**Audit of University Writing Program Website**

UC Davis requires department and program sites to meet specific branding, editorial, and accessibility requirements. The following audit results describe how well the University Writing Program website meets the requirements.

To assess accessibility and quality of content, UC has provided campuses with a tool called SiteImprove. This tool sets a benchmark score to assess the level of a site’s compliance with federal accessibility requirements and to assess the level of quality for the end user.

The benchmark for accessibility in higher education is 70.0. Many of the issues needing attention in this category require technical expertise (e.g., programmer, developer, or web graphics designer).

The benchmark for quality assurance for higher education is 78.5. This assessment includes a look at issues that impede the function of the site and ease of use for those visiting the site (e.g., prevalence of broken links, proper treatment of images, and readability). Many of the issues in this category can be addressed by a writer, content owner or editor.

If a site falls below the benchmark, the site should be reviewed to determine areas for improvement. Please note: the audit is just a snapshot in time, and there are many options for improvement.

*Note: For more information on UC Davis requirements for website branding and accessibility, see PPM 310.70 World Wide Web Standards at* [*https://ucdavispolicy.ellucid.com/documents/view/385/active/*](https://ucdavispolicy.ellucid.com/documents/view/385/active/)

**Audit Results: University Writing Program**<https://writing.ucdavis.edu/>

Date of Audit: March 6, 2019

Site size: 1,486 pages

Logos and Links to UC Davis and College Sites

UC Davis Logo: No

Link to UC Davis’ main website: Yes

Department Logo: not compliant with campus standards

College Logo: No

Link to College’s main website: No

Campus Branding Standards

UC Davis colors: No

UC Davis fonts: No

Contact and Copyright

Web contact: No

Copyright: Yes, but incorrect format

Date modified: No

SiteImprove Scores

Quality Assurance (QA) score: 62.9

Accessibility (ADA) score: 73.6

QA issues: readability, broken links