



Content, Design and Marketing

Fundamentals of an Effective Web Site

Questions We Have Heard

- Design: How do we make our site more visually appealing?
- Structure: How do we design a site that is easy to use?
- Marketing: How do we drive traffic to the site?

What We're Going to Cover

- Audience characteristics
- Ways to improve your site content and structure
- Ways to market your site
- An introduction to RWJF's site
- Resources to help you improve your site



Audience Characteristics

Your Sites' Audiences

- People are looking for the information that you have.
 - Growth of health information site category is more than 20%
- Who are these people?
 - Women (health care decision makers or caregivers)
 - People with chronic conditions
 - Middle aged or older
- What are their online habits?
 - Staying in touch, shopping, finding health information
 - Email use
 - Limited social networking



Site Content and Structure

Content

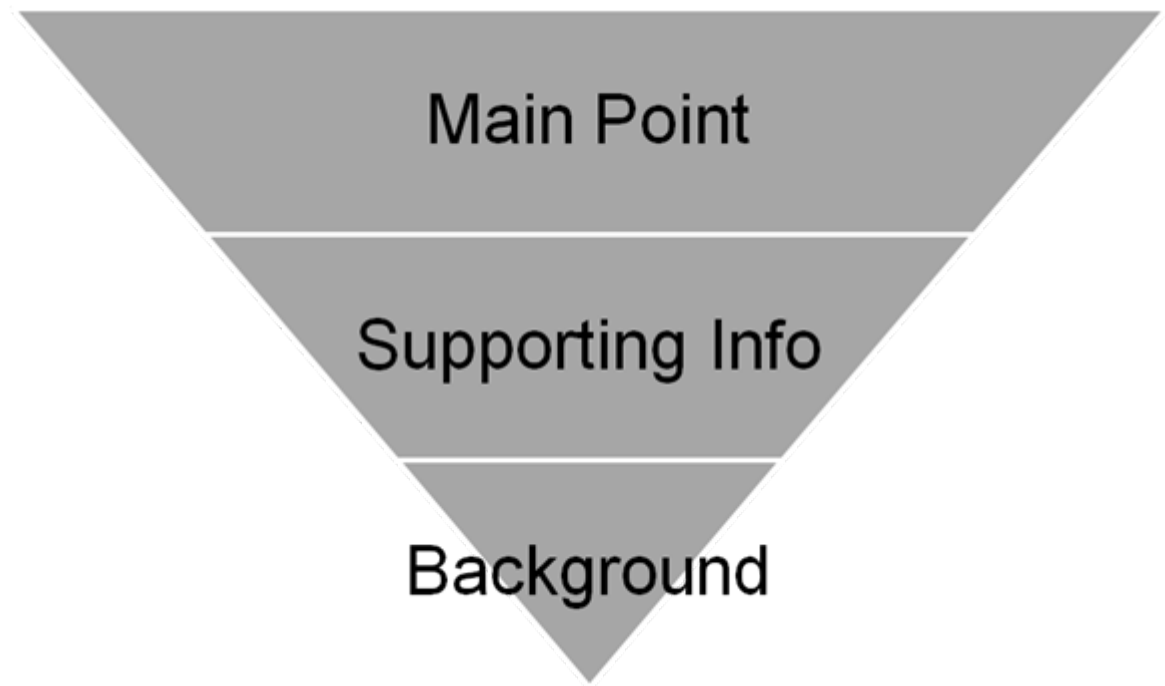
- Why should people use your site?
- What do you want visitors to do?
- How are you enabling them?

Content

- Less text is more
 - On average people will spend 27 seconds or less on each page
 - Avoid a brick wall of text

Content

- Write content in an inverted pyramid



Content

- Use bulleted lists

The Measures

OUTCOMES SUMMARY

A composite of 5 standards
for good control:

- Blood Sugar
- Blood Pressure
- Cholesterol
- Weight
- Smoking

Reported: Percentage of
patients who met at least 4
standards

PROCESS SUMMARY

A composite of 4
measures of routine care:

- Blood sugar control
test done
- Screening for kidney
function or medication
- Annual eye exam
- Pneumonia vaccine
given

Reported: Percentage of
patients who met all 4
measures

Content

- Use graphics more than text

Diabetes Checkup -
2007

The Region

The Practices

Community Health
Checkup Report -
2007

About the Checkup

> Community Health Checkup

How well are you and your doctor managing your health?

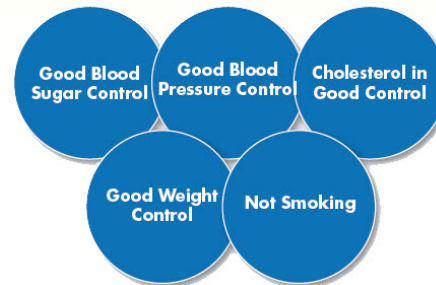
All of us have a role to play in good health care. The Community Health Checkup is the first step to provide the information we need to do our part.

Good health care means many things: A good relationship between doctor and patient; a staff that helps patients get the information and appointments they need; patients who take an active role in their health.

High-quality health care also means that patients and doctors do the right thing at the right time.

The Community Health Checkup reports on nearly 25,000 Northeast Ohio adults who received care during 2007 in two ways:

OUTCOMES show how doctors' practices and their patients did on key indicators of good diabetes control.



PROCESSES show how practices and their patients did at getting

Content



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Structure

- Layout
 - People read pages in an F pattern



Heatmaps from user eyetracking studies of three websites. The areas where users looked the most are colored red; the yellow areas indicate fewer views, followed by the least-viewed blue areas. Gray areas didn't attract any fixations.

Structure

- Layout
 - The “no scroll” rule
 - Put key message and action points at the top
 - Your interior pages need to look as good as the home page

Structure

- Visuals
 - Photographs need to mean something and connect to key messages

What is the Community Checkup?

The Community Checkup is a report comparing health care across the Puget Sound region. It lays a foundation for everyone to build on as a community, working together to improve safety, effectiveness and affordability of health care. The Community Checkup compares certain aspects of effective care, especially for people with chronic conditions such as diabetes, heart disease, and depression. Over time, information in Community Checkup will be updated and expanded to encourage everyone to improve.



Get the Care that is Best for You

If you want to compare health care at your clinic or hospital in the Puget Sound area, you've come to the right place. Look up your condition or pick your county to find out about care at nearby clinics or hospitals. Nowhere else will you find this much trusted (and free!) information compiled by local doctors, hospitals and other community leaders. Use it to make sure you get the right care to be as healthy as possible.



Structure

- Navigation
 - Navigation should be self-explanatory and convey key elements of your message
 - Users should know:
 - What they will find when they click
 - Where they are
 - How to get back to the homepage

Structure

- Use sub-navigation to take users directly to what they need





Site Marketing

Site Marketing

- Know your community
 - Where are the people that need your information?
 - Promote site linkages
 - Consider community partnerships
 - How do you keep people coming?
 - Email outreach/subscriptions
 - What does your audience see?
 - Local weeklies (online versions)
 - Paid search (targeted)

Site Marketing

- Blog outreach
 - Find local blogs
 - Technorati
 - Build relationships
 - Guest post
 - Commenting

RWJF.org

The screenshot displays the RWJF.org website interface. At the top, the Robert Wood Johnson Foundation logo is on the left, and navigation links for "E-mail subscriptions", "Contact RWJF", and "RSS" are on the right. A search bar is also present. Below the header, a menu bar includes "About RWJF", "Program areas", "Publications and research", "Grants", and "Newsroom". The main content area is titled "Quality/Equality" and features a list of links: "The quality challenge", "Our strategy", "Aligning Forces for Quality", "Programs and grants", "Promising practices", "Quality/Equality publications", and "Quality/Equality newsroom". A central banner highlights the "Aligning Forces for Quality" initiative, featuring a map of the United States with 14 states highlighted in orange. Below the banner, there are sections for "Promising practices" (listing "Assessing Risk and Designing Tools to Reduce Falls" and "Reducing Door-to-Balloon Time Through") and "Aligning Forces for Quality" (describing the \$300 million commitment to improve health care in 14 communities). On the left side, there is a search bar for "Quality/Equality" and a section for "Quality/Equality new and noteworthy publications" with links to "Choosing a Health Care Provider" and "Consumers, Health Care Purchasers, Physicians, and Health Insurers Announce Agreement on Principl...".

RWJF.org

- Quality/Equality pages
www.rwjf.org/qualityequality
 - New content
 - Interventions
 - Your stories
 - Link from your pages
 - Sign up for alerts on new products and material www.rwjf.org/services/

Resources

- Checklist to help you improve your site: www.nonproftips.com/is-my-web-site-ineffective-checklist-1/
- Blog search: www.technorati.com
- Writing for the Web: Letting Go of the Words by Janice Redish



Q & A