



DQM, SEO and Accessibility

What is DQM?

Digital Quality Management (DQM) is a cutting-edge, cloud-based platform that provides up-to-the-minute reporting on all issues detected on your site, from a library of continuously updated digital, technical and legal specification standards. DQM reporting is available whether your site is live, in development or in staging.

CMS DQM Capabilities

CMS V3 DQM provides the only automated digital governance solution that integrates directly with your healthcare web Content Management Solution (CMS), assuring a high quality and consistent customer experience across every page and asset of your site.

With DQM, you can quickly target and resolve SEO issues, which can affect how easily your pages are found, and ultimately conversion rates, using included best practices and rule customization.

With DQM, you can:

- View a consolidated analysis of error classifications on *all* your web pages from a central dashboard.
- Ensure Web Content Accessibility Guidelines (WCAG) 1.0 and 2.1 and Section 508 accessibility standards-compliant content.
 - ❖ For more information, see [Accessibility in DQM](#).

WCAG 2.2 is scheduled to be completed and published in early 2023. WCAG 2.2 W3C Candidate Recommendation Snapshot was approved for publication in September 2022.



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- Easily correct details such as broken links, orphaned pages, readability and misspellings (in multiple languages), which can have a strong impact on public perception.
- Quickly target and resolve Search Engine Optimization (SEO) issues, which can affect how easily visitors can find your pages, and ultimately conversion rates, using included best practices and rule customization.
- Quickly target and resolve URL structure and code issues, as well as privacy and cookie policy inclusion and mobile device optimization.
- Automatically monitor your digital properties 24/7, by crawling your sites, regardless of channel, with configurable frequency. (All dashboards are set up for weekly scanning.)
- Protect your brand with reporting for brand violations, such as usage of an incorrect logo or color palette, incorrect font, punctuation or image assets, consistent use of terminology, language clarity, use of prohibited terms, etc., across all digital experiences.
- Detect and track key digital assets across all of your sites, making it easy to review and replace files.

Take your web presence to the next level by proactively detecting and resolving all major digital presence issues.

Accessibility in DQM, Definitions

Providing an excellent user experience is crucial for the success of any website. For users with limited abilities, browsing a website can be difficult. Improving your website so that it is easy to navigate for all users increases your range of potential customers and improves your SEO¹.

¹ The object of Search Engine Optimization (SEO) is increasing targeted internet traffic and ultimately your Return on Investment (ROI). This is best achieved by improving your search rankings, by optimizing your pages, so that search engines can find them.



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What is WCAG?

The word Wide Web Consortium (W3C) published Web Content Accessibility Guidelines (WCAG) to help businesses make their websites accessible for users with disabilities, or users with limited devices (such as mobile phone and tablets). DQM bases their checkpoints on the latest WCAG guidelines.

What are Accessibility Levels A, AA and AAA?

These levels indicate the degree of compliance. While level A covers the basic needs of a website to be easily accessible, level AA and AAA are based on higher standards. Most businesses aim to achieve a level of at least AA.

What is a Benchmarking Score?

The **Benchmarking Score** gives an indication of how compliant your website is to WCAG standards. The score ranks from 1 (low) to 10 (high). However, please note that the level AA and AAA contain checkpoints that cannot be tested by scanning your website. For those, you will need to check your pages manually.

One example of a manual checkpoint is whether your website has supporting audio or whether the colors used in the design are easy to see for a person with impaired vision.

Why is one checkpoint flagged for so many pages?

There are a number of reasons why one checkpoint might exist on many pages.

- The flagged item is a part of your website's template and thus, is shown incorrectly on every page. Fixing the issue in one place will resolve many of your checkpoints at once.
- Another possible reason could be images without **alt** tags.



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What are alt tags and why are they important?

The **alt** tag is contained within the image tag: ``. Although **alt** and **title** are also commonly referred to as *alt tag*, *alt text* or *title tag*, they are *not* actually tags. **Alt** and **title** are *attributes* of the HTML image `` tag.

A complete HTML image alt tag is written as follows: ``. The **alt** text (`alt=""`) should describe the image and its purpose.

Images without **alt** tags are highlighted as checkpoints for a few important reasons. Configuration is available to restrict saving pages without an **alt** tag for all of your images, if desired.

Alt tags are important for 508 compliance screen readers, such as Job Access with Speech (JAWS), which generates audial speech and Braille output for users with vision impairment.

Images whose intent is strictly design-based, that are in the HTML of your page rather than in the preferred CSS, should have an *empty* alt tag attribute. For example, screen readers will skip over an image with this alt tag attribute: ``.

Alt tags are also important for SEO. The **title** attribute is displayed as a tooltip when a site visitor hovers over the image. It can even be used as an additional call-to-action (CTA), for example: "This service is now offered at a reduced price!"

Alt tags with a **title** attribute also provide a text alternative for search engine crawlers and robots such as Googlebot and can positively influence search engine rankings. Images with correctly formatted **alt** tag attribute titles influence both indexing and ranking of the page. They also enrich the user experience for those using browsers that cannot process images.



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Another reason to use the **title** attribute: Firefox, Chrome, and other HTML W3C standard-compliant browsers won't display hover text for images if the **title** attribute is not present or is empty.

Other Common Compliance Errors

A warning for meaningless phrases such as "Click here." used for link text may seem trivial, but there is an important reason for this compliance flag. The intent is that link phrases should make sense when read out of context, for screen readers.

JAWS has an option to display a list of links on the page to the user. Along with this, JAWS has an option to list all headings on a page and is a popular way for visually impaired users to orient themselves and more quickly discover what they're looking for in a document.

The Priority Flag

Issues with priorities are flagged in red, as displayed below.



Non-compliance can be a costly mistake for websites not providing accessibility to all.

Where can I find help understanding a checkpoint?

At the end of each checkpoint, is an information **Why?** icon. Hover over this icon for a quick view of additional information regarding why resolution of this checkpoint is important. Click on the issue itself, and the **Source** tab to directly access the problem area in the code.



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12 issues found:	
CONTENT PRESENTATION	
1.10 Use correctly nested headings ⓘ	
LINKS	
2.2 Do not have links without content ⓘ	
IMAGES	
3.1 All images should specify an "alt" attribute ⓘ	Why? The "alt" attribute is designed to provide a short text description that can be used in place of the image. If the image does not convey any meaning, the "alt" attribute should be left empty.
TITLE & METADATA	
5.6 Pages should contain metadata ⓘ	This indicates to assistive technology that the image can be safely ignored.

12 issues found:	Browser	Source	Issues are highlighted Can't see them?
	Previous Next		
CONTENT PRESENTATION	154.	<code><p style="margin: 0in 0in 0.0001pt; font-size: 11pt; font-family: Arial, sans-serif;">Click the Locations widget, as shown below, or the specific Locations List link from the Locations menu</p></code>	
1.10 Use correctly nested headings ⓘ	155.	<code><p style="margin: 0in 0in 0.0001pt; font-size: 11pt; font-family: Arial, sans-serif;"></p></code>	
LINKS	156.	<code><p style="margin: 0in 0in 0.0001pt; font-size: 11pt; font-family: Arial, sans-serif;"></p></code>	
2.2 Do not have links without content ⓘ	157.	<code><p style="margin: 0in 0in 0.0001pt; font-size: 11pt; font-family: Arial, sans-serif;"></p></div></code>	
IMAGES	158.		
3.1 All images should specify an "alt" attribute ⓘ	159.	<code><script type="text/javascript">var hierarchalData = "243300";</script></code>	
TITLE & METADATA	160.	<code></div></code>	
5.6 Pages should contain metadata ⓘ	161.	<code></div></code>	
	162.	<code></div></code>	
	163.		
	164.	<code><div class="row ih-footer-row"></code>	
	165.	<code><div class="col-xs-12 ih-footer-column"></code>	
	166.	<code><div id="ih-page-footer"></code>	
	167.	<code></div></code>	



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How Does the DQM Platform Work?

The **DQM** platform works on three levels. The **DQM** platform routinely crawls your websites and monitors for any violations based on the rules and priorities in place, *without affecting performance*. Crawl frequency is weekly. Priority issues are flagged for immediate attention.

This information is analyzed, organized and presented in an intuitive and comprehensive online dashboard, known as the **Website Dashboard**, to ensure quality and compliance for your live web presence.

Once installed, the **DQM Page Checker** tab validates any selected web page with one click, for these same brand, code, compliance, SEO and compliance risks, using the rules and priorities you have set.

As you are building your site's pages, the **DQM** report accordion validates against all of these configured rules in place, so that you can address any issues prior to publishing.





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Accessing the DQM Panel

Let's start at the ground level, the authoring environment for your website. To analyze and correct an individual page in your site, you can use the dockable **Digital Quality Management** panel. With your page open in **Inline** view, you can see problem areas highlighted in yellow. Open the **DQM** panel by clicking **View > Digital Quality Management**.

The pie chart shows your **Pass/Fail** statistics visually and in percentages. The blue area and coordinating blue bullets below it, indicate compliant (**Pass**) items. The red chart percentage and bullets are your problem (**Fail**) areas. View categorized **Pass/Fail** data with the drop-down.

Categories are *All Topics, Accessibility, Brand, Legal, SEO and Usability*. The pie chart and bullets update accordingly. Errors and their solutions are defined in readable language with **View More** links for additional information and **WCAG** section references.

The Accessibility Tab

The **Accessibility** tab is a rich source for WCAG compliance information. From this page, you can analyze and correct all issues that might limit accessibility to your web content. Your chosen target level, such as *WCAG Level AA compliance*, is displayed at the top right.

You can choose the target levels to display by checking one or all of the following: *Level A, Level AA or Level AAA*. You can also toggle **Hide Success Criterion without automated tests**. The top-left panel displays the number of issues for each level and their benchmarking score, with a ranking from 1-10. Each link on the right takes you to the specific W3 Consortium checkpoint. As with all other checkpoint pages, drill down from the topics listed on the left to see additional detail and link to affected pages. The checkmark icon indicates that no issues were found, but manual testing is still required.