

Webdagen Classic

September 19, 2023

Using site search data to speak the language of the users

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Chef for Service and Development,
Hafnarfjörður, Iceland



Hafnarfjörður

Who am I?

- Political Science (BA) and International Relations (MA)
- In digital since 1996!
- Webmaster, director of web departments, consultant for six years, lecturer for ten years and now manager in a municipality
- Author of The Book About the Web (2015)
- Kaupthing Bank, Íslandsbanki, University of Iceland, Hafnarfjörður Municipality, Fúnksjón
- Born and lived in Iceland almost all my life
- Since August 2023 moved to Madrid



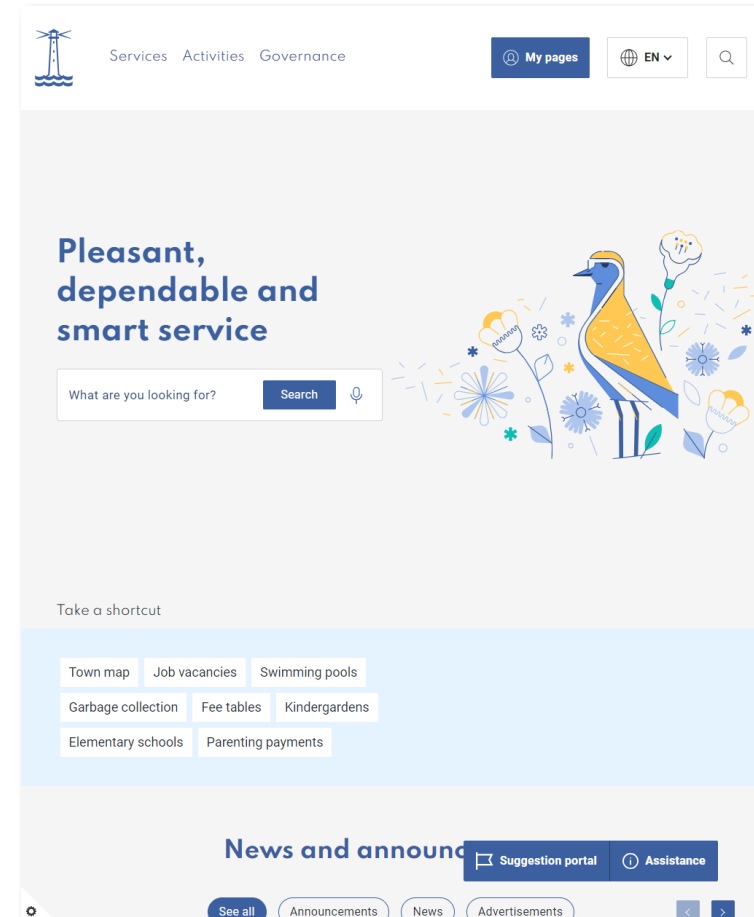
About Hafnarfjörður

- 31,000 inhabitants
- Around 20% immigrants
- 3rd largest town in Iceland
- 2,200 municipal employees
- 9 elementary schools
- 18 kindergartens
- 3 public swimming pools
- One of the leaders in digital transformation of public services



Why building a new website?

- Award winning website in 2016
- New design system in place (honnun.hafnarfjordur.is)
- Our main objectives
 - Quality content
 - Simplify the design
 - Powerful search
 - Provide clear navigation
 - Interaction / self service
 - Emphasis on top tasks
- Launched in November 2022
- Revised version of My pages

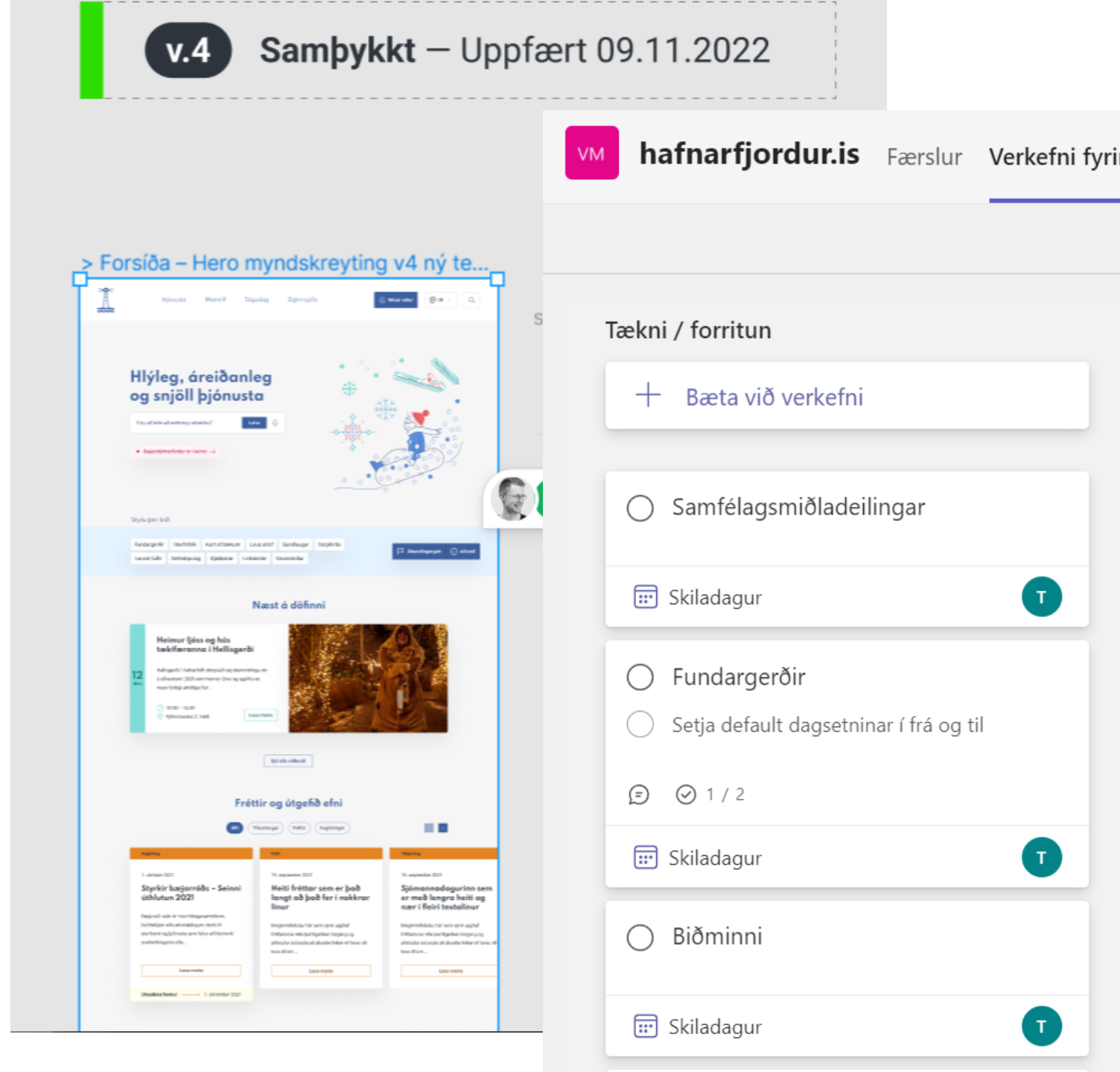


v.4

Samþykkt – Uppfært 09.11.2022

The core team

- Myself – project manager, owner
- Webmaster and web specialist
- Content designer
- Web designers (team of two)
- Developers
- UX consultants / research team
- 360 degrees meetings from the beginning – 30 minutes a week plusing communicating through Figma and Teams



User research and tests

- Extensive user research from 2021
- Expert reviews
- Interviews with staff, inhabitants / immigrants, elected officials and other stakeholders
- Web traffic data
- User tests in many phases, prototypes, before launch, after launch
- Feedback from users instrumental in the development phase, included external and internal search data

Hafnarfjörður | Nýr vefur - frumgerð í síma | apríl 2022

Helstu niðurstöður

Hönnun, forsiða og leiðarkerfi

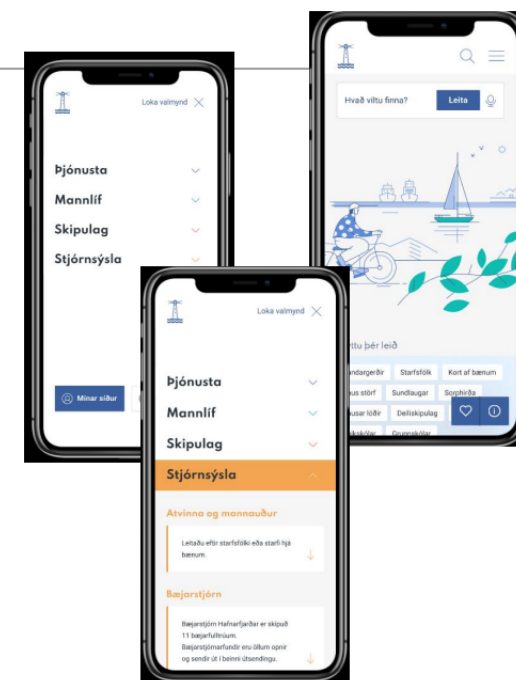
Eins og í fyrri prófun voru notendur ánægðir með hönnun og uppbyggingu forsiðunnar og vefjarins heilt yfir. Hann samræmdest almennt væntingum þeirra um vef sveitarfélags og upplifun notenda af vefnum var jákvæð. Fyrir kemur að notendum finnst flókið að fara tilbaka en það gæti stafað að því að um skissur er að ræða.

Áhersla á leit þótti góð og fram kom að notendur myndu nota hana í mörgum tilfellum.

Flýtleiðir á forsiðunni *Styttu þér leið* voru ekki mikið notaðar núna fremur en í fyrri prófun. Notendur tóku þó eftir þeim þegar þau skoðuðu forsiðuna.

Notendur voru einnig ánægðir með leiðarkerfið, fannst það þægilegt í notkun og jákvætt að yfirflokkar séu fáir. Yfirflokkarnir þóttu jafnframt gefa góða mynd af efni vefjarins.

Flestir notendur nota valmyndina. Einn notandi gerði það þó ekki fyrr en eftir ábendingu um að gera það. Viðkomandi sagðist hafa séð þetta en yfirleitt ekki nota þetta þegar hún væri að skoða vefi í símanum "þetta er ekki svona 60+" útskýrði notandinn.



Content is King! (and we mean it)

- Great emphasis on content
- Tabula rasa – content from scratch. No migration of page content
- Content writing based on „Tone of voice“ in the design system
- Simplified, drawings with scannable content
- Content design and web designer plus stakeholders
- Complicated processes simplified, e.g. building projects

5 Lokaúttekt

- > Þegar framkvæmd er lokið er sótt um **lokaúttekt** á Mínum síðum.
- > Byggingarfulltrúi tekur út verkið.
- > Byggingarstjóri og eigandi fá send lokaúttektarvottorð.

6 Tilbúið húsnæði!



The illustration depicts a construction site. A crane is lifting a large orange cylindrical object. A sign with a person sitting at a desk is visible. A bar chart with three bars of increasing height is shown. A gear icon is in the bottom left corner. A blue button with a flag icon and an information icon is in the bottom right corner.

Interaction

- Filtering options for diverse content e.g. sports / activities
- Waste collection look-up dates – small but one of the most important tasks
- Easy access to self service, calculators, fee tables, links to applications on My pages

Sports and leisure activities

Services > Sports and outdoor activities
> **Sports and leisure**



There is a wide range of sports and leisure activities available in Hafnarfjörður. You can filter the availability by age and time of year.

See all

10-12 age

13-15 age

16-18 age

2-5 age

4-5 age

6-7 age

8-9 age

Adults

Summer courses

Winter



Listdansskóli Hafnarfjarðar →

Aerial acrobatics



Bogfímifélagið Hrói Höttur →

Archery

Next collection of waste

Enter you street name for waste collection calendar.

Gray bins The Gray Bin is emptied every 14 days.

Next collection:

18. september
19. september
20. september

Last collection: 6. september

2. október

3. október

Blue bins The Blue Bin is emptied every 28 days.

Next collection:

28. september
29. september

Last collection: 1. september

5. október

6. október

2. nóvember

Calculate the cost

How much does it cost to have

children in a

kindergarten for

hours a day

Residence fee

28.024 kr.

Meal fee

10.235 kr.

Totals

38.259 kr./month.

Maximum length of stay is 8 hours. This is only an estimate for the actual cost of preschool.

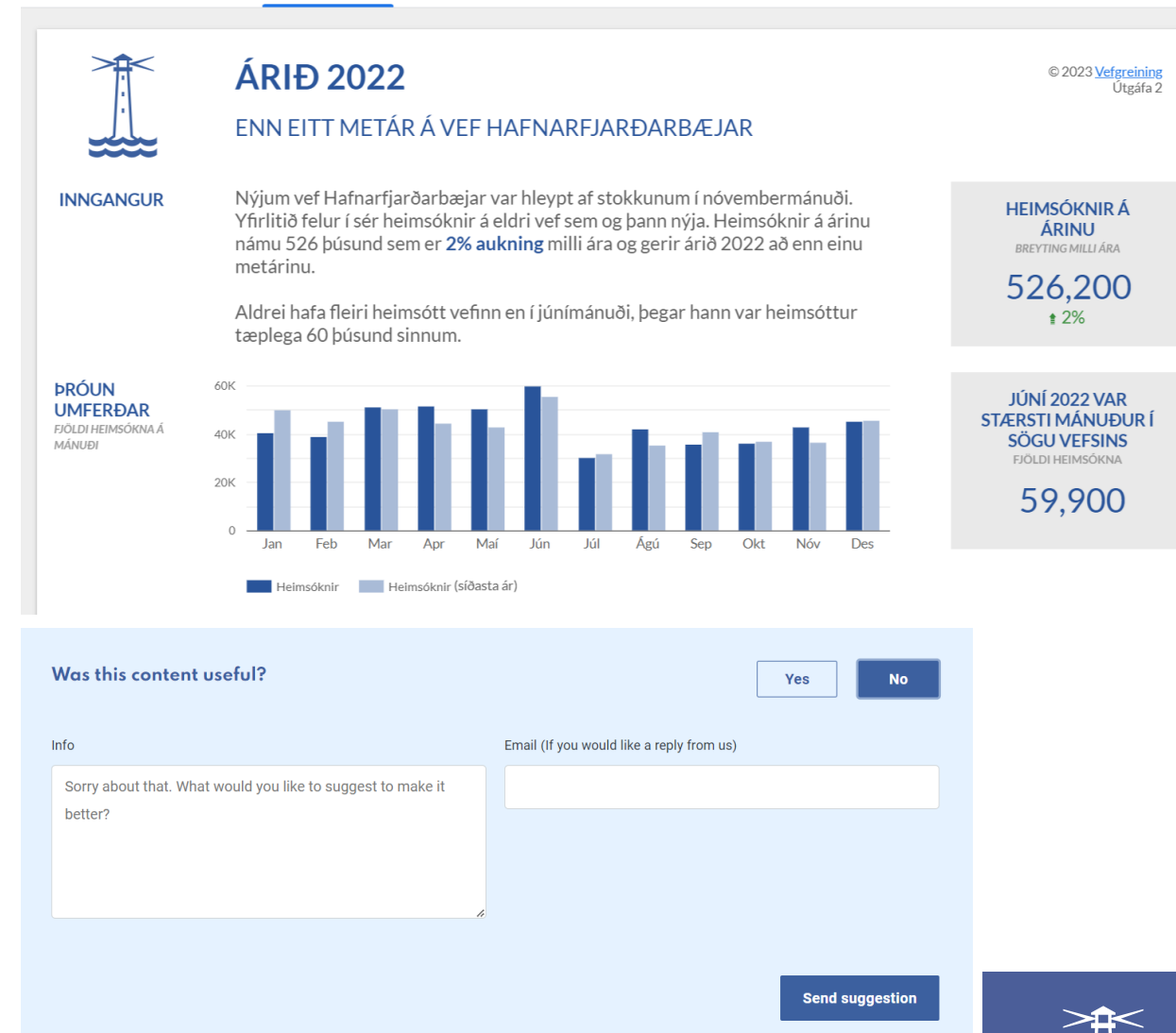
So what about data mining?

- Monitoring our websites is at the core of what we do
- Various tools
 - Google Analytics (GA)
 - Google Search Console
 - Siteimprove
 - Cludo
 - Livechat
- Passionate about data
- Decisions are built on data. What we know about our users

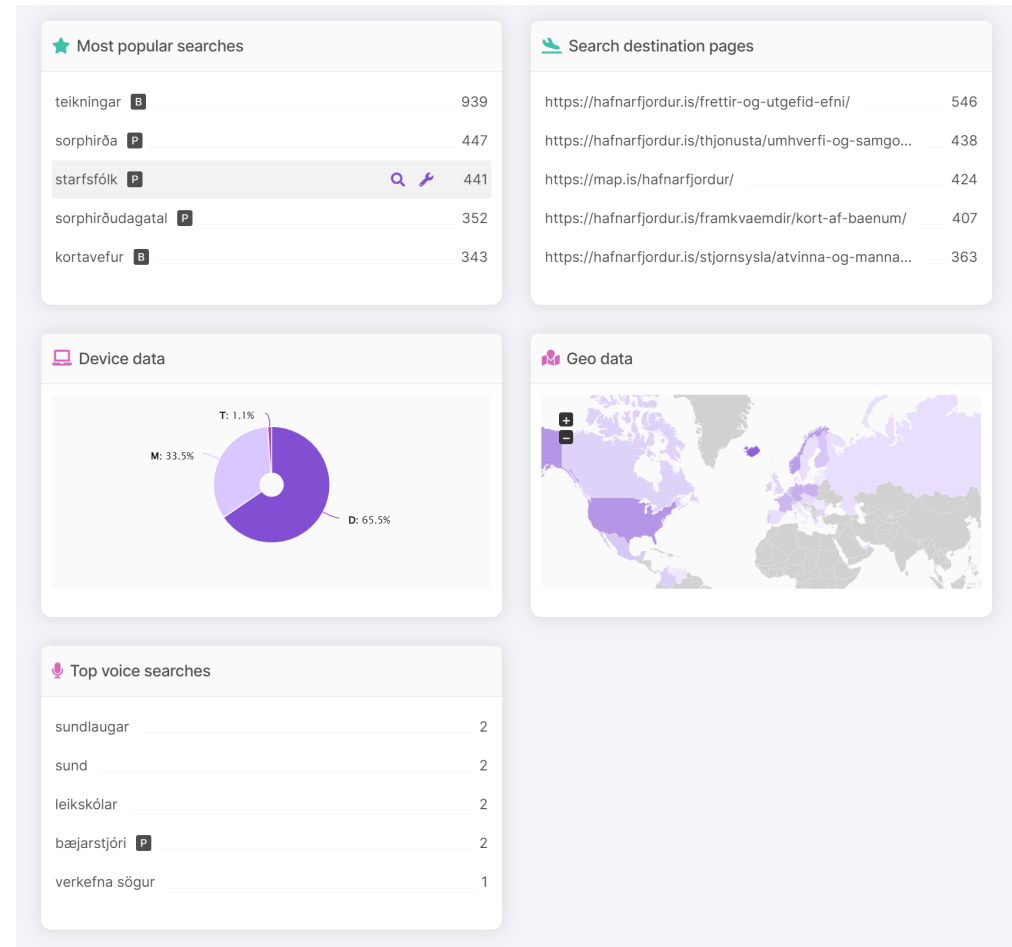
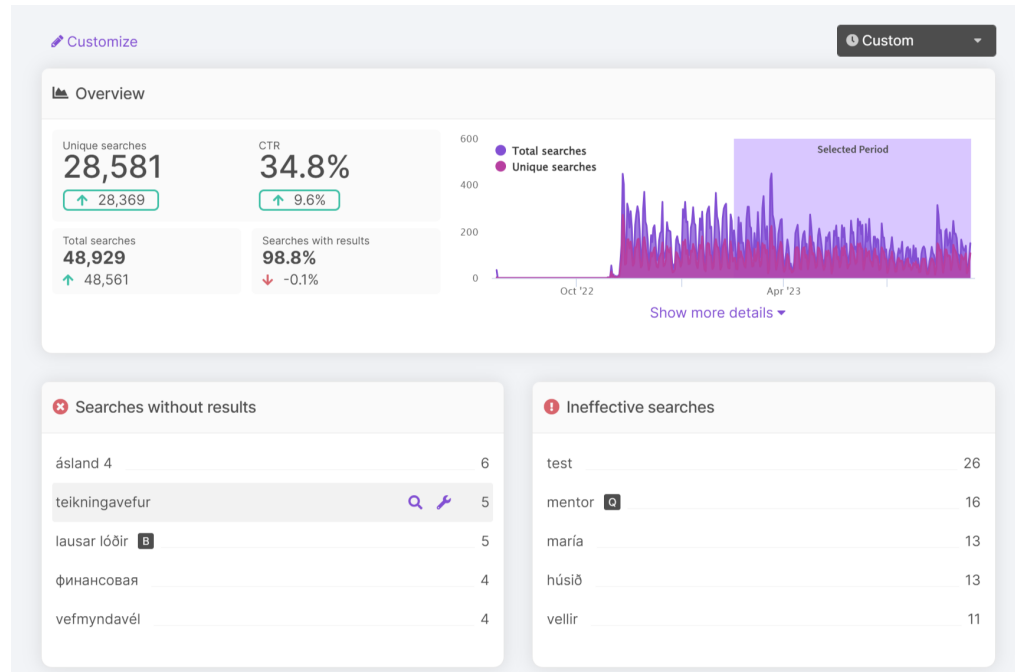


Data - transparency

- Live analytical GA data open for everyone. Analytical reports every six months
- Analytical tools provide daily updates on the health of our website
- Monitor it every week – scheduled time
- Constant feedback from our users is also important (Was the content helpful?)
- We know a lot about users behaviour



Cludo – powerful search tool



Most popular pages - feedback



ÁRIÐ 2022

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Útgáfa 2

FUNDARGERÐIR OG KORTAVEFUR MEST SKOÐAÐA EFNID

FJÓRAR SÍÐUR
HEIMSÓTTIR AF
FLEIRI EN 10
ÞÚSUND
GESTUM

Vinsælasta efnið árið 2022 er í meginatriðum það sama og árið á undan. Leitarvélín var töluvert notuð, sem má að einhverju leyti tengja við nýjan vef. Jafnframt náði Gjaldskrársíðan að þessu sinni inn á listann.

Síða	Gestir	Skoðaðar síður
1. Forsíða	90,845	211,413
2. Fundargerðir	11,327	83,492
3. Kort af bænum	16,086	30,249
4. Leit	10,862	15,785
Laus stórf	8,420	14,495
17. júní í Hafnarföri	8,488	12,428
7. Starfsfólk Hafnarfjarðarbæjar	8,199	12,187
8. Lausar lóðir	6,501	11,837
9. Gjaldskrár	7,651	10,664
10. Suðurbæjarlaug	7,337	10,350

Download page as PDF

UMFERÐ YFIR Á
ÖNNUR
VEFSVÆÐI OG
SÓTTAR SKRÁR

Vefur Hafnarfjarðarbæjar gegnir líka því hlutverki að vera gátt yfir á önnur vefsvæði. Líkt og áður var mest farið yfir á Mínar síður. Athugið að við höfum þó því miður ekki tölur um þetta eftir að nýr vefur Hafnarfjarðarbæjar var tekinn í notkun.

FARIÐ YFIR Á
MÍNAR SÍÐUR*
BREYTING MILLI ÁRA
40,200

FARIÐ YFIR Á
KORTAVEF*
BREYTING MILLI ÁRA
35,700

FARIÐ YFIR Á
RÁÐNINGARVEF*
BREYTING MILLI ÁRA
22,800

SÓTT SKJÖL
(PDF)*
BREYTING MILLI ÁRA
34,300



ENDURGJÖF GESTA Á EINSTAKAR SÍÐAR

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Útgáfa 1.3

Veldu tímabil: Sep 13, 2022 - Sep 13, 2023

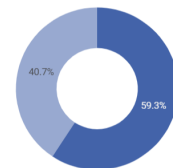
ENDURGJÖF EFTIR SÍÐU

Síða	Jákvæð	Neikvæð	Ábending	Grand total
https://www.hafnarfjordur.is/buar/atvinna/laus-storf/	12	2	2	16
https://www.hafnarfjordur.is/buar/skolar-og-born/punns...	7	3	2	12
https://www.hafnarfjordur.is/buar/skiulap/teikningarupp...	2	6	3	11
https://www.hafnarfjordur.is/buar/lodir-og-teikningar/la...	3	3	4	10
https://www.hafnarfjordur.is/buar/throttir-og-utivera/fris...	4	1	3	8
https://www.hafnarfjordur.is/buar/felagstjonusta/husna...	3	3	1	7
https://www.hafnarfjordur.is/buar/skolar-og-born/felkskol...	6	1	-	7
https://www.hafnarfjordur.is/buar/felagsleg-adstod/fjarba...	6	-	-	6
https://www.hafnarfjordur.is/buar/felagstjonusta/husna...	5	1	-	6
https://www.hafnarfjordur.is/buar/sampongur/sorhirda/...	1	1	3	5
https://www.hafnarfjordur.is/buar/felagstjonusta/felagsl...	2	2	1	5
https://www.hafnarfjordur.is/buar/lodir-og-teikningar/la...	-	1	3	4
https://www.hafnarfjordur.is/stjornsysla/stjornsyslan/ejald...	1	1	2	4
https://www.hafnarfjordur.is/buar/throttir-og-utivera/su...	3	-	1	4
https://www.hafnarfjordur.is/buar/felagstjonusta/umsae...	2	-	1	3
download page as PDF	122	53	51	226

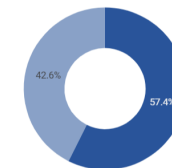
Takmarka sýn:

- Síða
- Endurgjöf
- Yfirflokkur
- Kyn
- Aldur
- Uppsprettur
- Staðsetning

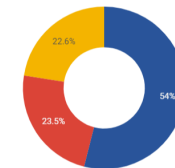
ENDURGJÖF EFTIR ALDRI OG KYNI



● 25-34
● 35-44



● Konur
● Karlar



● Jákvæð ● Neikvæð ● Ábending

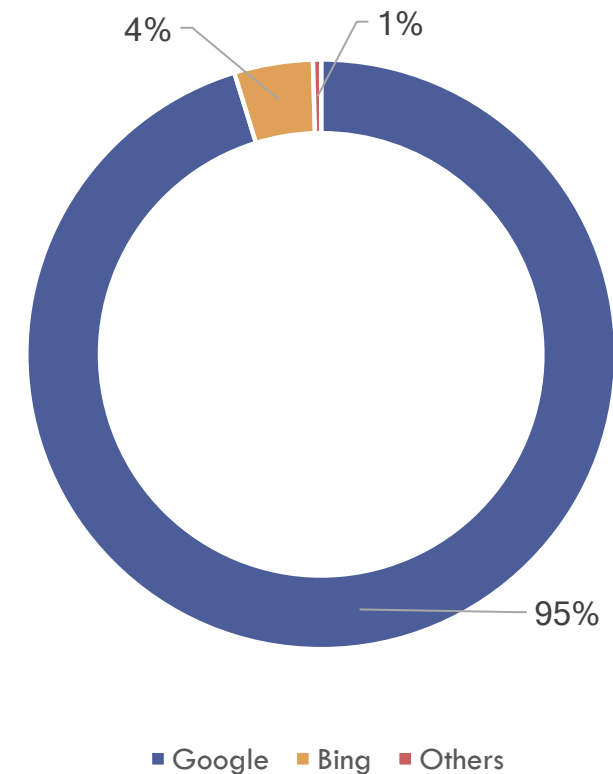


Hafnarfjörður

Search accounts for half of the traffic

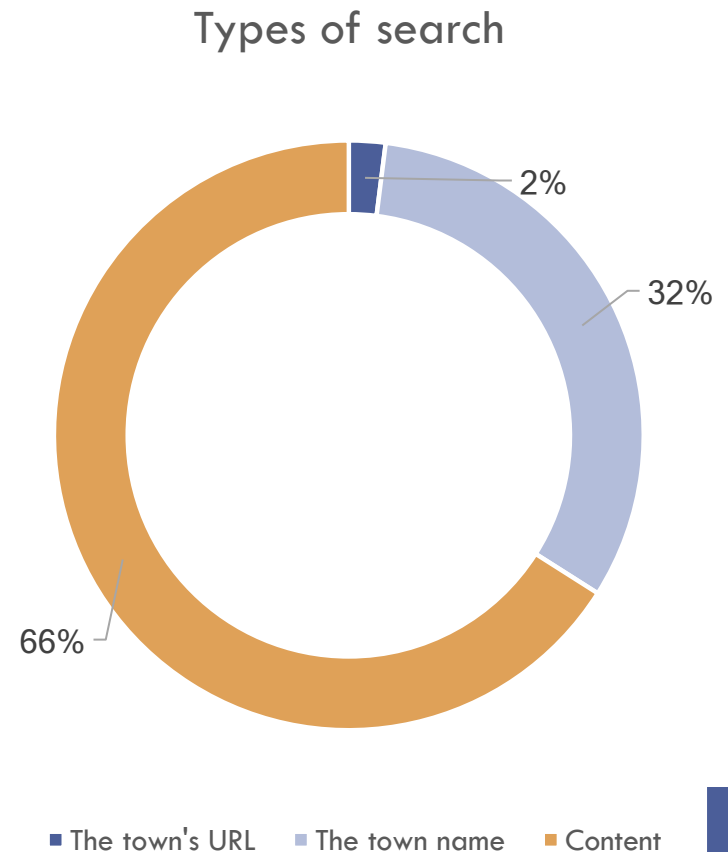
- Search traffic gives us valuable insight into what draws visitors to our website
- In 2022, we had 300,000 visits through external search (51% of the total)
- All of it was from organic search, of which Google accounted for 95%
- The following analysis is based on the first ten months of Google data

Visits through organic search



Two-thirds of search visits for content

- In the first ten months of 2022, our website appeared in 1.65 million Google searches with a click-through rate of 8%
- While a third of the searches were for the town name (or a variation thereof), the rest was for content
- The objective of SEO is first and foremost to make our content known to people



Top 10 content related searches

No	Search phrase	Clicks	Position (rounded)	English explanation
1	suðurbæjarlaug	3,205	2	A swimming pool in town
2	teikningar hafnarfjörður	3,115	1	The town's drawing plans
3	hafnarfjörður teikningar	2,679	1	The same in a different word order
4	ásvallalaug	1,965	2	Another swimming pool in town
5	vinnuskóli hafnarfjarðar	1,319	1	Youth related job program in town
6	sundhöll hafnarfjarðar	893	2	The third swimming pool in town!
7	17 júní hafnarfjörður	808	1	Town related event – National holiday
8	hafnarfjörður laus störf	695	1	Town related job vacancies
9	hjarta hafnarfjarðar 2022	664	2	Another town related event
10	víkingahátíð 2022	581	2	Yet another town related event



How do you make use of external search data to guide web development?

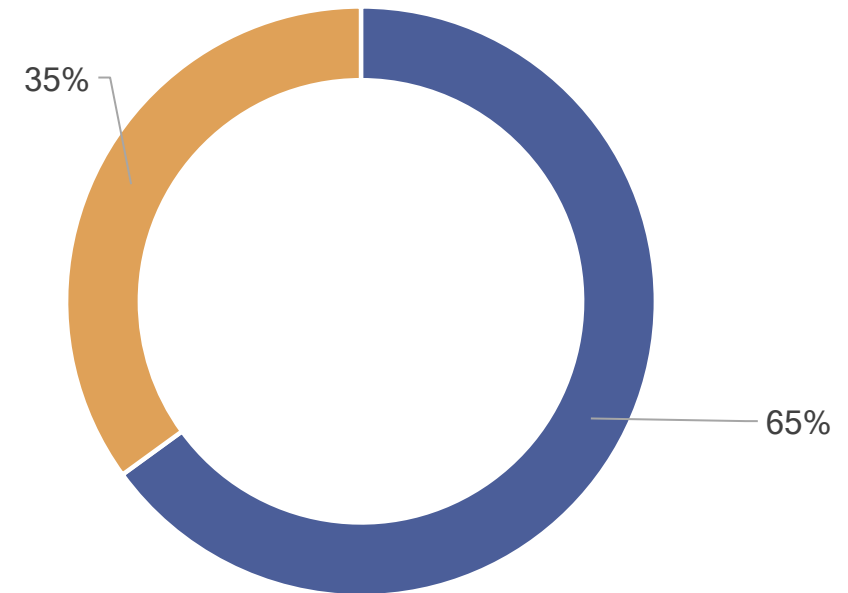
1. Activate Google Search Console (it's free!)
2. Realise that external search is partly just users typing the URL or a variant of the name of the organization (or township in our case) into Google, Bing etc.
3. Compare searches for content to the content that you actually want to promote
4. Take actions so that people are actually finding your content (improve SEO or pay for a better position)



What about internal search?

- Search within the website shows us two different things:
 1. Content of key interest to users
 2. Content that users have trouble finding on the landing page
- So, how do we tell the difference?

Start of internal search (Jan-Oct 2022)

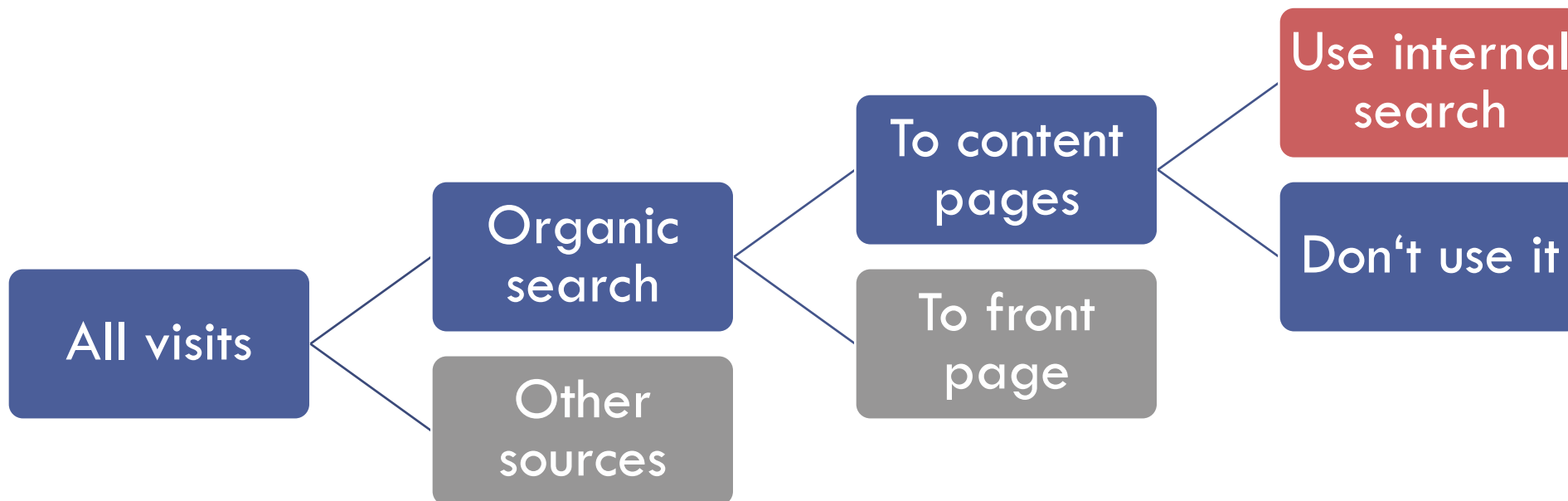


■ Front page ■ Other pages

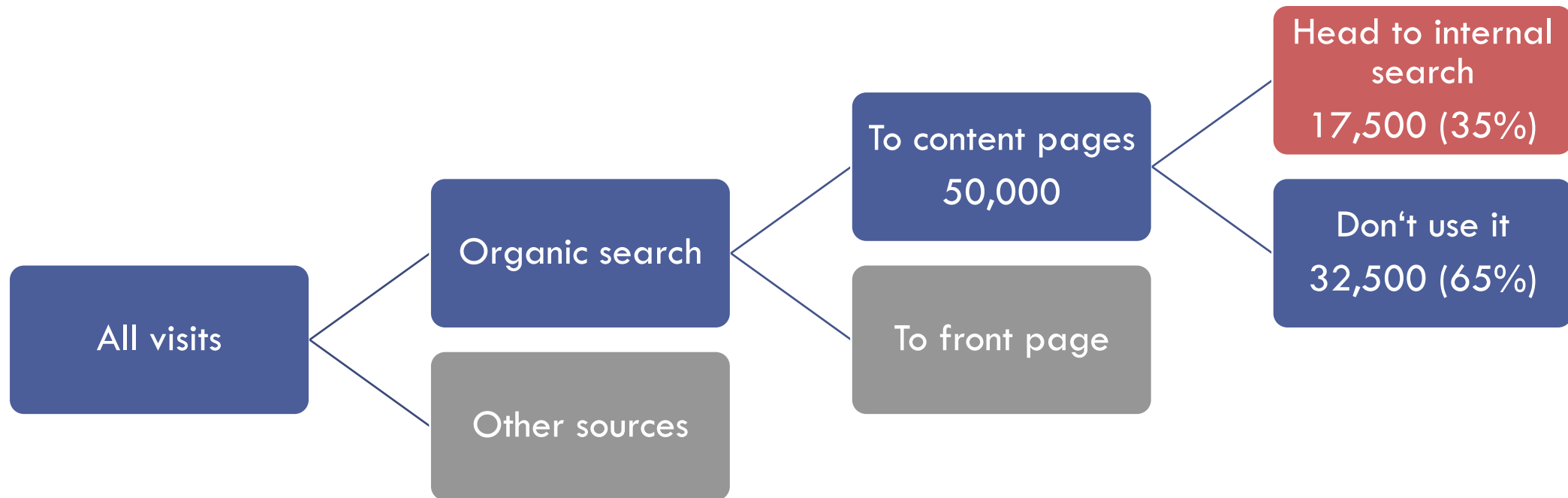


Indicator of dissatisfaction

- If users who **come through external search engines to content pages head straight to internal search**, it can be an indication that they didn't find what they were looking for

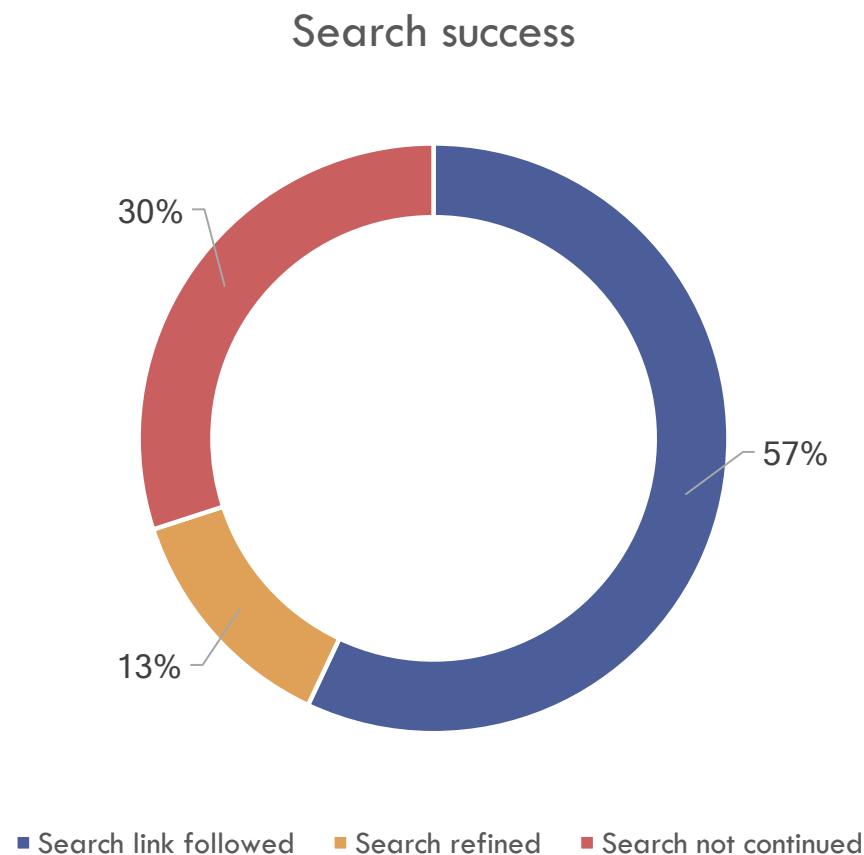


Roughly a third may not have found what they were looking for at first try



Another useful indicator

- Of those that used the internal search engine during the first ten months of 2022, 57% followed one of the recommended results while 13% refined their search
- 30% did neither, indicating that they may not have found what they were looking for



Finally, analyzing the actual search phrases is always useful

No	Search phrase	English explanation
1	Teikningar	Architectural drawings and plans
2	Ásland 4	A specific building plot
3	Laus störf	Job vacancies
4	Vinnustund	Internal site for time registration
5	Lóðir	General search for building plots
6	Vinnuskólinn	Youth job program
7	Sorphirða	Trash collection
8	Deiliskipulag	Local planning
9	Gjaldskrá	Fees and prices
10	Hamranes	A specific building plot

We paid an extra attention to the top phrases when we redesigned our website



Top tasks defined by data

No	Search phrase	English explanation
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9. Gjaldskrár	7,651	10,664
10. Suðurbæjarlaug	7,337	10,350

Hlýleg, áreiðanleg og snjöll þjónusta

Sláðu inn leitarorð

Leita



Fundargerðir Kortavefur Laus störf Sundlaugar Sorphirða Lausar lóðir
Gjaldskrár Leikskólar Grunnskólar Eldra fólk Fólk með fötlun Sumarstörf

Page ranking and boosting

Cludo Hafnarfjörður IS ID: 12949

Test search

- Dashboard
- Insights & Analytics
- Tools
 - Search basics
 - Misspellings
 - Quicklinks
 - Synonyms
 - Search relevance
 - Page rankings
 - Boostings**
 - Dynamic Re-ranking
 - Search promotion
 - Banners
 - Search personalization
 - Instant suggestions
- Configuration

Boostings

Type	Criteria	Boosting value
Field search	Metadescription <i>partially matches search query</i>	↑ 110%
Field search	Title <i>partially matches search query</i>	→ 100%
Field value	Category <i>contains</i> Tilkynningar	→ 100%
Field value	Category <i>contains</i> Fréttir	↓ 50%
URL value	URL <i>contains</i> https://www.hafnarfjordur.is/fibar/feilagstjonusta/eidri-borgarar/fundargerdir-oidungarad/fundargerdir-oidungarads	↓ 50%
Field value	Category <i>contains</i> Auglýsingar	↓ 50%
Field search	*.decompounded <i>partially matches search query</i>	↓ 40%
Field value	Date_date <i>contains</i> 2022	↓ 30%
Files	Files of any type	↓ 30%
Field value	Date_date <i>contains</i> 2019	↓ 20%
Field value	Date_date <i>contains</i> 2020	↓ 20%
Field value	Date_date <i>contains</i> 2021	↓ 20%
Field value	Date_date <i>contains</i> 2018	↓ 20%
Field value	Date_date <i>contains</i> 2017	↓ 20%
Field value	Date_date <i>contains</i> 2016	↓ 20%
Field value	Date_date <i>contains</i> 2015	↓ 20%
Date freshness	Date_date <i>is within</i> 6 months	Variable

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Page rankings

Name	Search term	Status
ásvallalaug	ásvallalaug	
bæjarstjóri hafnarfjörður	Bæjarstjóri · bæjarstjóri hafnarfjörður · Rósa	
Brúin	Aðstoð við börn · Brúin · Stuðningur við börn · Þjónusta við börn	
Byggingarfulltrúi	byggingarfulltrúi · Byggingamál · Byggingarfulltrúi · Skipulagsfulltrúi · Viðtalstímar byggingarfulltrúa · Viðtalstímar skipulagsfulltrúa	
byggingarleyfisgjald	Byggingarleyfi · Byggingarleyfi · byggingarleyfisgjald · framkvæmdarleyfi	
Byggingarstjóri	Breyta húsnæði · byggingar eyðubið · byggingarleyfi · Byggingarstjóri · byggja · Byggja hús	
Dýrahald	gæludýr · Hundagerði · hundar · hundasvæði	
Eldra fólk	aldraðir · eldra fólk	
Fasteinagjöld	Fasteinagjöld · Fasteignaskattur · Sorphirðugjald	
Ferðamálastefna	ferðamálastefna	
Fjárhagsáætlanir	fjárhagsáætlanir · fjárhagsáætlun	
fjárhagsaðstoð	fjárhagsaðstoð	
fristundastyrkur	fristundarstyrk í ræktina · Fristundarstyrkur · Fristundastyrkur · Fristundastyrkur eldra fólk · Íþróttastyrkur · Tómstundastyrkur	
Fundagerðir	Afgreiðslufundur Skipulags og byggingarfulltrúa · Bæjarráð · Bæjarstjórn · Fræðsluráð · Fundargerðir · Málefningasamningur · Menningar og ferðamálanefnd · Skipulags og byggingarfulltrúi · Skipulags og byggingaráð · Umhverfis og framkvæmdarráð	
gjaldskrá	gjaldskrá · gjöld · kostar · verð	
Heimgreiðslur	foreldragreiðslur · heimgreiðslur · heimgreiðslur	
húsvendastyrkir	húsafríðun · húsvend · húsvendarsjóður	



Adverts in search

Name	Search term	Status
Bókasafn Hafnarfjarðar	bækur · bókasafn · Bókasafn Hafnarfjarðar · Bókasafnið	<input type="checkbox"/>
Cludo test	cludo test	<input type="checkbox"/>
Heimgreiðslur	foreldragreiðslur · heimgreiðsla · Heimgreiðslur	<input checked="" type="checkbox"/>
Jólabærinn	jól · Jólabærinn · jólaþorpið	<input checked="" type="checkbox"/>
Kortavefur	Byggingarteikningar · Kortavefur · Lausar lóðir · Lóðarmörk · Skipulag · Teikningar · Veitur	<input checked="" type="checkbox"/>
launadeild	launadeild	<input checked="" type="checkbox"/>
Model	model	<input type="checkbox"/>
Test	CludoTest	<input type="checkbox"/>
Viðtalstímar hjá byggingarfulltrúa eða skipulagsfulltrúa	byggingarfulltrúi · Byggingarfulltrúi · skipulagsfulltrúi · viðtalstími byggingarfulltrúa	<input checked="" type="checkbox"/>



Þjónusta Mannlíf Framkvæmdir Stjórnsýsla

Mínar síður

IS

kortavefur

Allt

Efnissíða

Fréttir

Fundargerðir

Skjöl

Kortavefur

Kortavefur Hafnarfjarðar er öflugt tól til að kynna bænum betur. Þar má til dæmis finna upplýsingar um fasteignir, skipulag, teikningar, lausar lóðir, veitur, samgöngur, þjónustu og umhverfið.



Kort af bænum

Kortavefur Hafnarfjarðar...Kortavefur Hafnarfjarðar

Framkvæmdir



Hafnarfjörður

Post launch findings



Search is even more important

- Same traffic as before (1% increase). Google search still the most important factor for traffic
- Internal search is the most important feature / page on the new site and increased considerably
- Increase in list of vacancies and waste management
- Decrease in vacant lots (lausar lóðir)

January – June 2023

	Síða	Gestir	Skoðaðar síður ▾
1.	Forsíða	50,495	109,821
2.	Leit	8,166	33,365
3.	Laus störf	13,424	26,606
4.	Fundargerðir	3,670	17,687
5.	Kort af bænum	8,454	16,391
6.	17. júní í Hafnarfirði - Heildardagskrá	8,475	12,922
7.	Sorphirða	5,729	9,200
8.	Starfsfólk	4,271	6,336
9.	Sjómanna dagurinn í Hafnarfirði	4,083	5,387
10.	Vinnuskólinn	3,417	4,885

January – December 2022

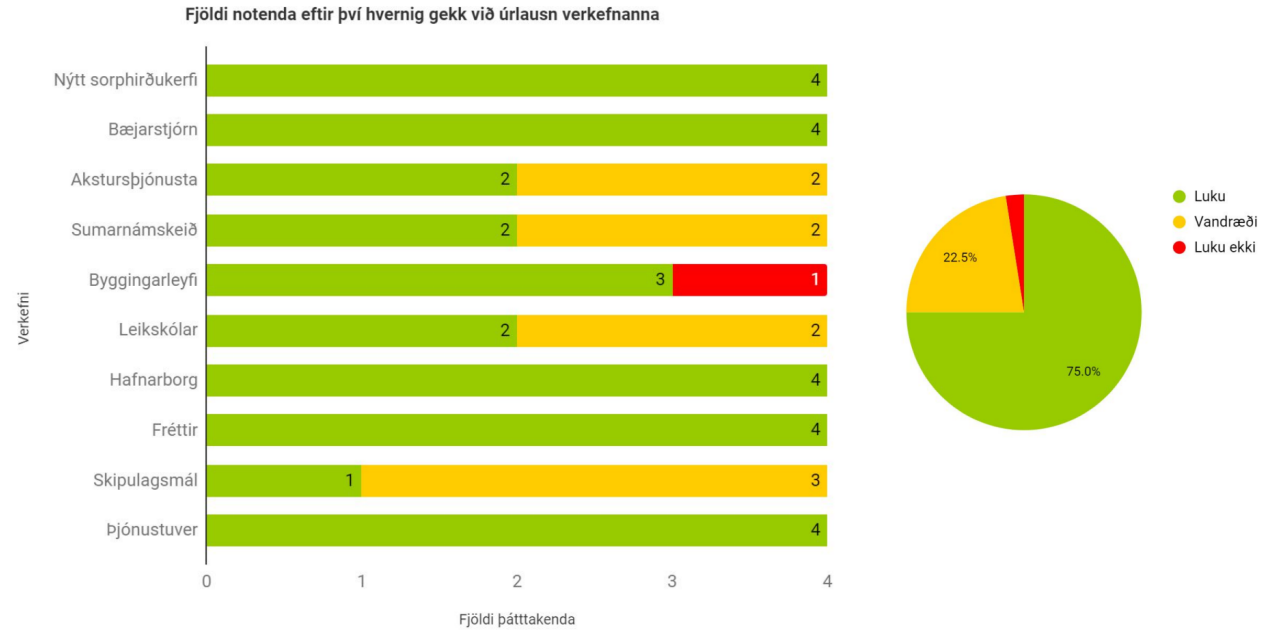
	Síða	Gestir	Skoðaðar síður ▾
1.	Forsíða	90,845	211,413
2.	Fundargerðir	11,327	83,492
3.	Kort af bænum	16,086	30,249
4.	Leit	10,862	15,785
5.	Laus störf	8,420	14,495
6.	17. júní í Hafnarfirði	8,488	12,428
7.	Starfsfólk Hafnarfjarðarbæjar	8,199	12,187
8.	Lausar lóðir	6,501	11,837
9.	Gjaldskrár	7,651	10,664
10.	Suðurbæjarlaug	7,337	10,350



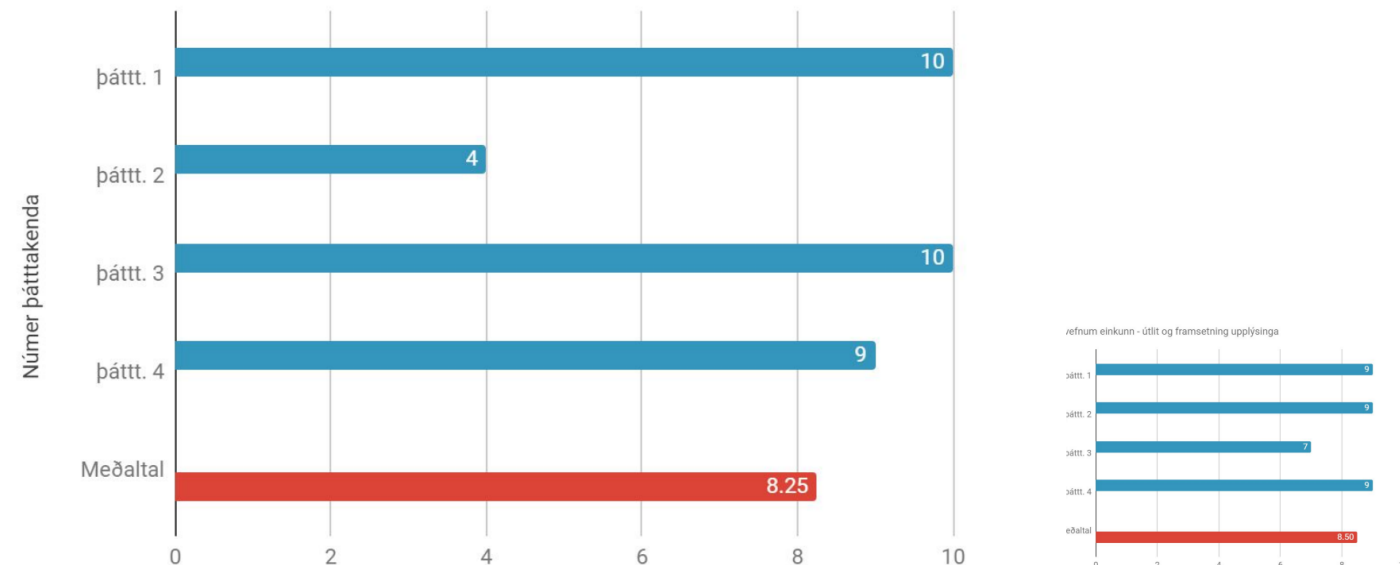
User tests

- User tests give a positive indication. 97,5% success rate in solving tasks
- Ratings very good, with one exception (our strongest critic was invited to the user test on purpose)
- The site search is more used
- The health of the site is very good 10 months later
- It is hard work but the tools help us do the hardest bit

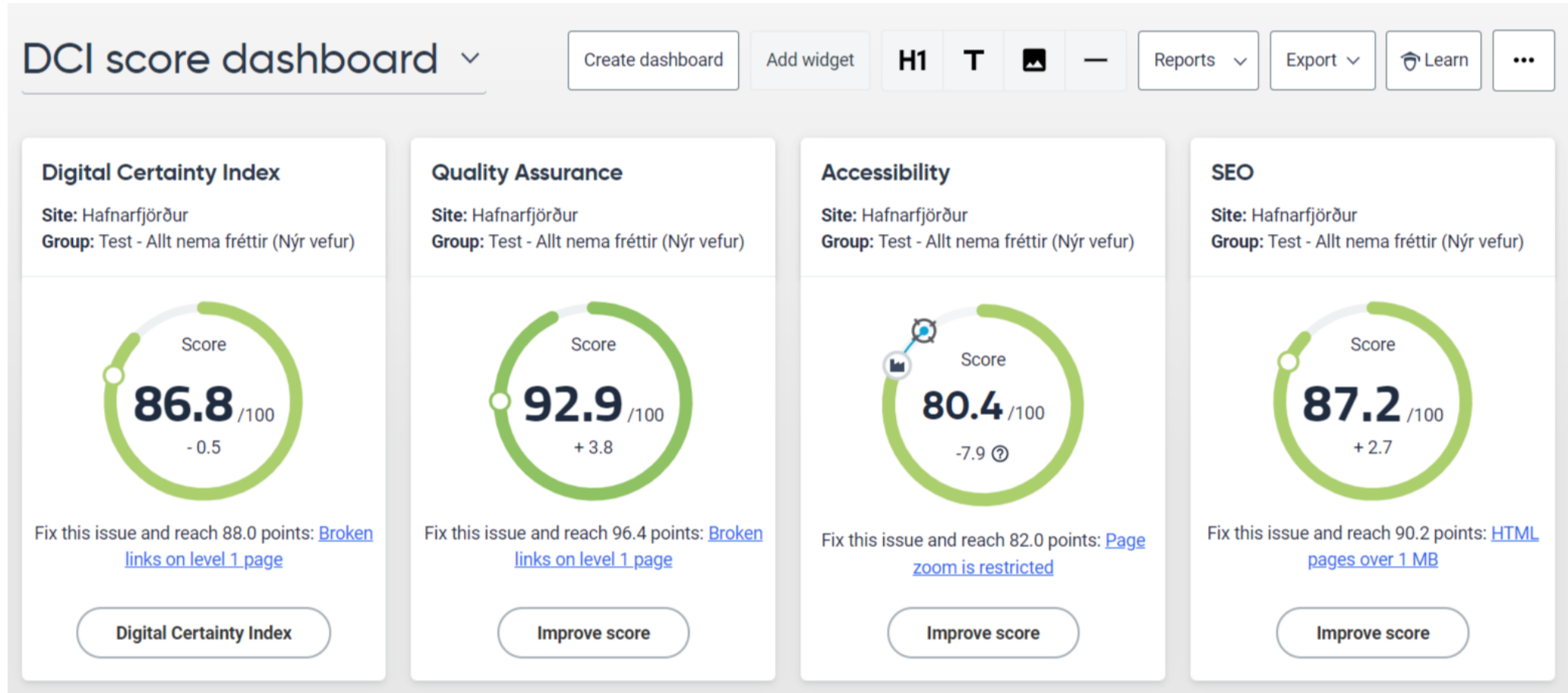
Notendur leystu verkefnin í um **97,5% tilfella** en lentu þar af í vandræðum í um 22,5% tilfellanna.



Gefðu vefnum einkunn - útlit og framsetning upplýsinga



Siteimprove measures the health



QA overview

Quality Assurance overview

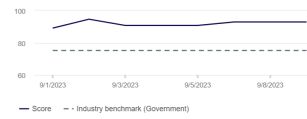
Score details

Content Quality	89.4 / 100
Content Freshness	80.5 / 100
Security	100.0 / 100
User Experience	93.5 / 100

Overall score



QA score progress



Score breakdown

Fix these issues to improve your score

Issue	Points you can gain
Broken links on level 1 page	3.50 points
Documents in need of updating	0.98 points
Pages that are difficult to read	0.90 points
Broken links on level 2 pages	0.68 points
Pages with long sentences	0.60 points

See all issues

Fixed issues

Issue	Points already gained
Links to unsafe domains	7.00 points
Misspellings on homepage	5.40 points
Publicly exposed personal ID numbers	3.00 points
Frequency of new content	3.00 points

See all fixed issues

DCI overview

DCI Overview

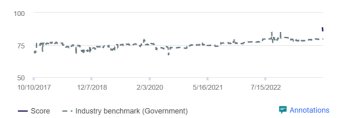
Score details

Quality Assurance	92.9 / 100
Accessibility	80.4 / 100
SEO	87.2 / 100

Overall score



DCI score progress



Score breakdown

Fix These Issues to Improve Your Score

Issue	Module	Points you can gain
Broken links on level 1 page	Quality Assurance	1.17 points
HTML pages over 1 MB	SEO	1.02 points
Pages with low text-to-code ratio	SEO	0.56 points
Pages with broken links	SEO	0.53 points
Page zoom is restricted	Accessibility	0.53 points
Redirect chains	SEO	0.45 points
Element IDs are not unique	Accessibility	0.41 points
301 redirects	SEO	0.40 points
Table cell missing context	Accessibility	0.40 points
Link missing a text alternative	Accessibility	0.34 points

See all issues

Fixed issues

Issue	Module	Points already gained
Pages with slow loading time	SEO	3.67 points
Links to unsafe domains	Quality Assurance	2.33 points
Pages missing SSL	SEO	1.84 points
Misspellings on homepage	Quality Assurance	1.80 points
Frequency of new content	Quality Assurance	1.00 points
Publicly exposed personal ID numbers	Quality Assurance	1.00 points
Images missing alt attributes	SEO	0.67 points
Images missing width and height attributes	SEO	0.67 points
Dynamic URL parameters	SEO	0.57 points
URLs with underscores	SEO	0.57 points

See all fixed issues

Find misspellings

Misspellings 1136 Needs review 1136 Approved words 1950

Word	Spelling suggestion	Decision for site	Language	First detected	Misspelling probability	Pages
hvatningarverðlaun	hvatningarverðlaun	✗	Icelandic	9/2/2023	High	1
sjálfþekkingar	sjálfþekkingar	✓	Icelandic	9/6/2023	Low	1
Tímamótasamningur	Tímamótasamningur	✓	Icelandic	9/2/2023	Low	1
starfsmannahópin	starfsmannahópin	✓	Icelandic	9/2/2023	Low	58
stangeiðifélag	stangeiðifélag	✓	Icelandic	9/2/2023	Low	1
Íslenskúuná1ta	Íslenskúunnáttá	✓	Icelandic	9/2/2023	High	67
Grendarstöðvar	Grendarstöðvar	✓	Icelandic	9/6/2023	Low	1
Fjölskylduráb	Fjölskylduráb	✓	Icelandic	9/6/2023	Low	1
Sverrisdóttir	Sverrisdóttir	✓	Icelandic	9/6/2023	Low	1
fyrirgöndi	fyrirgöndi	✓	Icelandic	9/2/2023	Low	1
gönguþverandr	gönguþveranir	✓	Icelandic	9/2/2023	Low	1
bæjarstjórnar	bæjarstjórnar	✓	Icelandic	9/2/2023	Low	1

Accessibility overview

Accessibility overview

Site target: A AA

Progress towards site target

Level A	87.7 / 100
Level AA	77.1 / 100

Accessibility score



Score history



Score breakdown

Improve your score

Issues 10 Potential issues 0

Fix these issues to improve your score

Issues	Occurrences	Points you can gain
Page zoom is restricted	644	1.58 points
Element IDs are not unique	12,257	1.23 points
Table cell missing context	231	1.19 points
Link missing a text alternative	664	1.02 points
Color contrast does not meet minimum requirement	1,924	0.90 points

See all issues

Resolved issues

Resolved issues	Occurrences	Points already gained
Page missing a title	644	1.58 points
Some roles are invalid	3,373	1.58 points
Button missing a text alternative	3,328	1.58 points
Visible label and accessible name do not match	1	1.58 points
Required ARIA attribute is missing	2,851	1.58 points

See all resolved issues



Hafnarfjörður

Changes are hard for users

- Feedback from users (Content helpful) was more negative in the beginning (users hate change)
- Site search (Cludo) has had problems with the Icelandic language. Search results were too wide, partial results and users showed their disappointment. Our main focus for improvement
- Constantly reviewing and improving the new site
- Our analytical and search tools essential in that respect

húsvendastyrkir 

Allt (5981) Auglýsingar (1) Auglýsingar Fréttir (2) Fréttir (2745) Fundargerðir (2522)

Skipulag (10) Skjöl (239) Tilkynningar (25) Verkefnasögur (1)

Frístundastyrkur

Frístundastyrkur...Hafnarfjörður styrkir íþrótt- og tómstundastarf barna 6–18 ára um 4.500 kr. á mánuði... og tómstundafélagi er hægt að velja að nýta frístundastyrk gegnum Sportabler hjá viðkomandi félagi

Þjónusta > Skólar og börn

ÞÆR SÍÐUR SEM FENGU MESTA ENDURGJÖF Á FYRRI HLUTA ÁRSINS

	Endurgjöf / Fjöldi		
Síða	Jákvæð	Neikvæð	Grand total
Leit	23	106	129
Laus störf	44	51	95
Laun	57	23	80
Fundargerðir	14	42	56
Starfsfólk	10	36	46
Vinnuskólinn	25	18	43
Nýtt sorpflokkunarkerfi	27	11	38
Sundlaugar	21	16	37
Sorpiriða	7	29	36
Vinnutími og tímabil	23	8	31



What have we learned?

- Investing time and resources in crunching site search data and analytical data in general shows its worth
- We couldn't have done without investing in the best tools available on the market
- Changes are hard. Senior users have more problems with the new site. Majority of users, especially younger people like the new design
- Building a new site is tough and a never ending task!



Tak!



Hafnarfjörður

