



SITEIMPROVE OVERVIEW GUIDE

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SiteImprove provides each site owner with the ability to review and monitor ADA compliance. Providing our customers with this tool gives each site owner the ability to provide their content to assistive technology users and meet the federal ADA requirements enforced by the Federal Office of Civil Rights.

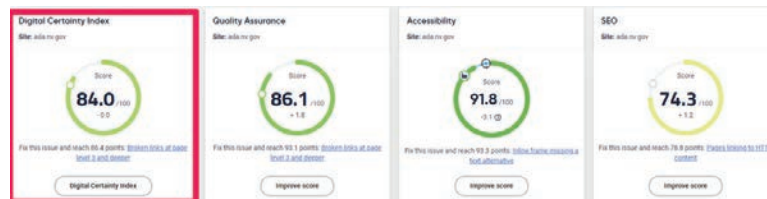
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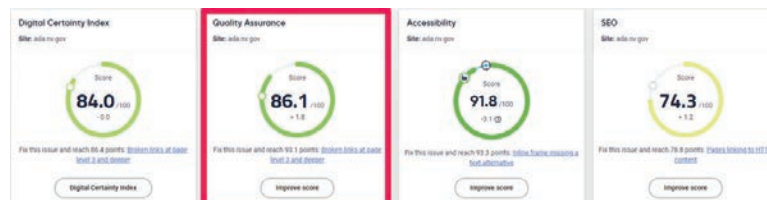
DIGITAL CERTAINTY INDEX DASHBOARD

After logging in to the tool, you'll see the Digital Certainty Index Dashboard, also known as the "DCI Score Dashboard." You can disregard the overall score and SEO scores, as they include factors that may not be relevant to your review and they don't affect your site's ADA compliance

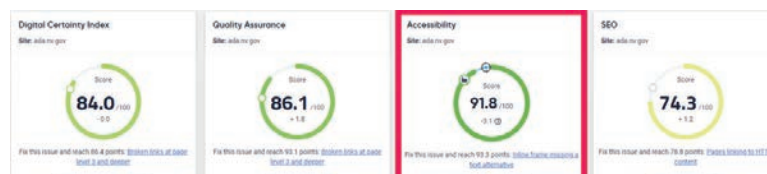
1. The Digital Certainty Index "DCI" is a combination of your sites Quality Assurance, Accessibility, and Search Engine Optimization "SEO". This is the overall score you can disregard.



2. Quality Assurance is the overall confidence that a screen reader can get through your site without any issues. We focus on this because even though you may have a high Accessibility score, the Quality Assurance section may be telling you that you have bad links on key pages where these links will have a high probability of inhibiting an assistive technology user. We push for a 90% on this score as this gives a high probability that the assistive technology user will not have an issue when absorbing your site's content.



3. Accessibility is the section of the score that focuses on your actual issues. This section shows you all the A, AA, and AAA issues with the site. It will let you know exactly how much each issue lowers your overall score. We also push for this to be at 90% as that will give a high probability that assistive technology users will not have an issue absorbing content.



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