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# Training Tuesday

## Insights: A Reporting Tool to See The Health of Your Site

Presented by:

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# Agenda

1. About Insights
2. Configuration
3. Site Summary
4. SEO
5. Accessibility
6. Links
7. Spelling
8. Reports
9. insights.txt

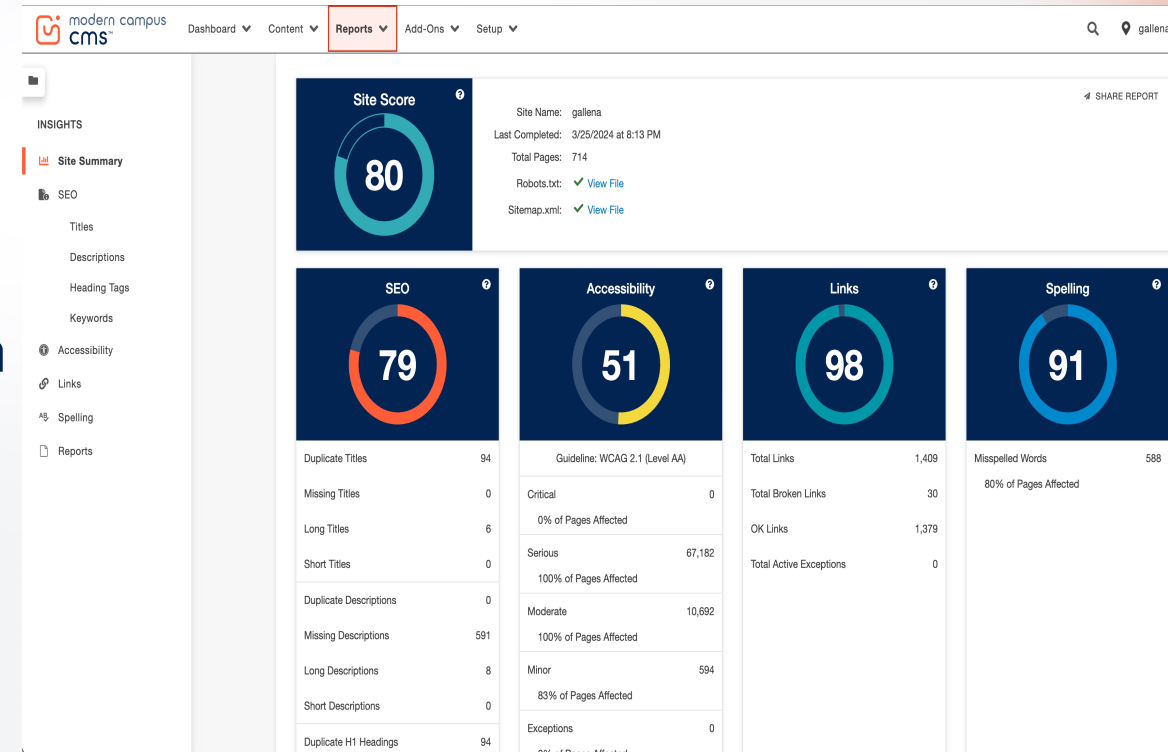


# About Insights

Insights is a powerful reporting tool that can be purchased as an add-on to your Modern Campus CMS Account.

Insights scans the published pages on your site, you may also have it scan pages from other sites managed elsewhere, checking the page in four categories:

- SEO (Search Engine Optimization)
- Accessibility
- Links
- Spelling



# Insights Configuration

Insights is configured in Site Settings found in the Setup Menu, which only a level 10 Admin can access. Here is where you can determine how often Insights runs, which users have access to the report, and directory index value(s) that apply to your production server.

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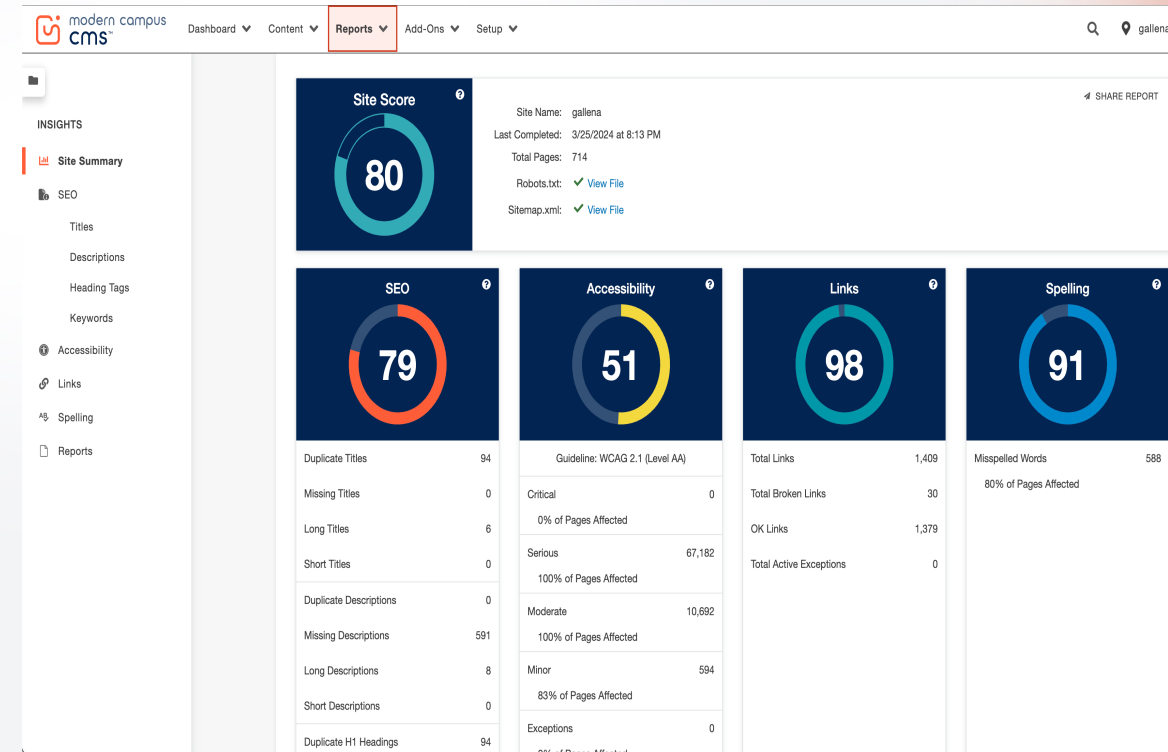
The screenshot shows the Modern Campus CMS interface. The top navigation bar includes 'modern campus cms', 'Dashboard', 'Content', 'Reports', 'Add-Ons', and 'Setup'. The left sidebar lists various site settings for 'GALLENA', with 'Optional Features' highlighted in red. The main content area shows the 'Optional Features' section with a list of features: Find And Replace, Dependency Manager, Binary Management, WebDAV, Personalization, Insights, and Calendar Module. The 'Insights' feature is checked and has a 'CONFIGURE' button next to it, which is highlighted with a red arrow. Below this is the 'Insights Configuration' section, which includes a warning that changes affect all users, a frequency selector (Daily, Weekly, Monthly), a 'Run Every' field set to 1 day, an 'Access Group' dropdown set to '(Administrators Only)', and a 'Directory Index' field set to 'index.html'. At the bottom right are 'CANCEL' and 'SAVE' buttons.

# Site Summary

When navigating to Insights in the reports menu, you will be taken to the Site Summary page, a dashboard of sorts. Here you will see a summary of your site score that is calculated as the average of the four section scores that Insights checks.

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Each section provides a summary of various criteria that impacts the resulting score. Clicking on any of the subsections in the summary will take you to the detail page related to that criteria.



# Insights Sections: SEO

SEO, search engine optimization, checks pages in four different categories:

- **Titles**

- Duplicate, Missing, Long, and Short Titles

- **Descriptions**

- Duplicate, Missing, Long, and Short Descriptions

- **Heading Tags**

- Duplicate and Missing

- **Keywords**

# Insights Sections: Accessibility

See the list of specific issues that Insights discovered, broken up into the four severity levels: Critical, Serious, Moderate, and Minor. Each issue will have a link to the cause, a description of the issue and links to the offending pages.

Each page is linked for editing, as well as the page's Page Report within Insights. Click the cause to see more detailed information about the issue, including how to repair the issue.

If you have accessibility check exceptions, the excepted issues won't appear in the report. Click exceptions to see and manage exceptions.

# Insights Sections: Links and Spelling

The Links section shows all broken links found in the site and active exceptions. Broken links discovered during the Insights scan return errors as standard HTTP status codes.

*Insights link check will automatically ignore links beginning with "tel:" or "mailto:".*

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The Spelling section contains the Misspelled Words Report, which lists all the misspelled words found across the site. From here you may add words to the custom dictionary.





# Reports

Reports allows you to look at the detailed break down for each section by individual pages.

Navigating to the page you want to review is similar to navigating through your site in the pages view.

📍 jzeier.oudemo.com ▸ academics ▸ chemistry ▸ index.html ✎ EDIT PAGE

Page Report	
URL	/academics/chemistry/index.html <span style="float: right;">🔗 SHARE REPORT</span>
Has Canonical URL	No
URL Length	56 Characters
Version Info	#4
Log Info	<div style="display: flex; justify-content: space-between;"> <div> <p>Published By:</p>  zz-trainer 3/22/2024                 </div> <div> <p>Last Saved By:</p>  zz-trainer 3/22/2024                 </div> </div>

**SEO** Accessibility Links Spelling

<b>Title</b>	Gallena University   Chemistry ⚠️ The page title is duplicated on other pages. Consider modifying the title to make it unique to improve click-through rates on Search Engine Results Pages.
<b>Description</b>	This is a description of the page that you are viewing now. The length needs to be at least 70 characters and less than 160 characters. others not
<b>Keywords</b>	⚠️ There are no meta keywords on this page

# insights.txt

Insights automatically scans every page on the production (not staging) server managed by Modern Campus CMS. In addition, an optional file named `insights.txt` can be generated on the production server at the top level of the site. This file serves to supplement the list of scanned pages with other URLs that you may want included or excluded from the scan. Exclusions will always take precedence if a URL or filename is both included and excluded.

## Example

Below is a sample of what `insights.txt` might contain in the fictional Gallena University:

```
-https://gallena.edu/_resources/  
-https://gallena.edu/_archive/  
-https://gallena.edu/biology/internal.html  
-https://gallena.edu/english/internal.html  
https://cfa-gallena.edu/calendar.html  
https://cfa-gallena.edu/contributors.html
```

LET'S SEE IT

# Thank You!

The next Training Tuesday will be on **April 30, 2024** on  
**CMS 2024.1 Calendar Updates**

Check back on our support page to register!