

Love-Hate Relationships with Microsites

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

For Questions

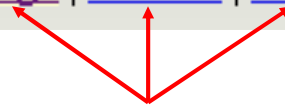
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Who is Geonetric®?

Geonetric develops award-winning Web sites for the healthcare industry



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Take-Away

The screenshot displays a presentation slide with the following content:

Instructions for using the prioritization spreadsheet:

Preparation:
The spreadsheet is designed as a collaboration tool. It is intended for use by a team of project managers who are working on a common project. The spreadsheet is designed to be used in a meeting room. It is intended for use by a team of project managers who are working on a common project. The spreadsheet is designed to be used in a meeting room.

Instructions:
1. Review the spreadsheet and understand the data. The spreadsheet is designed to be used in a meeting room. It is intended for use by a team of project managers who are working on a common project. The spreadsheet is designed to be used in a meeting room.

Usage:
The spreadsheet is designed to be used in a meeting room. It is intended for use by a team of project managers who are working on a common project. The spreadsheet is designed to be used in a meeting room.

The spreadsheet shows a table with columns for 'Project Name', 'Project Manager', 'Status', 'Priority', 'Start Date', and 'End Date'. The rows contain project data, with some cells highlighted in orange and green.

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Agenda

- Define a microsite
- Frame your strategy – single site vs. multi-site
- How microsities fit in
- Tips for making the most of microsities
- Q&A

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What is a microsite?

- A small Web site
- Focused on one topic
- Separate navigation (it “lives outside” of the site)
- Distinct appearance and branding
- Its own URL
- Specific call-to-action

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The screenshot displays the Tide website's landing page. At the top, there's a search bar and navigation links. The main content area is divided into several sections:

- Top Left:** "Introducing Tide® with Dawn® StainScrubbers™" with a "LEARN MORE" button.
- Top Right:** "Tide-to-Go" banner with the slogan "Wherever you go, Tide to Go." and a "Win on the Spot" promotion.
- Center:** A large video player showing a man in a suit, with a smartphone overlay displaying a mobile version of the video player. The overlay includes text like "Watch the TV ad", "Win the Stain—1,000 prizes daily", and "Get Famous—film a spoof".
- Bottom:** Navigation links for "OFFICIAL RULES", "TERMS AND CONDITIONS", "PRIVACY STATEMENT", and "CONTACT US".

What's a landing page?

- The first page that someone sees when clicking Or
- A one-page microsite
- Very focused, typically encouraging a transaction
 - Click
 - Buy
 - Give information
 - Tell a friend
 - Learn something

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Are Microsites the issue?

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Site Strategy – Single site

MyHealthSystem

Oceanview Hospital

Mountainview Hospital

Cedarview Hospital

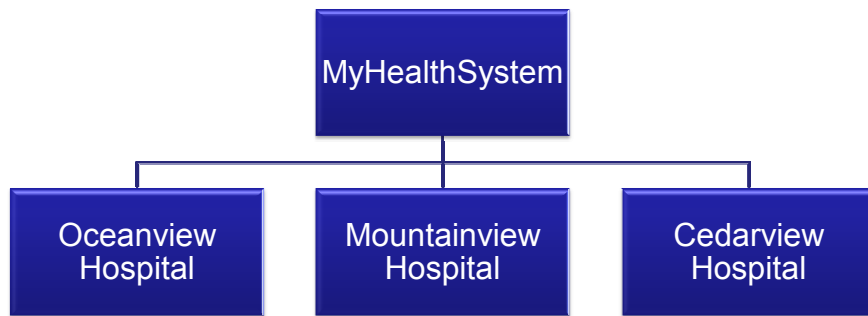
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Sub-site

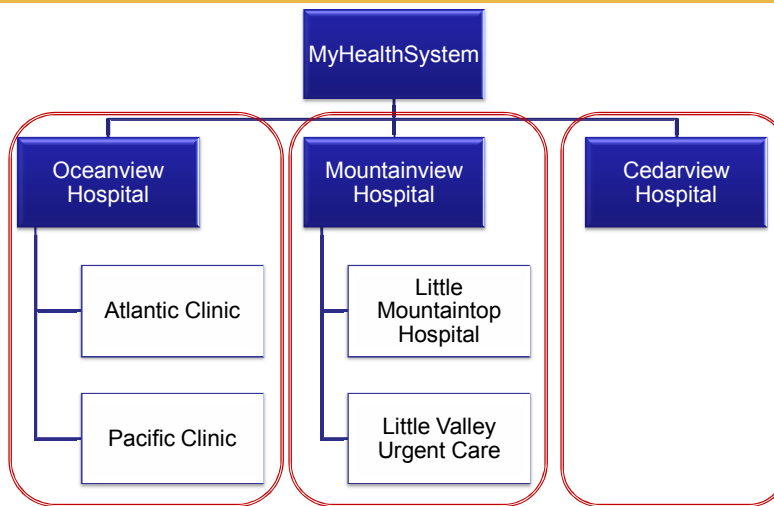
- Uses its own navigational structure, but is tied to the main site (“lives within the site”)
- May have a unique appearance
- Focuses on a specific topic or action

Site Strategy – Multi-site



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Site Strategy – Multi-site (regional)

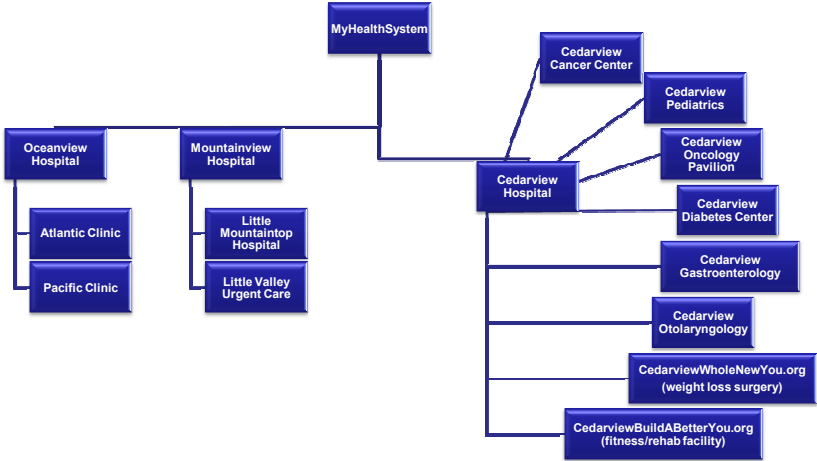


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Site Strategy – Multi-site



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Why do we do it?

- Rogue departments/centers/facilities
- Want to “do more” for key areas
- Serve a need
 - Distinct brand
 - Distinct audience
 - Different market needs
- Other considerations
 - Grant requires it

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Single vs. Multi-site

- Considerations when determining strategy
 - Brand
 - Proximity (Geography)
 - Prominence
 - Funding
 - Resource availability

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How do Microsites Fit in?

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What is a microsite?

- A small Web site
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When to go “Micro”

- Target audience/goals are significantly different from the main site
- Branding needs are distinct from the main site
- Sufficient content to warrant a site
- Great for single-issue initiatives
- In support of multi-channel campaigns
- Need for tracking is high

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Microsite Tips

- Make the site immediately engaging
 - Match messaging and visuals on the microsite to the related campaign
 - Keep the messaging narrowly centered on the topic
 - Consider interactive elements such as video, audio, animation or informational quizzes
- Deliver the promise of the marketing message that led them to the site

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Microsite Tips

- Use analytics to track how visitors arrive on the microsite and what they do once they get there
- Create multiple versions to test variations on your messaging or to target messaging to different audiences
- Tweak site design or messaging during the campaign if you're not receiving the results you were expecting

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Microsite Tips

- Keep your microsites tied in to your core brand
 - Risk of diluting or confusing your brand message in the marketplace

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Microsite Tips

- Analyze Microsites with User Flow
 - Examine the tasks associated with microsite content
 - Determine logical points of entry
 - Use site statistics to determine sources of traffic, entry pages, and possible goals
 - Identify calls to action
 - Look for disconnects, roadblocks, and dead ends between the entry point and desired outcome

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Microsite Tips

- Site Flow Problems Example – Search
 - Pages repeated in search results
 - Microsite pages appear at the top of the results for the main site
 - Microsite / multiple site search can't reach main site results

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Microsite Tips

- Optimize for search engines
 - Focus
 - Keywords
 - Vanity URLsBut...
 - No inherent trust

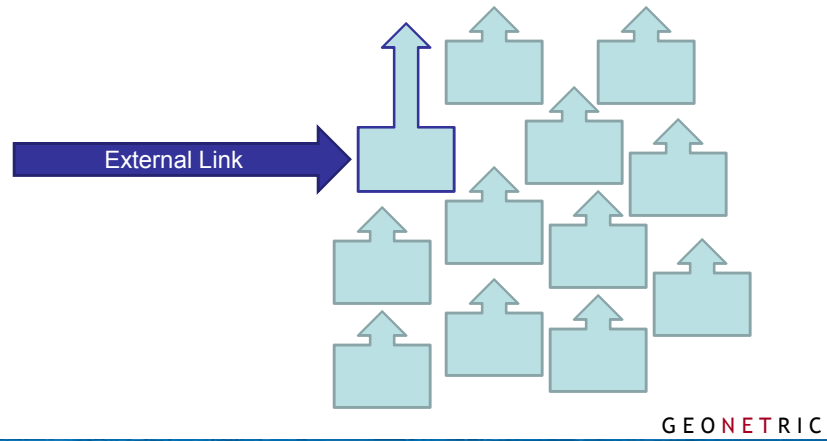
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Microsite SEO

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Microsite Tips

- Optimize for search engines



Microsite SEO

Question: When is a site a site?

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Microsite SEO

- Vanity URLs - Separate domain names that are not connected to your primary domain but are typically shorter and more memorable
- BUT search engines don't know that it's YOU

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Microsite SEO

- Connect your Microsite/Vanity URL to your site
- Two approaches:
 - Use a 301 redirect (permanent redirect)
 - Use Google webmaster tools (and similar tools for the other search engines)

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When Microsites are a Problem

- Content on the main site is reduced because of efforts directed at microsites
- Microsites are not actively maintained
- Information is outdated
- Information conflicts with that found elsewhere
- Microsites compete with the main site for search engine rank and traffic
- Action points suffer because users are unable to successfully complete tasks.

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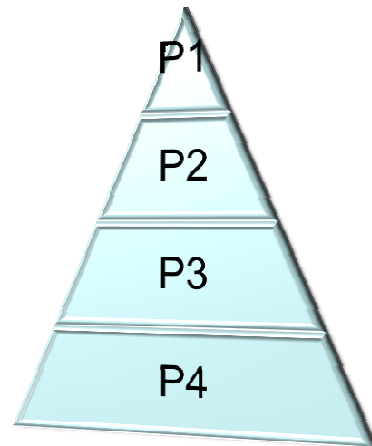
Not Enough Resources?

Prioritize

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Strategic Approach

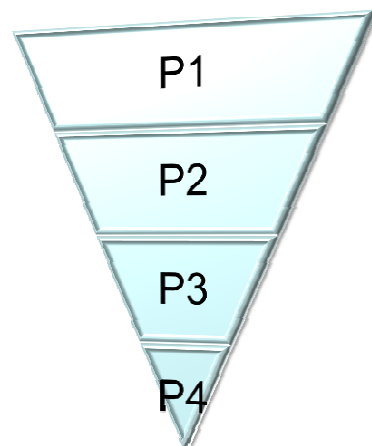
- P1 – Strategic Plan / Pillars of Excellence
- P2 – Key Executive-directed
- P3 – Support Targeted Service Lines / Enterprise
- P4 – Departmental / One-off



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Strategic Approach

- P1 – Strategic Plan / Pillars of Excellence
- P2 – Key Executive-directed
- P3 – Support Targeted Service Lines / Enterprise
- P4 – Departmental / One-off



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Questions?

- To learn more:
 - Contact us
 - 319-221-1667
 - Ben@geonetric.com
 - Visit our Web site
 - www.geonetric.com

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Next Month's Webinar

Hope for the Best, Plan for the Worst: Disaster Preparedness for the Web March 20, 2008 at 2:00pm CST

IT disaster preparedness is often under control of the IT department. But, if you face a disaster, the marketing team is left to field questions from stakeholders. This Webinar will help IT and marketing professionals understand the issues that arise during a disaster and open the communication between the two departments. We will cover the three Ps of IT disaster preparedness:

- Prevent: What you can do in advance
- Prepare: How to handle the disaster when it happens
- Practice: Practice what you preach

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