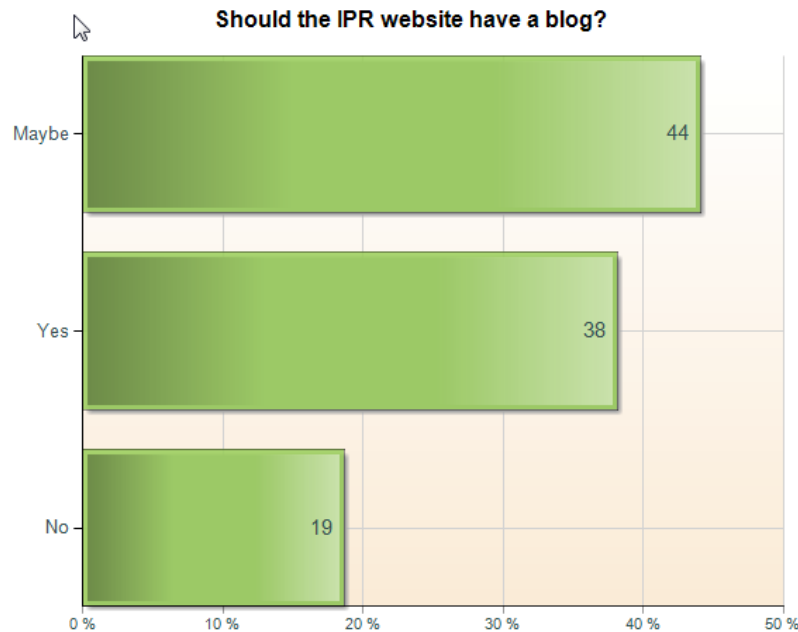
Search

The search engine is not highly rated, but its' effectiveness could be improved by better categorization and tagging of content. It is also recommended the search engine have advanced features and tips / help for search users.

Notable quotes & suggestions:

- "I would visit more often if the search tool for information worked better."

- "I would like to see a search function for research. My students often complain of having to search through articles until they find the ones that are useful for their specific projects."
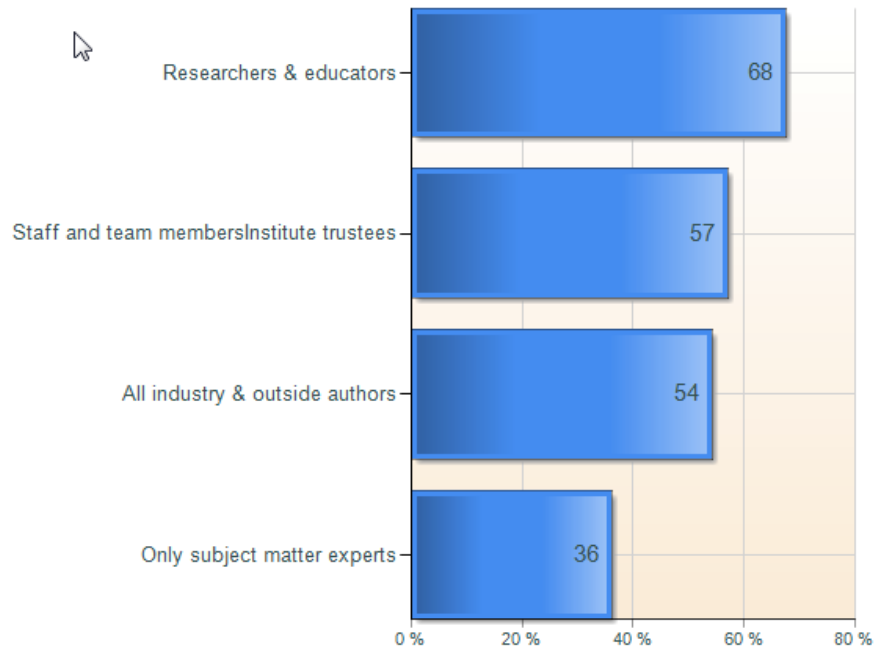

Blog

Users and stakeholders are open to a blog, if it is well implemented with relevant and/or expert commentary. Only 19% of respondents do not want an IPR blog.

As for the source or contributors to the blog, researchers and educators are the most popular choice, cited by 68% of respondents. Users would likely be amenable to a blog that is less focused on the person, and more on timely content (e.g. shared by staff and outside experts).

Who should contribute to the blog? (Check all that apply)

Researchers & educators	68
Staff and team membersInstitute trustees	57
All industry & outside authors	54
Only subject matter experts	36

0 %   20 %   40 %   60 %   80 %
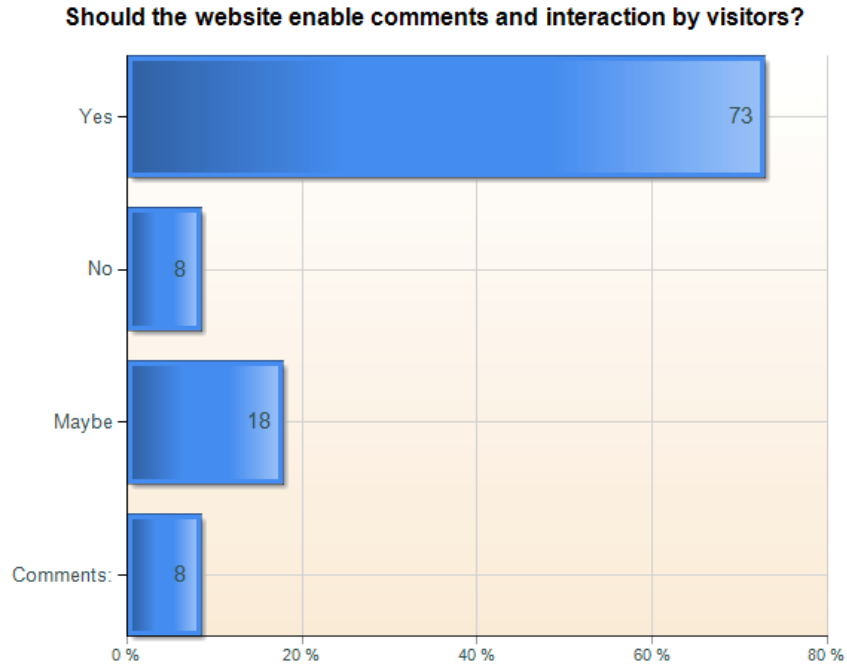
Frequency of blog posts

Respondents are quite keen to see regular, frequent posts to an IPR blog. In fact, 82% would like to see at least one weekly contribution, with 44% preferring a daily post or at least one post multiple times per week.

How often should the blog be updated?

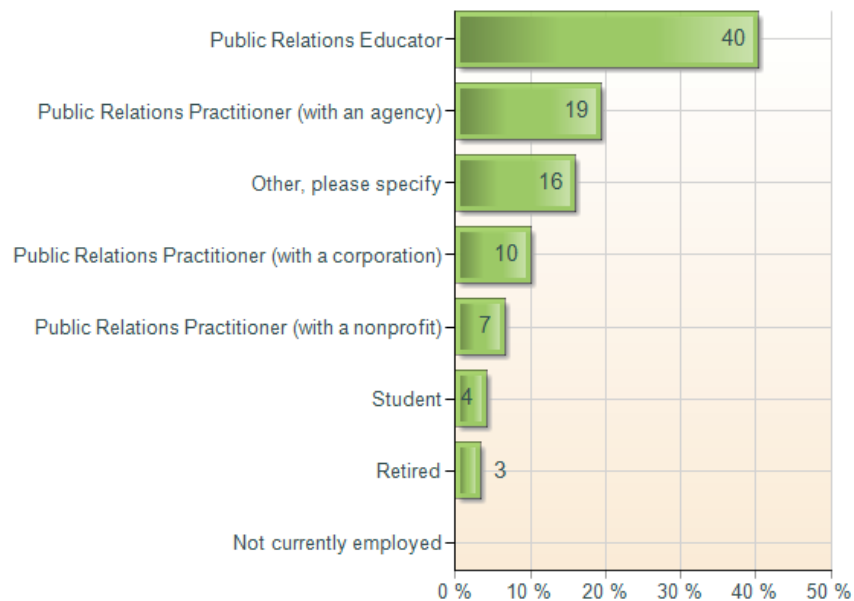|	
Monthly	5
Mulitple times per month	18
Weekly	38
Multiple times per week	31
Daily	13

0 %   10 %   20 %   30 %   40 %
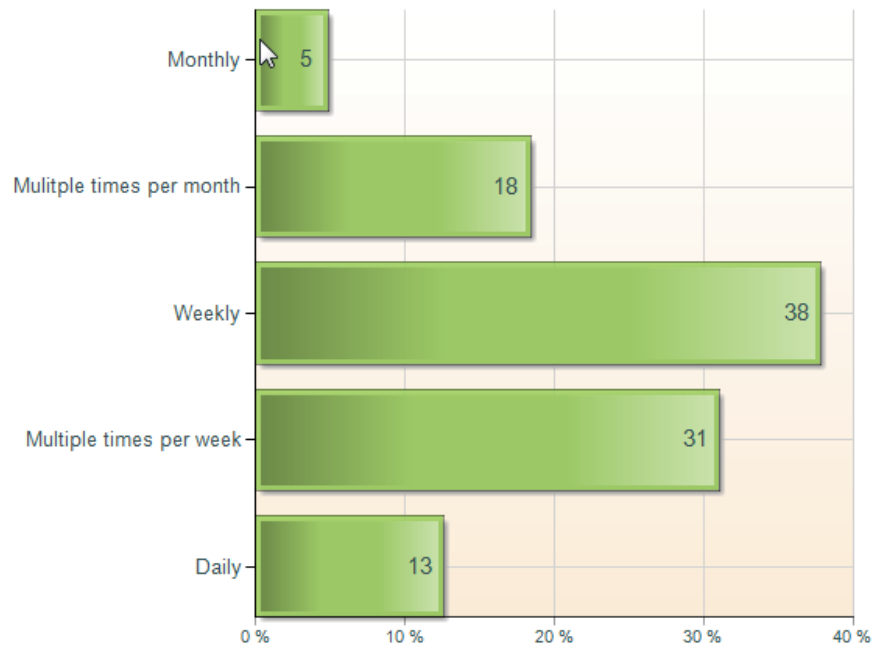
User commenting

Respondents, by and large, want to see users / readers commenting on stories, research and other website information. Only 8% of user respondents do not wish to see user comments appended to site content.

Should the website enable comments and interaction by visitors?

Yes	73
No	8
Maybe	18
Comments:	8

0 %   20 %   40 %   60 %   80 %

Respondent demographics

The most common user group that responded to the online survey is the public relations educator segment (40% of the respondents). No other segment topped 20% of the total respondents.

During the past year which of the following represents your principal place of employment:

Public Relations Educator	40
Public Relations Practitioner (with an agency)	19
Other, please specify	16
Public Relations Practitioner (with a corporation)	10
Public Relations Practitioner (with a nonprofit)	7
Student	4
Retired	3
Not currently employed	

0 %   10 %   20 %   30 %   40 %   50 %

Benchmarking

The Prescient assessment also included a benchmark of the Case Foundation website.
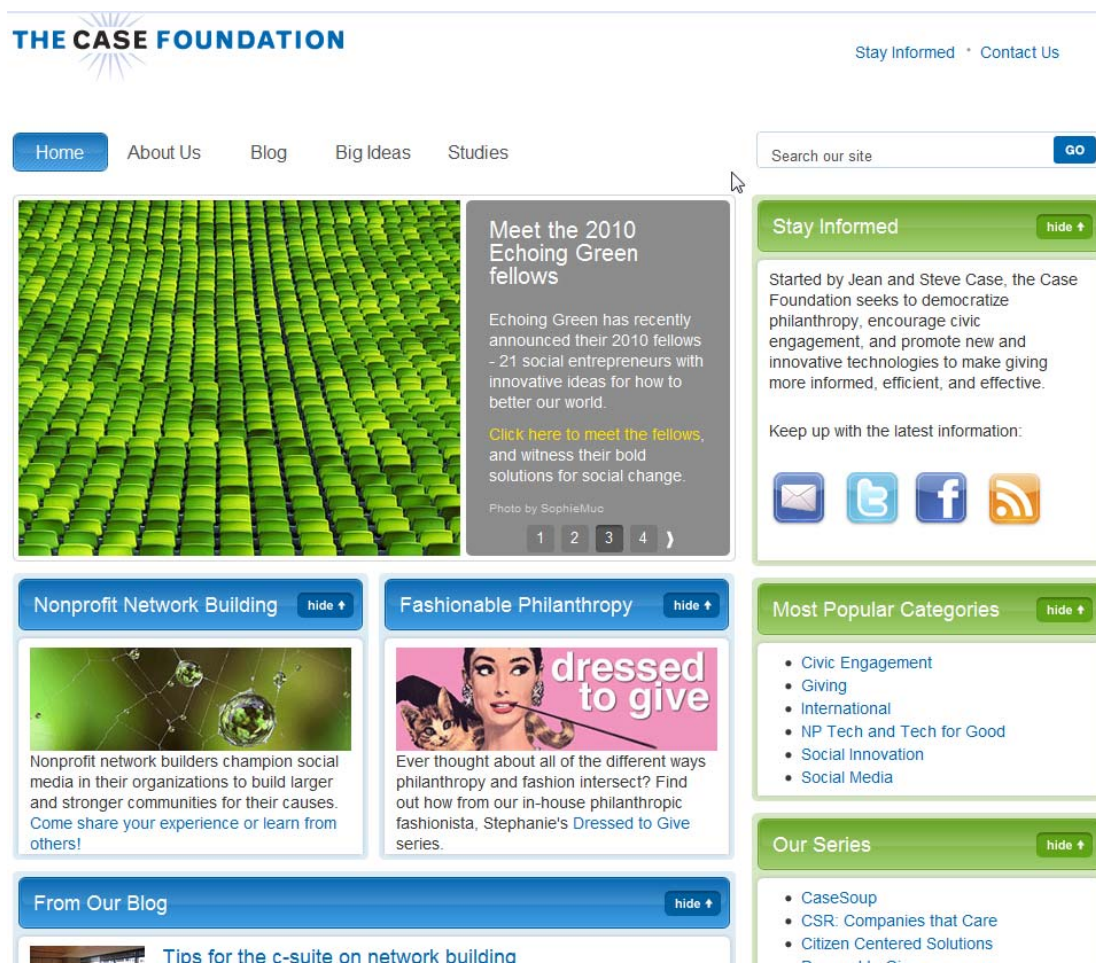
Design and Layout

The Case Foundation's website is bright, eye catching and has a leading edge design. Its design and layout is consistent and appropriate. It makes good use of white space, and the colors, although bold, are used fittingly.

Core Site Elements

- ✓ Banner & logo is consistent from home page to sub pages
- ✓ Color is consistently applied to the site and appears to fit within branding standards
- ✓ Color is well used on the site
- ✓ Color scheme is balanced and well conceived
- ✓ A consistent footer is used across the site
- ✘ Breadcrumbs are not used on the site

Images/Graphics

- ✓ Images appropriate appealing for Site & Audience
- ✓ Use of real photos vs. clip art or stock
- ✓ Appropriate image density
- ✓ Size of Images is appropriate
- ✓ Supports / adheres to corporate branding
- ✓ Some of the photos have captions or explanations
- ✓ Photo consistent treatment (e.g. color, key line, shadow)
- ✓ Buttons - branded and not overused
- ✘ Alt text is not used for graphical elements

Typography

- ✓ Fonts - type & size & color & position are consistent
- ✓ Font is legible
- ✓ Bullets - consistent symbols & color used
- ✓ Text is aligned left
- ✓ Text is aligned appropriately to the page
- ✓ Headings used are consistency & SEO
- ✓ Treatment; bold, italics, shadows etc – when used are still legible
- ✘ Font size toggle is not used on the site

Design

- ✓ Site is business driven
- ✓ There is visual consistency across the site
- ✓ Font size is appropriate
- ✓ Font readability/compatibility; Font is a san serif style
- ✓ Designed for common screen resolutions
- ✓ Overall site is aesthetically pleasing

White space, real estate

- ✓ Reasonable text to white space ratio
- ✓ Page size is consistent
- ✓ Makes good use of a two column layout
- ✓ Important items top of screen and in view
- ✓ Action items top right of screen – Search, Contact Us, and link to newsletter subscription, twitter, Facebook and RSS feed

- ✔ Use of real-estate is appropriate
- ✔ Header area is not too large
- ✔ Global or other navigation elements do not interfere with content
- ✔ Scrolling is limited on home page and landing pages
- ✔ Balanced use of columns

Branding/Colors

- ✔ Branding colors are used
- ✔ Color scheme balanced and well conceived
- ✔ High contrast used (accessibility)
- ✔ Site has effective use of color to tie in elements of site or areas
- ✔ Complimentary color palette is appropriately used

Design and Layout Score: 9.26 out of 10

IA and Usability

The navigation of the site is simple but effective. Color is used consistently to indicate links, and related information. Navigational elements are consistently placed throughout the site. Screen size and layout is consistently applied.

Navigation

- ✔ Banner navigation is branded and consistent throughout the site
- ✔ Section navigation has a consistent look and position throughout the site
- ✔ Footer navigation has a consistent look and position throughout the site
- ✔ Navigation Depth: The majority of content is accessible within 3 or 4 clicks
- ✔ Navigation Breadth: Maximum of 8 main content areas; Site uses 5 main sections
- ✔ Pages have both content and links
- ✖ Breadcrumbs are not used on the site

Usability

- ✔ Screen size is consistent page to page
- ✔ Screen size is consistent in different browsers
- ✔ No popup windows or new windows are used
- ✔ Screen size is 1024x768
- ✔ Non-HTML content (pdf, doc, xls, …) ; type is clearly indicated, but size should also be included

- ✔ Click density: the majority of content is accessible within 3 or 4 clicks

- ✔ The title is in the browser window and the matching heading is on the page

- ✔ There a consistent icon design scheme and stylistic treatment across the system

- ✔ A single, selected icon is clearly visible when surrounded by unselected icons

- ✔ Interactive components (surveys, forms, polls…) are intuitive and easily executed

- ✔ There is visual feedback in menus or dialog boxes about which choices are selectable. – Link becomes underlined when hovered over

- ✘ When multiple options can be selected in a menu or dialog box, there is no visual feedback about which options are already selected. Visited and non-visited links do not appear differently from others

- ✘ The current status of an icon is not clearly indicated. Active and visited links appear the same

Links

- ✔ Global navigation features do not link to other website and external links are located in Quick links

- ✔ Banner links (e.g. Home, Feedback, Search, etc.) are present on all inner pages

- ✔ Buttons and links are easy to use and are not cumbersome

- ✔ Logo links to the home page and is accessible on every page within the banner

- ✔ Links are contextual

- ✔ No pop-up menus are used

- ✔ Navigation menu doesn't disappear and is easy to sustain

- ✔ Links are text in context within content

- ✔ Link labels are meaningful and are not named with non-meaningful titles like growth or propriety

- ✔ Destination pages have similar or same name as the link that linked to it

- ✔ There are no multi-level fly out menus, or menu layers on top of content

- ✔ Section navigation is consistently placed

- ✔ Rollover navigations is easy to use

- ✔ Site has no hidden page or pages that do not appear on any navigation

- ✔ Frames are not used. Frames are the old way of creating pages and are not W3 compliant; iframes are sometimes used to pull in applications but are not W3 compliant and are not accessible

- ✔ URLs are user friendly and the html page title is in the browser

- ✔ Pages have content and links with no pages containing just links; maximum number of links to a page is 50

- ✔ No "click here" or "more" titles used

- ✘ Visited links are not indicated as a different color within color scheme; colors are used consistently

- ✖ Links to facilitate downloads & other formats (e.g. to Acrobat reader; flash player) are not present
- ✖ All external links are not clearly noted with icons, but type is indicated

Help/Feedback

- ✔ The Contact Us link provides an easy method of providing feedback or soliciting help
- ✔ Site has an About Us Link
- ✔ Site has a Feedback Link. Site has contact form and feedback survey
- ✔ Site has FAQs or other helpful feedback
- ✖ Site does not have a Help Link that contains content like how to download PDF reader, flash player, support contact etc as applicable

Page info

- ✔ Ownership of page is identified
- ✔ Currency is identified; the date of last update is listed on every page
- ✔ Pages have appropriate Headings. Page Title, Heading 1 are consistent and heading 2 is used if relevant
- ✔ Footer is appropriate and consistent across the site
- ✖ Copyright is not identified

IA

- ✔ Site focuses on main constituent sections. (e.g. Research, Studies, etc.)
- ✔ Title on navigation is consistent with the title on the page
- ✖ Content is not grouped intuitively by topic &/or user group &/or activity - "how do I"

Features, Functionality, Performance, misc

- ✔ Frames are not used. Frames are the old way of creating pages and are not W3 compliant; iframes are sometimes used to pull in applications but are not accessible
- ✖ Site does not have alpha &/or topic look-ups;
- ✖ Send-to-Friend or email friend option is not available
- ✖ Site does not have a printer friendly or Print-this page option on every page

Load times

- ✔ Average load times are quick for page loadings, attachment loadings, and multimedia loadings, where applicable
- ✔ No or minimal use of jargon. All acronyms are spelled out the first time on every page they are used

- ✓ Page size (images, code) is under 32K

- ✓ Site utilizes online forms

- ✓ Quick links or relevant to topic links

- ✓ Code can be "cleaned". For example there is no unwanted MS Objects are on the page

- ✗ Site does not have online job application capability

Accessibility:

- ✓ Other formats are noted with both type (e.g. PDF) and size

- ✓ Styles maintained (a CSS is used)

- ✓ Colors are high contrast and are easy to read

- ✓ Color is not the only way information is conveyed

- ✓ Alt tags are not used for graphical elements

- ✓ Font toggle is not available on every page

- ✓ Help section is not available on every page

- ✓ No pop-ups are used

- ✗ Site is not W3 Compliant. Several pages were tested and did not meet the W3 standards.

IA and Usability Score 7.48 out of 10

Content

The content on the site is well organized. The site makes good use of headings and subheadings. Content is comprehensive and relevant to the site.

Appropriate & Current:

- ✓ Home page content is engaging and covers a broad spectrum

- ✓ Content is well organized, and makes good use of headings and subheadings

- ✓ Content is current and date of last update is indicated on the page – Blog posting and terms of use section have posting date.

- ✓ Naming conventions; the title on the navigation is consistent with the title on the page

- ✓ Content is relevant to the page and/or section

- ✗ Although the content is written for the web , when tested was above a grade 10 level on the Flesch-Kincaid reading scale

- ✗ Abstracts are not available to summarize long pages

- ✗ Transparency; each page does not have its owner listed. Blog posting do have the author indicated but the authors name links to a list of his or her other articles. Author's name should link to their email or a contact form for ease of contact.

Standard Content:

- ✓ Content is rich and relevant
- ✓ Archives for blogs
- ✓ Site contains policies (e.g. privacy, safety)
- ✓ Site uses videos
- ✓ Site uses multimedia
- ✓ Site has a media section
- ✓ Feedback mechanism - form
- ✓ Downloads clearly marked (with type, but not size)
- ✓ Content shows credibility; research and articles indicate sources
- ✓ Site contains About Us section
- ✓ Content has authority; data shows insights, trends, expert opinions
- ✓ Ideas section describes the initiatives funded by the Foundation
- ✓ Case Studies section details the success the Foundation has enjoyed to date
- ✗ Site does not contain locations, directions and maps
- ✗ Site does not have news content, but does have a press release section, somewhat hidden under About Us
- ✗ FAQs are not formatted with keywords as anchor links at top of the page to the answers
- ✗ Site does not have a Donation / Contribute / Volunteer section

Help

- ✗ Site does not have a Help section
- ✗ Site does not offer a self help option. i.e.: I want to …

Components:

- ✓ Quality of content is consistent and supported by standards
- ✓ Quantity; there appears to be a sufficient amount of information available
- ✓ Site clarity: the site has a strong IA and content categories
- ✓ Content is comprehensive and written for the web; content is chunked and subheadings are used
- ✓ Content is relevant and timely; it is appropriate and current
- ✗ Impact of the content is above a grade 6-8 reading level (for ease of readability)

Tools

The site makes appropriate use of on-line tools. Noteworthy items include, RSS Feed, Twitter, and Facebook feeds, Use of videos and blogs.

- ✔ Full content management
- ✔ Formal two-way communications tools such as a survey or poll system
- ✔ Site has search but no advanced search
- ✔ Site has feedback form
- ✔ Site contains an online or automated form completion or submission – Contact us page
- ✔ RSS - reader & creator, are used appropriately and consistently
- ✔ Enewsletter or email signup, are used appropriately and consistently
- ✔ Lead generators (signup or fill out form to receive info), are used appropriately and consistently. Contact Us and RSS, and newsletter subscription are available
- ✔ Site utilizes, surveys, Web 2.0 and blogs
- ✔ Website incorporates some video and multimedia
- ✖ Search does not include misspellings
- ✖ Home page images do not provide mini-toolbar of options to Save, Print, Mail
- ✖ Online job application is not available. Job applications are submitted through email
- ✖ Personalization or options to add personalized links to home page is not available
- ✖ Printable page, are not used
- ✖ Bookmark page, are not used
- ✖ Email friend, are not used

Tools and Innovation Score 6.33 out of 10

Planning and Resources

Governance Strategy / Policy

- ✔ Website has a strategic plan including mission, vision & goals for the site
- ✔ Website has a content management plan including a commitment to update
- ✔ Website has a governance model established and in place with roles, responsibilities etc indicated
- ✔ Website has a marketing &/or communications plan
- ✔ Website has a champion identified

- ✔ Website has committee structure with meetings scheduled
- ✔ Website had an editor assigned to it
- ✔ Content owners are identified
- ✔ Adequate resources are available
- ✔ Job descriptions include web responsibilities
- ✔ Staff is trained
- ✔ A designer is assigned to the site who manages images and multimedia etc
- ✔ There is ongoing marketing for the site

Site & Content Management Processes

- ✔ Site has expert review and input - e.g. annual survey
- ✔ Effective content workflow processes are in place
- ✔ Archiving and history
- ✔ Policies are available on the site e.g. privacy policy & disclaimers
- ✔ Site is branded
- ✔ Site Uses Web 2.0 externally (e.g. YouTube, Facebook, pulls in RSS feeds, participates on other discussion forums or blogs)
- ✔ Adequate number of content managers, authors, publishers and approvers
- ✔ Efficient Publishing turn-around
- ✖ Site is not W3 compliant
- ✖ Pages are not stamped with ownership, contact & last update

Feedback and evaluation model

- ✔ Website does have log analysis (via Google Analytics)
- ✖ User input is not regularly measured
- ✖ User feedback & metrics are not used to drive regular changes / improvements

Taxonomy

- ✔ The site has a taxonomy
- ✔ Strategy
- ✔ There is an ongoing implementation and support plan
- ✔ There is a realistic allotment of resources to taxonomy
- ✖ Site has a thesaurus
- ✖ Search Integration

Stakeholders

- ✔ Stakeholders are actively using the site
- ✔ Stakeholders are satisfied with the state of the site
- ✔ Stakeholders are satisfied with the growth of the site
- ✔ Stakeholders are satisfied with the direction of the site
- ✔ The website is meeting defined goals and expectations of stakeholders

Standards for Site

- ✔ There is documentation of standards
- ✔ Appropriate training
- ✔ Support system (power users, IT, etc.)

Performance Measurements; the following metrics tracked

- ✔ Period of time
- ✔ Visits
- ✔ New visits
- ✔ Page Views
- ✔ Pages visited
- ✔ Avg. Time on site
- ✔ Bounce Rate
- ✔ Sources
- ✔ Keywords
- ✔ Metrics disclosed to site administrative and management teams
- ✔ Top Content
- ✔ Measures identified with goals; reports produced and analyzed monthly

Content Management

- ✔ Standards for image and file size appear to be in place
- ✔ Contact information is available
- ✔ Content is cross referenced. It is a best practice to post once and link often
- ✔ Use of linking
- ✔ Content is managed and published by business unit
- ✔ Content status determines publishing status (Draft, Active, Site Archive, Record Retention)
- ✔ It is easy to use and publish (requiring no HTML knowledge)?
- ✔ Keywords input for meta-tagging for more efficient content classification and retrieval
- ✔ Keywords input has taxonomy for governing the use of keywords

- ✔ Page templates are driven and not free form
- ✔ Time or expiration controls for stale or dated content are in effect
- ✔ Standardized footer with copyright, Author name & email, Privacy Policy, Terms of Use, and Last Modified date
- ✔ Version control
- ✖ Page summaries or abstracts are not available

Planning and Resources score: 8.83 out of 10

Search

The site has a basic search function. It does not recognize misspellings, nor does it have advanced search or the ability to search within the search results. There are some SEO elements, but SEO is also an area for improvement.

Search & Findability

- ✔ Site has search
- ✔ Search is available from every page
- ✔ Results are highlighted
- ✔ Metadata - titles, keywords, descriptions
- ✔ Search allows Boolean options (and/or, *, ?)
- ✔ URL is user friendly
- ✔ URLs are dynamic and have no more than 3 parameters (?&=)
- ✔ The HTML title tag in the browser is user friendly
- ✔ Consistent URL, Browser title, and Page Heading,
- ✔ Global navigation
- ✔ Footer is present
- ✔ Footer is consistent
- ✔ Site has a sitemap
- ✔ Search is not case sensitive
- ✖ "I am a" and/or "Help me find" menus is not available
- ✖ No help section
- ✖ Breadcrumbs are not used
- ✖ No Integrated search
- ✖ Results are not dated, or number indicated
- ✖ Advanced search is not available
- ✖ Scope search by section or category is not available

✖ Search does not have a help section

✖ Misspellings are not allowed

SEO

✔ Keywords are in context in first 2 paragraphs of page, but are not overused. (5 references max)

✔ Title tag shows in browser window and is relevant to each page with approximately 40-69 characters for Google

✔ Description tag displays when you search - describes page

✔ Keyword tag - these words should also be in first two paragraphs of content for better SEO)

✖ Site does not utilize "robots" to assist search engines to find content

Style sheets

✔ Site uses Cascading Style Sheets

URLs / URIs

✔ Site does not use more than 2 hyphens in the URLs, and avoids them whenever possible

✔ Filenames are meaningful such and not dynamically generated jumble

✔ Site URLs do not contain marks and characters (e.g. ?, specials characters and variables where possible

General

✔ Pages contain 200-500 words of content per page, and avoid scrolling

✔ Keywords are not overused in content of page; Paragraphs must make sense and should have the keywords in context about 5 times throughout the whole page

✔ Search by Metadata (e.g. Site: Title: Link: URL: Intitle:)

✔ Content Types (PDF, XML, RSS, DOC, XLS, etc.)

✔ Keyword search is available

✔ Boolean Search Options (AND/OR/NOT/AND NOT/NEAR/WITH/PHRASE)

✔ Text size of search results is readable

✔ Page code under 100k

✔ CMS has an option to clean up code. No tags appear on the page. Paragraph spacing looks consistent; consistent styles are used.

✔ Site map available

✖ Search results cannot be sorted by date, relevance, type, and size

- ✖ Does not have Help section with FAQs and Tips

- ✖ Search has the option to search within the results

- ✖ Scoped search to a particular section or category (see federated search above) is not available

- ✖ Search function does not have a thesaurus option (within Search, related topics)

- ✖ Search function does not produce spelling correction alternatives (provides forgiveness; if type in "canser" - prompt asks "did you mean "cancer"?)

Linking

- ✔ Cross linking between pages where ever possible

- ✔ Replace links with text links, same for flash links.

- ✔ Text menus are at the bottom of each page and link to related pages. Any images or buttons used as links are accompanied by textual links (for accessibility)

- ✔ 10-50 links per page, not more than 100. (link in body of content should all be contextual and relevant)

Search Score 5.8 out of 10

Overall Site Rating

The Case Foundation website scores high on our evaluation scale. It's strong points include it's design and layout, planning and resources, and its relevant content.

The design is bright clean and consistent. Images on the site are appealing and appropriate and draw the reader into the article.

Content on the site is relevant and current. The site makes good use of web 2.0 functionality of RSS, blogs, Twitter and Facebook.