



Provo City School District

Policy Series: 7000 Community

7150 P1

District Website Content Auditing Procedure

Audits

The Website Quality Assurance Specialist shall maintain a system for monthly and annual audits of all school and district websites to ensure compliance, relevance and accuracy. Individual schools and district departments must also review information monthly for compliance, relevance, timeliness, and accuracy.

Monthly Audit

1. Accessibility Check

- a. **Automated Accessibility Testing:** Use available tools to scan pages for accessibility issues (i.e., missing alt text, contrast errors, and form labeling).
- b. **Manual Accessibility Review:**
 - i. Check that all key pages (home page, contact page, key announcements) are navigable by keyboard only.
 - ii. Test major pages with screen readers to ensure content is properly read out.

2. Content Accuracy Check

- a. **Check for Dead Links:** Use link-checking tools to identify and fix broken links.
- b. **Verify Updated Information:** Ensure that calendar dates, event details, and important school district announcements are current and accurate.
- c. **Check for Outdated Content:** Review critical pages (i.e. homepage, event pages) to ensure that there is no outdated information.

3. Search Engine Optimization (SEO) & User Experience

- a. **Check for Broken or Missing Metadata:** Ensure that pages have proper titles, descriptions, and relevant keywords.
- b. **Page Speed Test:** Use available tools to check the load times and optimize for performance.
- c. **Mobile Compatibility Check:** Test key pages to ensure they are responsive and display correctly on mobile devices.

4. Privacy Compliance

- a. **FERPA Review:** Check that no personally identifiable student information is publicly accessible without proper consent.
- b. **Legal Notices Review:** Verify that privacy policies, terms of use, and other legal notices are up-to-date.

Annual Audit

1. Comprehensive Accessibility Audit

- a. **Full Web Content Accessibility Guidelines Compliance Review:** Conduct a complete audit using both automated tools and manual checks to ensure compliance with the most up-to-date web content accessibility guidelines (found on [PCSD's Public Relations website](#))
- b. **Test with Multiple Screen Readers:** Manually test several major pages with different screen readers to confirm content is fully accessible.
- c. **Keyboard-Only Navigation Testing:** Ensure all interactive elements are accessible via keyboard (i.e. forms, links, menus, etc.).

2. Content Review & Verification

- a. **Accuracy Check:** Review key pages (i.e. district news, calendar, student handbook, staff directories) to ensure the content is relevant, accurate, and up-to-date.
- b. **Outdated Content Identification:** Identify any outdated information on all pages, especially around event dates, staff lists, and other time-sensitive content.
- c. **Dead Link Check:** Using available tools, conduct a full site audit for broken or outdated links
- d. **Privacy Compliance:** Verify that no personal student data or sensitive information is posted on the website without proper consent.
- e. **Update Legal Documents:** Review and update privacy policies, terms of use, and any other legally required notices.

3. Performance & SEO Optimization

- a. **SEO Review:** Ensure that all pages are optimized for search engines, including checking that meta tags are properly formatted and relevant, pages are properly indexed, and URLs are clean and SEO-friendly.

- b. **Page Speed and Performance Audit:** Conduct a performance audit using available tools and optimize any pages that are slow to load or experience performance bottlenecks.
 - c. **Mobile Compatibility Testing:** Verify that the website continues to be fully responsive and performs well on various devices, checking not just for layout but also for functionality.
- 4. **User Experience (UX) Testing**
 - a. **Conduct Usability Testing:** Gather feedback from actual website users about the site's usability, performance, and appearance.
 - b. **Accessibility Testing with Real Users:** In addition to technical audits, conduct usability testing with users who have disabilities (i.e., blind or low-vision users) to ensure that real-world navigation is functional.
- 5. **Compliance with All Laws & Regulations**
 - a. **FERPA Compliance Review:** Conduct a thorough review to ensure that no personally identifiable student information is published or shared without appropriate consent.
 - b. **ADA Compliance Check:** Confirm that all ADA-required accessibility features are in place, especially for multimedia content (i.e., closed captions for videos).
 - c. **Check Copyright and Licensing:** Ensure that any third-party content (images, videos, documents) is correctly attributed and that proper licenses are in place.

Legal & Ethical Standards

1. Compliance with Laws:

All website content must adhere to federal, state, and local laws, including copyright laws, intellectual property rights, and educational regulations, such as FERPA and the Individuals with Disabilities Education Act (IDEA). The district will not publish content that violates any legal or ethical standards.

2. Third-Party Content:

Any third-party materials (images, videos, or documents) used on the website must be properly licensed or authorized for use. Copyrighted material must be used only with permission or within fair use guidelines. Any third party content that can be accessed on a Provo City School District website must also be compliant with ADA Compliance and

Web Accessibility standards outlined in the Americans with Disabilities Act (ADA), Section 504 of the Rehabilitation Act, and the most up-to-date web content accessibility guidelines (found on [PCSD's Public Relations website](#))

School and district websites must not be used to promote or advertise for commercial entities. If links to commercial companies are included, this would be as part of a contract that the district enters into with this particular company or because the district utilizes specific resources that have been paid for. Promoting other companies must go through Peachjar and not on our school or district websites.

Communication and Feedback

1. Public Feedback:

Provo City School District encourages feedback from the public, including parents, students, and community members, regarding website content and usability. Feedback can be submitted through a designated online form or other communication channels.

2. Crisis Communication:

In the event of an emergency or urgent situation, the website will serve as a primary platform for disseminating important information to the public. Designated personnel will be trained to handle crisis communication efficiently and ensure that critical information is posted promptly.

Legal References:

[ADA Compliance and Web Accessibility Standards](#)
[Web Content Accessibility Guidelines](#)
[Section 504 of the Rehabilitation Act](#)

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