



Quality Module
of
Watchfire® WebXM™ 4.0

REPORTS AT A GLANCE

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Managing Online Quality and User Experience

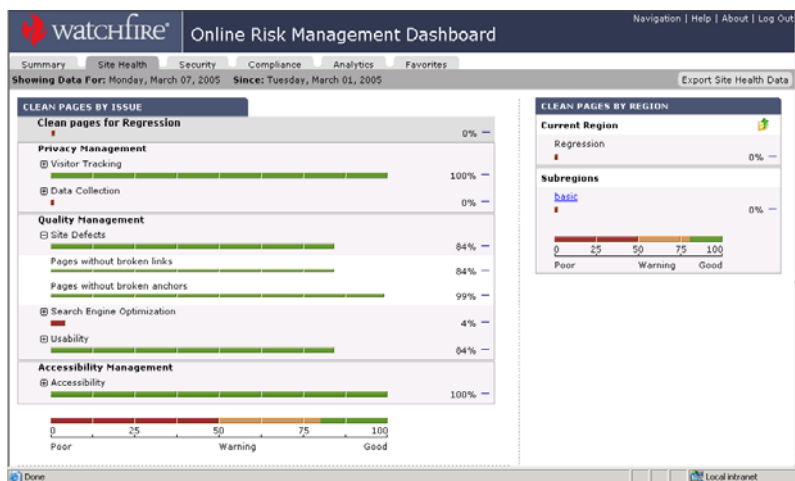
The perception of an organization is often impacted by the experience it delivers online. Overall brand awareness is closely tied to your online business -- that's why the quality of your website is crucial to the success of this business channel.

The **Quality** module of Watchfire® WebXM™ helps you manage online quality and user experience on large enterprise web properties. It scans your online business and reports on issues such as content defects, page efficiency, non-compliance with internal quality standards, browser compatibility and interaction problems.

The Types of Reporting

THE DASHBOARD

The Dashboard lets you see the aggregate summary of the quality of your website. This executive view allows senior stakeholders to quickly study interactive reports about the website's quality issues.



SUMMARY REPORT

This report provides a summary of the quality issues on your site by count per issue and by number of web pages with issues.

Category / Report Name	Issue	No. of Issues	% of Threshold	Trend
Content Defects				
Broken Links	Broken links	166	330.0%	↔
Pages with Broken Links	Pages with broken links	63	119.3%	↔
Pages with Broken Links - Dashboard	Pages with broken links	63	119.3%	↔
Broken Anchors	Broken anchors	11	22.0%	↔
Pages with Broken Anchors	Pages with broken anchors	3	5.7%	↔
Pages with Broken Anchors - Dashboard	Pages with broken anchors	3	5.7%	↔
Links To Local Files	Links to local files	2	3.8%	↔
Links To Local Files - Dashboard	Links to local files	2	3.8%	↔
Critical Pages	Critical pages	74	-	↔
Search And Navigation				
Missing Keywords	Pages missing keywords	51	96.6%	↔
Missing Keywords - Dashboard	Pages missing keywords	51	96.6%	↔
Missing Titles	Pages missing a title	9	17.0%	↔
Missing Titles - Dashboard	Pages missing a title	9	17.0%	↔
Missing Descriptions	Pages missing a description	334	632.6%	↔
Missing Descriptions - Dashboard	Pages missing a description	334	632.6%	↔
Missing Alt Text	Pages with elements missing alt text	39	73.9%	↔

DETAILED REPORTS

The detailed reports give you page-by-page analysis of all of the pages with quality issues.

Pages with Elements Missing Alt Text	Quantity	About	View
http://watchfire-sq/privacy/forms/form4.htm	5		
http://watchfire-sq/images/page1.htm	3		
http://watchfire-sq/images/page3.htm	3		
http://watchfire-sq/images/page4.htm	2		
http://watchfire-sq/betestsite/metatags/images/image_/imagepage1.htm	2		
http://watchfire-sq/betestsite/metatags/images/image_/imagepage2.htm	2		
http://watchfire-sq/betestsite/metatags/images/image_/imagepage4.htm	2		
http://watchfire-sq/betestsite/metatags/images/image_/imagepage6.htm	2		

ABOUT THIS PAGE REPORT

The 'About this page' report shows all quality issues with this page. This enables you to address and fix all of the issues on a page at once.

Issue	Count
Content Defects	
Broken links	0
Broken anchors	5
Links to local files	0
Spelling errors	0
Search and Navigation	
Page click depth	3
Elements missing Alt text	0
Page Efficiency	
Elements missing height and width attributes	0
Warnings when accessing this page	0
Browser Compatibility	
Browser compatibility issues	0

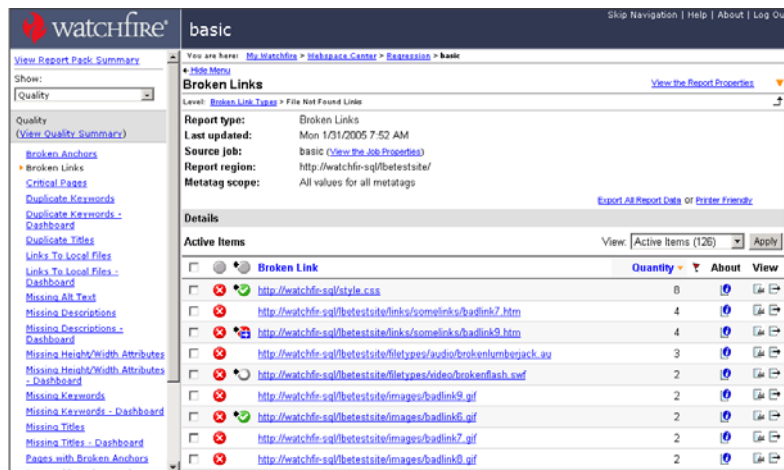
CRITICAL PAGES

The classification engine allows you to select an issue and classify it as open, in progress, noise, or fixed. WebXM remembers the classification from scan to scan so that issues that are either fixed or marked as unimportant are not reported again. This lets you track progress and reduce confusion in the reports. WebXM lets you define how critical pages are determined. This functionality lets you assign criticality to those that are most important to your organization.

You can define criticality by:

- Type of Issue: certain issues may be deemed more important than others so you can label these as most important
- Traffic to the Page: you risk exposure may be higher if more users are going to that issue
- Region of the website: certain websites or sections are more important for driving your business

Once you have defined how WebXM should determine criticality it will be highlighted in the report. You can sort the reports by criticality, enabling you to address the items that are most important.



The screenshot shows the Watchfire WebXM interface. The main content area displays a 'Broken Links' report. The report includes the following details:

- Report type:** Broken Links
- Last updated:** Mon 1/31/2005 7:52 AM
- Source job:** basic
- Report region:** http://watchfire-sql/betestsite/
- Metatag scope:** All values for all metatags

The 'Active Items' section shows a table of broken links:

Broken Link	Quantity	About	View
http://watchfire-sql/style.css	8		
http://watchfire-sql/betestsite/links/somelinks/badlink7.htm	4		
http://watchfire-sql/betestsite/links/somelinks/badlink9.htm	4		
http://watchfire-sql/betestsite/filetypes/audio/brokenbomberjack.au	3		
http://watchfire-sql/betestsite/filetypes/video/brokenflash.swf	2		
http://watchfire-sql/betestsite/images/badlink9.gif	2		
http://watchfire-sql/betestsite/images/badlink6.gif	2		
http://watchfire-sql/betestsite/images/badlink7.gif	2		
http://watchfire-sql/betestsite/images/badlink8.gif	2		

Quality Summary Reports

These reports outline the major problem areas of your website and summarize the results of the scan:

QUALITY SUMMARY

This report quickly outlines the total issues on the site, broken out by issue.

Why it's useful:

Use this report to track progress over time so you can better plan your web resources.

Content Defects Reports

These reports describe problems that affect the content effectiveness of a website:

BROKEN LINKS

This report lists all the broken URLs on your website and other URLs that are affected by the broken link. The **Pages with Broken Links** report lists all pages that contain broken links and the actual URLs within these pages that are not working.

Why it's useful:

According to industry analysts, broken links are the top reason users leave a website. You have no control over what others do on *their* site, but your site will be blamed if there are problems.

BROKEN ANCHORS

This report provides an overview of broken anchors on your site and the documents (or sections of documents) they are attempting to link to. The **Pages with Broken Anchors** report lists all pages that contain broken anchors and the actual URLs within these pages that are not working.

Why it's useful:

Anchors benefit site visitors by providing simple navigation through hypertext links between documents or parts of the same document. Broken anchors are a special type of broken link.

SPELLING ERRORS

This report outlines any general spelling mistakes, as well as any corporate spelling guidelines and the pages where these errors reside. The **Pages with Spelling Errors** report lists all pages with spelling errors.

Why it's useful:

Many organizations make it a policy to set and maintain corporate spelling standards. These standards may include product names, variations on traditional spelling, or the correct spelling of executives' names. The Spelling Errors report helps you ensure that your website is free of spelling errors and that everyone in your organization is using the same dictionary and following the corporate standards. You can also use this report to identify organization-specific terms that should be added to the custom dictionary.

LINKS TO LOCAL FILES

This report lists information about any links on your website that point to files on your local server.

Why it's useful:

There may be absolute URLs that point to files on your local server that users outside your network cannot access. These will appear as broken links to your users.

Search and Navigation Reports

These reports identify problems on the website that can affect search and navigation:

MISSING TITLES

This report displays the URL for all pages that do not contain titles.

Why it's useful:

Missing titles can have a major impact on a web page's search ranking and appearance in the search results. Search engines use title metatags to rank the web page in the results list; accurate titles give better search results.

MISSING KEYWORDS

This report displays the URL for all pages that do not contain any keywords.

Why it's useful:

Keyword metadata is an important source of information for a search engine index. The indexed information for a web page determines the relevance of a page to specific

search terms, which in turn determine where the page is presented in the search results.

MISSING DESCRIPTIONS

This report displays the URL for all pages that do not contain descriptions.

Why it's useful:

Description metadata is an important source of information for how a page is described in the search results. Without a description tag, the web page owner has no control over the description that a search engine user is presented with by the search engine.

MISSING ALT TEXT

This report displays a list of all pages containing images that are missing ALT text.

Why it's useful:

ALT attributes are a critical component in making a website accessible to visitors who use assistive devices to read web content. ALT attributes are also used by some search engines to index web pages. This affects a web page's ranking when a search term is entered.

DUPLICATE TITLES

This report displays a list of all titles that are used by more than one page or document on the website.

Why it's useful:

Duplicate titles can have a major impact on a web page's search ranking and appearance in the search results list. This applies to both internal and external search engines. Title tags are used by all search engines and, in most cases, are heavily weighted when determining the relevancy of a document in a search. Accurate and unique title tags lead to better search results. Better search results mean a better user experience. Also, many search engines use the title as the displayed link (as opposed to the URL). Duplicate titles lead to confusing results.

DUPLICATE KEYWORDS

This report displays the URLs of all pages that contain duplicate keywords.

Why it's useful:

Avoid using repeated keywords since search engines may consider this spamming. Spamming is a term that can be used to describe techniques used to artificially

increase a website's ranking in search engines. If a search engine determines that a site is using this technique, the offending site may be removed from its index or directory. The result is users of that search engine will never find a link to the site.

DEEP PAGES

This report lists pages that require more than a pre-defined number of clicks to get to from the home page.

Why it's useful:

It can be frustrating to your visitors to have to click on a number of links to reach a particular web page. This report is useful for improving a website's usability by ensuring that users are not required to follow too many links to get to a page.

Page Efficiency Reports

These reports isolate issues that have an impact on the speed and ease with which a user navigates your site:

SLOW PAGES

This report lists all pages that are deemed too slow for visitors to download. The criteria for a slow page can be either a minimum download time or a minimum total file size.

Why it's useful:

Studies show that users will not wait longer than 10 seconds for a page to load before leaving the site. The Slow Pages report is useful for identifying files that may take too long to download or take up a lot of space on your web server. It is important to note that the download size of a file is defined as the sum of all objects on the page, including text, images, style sheets, and embedded multimedia objects.

WARNINGS AND REDIRECTS

This report lists temporary and permanent redirects and other non-critical problems.

Why it's useful:

If you are redirecting users to a different site and it no longer exists, you are sending them down a path of no return. Redirects can slow down the performance of your website since the web server must do more work to process these requests from the browser. This report helps you identify potential problem areas in your website, such as pages on your website that redirect visitors to sites that have changed or no longer exists.

MISSING HEIGHT AND WIDTH ATTRIBUTES

This report lists all image tags that do not have values for the height and width attributes.

Why it's useful:

Height and width attributes increase the efficiency with which a web page with images is rendered, increasing the perceived speed and efficiency of the website.

Browser Compatibility Reports

These reports isolate issues that can affect the way content is displayed to the user.

BROWSER COMPATIBILITY

This report identifies web page elements and attributes that are not supported by different browsers and allows you to see how your website performs when accessed by various browsers.

The **Pages with Browser Compatibility Issues** report identifies the pages on your website that contain elements and attributes that are not supported by different browsers. This report differs from the Browser Compatibility Issues report in that it displays information from a page perspective, rather than an issue perspective.

Why it's useful:

The result of using elements or attributes not supported by a web browser varies from minor presentation issues to missing information or loss of functionality.

INTERNET EXPLORER COOKIE HANDLING

This report provides information about how Internet Explorer will handle cookies found during a content scan. Internet Explorer 6, the world's most commonly used web-browsing software, introduced a method for users to specify a personal privacy setting for managing cookies. There is a range of six privacy settings varying from Accept all Cookies to Block all Cookies. Internet Explorer will compare the P3P compact policy to the privacy setting selected by the user and manage the cookie accordingly. This report contains information on how Internet Explorer will handle cookies found during a scan.

Why it's useful:

Internet Explorer can take four different actions on a cookie:

- A Denied cookie will not be set, meaning the information it is meant to store and pass back to the specified domain will not be available.

- A Downgraded cookie is one that the HTTP header for a page or element specifies to be persistent but that Internet Explorer treats as a session cookie.
- A Leashed cookie is a cookie that will only be accepted in a first-party context. If an attempt to set or read the cookie is made in a third-party context, the cookie will be blocked.
- An Accepted cookie is one that is accepted by Internet Explorer.

Given that cookies often support critical website functionality such as logins, shopping carts, and personalization, it is important to determine how cookies will be treated by website visitors using Internet Explorer. This report shows how each cookie found during the scan will be treated for users at each privacy setting within Internet Explorer.

Custom Quality Standards Report

This report displays information about the pages on your website that satisfy, or do not satisfy, the custom rules that you created for the content scan. The Quality module scans your complete site and can report on any predefined web standard such as profanity, copyright info, links back to the home page, disclaimers, usability standards, or any other corporate standard. You can use the Quality module to check for the absence or presence of any specific text, links, and tag text to help ensure compliance with corporate standards.

Why it's useful:

An educational site discovered it was linking to a pornographic site. A major financial institution found profanity on its corporate site. An insurance site uncovered links from its site to one instructing readers on how to commit suicide. Could this type of error happen to your site? Yes. What are you doing to monitor that it does not?

Interaction Defects Reports

The Quality module reports on user interactions, such as forms and checkout processes, so you can monitor that they're working properly. Interaction scripts are run from the Interaction component of WebXM Desktop and published to the WebXM Server.

CAPTURED VALUES

The Captured Values report displays details about the values that were recorded during the running of scripts. It allows you to verify web-based interactions when values on a web page may not be known during script playback, or have changed on the web page since the Interaction script was originally recorded. Values may not be known during playback for a number of reasons: they may change regularly, such as

product prices or dates, or they may be dynamically generated every time an activity takes place on a website, such as the creation of unique user IDs as part of an account registration process.

Why it's useful:

This report can be useful for verifying such things as:

- A price in a shopping cart page is the same as the price on the product's page;
- Total costs are calculated correctly, including with respect to taxes and shipping charges;
- A product's specifications are the same when listed with other products and on the specific product page.

The user name and password combination created during a registration process works for logging in, so you can easily do a full end-to-end test of an account registration process from registering to logging in with the new account settings

SITE INTERACTIONS

The Site Interactions report helps you determine if your website is working as designed by displaying the website performance and functionality results for script runs.

Why it's useful:

Interactions occur whenever a user interacts with your site, whether it is filling out a form, buying a product or service, or using your site search engine. This report displays information about the performance of interaction test jobs. It displays the results for each run of the selected script. The results are displayed for each time the script, and corresponding iterations, was run.