

<b>Committee(s)</b>	<b>Dated:</b>
Digital Services Sub Committee	16 November 2020
<b>Subject:</b> Design, build, support and hosting for new website	<b>Public</b>
<b>Report of:</b> Town Clerk (Director of Communications)	<b>For Information</b>
<b>Report author:</b> Melissa Richardson, Digital Publishing and Content Strategy Lead, Communications, Town Clerks	

### Summary

This report is to provide Members with statistics about the content approach to the new site, including the audit.

The new website launched on Monday 6 July 2020.

### Main Report

#### Background

1. The new supplier, Zengenti, favoured an Agile working practice [collaboration at every stage incorporating improvements] and undertook simultaneous design, build and testing. A similar approach was taken with the content migration so that the old site was audited and the content prioritised by content owners. This ensured that obsolete content was removed and that departmental content owners were fully aware of what they owned. This enabled them to ensure the most important content was available at launch and to then publish remaining content in line with their own assessments.

#### Current Position

2. There has been some concern that pages either were, or appeared to be, missing. Those reported were due to specific departmental editorial decisions or pages coming after PDFs in website search results (the most relevant coming first).
3. Some PDFs were identified as not appearing in Google search, this is no longer the case. Google search will continue to improve over time and bring more results back to the previous level. This happens with any new website with which Google has to become familiar. We continue to monitor this and to check that pages are properly formatted which aids their visibility. Our historic stats illustrate that the trajectory for Google results after the website relaunch in 2012 was almost identical.
4. There had been a supplier issue where two fixes for Google search were made which cancelled each other out. This has now been rectified.

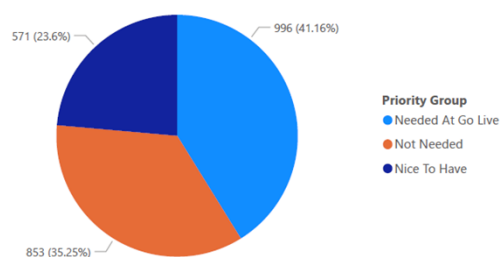
5. A consultation went out with old links in it (when notified of such occurrences the web team has spoken to the department concerned to get them to update or replace the links).
6. As an ongoing process we use SiteMorse reports for broken links and other errors across the site which are fixed on a weekly (top 250 pages) and monthly (entire site) basis. In their Quarter 4 index we moved up the rankings 189 places to 21<sup>st</sup> place. Our score increased to 8.3/10, which was down to an increase in 'Accessibility', 'Function and Links' and 'Performance' scores.
7. Member information is on a separate website (run by the Committee Services team) and this is linked to in exactly the same way as on the old site. Members should continue to deal with the Committee Services team for this.
8. Agilisys are still working on downloading the full version of the content from the old site, but we do have access to most of it.
9. In terms of future development, there will be changes in functionality due to CMS development, but as this is supplier-side we won't have access to their roadmap.
10. The content audit stats are included below. This data is based on the content audit of the old website carried out between May and September 2019. Editors and Content owners were asked to complete an online form for each page of the old website. Around 2500 pages were reviewed. The decisions on each page's priority was made by the editors and content owners in the business and the central web team assisted in collating and evaluating the responses. The pages were assessed into three levels of priority:
  - Needed at Go Live
  - Nice to have
  - Not needed

## Content Audit May 2019 All Pages

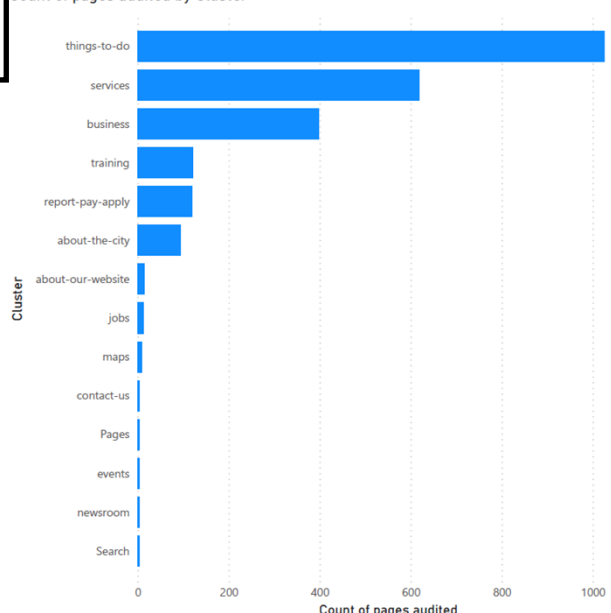
2420

Count of pages audited

Count of pages audited by Priority Group



Count of pages audited by Cluster

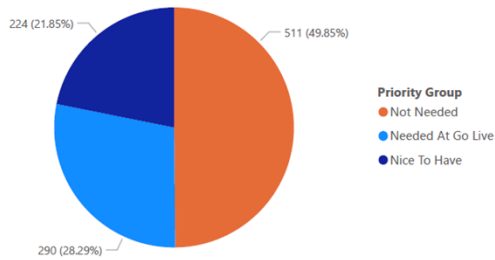


## Content Audit May 2019 Things to do Cluster

1025

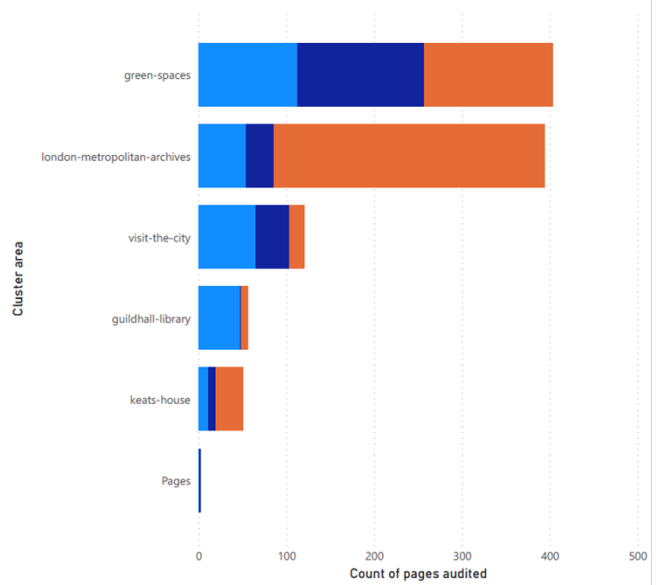
Count of pages audited

Count of pages audited by Priority Group



Count of pages audited by Cluster area and Priority Group

Priority Group ● Needed At Go Live ● Nice To Have ● Not Needed

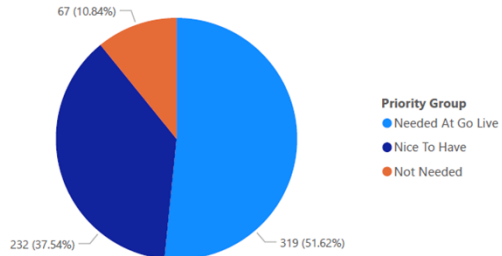


## Content Audit May 2019 Services Cluster

618

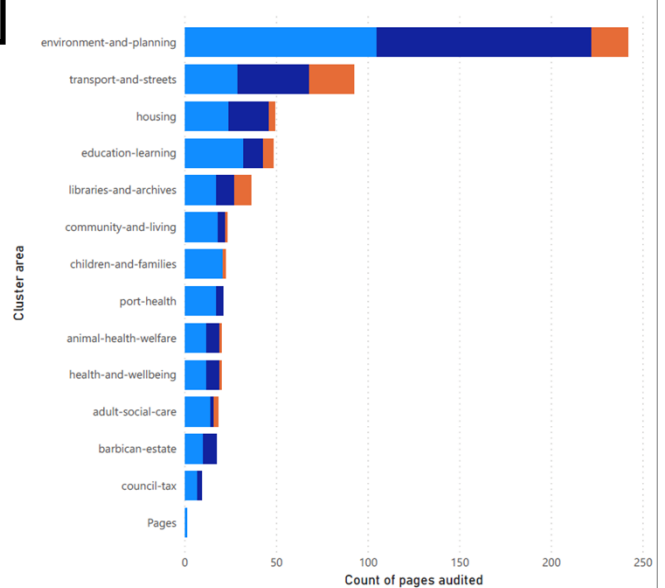
Count of pages audited

Count of pages audited by Priority Group



Count of pages audited by Cluster area and Priority Group

Priority Group ● Needed At Go Live ● Nice To Have ● Not Needed

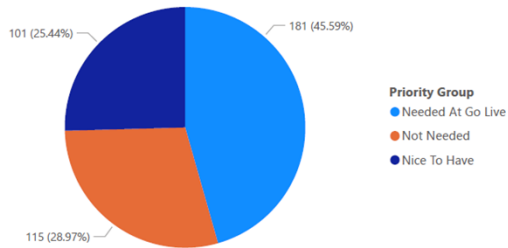


## Content Audit May 2019 Business Cluster

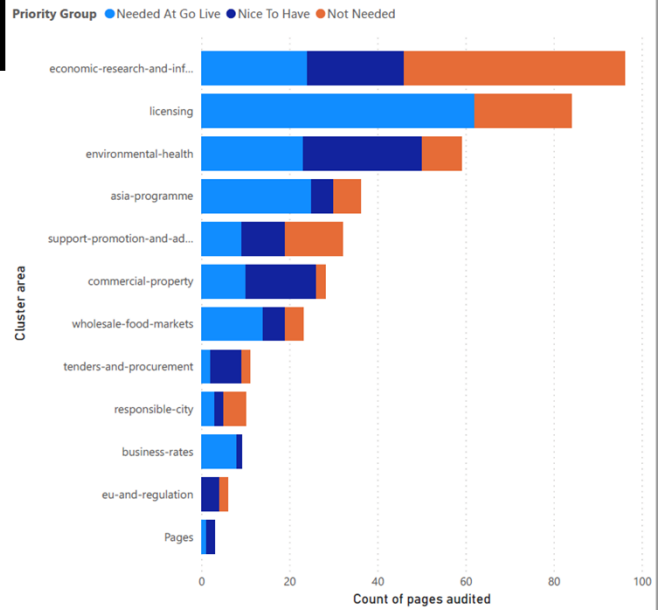
397

Count of pages audited

Count of pages audited by Priority Group



Count of pages audited by Cluster area and Priority Group

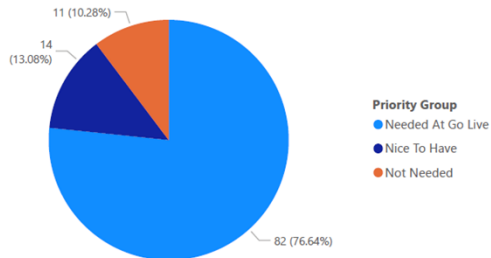


## Content Audit May 2019 About the City Cluster

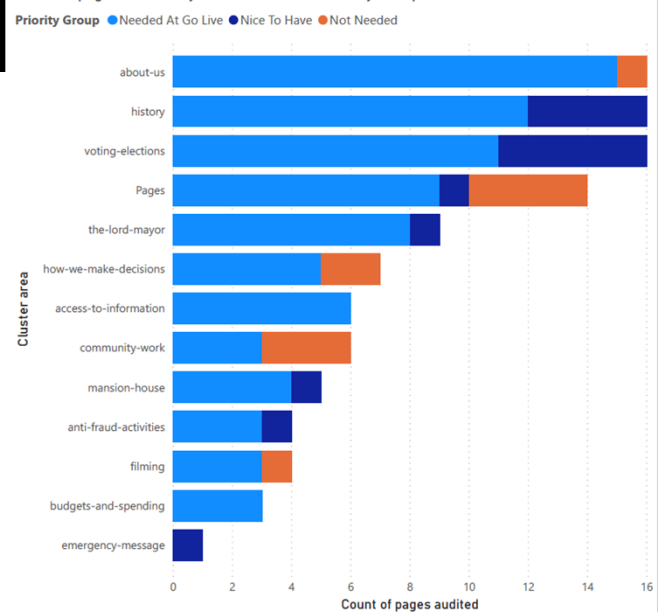
107

Count of pages audited

Count of pages audited by Priority Group



Count of pages audited by Cluster area and Priority Group



### Conclusion

11. Whilst some of the issues listed here are outside of our direct control there are additional measures that could be taken with future launches to raise awareness so that some could be avoided or at least mitigated. This would include providing illustrations of what delays to expect with search at a re-launch and to include a specific reminder in the internal comms which accompany any launch to departments about using the appropriate links.

**Melissa Richardson**

Digital Publishing and Content Strategy Lead

T: 020 7332 3449

E: [melissa.richardson@cityoflondon.gov.uk](mailto:melissa.richardson@cityoflondon.gov.uk)