




Top 10 New Years Resolutions for Your Web Site

Presented By:
Ben Dillon, MBA
VP, Corporate Evangelist
Geonetric



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Take-Away

Share your Web site resolutions!

Resolutions 1-5

1. Start an incremental improvement process

Start an Incremental Improvement Process

- Big-bang redesign is painful and difficult
- You can gain many of the benefits (and often more quickly) by redesigning in small pieces
- You can delay or eliminate the need for big-bang redesign

Start an Incremental Improvement Process

- Incorporate site changes in small doses
- Take larger changes and roll out incrementally
- Take a stack of smaller changes and deploy them as they are complete
- Watch behavior and use feedback

Stop thinking about the Web in *project* terms.
Start thinking about the Web as a *program*.

Start an Incremental Improvement Process

- Do one section/month
- Stop focusing exclusively on the homepage -- 50% of visitors never see it anyway
- Start with high impact “quick hits”
 - Most viewed sections/pages
 - Biggest usability/visitor experience issues first
- Measure impact through analytics

Resolutions 1-5

1. Start an incremental improvement process
2. **Create an online crisis communication plan**

Create an Online Crisis Communication Plan

- The story will break with or without your participation
- You can't control the media
- On your Web site, you control:
 - The messages — The delivery
 - The images — The timing
- Safeguard patients, employees, and your community

Create an Online Crisis Communication Plan

- Goals of a Crisis Communications Plan
 - Risk diagnosis
 - Risk detection
 - Risk treatment
 - Risk management

Resolutions 1-5

1. Start an incremental improvement process
2. Create an online crisis communication plan
3. **Build traffic**

Build Traffic

Get the most traffic possible
to the information that they want on your site

Build Traffic

- Place URLs on all marketing messages
- Review SEO and uncover ideas for improvement
- Use search logging on your site to identify what people are looking for (and what they're having a hard time finding)
- Perform a usability assessment

Resolutions 1-5

1. Start an incremental improvement process
2. Create an online crisis communication plan
3. Build traffic
4. **Implement Metrics/ROI Tracking**

Implement Metrics / ROI Tracking

- Basics (set it up/use it)
- Advanced (segmentation for example)
- Don't waste time getting information that you can't act on
- Coordinate with other areas (finance/call center/etc.) to make sure that the metrics that you're tracking are meaningful to the business
- Allow the data to override your expectations

Resolutions 1-5

1. Start an incremental improvement process
2. Create an online crisis communication plan
3. Build traffic
4. Implement Metrics / ROI Tracking
5. **Create an end-of-year impact report**

Create an End-of-the-Year Impact Report

- Strategic goals / initiatives of the organization
- ROI
- Traffic
 - Trends
 - For key areas of your site
- For each significant site feature
 - Identify metrics
 - Track
 - Trend

Interlude

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Interlude – Keeping Resolutions

- Be realistic about goals
- Keep resolutions top of mind
- Get started
- Stick with it
- Celebrate successes

Resolutions 6-10

6. Spend more time with internal stakeholders

Spend More Time with Internal Stakeholders

- Get feedback
- Educate
- Build buy-in for future projects
 - Use that end-of-year impact report
- Set expectations
- Manage up

Resolutions 6-10

6. Spend more time with internal stakeholders
- 7. Invest time on content**

Invest Time on Content

- It is not glamorous
- It is essential to a successful site
- Content needs to be
 - Fresh
 - Factually correct
 - Well written (for the web)

Resolutions 6-10

6. Spend more time with internal stakeholders
7. Invest time on content
8. **Stay focused on end-users**

Stay Focused on End-Users

- Organize site for visitors
- Provide information that visitors need
- Provide functionality that visitors want
 - Substance over cool
- Usability testing

Resolutions 6-10

6. Spend more time with internal stakeholders
7. Invest time on content
8. Stay focused on end-users
- 9. Track e-Perceptions**

Track e-Perceptions

- You have the opportunity to present your story the way that you want it presented on *YOUR WEB SITE*
- However, your image is presented through thousands of other online media points
 - Major/regional/local media sites
 - PR wire sites
 - *MOUNTAINS* of user-generated content
 - blogs / discussion groups / videos / community sites

Track e-Perceptions

- Google Alerts

Google News Alert for: **geonetric**

[Vendor Notebook - Jan. 18, 2008](#)

Healthcare IT News - New Gloucester, ME, USA

Cedar Rapids, Iowa-based **Geonetric** has announced that the Cascade Healthcare Community, comprised of four hospitals in central Oregon, has launched a new ...

[See all stories on this topic](#)

This once a day Google Alert is brought to you by Google.

- Umbria
 - More sophisticated aggregated perceptions

Resolutions 6-10

6. Spend more time with internal stakeholders
7. Invest time on content
8. Stay focused on end-users
9. Track e-Perceptions
- 10. Security – live it, love it, practice it**

Security – Live it, Love it, Practice it

- Too many security issues in recent years
 - VA (and other) laptops
 - National Health Service (UK) CD's
 - BCBS of Arizona stolen backup tapes
- This needs to be a priority

Security – Live it, Love it, Practice it

- Areas to review
 - Patching
 - Handling of data in a transportable format
 - External hard drive/laptops/hardcopy
 - Social engineering

Conclusion

Take-Aways

Questions?

- To learn more:
 - Call Eric
 - 319-221-1667
 - Visit our Web site
 - www.geonetric.com

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Next Month's Webinar

Love-Hate Relationships with Microsites

February 21, 2008 at 2:00pm CST

Managing a hospital Web site isn't an easy task. You're under pressure from different departments that request the use of that valuable homepage real estate. Sometimes those requests grow, and stakeholders want more than just a homepage link—they want their own micro-site. What should you do?

Attend Geonetric's February Webinar to learn the pros and cons of using microsites and discover other approaches to providing higher visibility. We'll also discuss techniques for creating a strategic prioritization process for the many requests you receive from throughout your organization.