Web Quality Management with Monsido

Ohio State websites operate through different departments and channels. To maintain a standard of user experience quality, University Marketing uses Monsido. Monsido is a third-party service that will regularly crawl specified websites and run diagnostic checks. It checks code and text, reviewing words and language, broken links and broken images, and will monitor site response times.

Monsido evaluates the following:

- Overall quality assurance
- Content and spelling according to Ohio State content policies
- Search engine optimization (SEO)
- Website uptime
- Accessibility (Accessibility actions are suggestions only and do not guarantee compliance with Ohio State’s Web Accessibility policies)

Benefits

Calls attention to broken links and images, which harm our reputation.

Can assist in managing brand reputation of written content through a universal content dictionary and policy library.

Available 24/7 with unlimited user access for the benefit of many website managers and content producers.

Quickly check your site’s quality.

Who can use this tool? Any website manager can be given access to the tool as accounts allow. Over 150 Ohio State websites are being scanned and monitored.

How should this tool be used? A website manager should review Monsido once per month to determine the most critical areas where their attention should be focused. To maintain a standard of quality, website managers should take action on issues, fixing or ignoring as appropriate.