



Colorado State Archives Web Site Review & Content Audit

Jessica Sams
User Experience Specialist and Web Manager, Temporary
May 6, 2017

Colorado State Archives

Web Site Review & Content Audit

This content audit document serves as a project kickoff asset. DPA's overarching vision is to be the leader in service excellence to provide quality services to enhance State government success.

This project includes a discovery phase to show basic facts about the site as it stands. Then we cover a light competitive analysis to compare main navigation labels for other archives sites. Finally, we outline a plan of action.

Table of Contents:

Section 1: Discovery

Section 2: Competitive Analysis

Section 3: Suggestions

Section 1

Discovery

State Archives Site

The URL of the State Archives web site is <https://www.colorado.gov/archives/>.

Here is a review of several aspects of the content in the Archives site hosted by Colorado Interactive using the Pacific Drupal content management software (CMS):

- There are about 107 pages of content
- There are 69 pages linked from the top navigation, in three levels
- Primary top navigation contains 7 items: Menu, DPA Home, I Want To, Business, Local Govt, Citizen, About Us
- This top navigation structure is also echoed in the Division of Central Services' top nav.
- There are two pages with the H1 "About Us"
- There are 12 broken links on 3 pages
- There is unnecessary markup within the body section of the content that came from pasting content from Google Docs.
- Siteimprove has an accessibility review, which shows 22 pages have images with no alt text, and a few confusing link text labels
- Images don't scale correctly for mobile viewports: they are vertically stretched.
- There are several pages that list non-tabular data in a table
- There are about 20 expired, yet published events in the database, ranging from 2014 to this past Feb. There are about 54 News content types marked a combination of published and unpublished.
- There are no blog entry content types
- There are 7 published web forms (5 of these are labelled 'test') and 12 unpublished web forms

As cited by DPA's contact at Colorado Interactive, this is an outdated URL structure:

<http://coloradoc2.prod.acquia-sites.com/sites/default/files/...>

<http://coloradoc2.prod.acquia-sites.com/dpa/...>

Colorado Interactive has requested that we refrain from using URL structures like this anymore, and that we use relative linking using a node ID. As I re-code the content of the site, I'll be changing these URLs from absolute to relative and getting rid of the reference to acquia-sites, as that is legacy code from the original migration into Drupal.

The screenshot below shows a snippet of the home page that contains the top navigation, slideshow area, and welcome text box.



COLORADO

State Archives



Office of the Governor Records

Welcome

Welcome to the Colorado State Archives. Our new research facility at 1313 Sherman, Room 120, is open Monday - Friday, from 10:00 a.m. to 4:00 p.m. No records are pulled after 3:30 p.m. or on Fridays. Researchers interested in coming in on Fridays should make their request online by the previous Thursday at 3:00 p.m.. Our reference desk phone number is: 303-866-2358 [Click here for more information](#)

[MAKE A REQUEST](#)

This screenshot shows the first menu item is called Menu, with a dropdown submenu available.

Search Results

The term SERP is an acronym for Search Engine Results Page. The current Google search results look very good for the keyphrase "Colorado archives":

gle colorado archives

All Maps News Images Videos More Settings Tools

About 58,100,000 results (0.49 seconds)

Archives - Colorado.gov
<https://www.colorado.gov/archives> ▼
 Welcome to the **Colorado State Archives**. Our new research facility at 1313 Sherman, Room 120, is open Monday - Friday, from 10:00 a.m. to 4:00 p.m. No ...

<p>Archives Search The Archives Search is an online database that is searchable by ...</p> <p>Genealogy Genealogy Resources - A short presentation regarding some of ...</p> <p>Legislative Records Legislative Records. About These Records. The Colorado State ...</p>	<p>Records Management Records Management. If you need more in-depth assistance ...</p> <p>Contact Us Contact Us. Location and Hours. In-Person: The Colorado State ...</p> <p>Public Records The Colorado State Archives holds a wide variety of public records ...</p>
--	---

[More results from colorado.gov »](#)

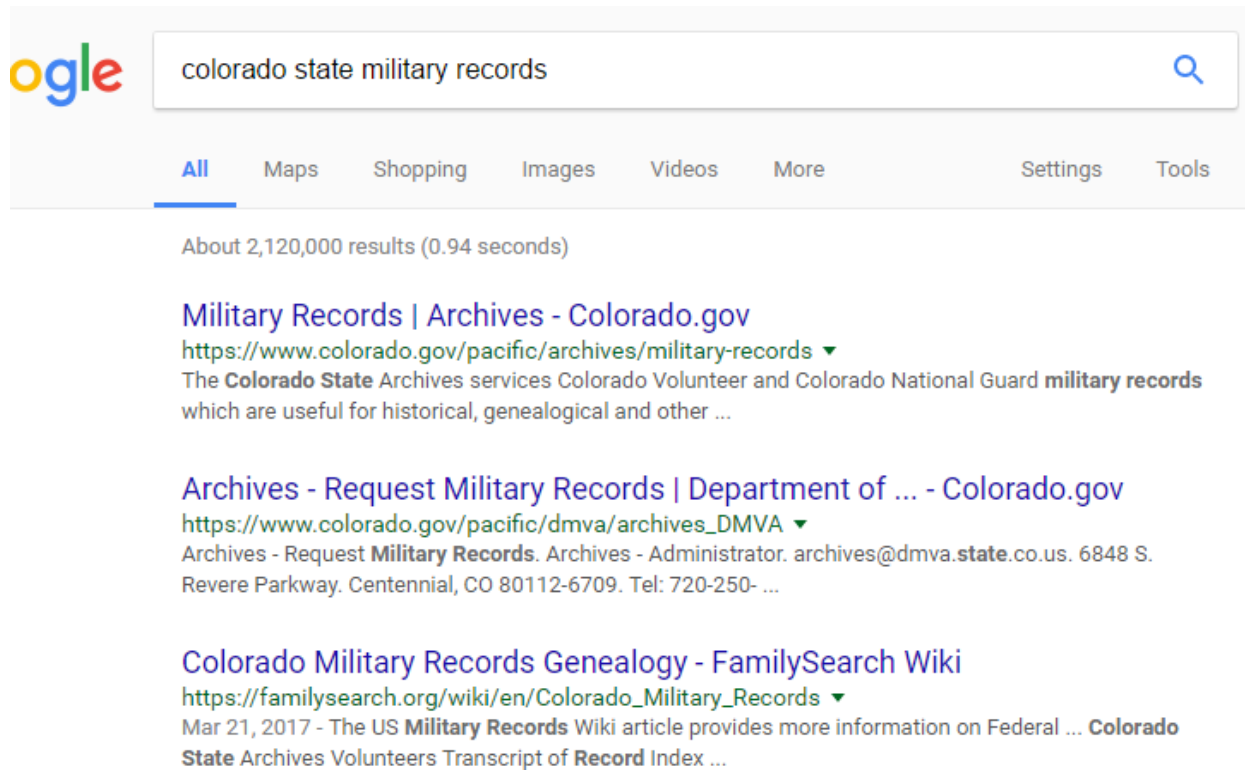
Colorado - Digital State Archives
www.digitalstatearchives.com/colorado ▼
 The **Colorado State Archives** is a real hodge-podge of a site, with a smallish (meager?) collection of digital content, but a sizable offering of useful indexes with ...

Colorado Historic Newspapers Collection
<https://www.coloradohistoricnewspapers.org/> ▼
 A service of the **Colorado State Library**, the **Colorado Historic Newspapers Collection (CHNC)** currently includes more than 924,000 digitized pages, ...

Archives & Special Collections | Libraries | Colorado State University
lib.colostate.edu/archives ▼
 Nov 5, 2010 - The **Archives** and Special Collections Department collects, preserves, and provides access to rare books, manuscripts, and the records of **Colorado State University** in order to support research and scholarship. The materials we maintain, many of which are housed on the second floor ...

Archives - Jefferson County, Colorado
jeffco.us/archives/ ▼
Archives collects and preserves the historically valuable records of Jefferson County government.

This Google SERP shows the archives site as the first organic result for a search on “Colorado archives”



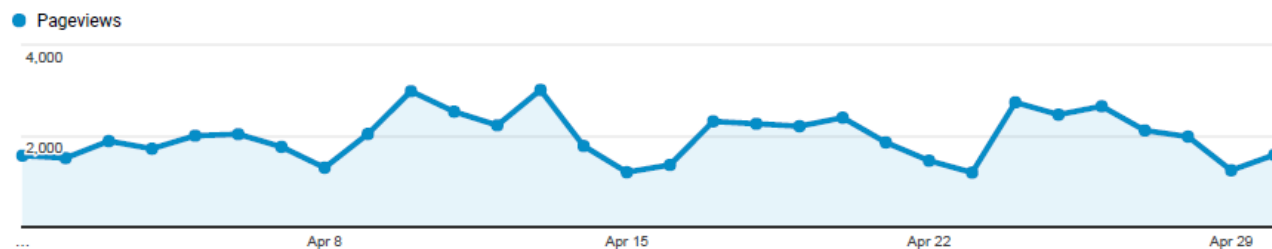
This Google SERP shows that two of the first three results for the keyphrase “Colorado state military records” are our pages.

Google Analytics

The following Google Analytics screenshot shows about 46,000 pageviews for the month of April, plus the top ten most-visited pages. The archives-search page is in position one for April, so we can safely assume that when people come to the CO Archives page, they are coming to search the database of records.

<https://www.colorado.gov/pacific/archives/archives-search> On this page, the bulk of the content is being pulled in through an iframe.

<https://www.colorado.gov/pacific/archives/publicrecords> It may be useful to arrange content on this page according to public demand. Further research into the most popular pages over time is suggested.



Page	Pageviews	Unique Pageviews	Users	Bounce Rate	Sessions	Pages / Session
	59,437 % of Total: 0.84% (7,049,316)	45,845 % of Total: 0.87% (5,264,785)	18,436 % of Total: 1.28% (1,436,504)	40.38% Avg for View: 35.47% (13.86%)	19,771 % of Total: 0.86% (2,305,903)	3.01 Avg for View: 3.06 (-1.66%)
1. /pacific/archives/archives-search	7,117 (11.97%)	5,272 (11.50%)	4,350 (10.17%)	66.88%	1,857 (9.39%)	3.83
2. /pacific/archives/PublicRecords	5,211 (8.77%)	3,661 (7.99%)	3,587 (8.38%)	14.67%	2,931 (14.82%)	1.78
3. /archives	4,251 (7.15%)	3,079 (6.72%)	2,788 (6.52%)	42.45%	2,259 (11.43%)	1.88
4. /pacific/archives/divorce-records	3,255 (5.48%)	2,476 (5.40%)	2,345 (5.48%)	33.82%	1,369 (6.92%)	2.38
5. /pacific/archives/LegalRecords	2,952 (4.97%)	2,099 (4.58%)	2,046 (4.78%)	55.41%	74 (0.37%)	39.89
6. /pacific/archives/court-records	2,702 (4.55%)	2,271 (4.95%)	2,222 (5.19%)	45.64%	791 (4.00%)	3.42
7. /pacific/archives/marriage-records	2,698 (4.54%)	2,099 (4.58%)	1,988 (4.65%)	31.80%	1,714 (8.67%)	1.57
8. /pacific/archives/death-records	2,693 (4.53%)	2,185 (4.77%)	2,107 (4.92%)	34.42%	1,775 (8.98%)	1.52
9. /pacific/archives/request	2,554 (4.30%)	1,939 (4.23%)	1,767 (4.13%)	57.39%	115 (0.58%)	22.21
10. /pacific/archives/symbols-emblems	1,587 (2.67%)	578 (1.26%)	500 (1.17%)	23.57%	471 (2.38%)	3.37

Google Analytics chart for April 2017 shows that 18,436 users generated 45,845 unique pageviews on the Archives site. The chart breaks down the pageviews for the top ten pages.

Section 2

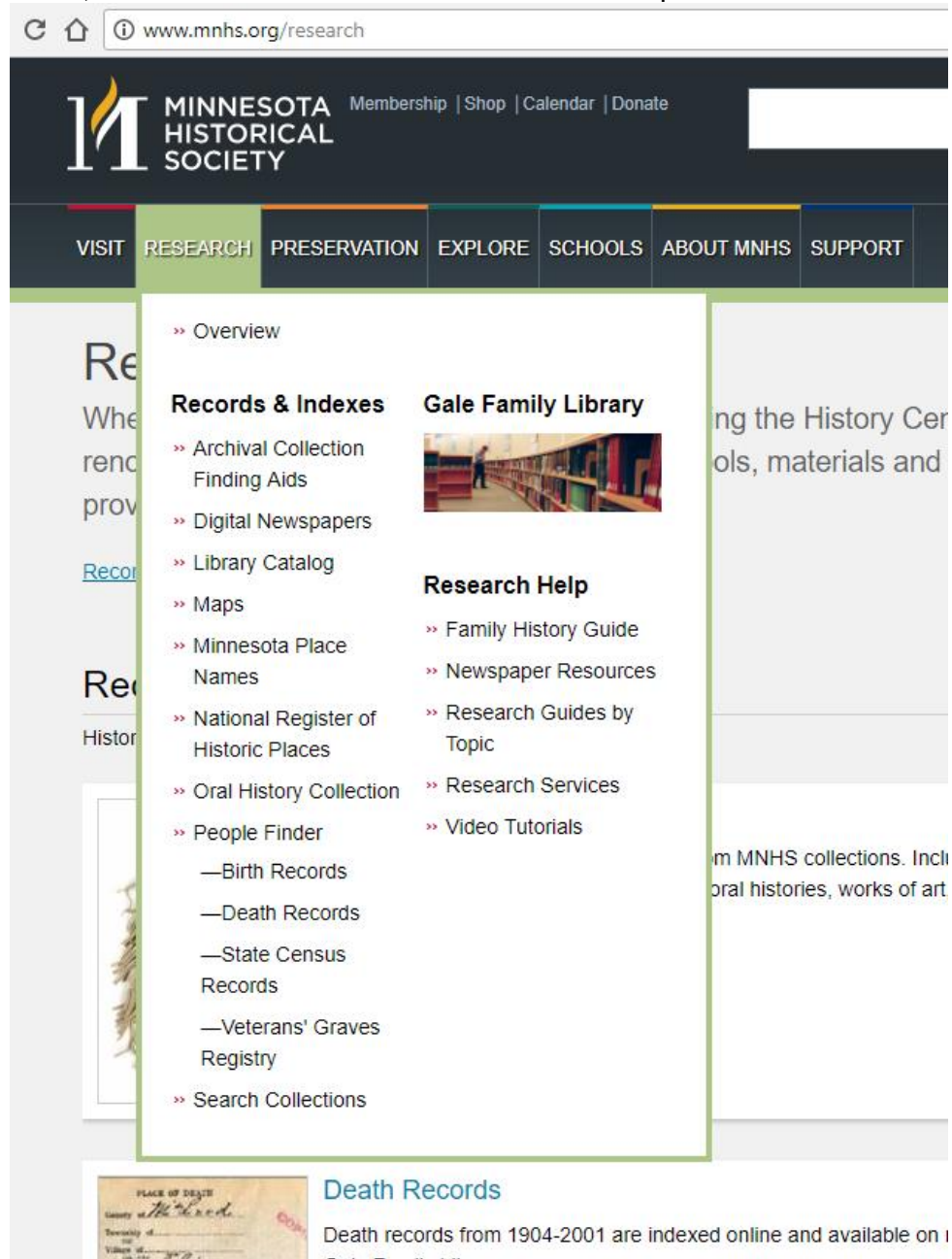
Competitive Analysis

Competitive Analysis

Sometimes it can be helpful to know how websites similar to yours arrange their content. For this reason, I have compiled a quick list of other state archives site navigation labels.

Minnesota Historical Society: Starting from their Research section (<http://www.mnhs.org/research>), here are their second-level navigation labels. Note that birth,

death, and census info is under a label called “People Finder”.



New Mexico (<http://www.nmcpr.state.nm.us/archives/about-the-archives>)
Archives

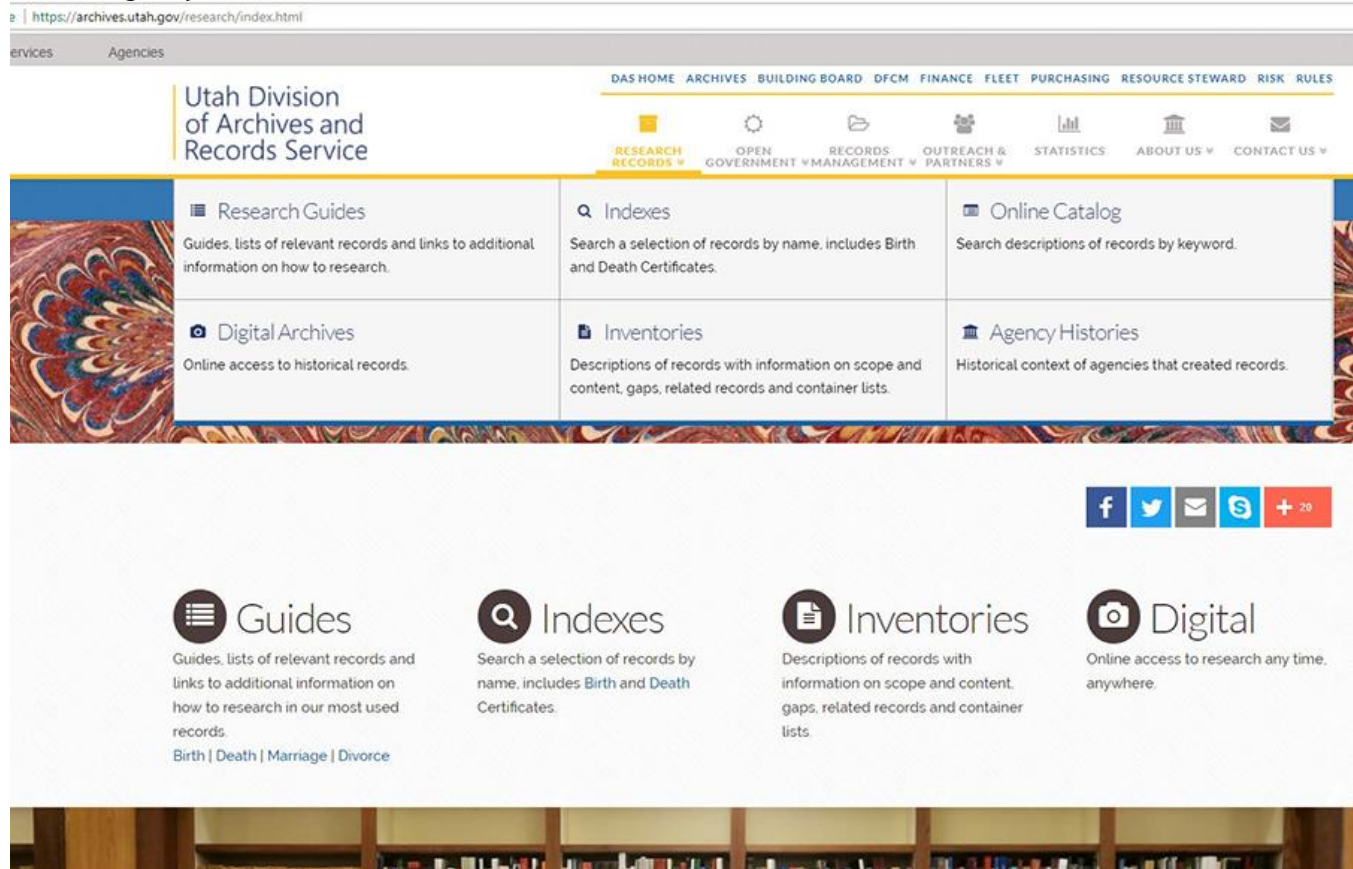
- Our Mission & History
- Search Archives
- Tracing Your Genealogy
- Research Resources
- Guidelines for Research
- Publications for Sale
- Donations
- Archives Month
- Archival Boxes

Utah (<https://archives.utah.gov/>)

Department of Personnel & Administration

Interesting note, Utah's "I Want To" section is a block at the bottom of the home page.

- Research Records
- Research Guides
- Digital Archives
- Indexes
- Inventories
- Online Catalog
- Agency Histories



Arizona (<https://www.azlibrary.gov/arm>)

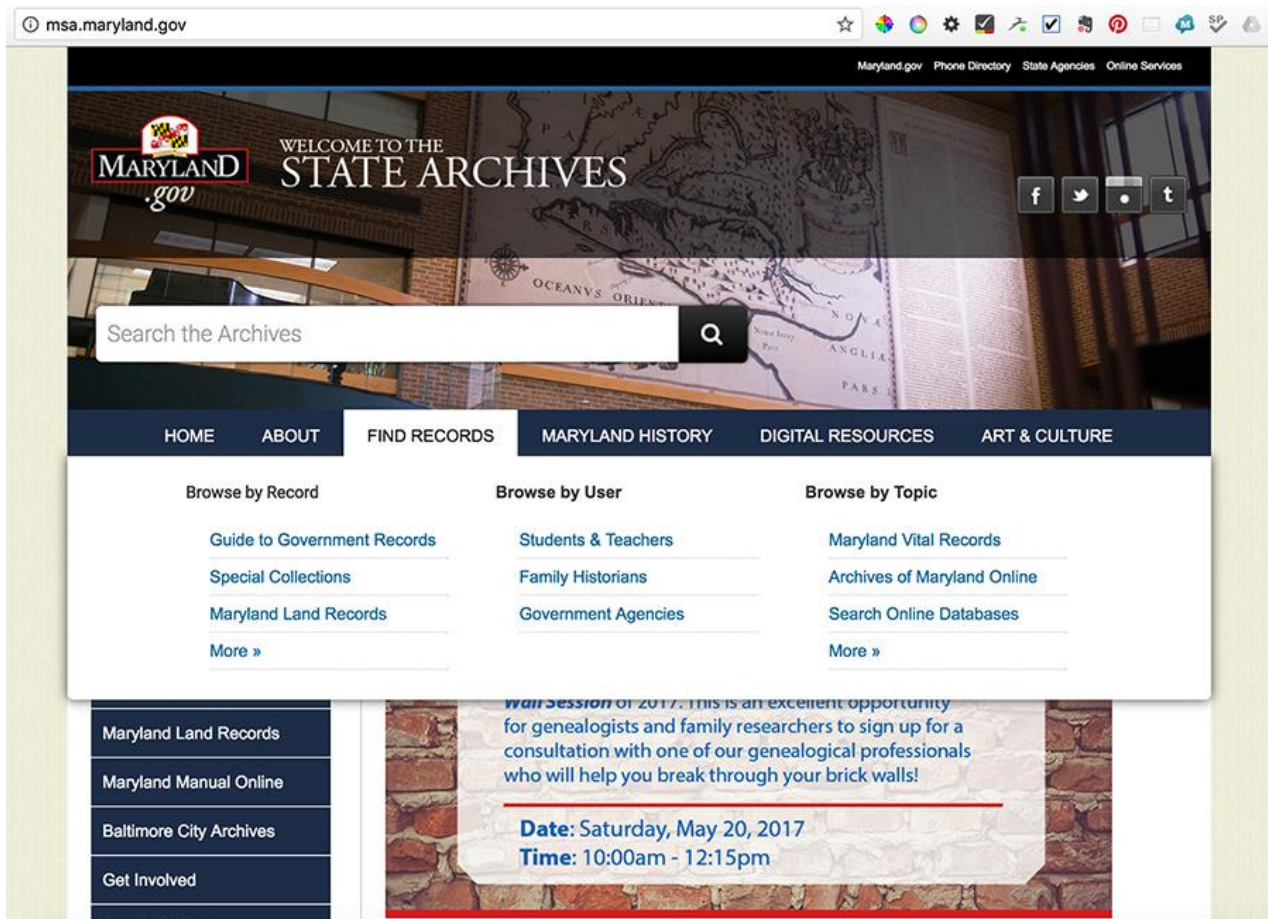
Arizona's navigation for most of its archives-related pages is in a right navigation. For instance, "Research at the Archives" is a second level navigation label with 8 third-level pages under it:

- Arizona Collection
- Arizona Newspapers
- Arizona State Agency Records and Publications
- Online Resources
- Maps...
- Photograph Collections
- Arizona Women's Hall of Fame
- Archives Resources.



Maryland (<http://msa.maryland.gov/>)

This site shows navigation content chunked by categories: “Browse by Record,” “Browse by User,” “Browse by Topic.”



Alaska (<http://archives.alaska.gov/>)
 About
 Records Management (RIMS)
 For Researchers
 Collections
 Imaging (IMS)
 ASHRAB

I have saved a copy of the entire Colorado Archives menu outline in our shared Google Drive folder.

Section 3

Suggestions

Plan of Action

- There will be two phases that we can implement somewhat concurrently: content phase and design phase. We'll get a head start on organizing the content, and then we can begin with wireframes and comps for redesigning the home page. We're working within Colorado Interactive's Drupal template and standards.
- Let's organize the content of the site in a logical and structured way. We can do a card sorting exercise to have everyone's input.
- Let's rewrite the confusing parts of select pages. We'll take our cues for writing for the web from Colorado's Digital Guidelines document, page 6.8

- Let's assign roles to address the broken links and misspellings
- Images: Let's set up a directory that everyone has access to. The entire team needs a process and standards for getting images up on the web.
- Accessibility: We'll be adding concise alt text to all images that add meaning to a web page. Other guidelines for accessibility appear in the Digital Guidelines document, page 6.10-11
- Let's set up weekly check-in meetings by Google Hangouts/video conferencing.
- I've set up a project plan in Google Sheets
- I've set up a shared folder in Google Drive with appendix-type documents

Wrap-Up

Jessica Sams prepared this document for a two-month project. Contact Jessica.sams@state.co.us for questions up until the end of June, 2017. Contact Adrian.schulte@state.co.us for all questions and followup.

FOR MORE INFORMATION, CONTACT:

Adrian Schulte
Communications Director



COLORADO
Executive Director's Office
Department of Personnel
& Administration

O: 303-866-6555
1525 Sherman St., Denver, CO 80203
adrian.schulte@state.co.us | www.colorado.gov/dpa