

Fix Our Broken Links

A quality assurance and accessibility campaign
sponsored by Queen's Website Governance Committee

AUGUST 2023



Purpose of the campaign



To encourage website editors across campus to improve the health of Queen's web content by adhering to best practices for authoring and maintaining content.

BROKEN LINKS

- = bad user experience, generally
- = confused and annoyed site visitors
- = site visitors don't find the information they seek
- = loss of confidence in the Queen's brand



Campaign start and end dates

Mon Aug 14 – Fri Sep 08

Who is involved?

Website owners, administrators, and editors across campus

Goal

To reduce the number of broken links across Queen's websites to 0

Current # of confirmed broken links*

19,508

* As per the results of the [Siteimprove "Confirmed broken links" policy](#) on July 12, 2023, which provides the # of broken links by site.

Use Siteimprove to find broken links in your site:

1) [Log into your Siteimprove account.](#) ([About Siteimprove](#) | [Request Siteimprove access](#))

2) Under the DASHBOARD menu, go to **Quality Assurance > Links** and view your **Pages with broken links**.

Use the drop down function under the “Broken links” column to see:

- the URL of the link being reported
- the “link status” **Broken link (confirmed)** or **Needs review**

-- or -- Under the same **Quality Assurance > Links** submenu, check out your results for **Broken links** and sort by HTTP status, then use the drop down toggle to show the page(s) reporting the link.

3) Select the CMS button to edit the code on your site. (As configured for most WebPublish sites.)



Learn more in Siteimprove:

- [How to manage broken links – Confirm, Review, Dismiss](#)
- [What are HTTP Status Codes and what do they mean?](#)

Confirmed broken links 16

Links to review 0

Dismissed links 0

- HTTP STATUS: If your report has an overwhelming # of links to verify, focus on the links that return error code **404 (not found)** or **410 (gone)**
- REDIRECTS: Ideally, in the “Broken links” view, you will also look at “Links to review” and update all the links reporting 300-level redirect codes. Though the links may still work, linking to redirected URLs can mean a complicated path and more time to connect to the page in question, and that can have a negative impact on SEO.
- SECURE LINKS: Links “needing review” may be flagged because the link starts with **http** (the unsecured URL for the site) and is redirected to the **https** link (the secure URL). Though your link code still works, it is more secure for our users when we code all links as https. Additionally, consider removing links to sites that do not start with https.
- DISMISS RESULTS: If you confirm that a link works *and it* takes you to the **same URL** as coded on your page (i.e. you haven’t been redirected), you can select “Dismiss forever.” These links will now appear under the “Dismissed links” tab.
- UPDATE RESULTS: In the “Pages with broken links” view, you can recheck your pages, one at a time or in bulk. Siteimprove recrawls all our sites about once a week, so your new results will also be reflected in a matter of days.
- OTHER TOOLS: You may use any other browser tools/extensions you like to locate broken links.





Don't forget about:

ACADEMIC CALENDAR

Be sure to check your faculty/department information in the [Academic Calendar](#) → currently reporting 462 broken links.

BADER COLLEGE

If you find links and link text for “Bader international Study Centre” or BISC or [queensu.ca/bisc](https://www.queensu.ca/bisc) (1440 instances reported across Queen’s sites), please update these to reflect the new “Bader College” name and new URL <https://www.queensu.ca/badercollege/>

SCHOOL OF GRADUATE STUDIES AND POSTDOCTORAL AFFAIRS

If you find links and link text for the old School of Graduate Studies /sgs (currently 2,309 instances), please update these to reflect the new “School of Graduate Studies and Postdoctoral Affairs” name and new URL on the website <https://www.queensu.ca/grad-postdoc>