

INSIGHT

Briefing

#105

Better Connected: The continuous improvement platform for council web and digital services

— September 2017

Introduction

Better Connected, our annual survey of UK council website performance from a customer perspective, started in 1999 and was re-launched as <https://betterconnected.socitm.net> just over two years ago.

The Better Connected website features free-to-view survey reports; a results page for every UK council accessible without logging in; and facilities for Better Connected users to challenge, discuss and readily share their results with colleagues.

Moving Better Connected online has signaled a wider change in culture and approach, which has led to council digital teams increasing their interaction with the programme, as will be outlined in this briefing. Digital leaders are also using Better Connected as a key platform for engaging service and senior management on the journey to becoming a 'digital council'.

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Council websites in 2017: key findings

At the end of its annual survey cycle in May 2017, Better Connected reported that 55% of the UK's local government websites achieved its three or four-star rating overall - indicating that they provide a 'good' or 'very good' user experience. This was an increase of 11% over the previous year in councils achieving three or four stars.

The 2016-17 results also showed that:

- 89% of council websites are now purposed for mobile phones, compared with 80% in 2015-16, and 57% in 2014-15. The transition to mobile-purposed sites reflects the fact that the use of mobiles to access the internet has grown rapidly in recent years, and for many councils already stands above 50%.
- Just over half (52%) of all sites provide a 'good' or 'very good' experience from mobiles. (Sites not purposed for mobile use cannot score above one star in Better Connected.)
- 68% of councils achieved three or four stars in our test of key content accessing tools: search, navigation and the A-Z function. 26% of councils have now dropped the A-Z function altogether (up from 19% in 2015-16). Of those that retain the function, in 82% of cases it works 'well' or 'very well'.
- Councils do well in terms of the findability of most council services and tasks from Google searches. We know this because all our service-based surveys (e.g. 'Find out about roadworks') start with a Google search, as do the vast majority of user internet sessions
- With most of the 'top tasks' tested for Better Connected, between 0-3% of sites can't be found via Google. However, some tasks performed much worse this year. More than 10% of sites were not found by our search phrase 'XXX council social care assessment for elderly person', and more than 8% of sites were not found by our search phrase 'XXX council housing'. Very often these high failure rates were associated with information being presented on third party sites that are poorly linked to the main council site.
- 69% passed our test on their accessibility to people with disabilities. Simpler, less cluttered, mobile-responsive websites are doing better in accessibility testing, but continue to be let down by third party software that is not purposed for use on mobile devices.
- Performance in service-based tasks varies considerably, from 85% of sites achieving three or four stars for 'Find out about roadworks', and 67% for 'Apply for residents' parking permit', to a series of results in the low 40s for libraries ('Sign up for e-resources'), and building control/building warrant applications and housing ('Find out how to apply for housing').
- Results in social care, although hovering around the 50% mark and regarded as 'concerning' by our survey partner, Independent Age, are better than they have been historically. For example, only 35% passed the 2014-15 task 'Find out about breaks for carers of adults'.
- Performance of council websites in service-based tasks, where reviewers look at the whole customer journey and process for tasks, as well as the quality of information content and the way it is presented, is generally less good than performance in the mobile and search, navigation and A-Z tests, which focus on the findability of content and the performance of site tools. This suggests that web and digital managers and those they report to still have work to do to engage service managers with the task of creating properly digital services, as opposed to simply putting a service 'that has always been delivered that way' online.

How Better Connected is changing: the presentation, testing, engagement

In October 2015, Better Connected went online with headline results for every UK council freely available to view without logging in.

In previous years, only subscribers had been able to view the results of surveys: the new approach was part of a wider move to make Better Connected more visible and transparent. We also wanted more council employees to be able access results easily.

We knew that web managers were spending days copying results from our PDF and Excel documents to re-present them in meaningful and accessible formats for their colleagues. We wanted to save people time and make it easy for web and digital teams to engage service and senior managers with results. As a huge, once a year PDF report, Better Connected was easily dismissed as only of significance to web managers.

By publishing reports separately for service areas like planning and social care (and giving them star ratings) we have been better able to support web and digital teams in the discussions they need to have with service departments about their responsibilities for the performance of their online services.

Publishing 'all council' reports on parking, libraries and housing has also helped us to engage directly with professional associations that represent managers in these key areas. Our approach has been welcomed, as these organisations recognise the value of our work in supporting their own work to promote the digital agenda in their own sectors.

The underlying Better Connected methodology has remained largely unchanged. We continue with a team of reviewers using structured question sets to see if they can complete the sort of tasks that bring people to council websites. These may be informational tasks like 'Find out about roadworks'; or transactional tasks like 'Apply for single person discount for council tax'. One of the service-based tasks is tested on a mobile device. We also test the website's performance when accessed from a mobile, and the site's search, navigation and (for the 75% of sites that have them) A-Z facilities.

Our contractor, the Digital Accessibility Centre, tests the ability of people with disabilities to complete a set of tasks and to access sites' top pages. We have refined and standardised the tasks and published information about how we score surveys and sites overall, so that even first-time or one-off site users can understand what we do and how we reach our conclusions.

Site analytics suggest that more and more councils are getting colleagues from service and senior management to get their own login and look at and challenge the findings themselves. Our 'most viewed site' has had nearly 2,000 page views on Betterconnected.socitm.net in the past year.

A further significant change has been the addition of a comment facility on the website. Better Connected users can now publicly provide feedback and challenges to our findings online, and some do. We also have a blog on the site where we can communicate new developments, receive feedback and answer questions.

These moves have signaled our willingness to engage and discuss not just the results of individual surveys, but also Better Connected methodology, approaches and ideas about best practice. Better Connected has always taken feedback on its reviews very seriously, and has agreed score changes where it has been decided that a reviewer has missed something, got something wrong or marked some elements over severely.

Making this process fully transparent has made more people aware of how things work, and has been helpful in opening a dialogue with Better Connected reviewers. Not all challenges are upheld, however, and this year we introduced the 'paid-for re-review' feature, where councils have the opportunity for tests to be re-run and new scores to be published on the site where there has been improvement.

The idea for this development came from Better Connected users, and early feedback suggests that it is providing a useful service. See below for further details.

Introducing the Better Connected re-review

The re-review option was developed following discussion with Better Connected subscribers at Better Connected Live in 2016. Sometimes Better Connected comes at the wrong time for sites, maybe halfway through a re-design project, or individual surveys pick up acknowledged issues that spoil the chances of a four-star result.

Paid-for re-reviews are available for individual tasks, including service-based tasks, mobile and search/navigation/A-Z tests. After any necessary site fixes have been completed, two reviewers re-assess the site using the same question set, and commentary is provided on any outstanding issues.

New results from the review(s), including any changes to task scores and the overall site ranking, are substituted for the original results on the council's Better Connected web pages. Councils that request a re-review receive a copy of both the old and new results, but only the new results appear online. The service is £795+VAT for up to two-task reviews, with additional bundles of two-task reviews available at the same rate.

Feedback from councils that have used the service suggest that they have found it useful:

"As we were finishing our website redesign when Better Connected surveys were done there were some elements we wanted to re-review after the results came through, alongside our own customer testing. We found it useful to get an external perspective and were pleased with the detail of feedback received which helped us improve a couple of online services greatly. It was also good to be restored as a four-star site, with the results website being updated immediately, which was helpful to share with key stakeholders in a timely way."

"Achieving four stars is of significant strategic importance to us as a tool to demonstrate that the content, presentation and structuring principles we use meet best practice and have been independently verified as such. But, at the same time, assumptions we had made around the delivery were also challenged in a constructive and well-thought through manner."

"The offer of a re-assessment package from Better Connected has enabled the council's web team to proactively challenge their decision-making on top task customer content. A consequence of setting ourselves the challenge of a re-review is that we have had to go back to basics – considering navigation, language, suitability of content and information formats."

"The re-review experience has been really challenging as it forces the team to take a step back from day to day 'business as usual' and reconsider the nuts and bolts of our website and remember that 'content is king'. Whilst Socitm have invited us to look at best practice they have also encouraged an innovative approach. Feedback from multiple reviewers with detailed commentary is both tangible and insightful."

SERVICE FEEDBACK

The performance of newly redesigned websites in Better Connected

Fewer than half of the 91 council websites redesigned between April 2016 and March 2017 achieved the pass mark (i.e. three or four stars) in Better Connected's search/navigation/A-Z and access from mobiles tests.

To get to this result, we combined Better Connected data with information from the Jumoo Localgov Pagespeedy service. As part of a wider monthly analysis of local authority sites, Pagespeedy takes monthly screenshots and makes a manual comparison to detect new sites that have launched.

Results show that only 45% of the 91 new sites scored three or four stars for both tests (carried out in April and May 2017) compared with 41% of all council websites achieving three or four stars for the same two tests.

However, six redesigned sites achieved the top ranking of four stars overall in Better Connected, and were winners in the Better Connected Awards: Chelmsford City Council, Eden District Council, Harrogate Borough Council, Herefordshire Council, Midlothian Council, and Warwick District Council.

Of the 91 redesigned sites, 48 (53%) scored three or four stars overall, compared with 55% of all council sites. Of these better scoring redesigned sites, 77% are subscribers to Socitm Insight and therefore get access to full Better Connected results and reports.

In addition, the analysis showed that 39 (43%) of the sites that underwent a redesign in 2016-17 were sites not purposed for access from mobiles. This is not surprising: such sites are hard to use on mobile devices, particularly mobile phones, because much pinching and scrolling and zooming is required to access information or carry out transactions on a small screen. Most councils are now reporting that more than 50% of visits to their websites are through mobile phones.

Sites not purposed for mobiles are also inaccessible to some people with disabilities and cannot score above one star. Just 11% of council websites in the whole of the UK remain non-purposed for mobile. Astonishingly, it appears that two of the 91 redesigned websites have emerged from the process still not purposed for mobiles.

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for mobile*

Based on these results, it seems that redesigned council websites are only just outperforming the rest in terms of performance against the key usability criteria used in Better Connected testing, indicating that councils may not be getting the value they might from their investment in upgrading sites, including new content management systems and other software, changes in site information architecture and visual design.

Data about the most recent redesigns of council websites are pulled into their Better Connected landing pages from Jumoo.uk, enabling site visitors to check for sites redesigned after May 2014, when Localgov Pagespeedy records began.

Accessibility: Better Connected shows why automated testing is not enough

Most people with any decision-making responsibility around council websites know that the law requires them to be as accessible as possible for all users.

Badly designed and implemented websites can be difficult or impossible to access for people with disabilities, who may be using assistive technologies like text-to-speech screen readers or magnification software.

It is important for web managers - and those they report to - to understand that access for people with disabilities cannot be guaranteed just by specifying that a new site meets accessibility standards or by implementing ongoing automated accessibility testing. Many councils that believed their sites to be accessible, especially those that look to automated testing to ensure accessibility, were disappointed to be marked down or even fail tasks this year.

Sites that are accessible when newly minted can become inaccessible as soon as amendments are made, whether to code or content. Simple examples include when a developer adds a non-accessible 'Captcha' tool for eliminating robot responses, or when an editor uses an inaccessible link like 'click here' or forgets to add 'alt text' to images.

This year, several sites were marked down in accessibility tests because they displayed advertisements with movement that could not be controlled by the user. Others offered file types for download, such as PDF, that are inaccessible to users of screen readers and other technologies.

However, what caught out many sites that were otherwise accessible was the absence of forms where site users needed to contact the council to complete a task. This cropped up in the task 'Apply for a bulky waste collection'. Many sites only offered a telephone option for this task, making it impossible to complete for a user unable to use the telephone. Had a form been offered as an alternative, those users would have been accommodated.

Additionally, because 'Apply for a bulky waste collection' was tested on a mobile phone, sites which had a form but not a responsive one (i.e. not purposed for a small screen) were also marked down, because these are unusable for some of our accessibility testers (as well as being unnecessarily challenging to other users).

If sites are to be fully accessible to all, transactions and interactions need to be available via online forms. The existence or not of such forms is a key factor that automated testing cannot pick up.

Earlier this year, Gov.uk tested 10 widely used automated testing tools on a page it had built featuring 143 accessibility failures grouped into 19 categories. They found that a maximum of 41% of the barriers were picked up by any one tool, and their subsequent advice was that while testing tools can certainly help pick up issues, they should never be used in isolation.

Using Betterconnected.socitm.net to increase engagement and buy-in

Betterconnected.socitm.net is freely accessible to anyone who wants to know how well their council's website is performing, including elected members, senior managers, residents and other stakeholders.

As a public platform, it provides a great means to engage key people who need to buy in to website improvement programmes.

Anyone from a Socitm Insight-subscribing or corporate member council who has a council.gov.uk email address can access the detailed scores for their own and other councils that sit behind the login. All that is required is to sign up for a free account with socitm.net

A growing number of web and digital leads are making use of this public and easy-to-access tool to raise awareness, facilitate benchmarking and lever improvement.

Digital champions use the site as both a stick and a carrot. Poor performance can be demonstrated to sceptics through detailed results, reviewer commentary, and comparisons with high-performing sites. Good performance is rewarded by Better Connected stars, and the Better Connected Awards introduced in 2016.

While we have done away with anything that could be construed as a league table, we do like to celebrate success by highlighting recommended sites at the end of each report and by publishing the details of top scoring councils in traditional and social media.

One thing we plan to do is further promote the existence and value of the Better Connected website. Although we were pleased to see the site receive 18,500 page views during the six months of the Better Connected 'season', we think there should be many more visits, both to the public and logged in pages. There are also significant differences in numbers visiting individual council web pages.

Among councils that pay to use the service, the highest number of times an individual council's pages were visited in the 10 months from 1 November 2016 to 1

September 2017 was 1,905, of which 1,511 were to the landing page, where headline results are free to view without logging in.

Because they are free-to-view, it is impossible to know whether visits being made to the landing pages of the most visited councils' pages are from their own staff, employees of other councils, supplier organisations, or residents and other interested parties. Data about pages behind the login are more likely to be from a council's own staff, but may also be from employees of other Socitm-subscribing organisations visiting to gather data for benchmarking or other purposes.

The Better Connected team hopes that at least some of the behind-the-login visits are from council managers running service areas like planning, social care or highways who are interested in that service's online performance. One of the purposes of presenting Better Connected results service by service, and additionally of making results available for self-service access, was to encourage more engagement with our surveys by service professionals.

Feedback suggests this is working, but only in some councils. Looking at the data, it is clear that Better Connected needs to do more to make sure that senior management and service professionals in all member councils know about the Better Connected site. In particular, we need to spread the news more widely that anyone from a Socitm Insight subscribing/corporate member council can get access behind the Better Connected login.

The two member councils with the lowest number of page visits (17 and 23) appear never to have logged into the site to see the details of their results. These are councils whose results are usually in the fail zone of one or two stars. By contract, some non-member council pages are very well visited, with the highest having nearly 400 to their landing page. Some non-member sites' pages have considerably more visits than member sites.

TESTIMONIALS



"We had been under pressure to change our approach and internally there seemed to be a perception that our web site wasn't good enough – because we didn't pander to officers' wishes and insisted on seeing things from a customer's point of view. The Better Connected report and the award altered perceptions internally and raised the profile of what we're trying to do."

"Thank you for your recognition – and for the subsequent effects."

"The local press has picked up on the news releases, so external perceptions are changing too."

"I have been a huge supporter of the work you guys do for many, many years."

"The work that you all do impacts so positively on people's lives and as you know my drive and passion is accessibility and functionality. We would never achieve the results we have and are achieving without your help, guidance and advice. Then by implementing it improves our service to all our residents. I am and will always be hugely grateful to all of you."

"The online platform is way better than what we had previously...I've changed the culture of our organisation through using Better Connected. I use the name regularly in meetings to help establish and meet standards, put processes in place, remain customer and task-focused,



Making Better Connected accessibility testing more...accessible

Better Connected accessibility testing is resource intensive, but extremely important to the programme for two reasons. Firstly, we need to support the fact that the law requires websites to be accessible to all users. Secondly, we need ensure that the sites we identify as providing a 'very good' user experience are inclusive and accessible to people with disabilities. So, we need to know that all our four-star sites have cleared this hurdle.

To achieve this, we could limit testing to potential four-star sites, but the reason we continue to test all sites is because awareness about website accessibility and the common barriers to access for people with disabilities is not as high as it should be among those commissioning and managing local authority websites.

In reviewing Better Connected process and practice as part of the wider changes of 2015, two things became very clear. First, that our accessibility reports were very hard for non-developers to understand (and, just as importantly, communicate to budget holders); and second, that we were wasting resources providing the full test to all UK sites.

Last year, to address the second issue we introduced a new two-stage accessibility testing process. Stage one examines home pages using only the first 14 elements of our full test; sites that fail these would fail our fuller test because they fall afoul of key criteria or have problems across much of the site.

Member sites that pass stage one progress to state two, which applies the 14 testing criteria to three 'top tasks' per council, including one from a mobile device, as well as a range of top level pages. Member sites that fail stage one and fix the issues can apply for a retest and progress to stage two if they pass. Of all 416 UK sites tested, 235 (56%) passed the stage one test. Member councils that passed at stage one, together with 23 member councils that failed stage one but elected for retests and passed, were tested at stage two - 198 sites in all. Of these, 134 (69%) passed.

Even sites that pass have issues: only two sites this year achieved the top score of three stars for accessibility. We are, therefore, revisiting the way we explain scoring and present results so that it is much simpler to identify things that absolutely must be fixed (and why), and things that should be fixed but are a lower priority. We will also explain why sites that have a small number of serious issues will do worse than those with an apparent abundance of less serious ones.

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Should Better Connected continue to test councils' A-Z function?

This year's survey found that 107 of the UK's 416 council websites (just over 25%) have dropped the A-Z feature on their websites. It is a slow but steadily growing trend. Last year, we found 80 sites (19%) without one; 12% in 2015; and 7% in 2014. However, a quick check of council websites that have recently been redesigned shows that around two thirds of those relaunched* between January and June this year continue to provide an A-Z.

Arguments for retaining the A-Z are that with more than 750 services to promote, council sites' search and navigation routes will inevitably fail customers from time to time, so another route to content is needed. Counterarguments are that navigation and search should be tested and refined until they are good enough (what is a tolerable 'avoidable contact' rate, anyone?); that the A-Z is another thing that requires resources to be maintained; and that very few customers use it anyway. In addition, some sites drop the feature when the site is accessed from a mobile phone, as they increasingly are.

On the second of these points, Better Connected testing shows that of those councils that do offer an A-Z, more than 80% pass our test. On the third, 'Usage', and fourth, 'Dropping A-Z for Mobile', we would love you to share your data with us. Just in case you are not aware, we don't penalise sites that lack an A-Z, as task and overall scores are adjusted for sites without them.

All the above is food for further thought about the question 'Should Better Connected still test the A-Z? If we dropped it, we could use the saved resource for something that is arguably more important. Please let us know what you think.

**We show dates when sites have most recently been redesigned on their Better Connected landing page. Data is provided by the [Jumoo Page Speedy Service](#).*

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Meeting the mobile challenge

Better Connected's latest research shows that 89% of council sites now present a responsive or mobile site when accessed from a smartphone. This compares with 80% in 2016; 57% in 2015; and 37% in 2014.

This changeover reflects the rapid adoption of mobiles for accessing the internet by the public. In October 2016, web analytics firm StatCounter reported that worldwide data showed mobile and tablet browsing to have exceeded desktop browsing for the first time, accounting for 51% of visits against 49% for desktops. In the UK, the desktop was still predominant at nearly 56%, but the trend towards mobile usage is clear. GOV.UK data show that in May 2017, desktop visits to its site stood at 51%, down from 54% in May 2016, with tablet use also declining a little to 9%.

Councils have achieved the changeover to mobile-purposed websites quickly, and Better Connected has been keen to encourage this by adapting its testing to make it less and less likely that a non-mobile-purposed site will score well in our tests.

Since 2014, mobile testing has been integrated into the survey programme, with some tasks being selected for testing exclusively on mobile devices. In 2015, testing was carried out to compare the ease of finding top tasks on a mobile device as opposed to a desktop; and in 2015-16, we introduced a separate, star ranked mobile test while continuing to test at least one service-based task on a mobile device.

Current practice is to abandon service based tasks on sites that continue to present a desktop version on mobiles, meaning they cannot score more than one star for that task. In addition, sites not purposed for mobiles score zero stars in the mobile test, and consequently cannot score above one star overall in Better Connected.

In the early days of mobiles, some councils created separate mobile sites, but now the overwhelming majority have opted to have the single solution to the issue of a 'responsive' website. In terms of quality of the visitor experience, 52% of sites in 2016-17 were awarded three or four stars. This compares with the 68% that passed our mobile test in 2016. But the

figures are not comparable because this year's test was much more demanding.

What the test did show up was significant numbers of councils that have responsive sites but rely on non-responsive third party software to deliver transactions and interactions. Our first survey question (which covered consultations) often took reviewers directly to a non-responsive consultation application.

Our accessibility test separately highlighted use of third party payment modules that are non-responsive and therefore not accessible by people using some assistive technologies.

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Provisional list of surveys for 2017-18

- Business: Apply for landlord licence
- Council and Democracy: Find out about my councillor
- Highways: Find out about roadworks
- Highways: Report street lighting failure
- Libraries: Sign up for e-resources
- Parking: Pay or dispute parking fine (mobile)
- Planning: Find out about local development plans
- Rubbish and recycling: Find out how to put out rubbish for collection
- Rubbish and recycling: Find out how to take rubbish to the tip
- Social care: Find childcare (mobile)
- Social care: Find services to help my elderly relative stay in their own home

Four star sites at 01/09/2017

This list includes a number of sites upgraded to four stars following a paid-for re-review.

- Aberdeenshire
- Angus
- Basingstoke & Deane BC*
- Central Bedfordshire
- Chelmsford City
- Cheshire East*
- Chesterfield BC
- Doncaster
- East Renfrewshire*
- East Riding of Yorkshire
- East Sussex CC*
- Eden DC
- Haringey*
- Harrogate BC*
- Herefordshire*
- Hertfordshire CC*
- Hinckley & Bosworth BC
- Huntingdonshire DC*
- Islington*
- Kent CC
- Lewes DC
- Lichfield DC
- Midlothian
- Milton Keynes
- Mole Valley DC*
- Oxfordshire CC*
- Richmond upon Thames*
- Rochdale BC
- Rugby BC
- Runnymede BC
- Sandwell
- South Tyneside*
- Telford & Wrekin*
- Wandsworth
- Warwick DC*
- Warwickshire*
- Waverley BC
- West Dunbartonshire
- West Lancashire BC
- Wolverhampton
- Wyre BC

* denotes site that passed all service based tasks (i.e. scored three or four stars)

How Better Connected tests sites

As in 2015-16, all 416 UK council websites were tested on their performance from a visitor's perspective by Better Connected's team of professional reviewers.

Each council was subject to:

- Four 'service task-based' surveys (e.g. sign up for library e-resources; apply for a resident's parking permit; request care assessment for elderly relative, etc.)
- A survey on the quality of site navigation, search and A-Z facilities
- A survey to assess site usability when accessed from a mobile device

In addition, the Digital Accessibility Centre carried out a series of tests to assess sites' accessibility to people with physical and cognitive impairments. The home pages of all 416 sites were tested at 'stage one'. Of those that passed, sites belonging to Better Connected subscribers were tested in a 'stage two' test that included three service tasks from the main set, and a fourth on the site's top level pages.

The testing process provides a set of results and commentary for every UK council, available from their own set of pages accessible from the 'councils' section of the website.

Results comprise:

- A star ranking (1-4) for each task, with a total possible score of 16 stars
- A star ranking (1-4) for navigation, search and A-Z
- A star ranking (1-4) for access from mobiles
- A rating on a scale of 0-3 for accessibility (all sites at stage one; Better Connected subscribers only at stage two)

Performance in each of these elements is combined to arrive at an overall Better Connected ranking for each site on a scale of one-four. See box opposite for details of how scores are calculated

How Better Connected scores websites overall (2016-17)



Service-based tasks:

minimum 12 stars in total from four tasks scored 0-4

Mobile test:

3 or 4 stars

Search/navigation/A-Z test:

3 or 4 stars

Accessibility test stage two:

2 or 3



Service based tasks:

minimum 10 stars in total from four tasks scored 0-4

Mobile test:

2, 3 or 4 stars

Search/navigation/A-Z test:

2, 3 or 4 stars

Accessibility test stage two:

0, 1, 2 or 3 (i.e. does not count)

OR

Service-based tasks:

minimum nine stars in total from four tasks scored 0-4

Mobile test:

3 or 4 stars

Search/navigation/A-Z test:

3 or 4 stars

Accessibility test stage two:

0, 1, 2 or 3 (i.e. does not count)



Service-based tasks:

minimum nine stars in total from four tasks scored 0-4

Mobile test:

minimum one star

Search/navigation/A-Z test:

minimum one star

Accessibility test stage two:

0, 1, 2 or 3 (i.e. does not count)



Remaining sites (NB sites that are not purposed for mobile and therefore score 0 on the mobile test cannot score more than one star overall in Better Connected)



Socitm Insight Briefings address topical issues identified by members and subscribers as a high priority. They offer opinion and practical steps to resolving problems. We welcome and encourage comments and feedback.

Socitm Insight Programme

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