

Test and improve your websites

Silktide gives you everything you need to make your website better, with automated testing for accessibility, quality, and digital marketing in one platform.



About Silktide

Silktide combines project management with digital web governance to bring you a hugely powerful suite of productivity tools. Think of Silktide like an operating system for understanding & improving websites.

There are many tools that can test one aspect of a website - such as content quality, accessibility compliance, content and technical SEO reporting - but Silktide was designed to integrate all of these and more. We've built a world-class architecture for analysing websites and added a management layer to collaborate work on top.

By bringing these elements together into a single platform, we're able to identify what matters most and provide a single set of dashboards and reports to help you improve.

Our approach

Silktide is fully committed to helping public sector organisations improve their websites. The majority of our public sector clients use Silktide to improve web accessibility and content quality.

We help in a number of ways, by:

- ✓ Providing best-in-class technology for automated web accessibility testing, up to WCAG 2.2, including mobile accessibility.
- ✓ Educating your team with full in-platform explanations for every issue found.
- ✓ Supporting your staff with full onboarding and ongoing support by phone, email and live chat.

Our customers love Silktide. Here's what they're saying: <http://silktide.com/testimonials>

How Silktide helps Government organisations

Meet your channel shift targets

With the twin challenges of decreasing funds and increasing demand, it's more important than ever to ensure your website is running smoothly. Citizens expect your website to give them clearly presented information, and if they find it hard to take action, they will use alternate channels to contact you.

Therefore, to meet your channel shift target, you should create an online digital experience that solves your users' problems.

Make your website accessible

By creating a website that complies with the latest accessibility standards, WCAG 2.2, you'll improve access to online services for your most vulnerable citizens.

Manual accessibility testing and error identification requires a disproportionate amount of staffing and budgetary resource.

Silktide is the only platform that automatically tests every mobile page on your website against WCAG 2.2 standards. It breaks down seemingly unmanageable tasks into bite-sized chunks. Your team can concentrate on fixing issues, increasing your productivity, and reducing costs.

Track and report on goals

You may have a large team, each responsible for a different part of your website, or for multiple websites. Keeping track of who takes care of which issues could be a challenge.

Silktide gives your management team a way to keep track of responsibilities, assign issues to relevant team members, and monitor progress towards improvement goals.

Each team member can be given different levels of platform access, so they only see issues relevant to their department. This means nobody gets overwhelmed with non-relevant information.

Platform modules

Web accessibility

Silktide runs automated tests on your websites to help you comply with WCAG 2.2 standards, and the EU Web Accessibility Directive.

Automated testing

We automatically test across all three levels of WCAG 2.2 (A, AA, AAA) for issues including PDF accessibility, colour contrast, and form labels.

WCAG 2.2 mobile standards

Silktide is the only platform capable of testing on mobile devices to the WCAG 2.2 standard.

Accessibility inspector

The Inspector highlights accessibility issues and gives your team valuable insight and explanations. For every issue found, detailed help and support are available, including code examples.

Socitm accessibility partner

Silktide are Socitm's official web accessibility partner, supporting public sector websites with their accessibility requirements.

Quality assurance

Silktide automatically checks content for issues including broken links, spelling, grammar and more.

Spelling and grammar

Silktide identifies spelling mistakes in 50 languages, and checks grammar in 25 languages.

Broken links

Incorrect or non-working links can stop your visitors finding the information they need and harm your SEO. Silktide tells you where they are.

Readability

Silktide uses the SMOG formula to check all variations of the English language, and makes sure your text is readable for most adults.

Inappropriate content

Silktide also checks for potentially inappropriate content and highlights the pages on which it occurs.

Platform modules

Mobile

Silktide tests the mobile version of your website to ensure it is accessible to WCAG 2.2 standards, that it loads quickly, and is optimised for varying screen sizes.

Mobile accessibility testing

Silktide is the only platform capable of automated testing on mobile devices against a range of WCAG 2.2 standards.

Image optimisation

The image optimiser identifies large images on your site that cause slow-loading pages. You can download compressed versions of the images and replace them with your CMS.

Responsive design testing

Silktide analyses text and link size, appropriate scrolling, responsive design on mobile, and much more.

Real device testing

Silktide tests on real devices and sees your website as your users would, giving you an accurate real-world view. Screenshots of all tested pages are available within the platform.

Uptime

Get notified when your website goes down to prevent extra strain on your service and support teams.

Uptime monitoring

Unplanned downtime creates huge cost. More phone and email support calls from users who otherwise would be on your website creates extra strain on your staff.

Real-time alerts

Silktide's uptime monitor checks your site every five minutes and notifies your team if your site goes down.

Historical data

Track website response times over time with historical graphs for any page you choose to monitor.

Platform modules

Policies

Policies help you create custom tests. You can create policies specific to your organisation or choose built-in policies from the Silktide library.

Custom rules & checks

Policies help you maintain a global set of rules across your websites. They can cover writing, multimedia, brand, legal compliance, and more.

Page violation report

It's also critical that you can see a list of violations by page. Silktide gives you this information in one location.

Global policy library

Off-the-shelf policies covering a wide range of common errors. These may include unlinked email addresses, missing page descriptions, or long paragraphs.

User experience

Deliver an outstanding digital user experience by fixing issues with page speed and server response times.

Server speed

Check your site for average server response times and get notified of any issues.

Image optimisation

Silktide's image optimiser downloads compressed versions of large images, so you can replace them in your CMS and keep file sizes down.

Page speed testing

Page loading speed is an important factor in how Google ranks your website. Users want fast-loading, mobile-optimised websites.

Platform modules

Inspector

The Inspector shows you all identified issues on each page of your site, filtered by accessibility, quality, marketing, and privacy. It is filled with educational material which helps every team member gain a clearer understanding of accessibility and quality issues.

On-page explanations

For every issue found, detailed help and support on fixing them are available.

Filter by category

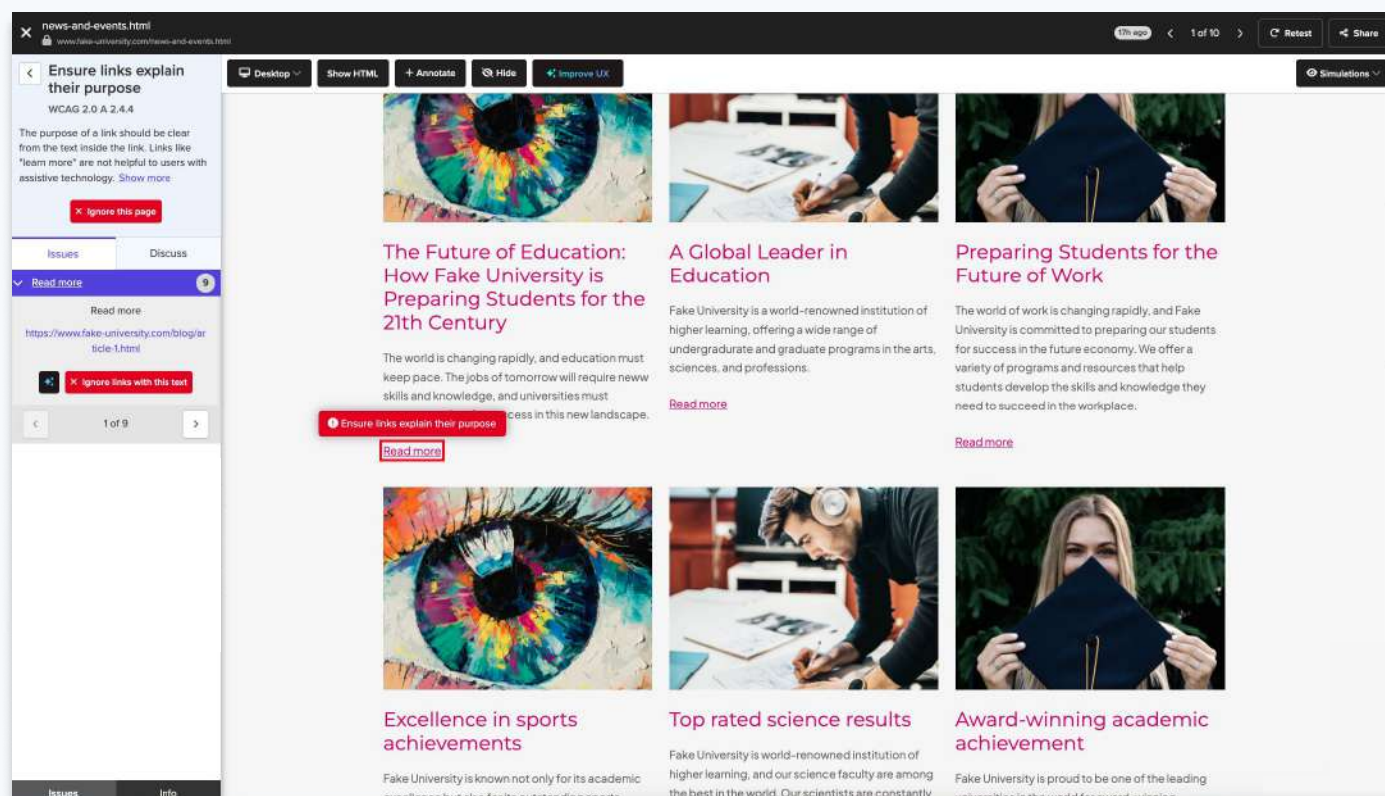
View every issue on the page, or filter by accessibility, quality, marketing, and privacy.

Disability simulations

Visualise accessibility issues and understand why the WCAG 2.2 standards are so important in making the web better for every user.

Page view or HTML view

Easily see where issues occur on your page and in your code by toggling the Page and HTML view.



Platform modules

Learning resources

Silktide is filled with educational information about every identified issue. It explains what the problem is and importantly, how to fix it, using code snippets and videos. Your team members will not need to be accessibility or quality experts, as the platform allows them to find relevant, useful information quickly.

On-site training

We offer on-site training and webinars for large organisations who need to get up to speed on the latest accessibility guidelines.

Silktide Academy

We break down topics into short and manageable tasks so your team can quickly get to grips with Silktide.

Clear in-platform explanations

Silktide offers clear explanations for every technical issue discovered on your site. Our aim is not just to tell you about issues, but to show you where they occur and explain why and how to fix them.

Educational content

Silktide includes code examples where appropriate. Our aim is not only to explain what the issues are but to educate your team on how to fix them.

Webinar library

Watch and join a range of webinars covering the core topics our platform covers, including accessibility, quality, SEO, and privacy.

Manual accessibility services

The gold standard of web accessibility is manual auditing by accessibility experts. Make it a key component of your accessibility strategy.

In addition to Silktide's comprehensive automated accessibility testing, we also offer in-house experts for manual audits, a range of training programs, and consultancy services.

Manual auditing combines human judgment, empathy, and a deep understanding of accessibility. Humans can go beyond automated tests to get a deeper look at things like forms, user journeys, and how the site functions for users without a mouse.

In-depth assessment of key templates and customer journeys

By taking a holistic approach, and combining multiple technologies, our team will assess your site and help you give best-in-class experiences to your customers.

Detailed and actionable reporting with clear next steps

You'll receive a pass/fail compliance report, based on WCAG criteria, that contains a breakdown of concerns and issues along with detailed steps for remediation.

Clear in-person explanations of the findings

Our experts will sit down with you and talk through the report in a live workshop to give you a clear understanding of the work that needs to be done.

Follow-along live manual audits

Join our experts while they talk you through your website. You'll learn and understand how to perform manual testing yourself.

Build and advise on your Accessibility Statement

The report and workshop are evidence of your commitment to accessibility. Once you've acted on their findings and taken our optional re-assessment, we can also help you craft a public-facing Accessibility Statement.

Service levels and technical requirements

Service levels

Please refer to the accompanying document, “Silktide pricing for UK public sector” on GCloud for details of service level inclusions in our two support packages, “Standard” and “Premier”.

Usage requirements:

To use Silktide, your organisation will require:

- ✓ Internet access
- ✓ A computer
- ✓ A web browser

There is no limit on the number of Silktide users permitted to use the platform in your organisation.

Onboarding process

We're fully committed to supporting all of our customers on an ongoing basis, with regular and planned contact set against agreed service levels and targets.

Our onboarding process is structured and allows collaboration with our clients to achieve the best outcome for everyone. The initial step is to arrange a platform demo with our team, who will then run through how Silktide can help you, discuss your needs, and recommend a plan to suit.

Once you have chosen to purchase Silktide, you'll be assigned an Account Manager, who will be your single point of contact throughout your time with us. Your initial call will set up your users and reporting needs, agree a set of outcomes and service delivery, and provide in-depth information on how to use the platform.

We'll offer training to get started with the platform, and have regular contact (the frequency depending on which Service Level Tier you have purchased) to discuss any requirements you have. We offer either Quarterly (Premier) or Annual (Standard) Business Reviews to ensure everything is running smoothly, and listen to any feedback you have.

Ongoing day-to-day support

Whichever support package you purchase, you will always have access to our support team by telephone, by live chat, and by email, anytime, Monday-Friday.

Service constraints

Any planned maintenance is carried out outside of our users' working hours and should not directly affect any of our clients. Please refer to our Terms and Conditions, located on our website, for full details.

Purchasing process

Ordering and invoicing

Our ordering and invoice process is straightforward.

1) Consultation

We offer an initial consultation/platform demo as part of our sales process. This allows us to better understand your needs and recommend the appropriate package and service level. It is useful as this stage to consider the number of pages you wish to test, as pricing is in part based on that figure.

2) Choose your plan and service level

After your consultation, you'll choose your plan and your required service level.

4) Raise purchase order

5) Invoice created with payment terms outlined in your contract

Contract termination

If you are ever unhappy with the service you have received, please reach out to us and we will do the best we can to accommodate and resolve this for you.

If the requirements set out as part of your initial agreement with us and as per the terms in your call-off contract are not met, Silktide will provide a full refund within 7 working days after a request is received.



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