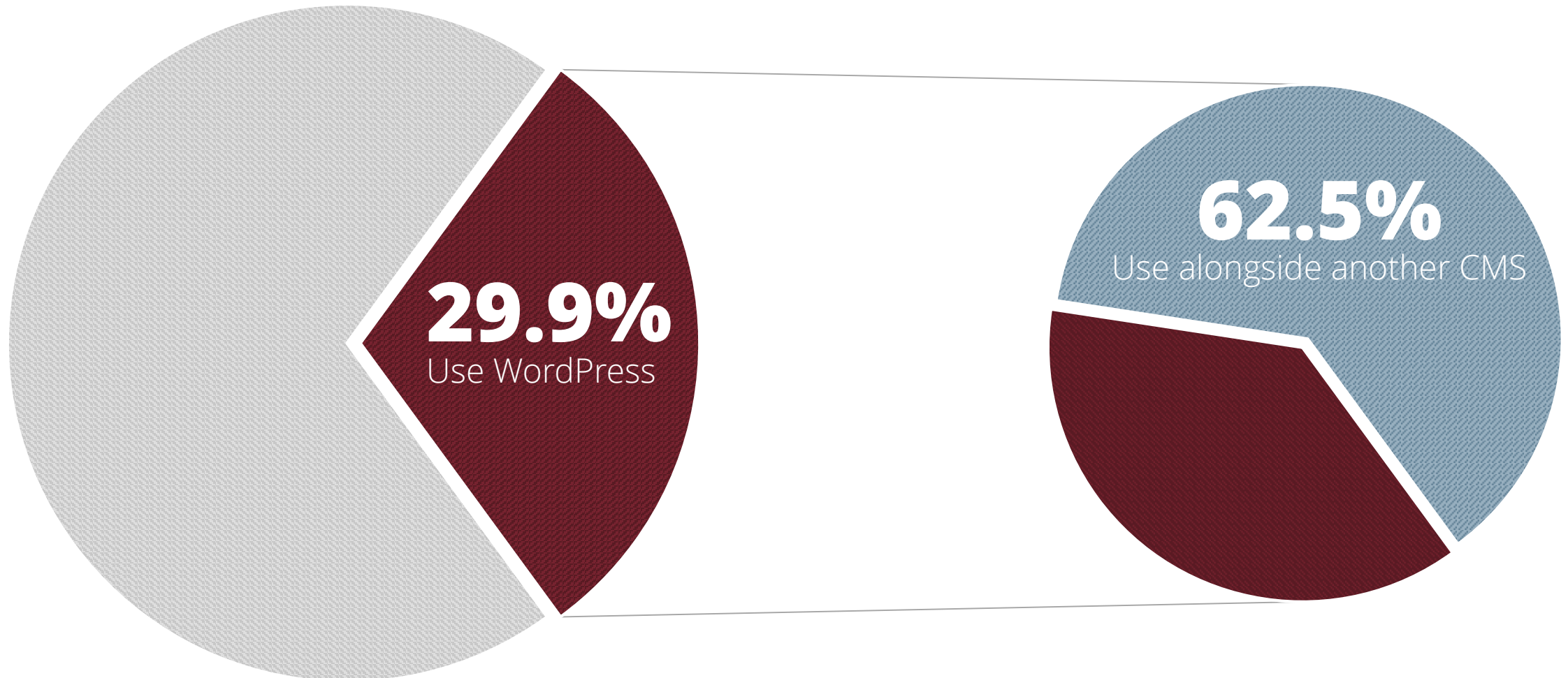


# WordPress Survival Skills for the Healthcare Marketer

GEONETRIC®

# WordPress Usage in Healthcare



A misty forest scene with tall trees and dense undergrowth, overlaid with the text "Be prepared." in a white, sans-serif font. The background is a lush, green forest with a thick layer of fog or mist, creating a sense of depth and mystery. The trees are tall and thin, with some showing signs of decay or being dead. The undergrowth is dense with various types of ferns and other plants. The overall color palette is dominated by greens and browns, with a soft, ethereal light filtering through the trees.

Be prepared.

Laying out the big picture



– WordPress Survival Skill Nº 1 –

Lead with (content) strategy.

# Start by defining a strong content strategy

What does the site need to accomplish?

What experience do we want to create?  
For whom?

How will content be structured, created, and maintained to achieve that?

# Healthcare functionality considerations

- Content types — e.g., physicians, service lines
- Content governance
- Security & privacy (HIPAA, PHI, & everything else)
- Audit trails
- Physician directory/credentialing
- Calendar of events/call center
- Appointment requests/scheduling
- Pre-registration/patient history
- Active directory/LDAP for security rights
- CRM platforms
- Custom APIs based on needs

# Building connections

If you're creating a blog or microsite, plan for how this site will intersect with other sites.

Classes & Events

**FEB 24** Ashland: Weekend Intensive Basic Childbirth Education  
Saturday at  
9:00 AM – 5:00 PM

**FEB 26** Medford: Total Joint Replacement Educational Class  
Monday at  
10:00 AM – 12:00 PM

**FEB 27** February Cooking Classes: Squash and Root Vegetables  
Tuesday at  
1:30 PM – 2:30 PM

**FEB 27** Medford: Six-week Basic Childbirth Education  
Tuesday at  
6:30 PM – 9:00 PM

The screenshot shows the top portion of the Asante website. At the top left is the Asante logo, and at the top right are social media icons for Facebook, Twitter, Pinterest, YouTube, and Google+. Below the header is a large white banner with the text "Welcome to Better Health". Underneath the banner is a navigation menu with links for "Asante Moments", "Health Tips", "Healthy Eating", "In the Community", and "About Us". A "MyChart" link is also visible. The main content area features a large photograph of a woman hugging a young child. Below the photo are three article teasers: "Why do I get a flu shot every year? Hint: It's not about me", "How to effectively treat acne", and "Could it be skin cancer?". Each teaser includes a "Posted in Featured" tag. At the bottom of the page, there are "MORE" links for "Asante Moments", "Health Tips", and "Community".



– WordPress Survival Skill N° 2 –

Know your team.

# Discuss before building your site

## Who on your team ...

- Creates content?
- Changes design elements?
- Manages transactional components?
- Provides images and video?
- Handles domains, email, and servers?
- Tracks analytics?
- Launches campaigns?
- Modifies functionality?
- Monitors SEO?
- Reviews and approves?

*Today, and in the future...*

– WordPress Survival Skill № 3 –

Build a site for where you're going.

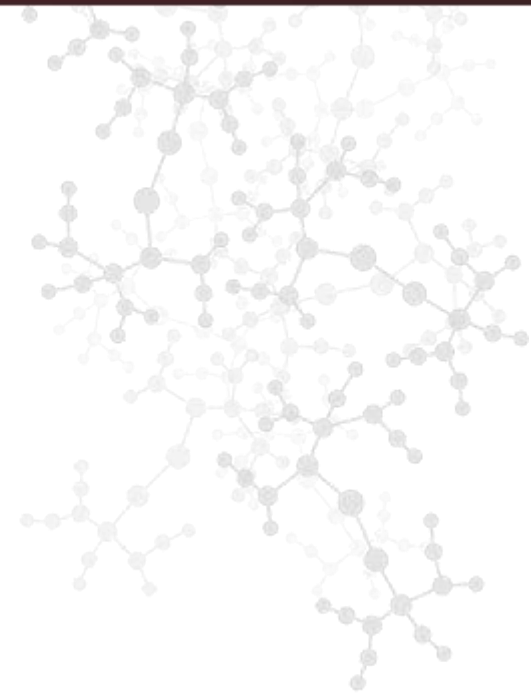
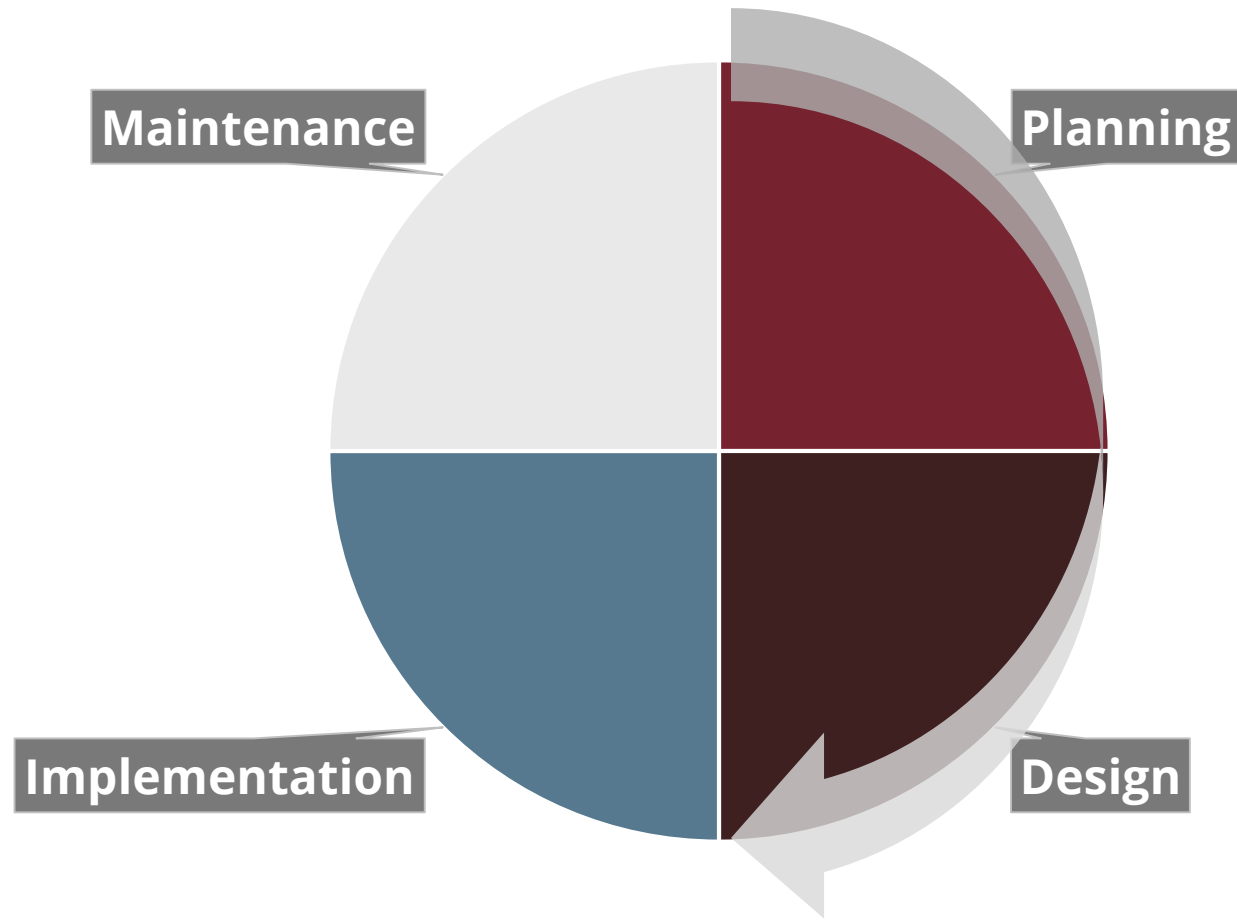


**WordPress offers a  
solid engine.**

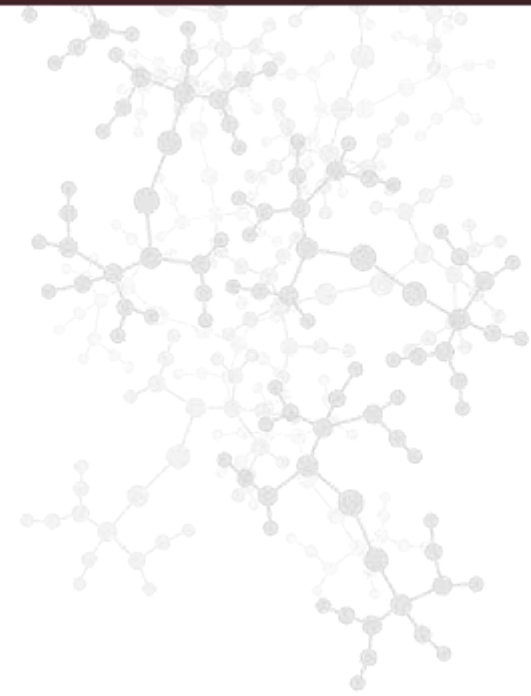
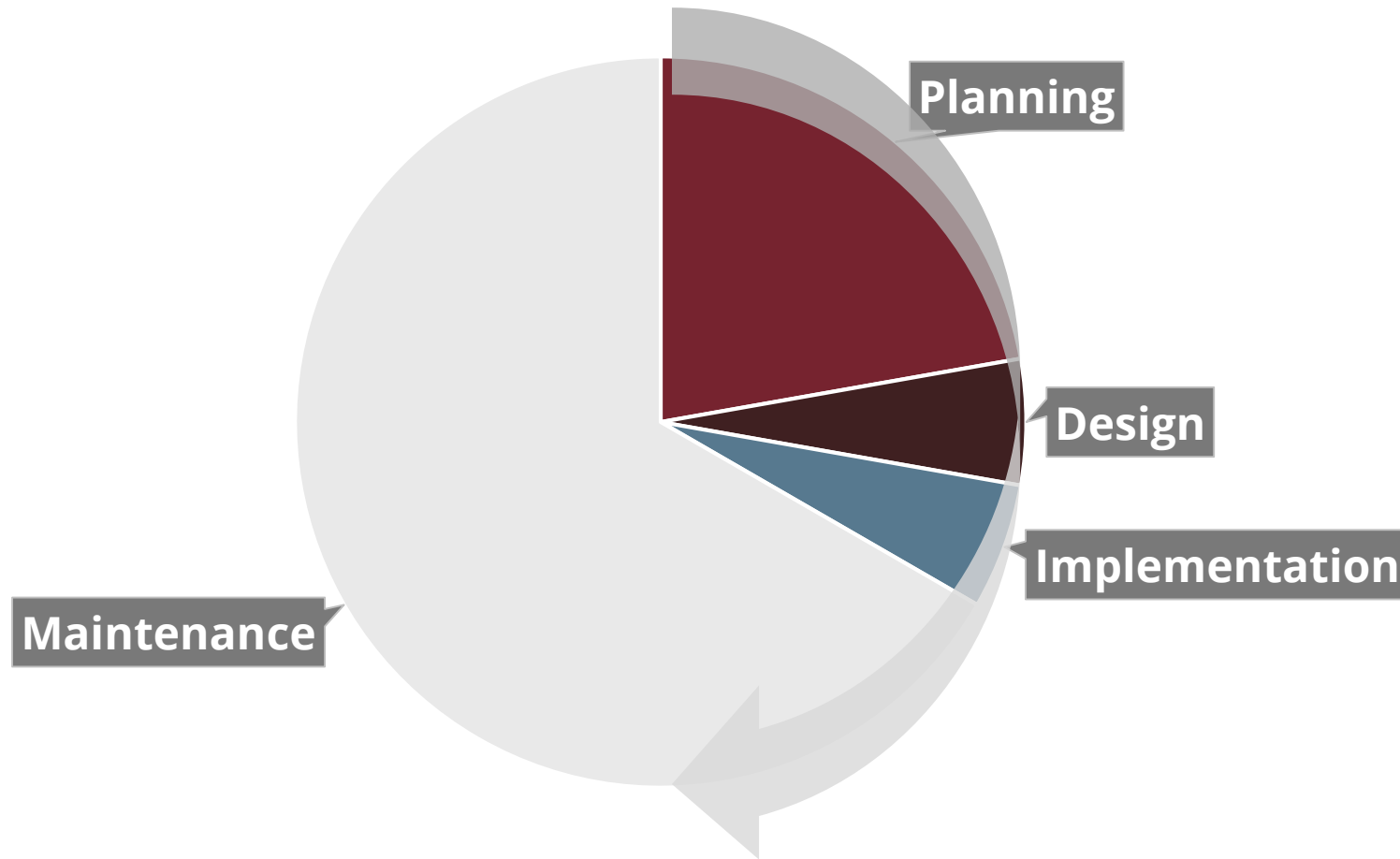
A close-up photograph of a hammer and several nails on a wooden surface. The hammer is positioned diagonally across the frame, with its head on the left and handle extending towards the bottom right. The handle is made of dark wood and shows signs of use. The head is made of metal and has a flat striking face. Scattered around the hammer are several nails of different sizes and types, including some that are bent or broken. The wooden surface is light-colored and has a visible grain. The lighting is dramatic, with strong highlights and deep shadows.

**Everything is not a nail.**  
Choose the right tool.

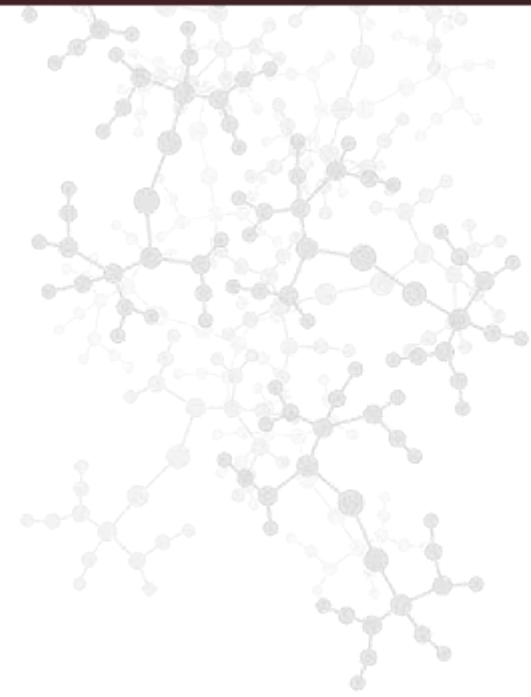
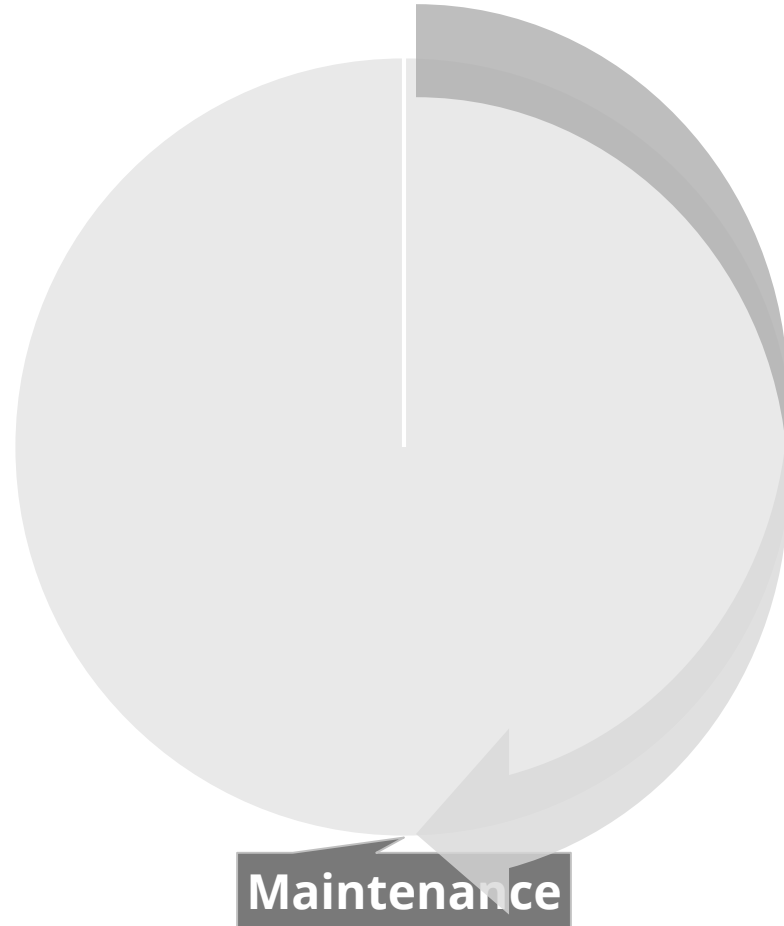
# Website lifecycle



# Website lifecycle: Reality



# Website lifecycle: *Actual* reality





**The web is always  
under construction**



Creating the right foundation



– WordPress Survival Skill Nº 4 –

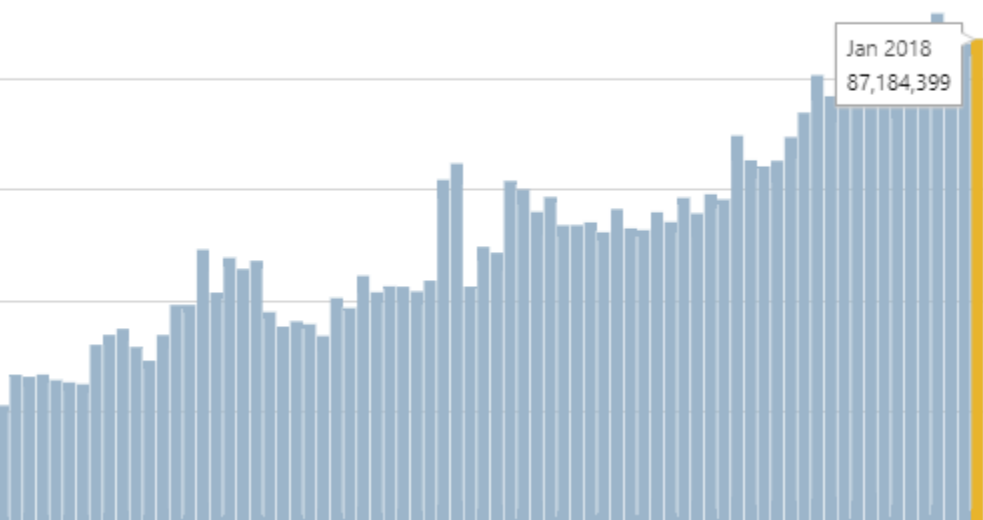
Beware the streams.

# WordPress Origins

Blog content is in WordPress' nature.

WordPress 1.0

Monthly posts on  
wordpress.com



## WordPress

Post Edit Categories Links Users Options Templates My Profile View site Logout (admin)

### Create New Post

Title

Categories  General

Post

Quicktags: **str** em del ins link img ul ol li b-quote pre more n-page Dict. Close Tags

PingBack the URLs in this post?

Save as Draft Save as Private **Publish** Advanced Editing >

TrackBack an URL: (Separate multiple URLs with spaces.)

### WordPress bookmarklet

You can drag the following link to your links bar or add it to your bookmarks and when you "Press it" it will open up a popup window with information and a link to the site you're currently browsing so you can make a quick post about it. Try it out:

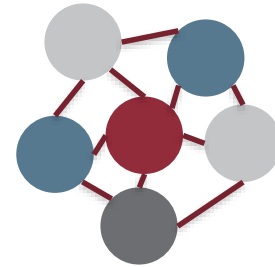
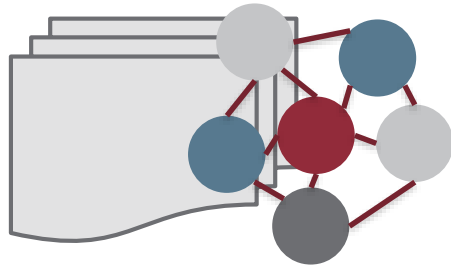
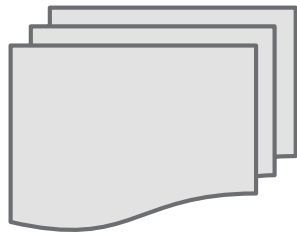


**WordPress is built around**  
a flow of content.

– WordPress Survival Skill Nº 5 –

Pick your blob battles.

# Find the right level of structured content



*Page model / "Blobs"*

*Hybrid*

*Structured content*

*Flexibility*

*Consistency*

*Comfortable*

*Challenging*



# Page builders

*Highly flexible for creating one-off page designs.*



**Visual Composer**

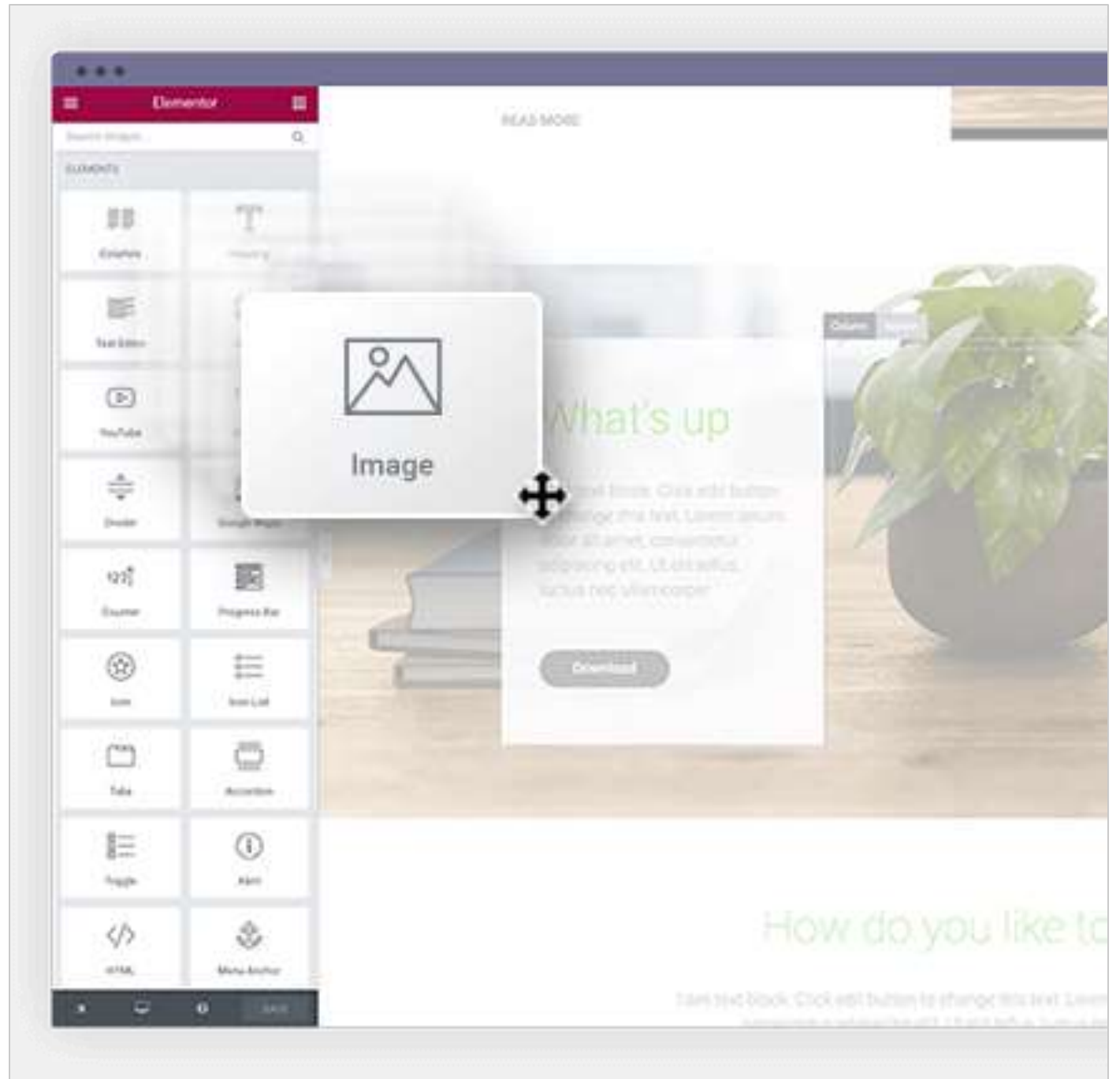


**beaverbuilder™**

WordPress sites by professionals, not amateurs!



**CORNERSTONE**  
THE WORDPRESS PAGE BUILDER





# Custom Post Types & Fields

Powerful solutions for creating consistency across multiple content items.

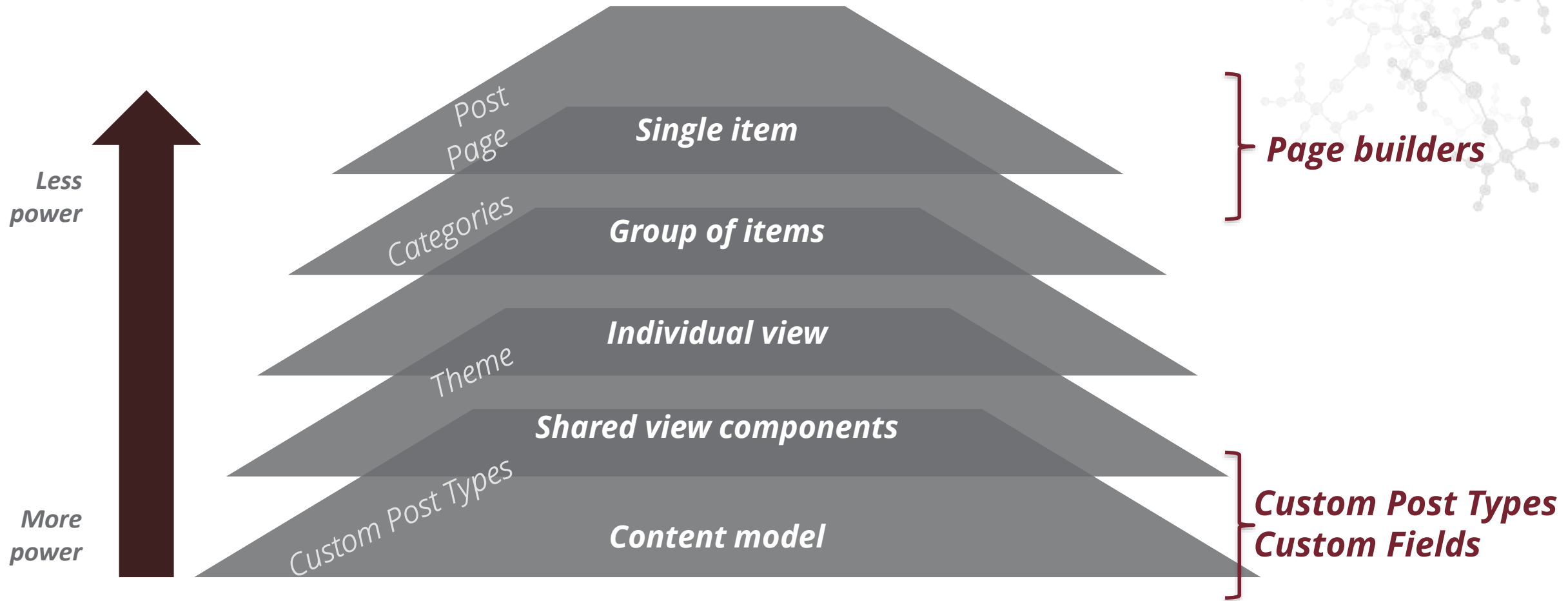
The image shows a screenshot of the WordPress admin interface. The top part shows the 'Edit Page' screen for a page titled 'Home'. The left sidebar contains navigation options like Dashboard, Posts, Media, Forms, Pages, All Pages, Add New, Comments, Things, Reply, Appearance, and Plugins. The main content area shows the page editor with a toolbar and a text area. The right sidebar contains the 'Publish' section with options like Status, Visibility, Revisions, and Published on, and the 'Page Attributes' section with options like Parents, Order, and Featured Image.

Overlaid on the page editor is a 'Custom Fields' modal window. It displays a table with two columns: 'Name' and 'Value'. The table contains three rows of custom fields:

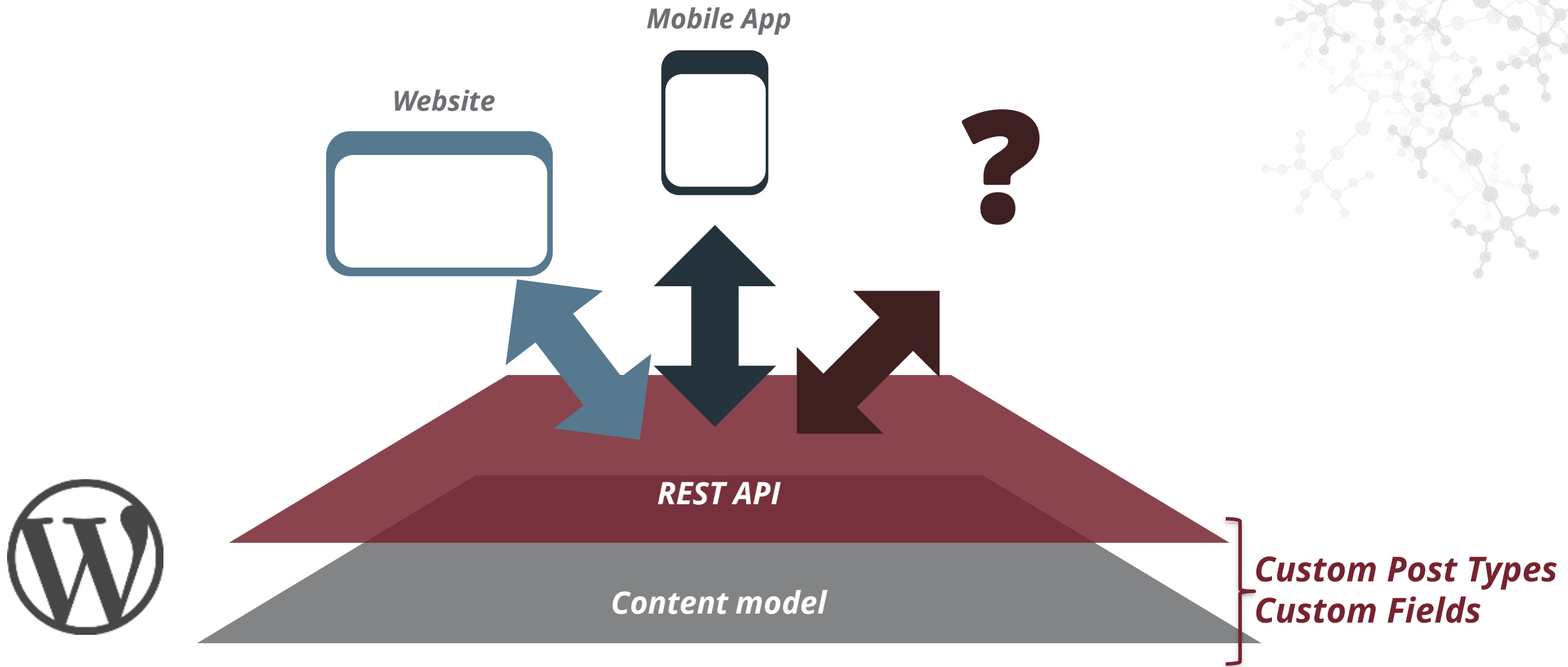
Name	Value
hero_image	<code>&lt;img src="http://www.website.com/path/to/file.jpg"/&gt;</code>
hero_link	<code>http://www.website.com</code>
hero_text	<code>&lt;p&gt;&lt;strong&gt;Duis aliquet egestas&lt;/strong&gt;&lt;/p&gt;&lt;p&gt;purus in blandit. Curabitur vulputate, ligula lacinia scelerisque tempor, lacus lacus ornare ante, ac egestas est urna sit amet arcu. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.&lt;/p&gt;</code>

Each row has 'Delete' and 'Update' buttons. Below the table is an 'Add Custom Field' button. At the bottom of the modal, there is a note: 'Custom fields can be used to add extra metadata to a post that you can use in your theme.'

# Consider the layers of control



# Content models are critical for reuse



– WordPress Survival Skill № 6 –

Choose (and use) plugins wisely.

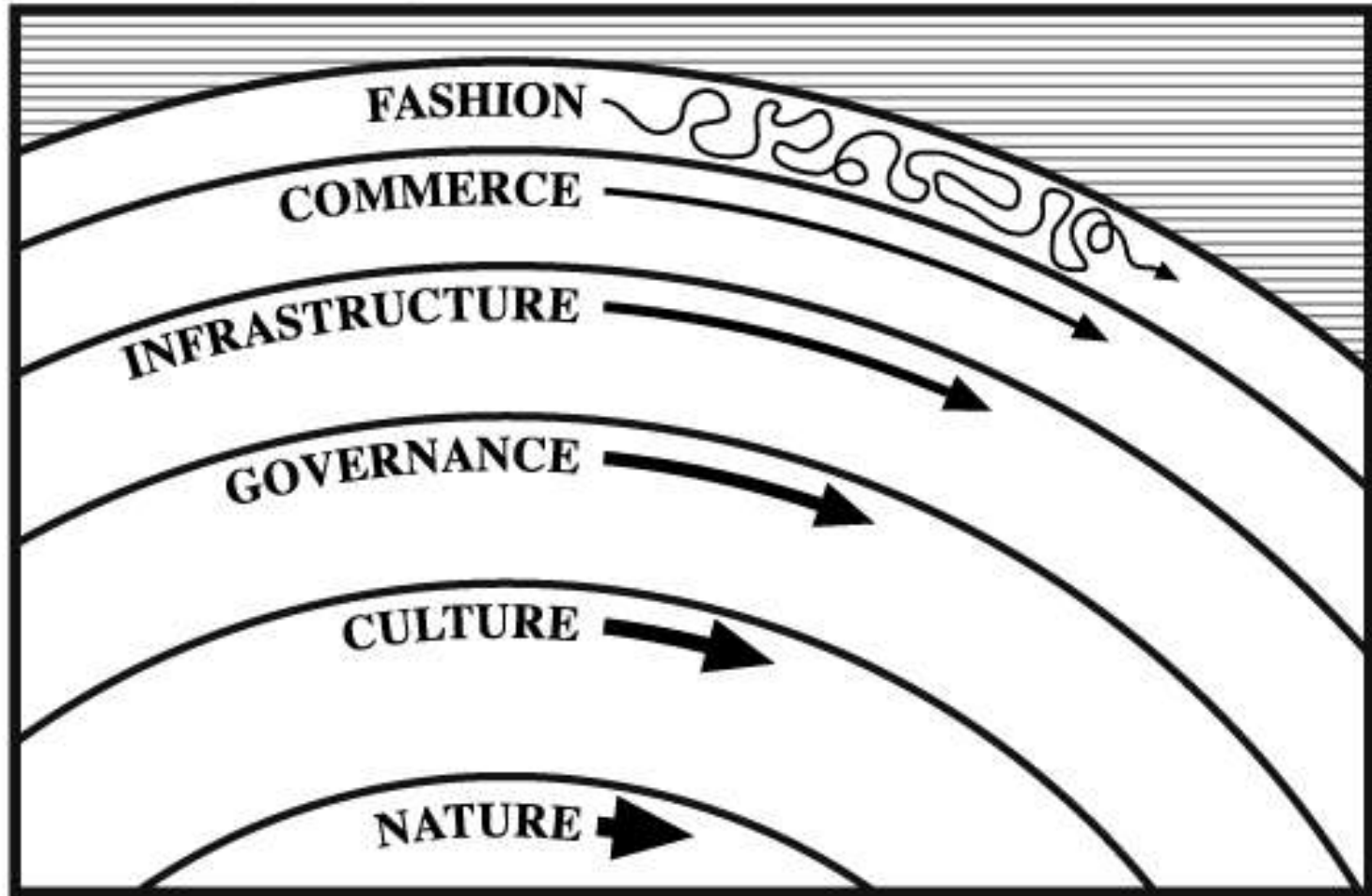
Overwhelmed?

**54,223**

Plugins available at [wordpress.org](https://wordpress.org)



## Pace Layering



Source: Brand, S., 1999, *The Clock of the Long Now*, p. 37.



*What changes frequently?  
What needs to remain stable?*

# Understand separation of concerns

- **Presentation**

What does it look like?

- **Content**

What does it say?

- **Relationships**

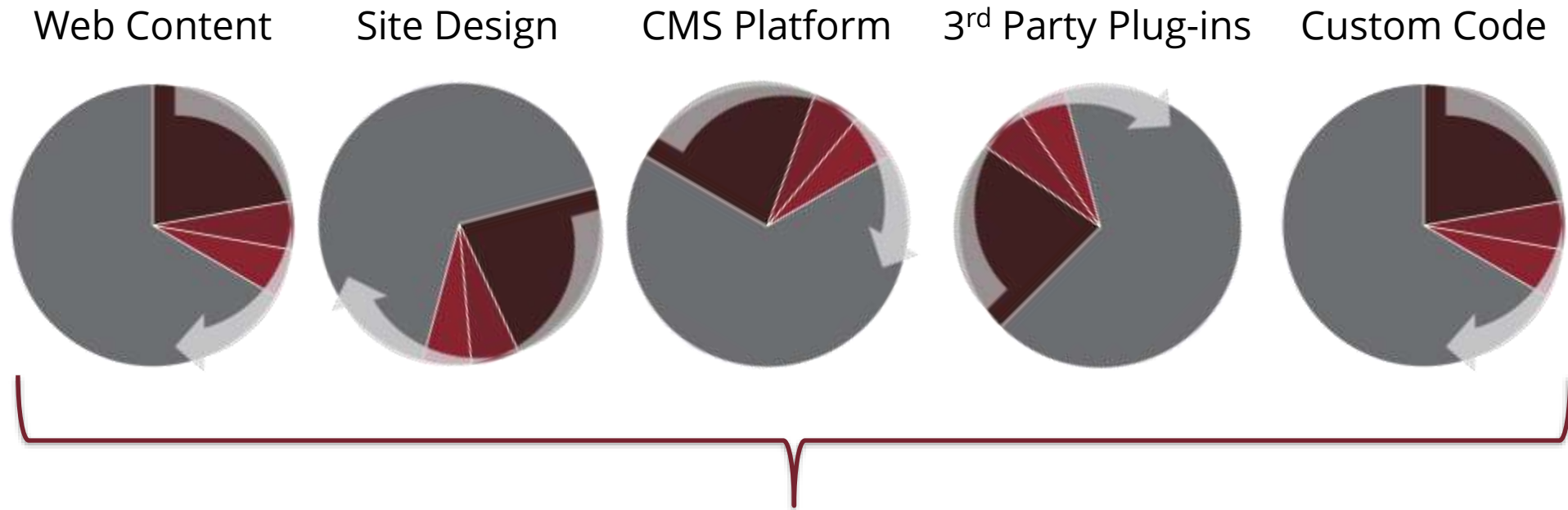
How do users navigate?

- **Behavior**

What does it do?



# Component lifecycle

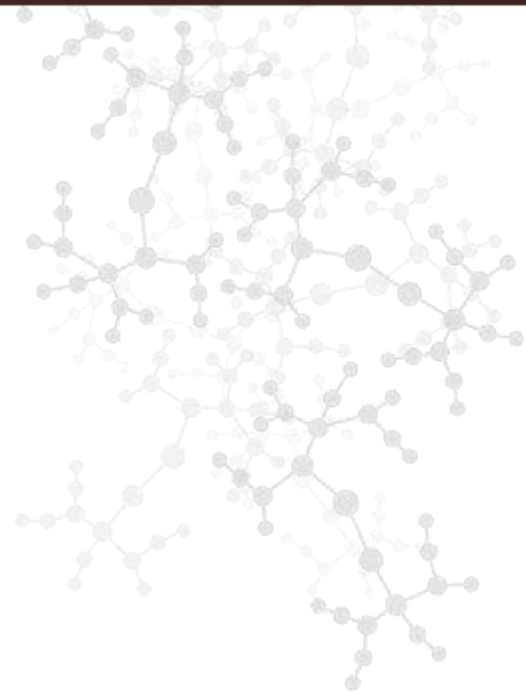


***Additional Costs, Risk, and Effort***



# Choosing plugins

- ✓ Up-to-date and compatible with current WordPress Core
- ✓ Evidence of a history of active support
- ✓ As lightweight as possible, beware of:
  - Extra http requests and page weight
  - Additional database queries
- ✓ Test plugins (and major updates) on a stage site first



# Ongoing site management & optimization

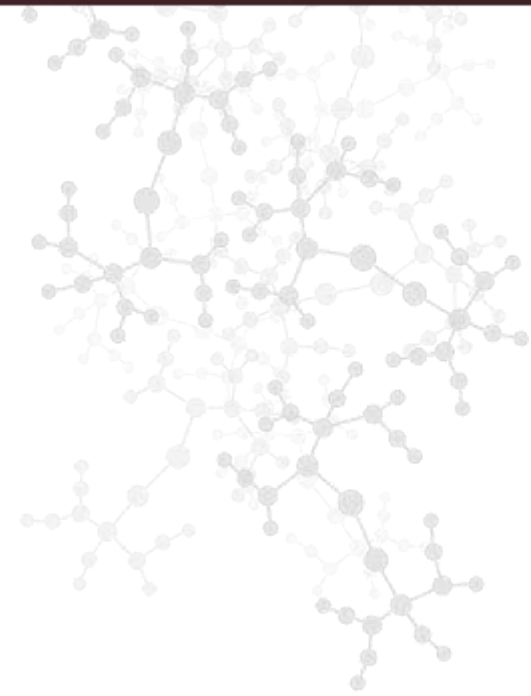


– WordPress Survival Skill № 7 –

Secure your site.

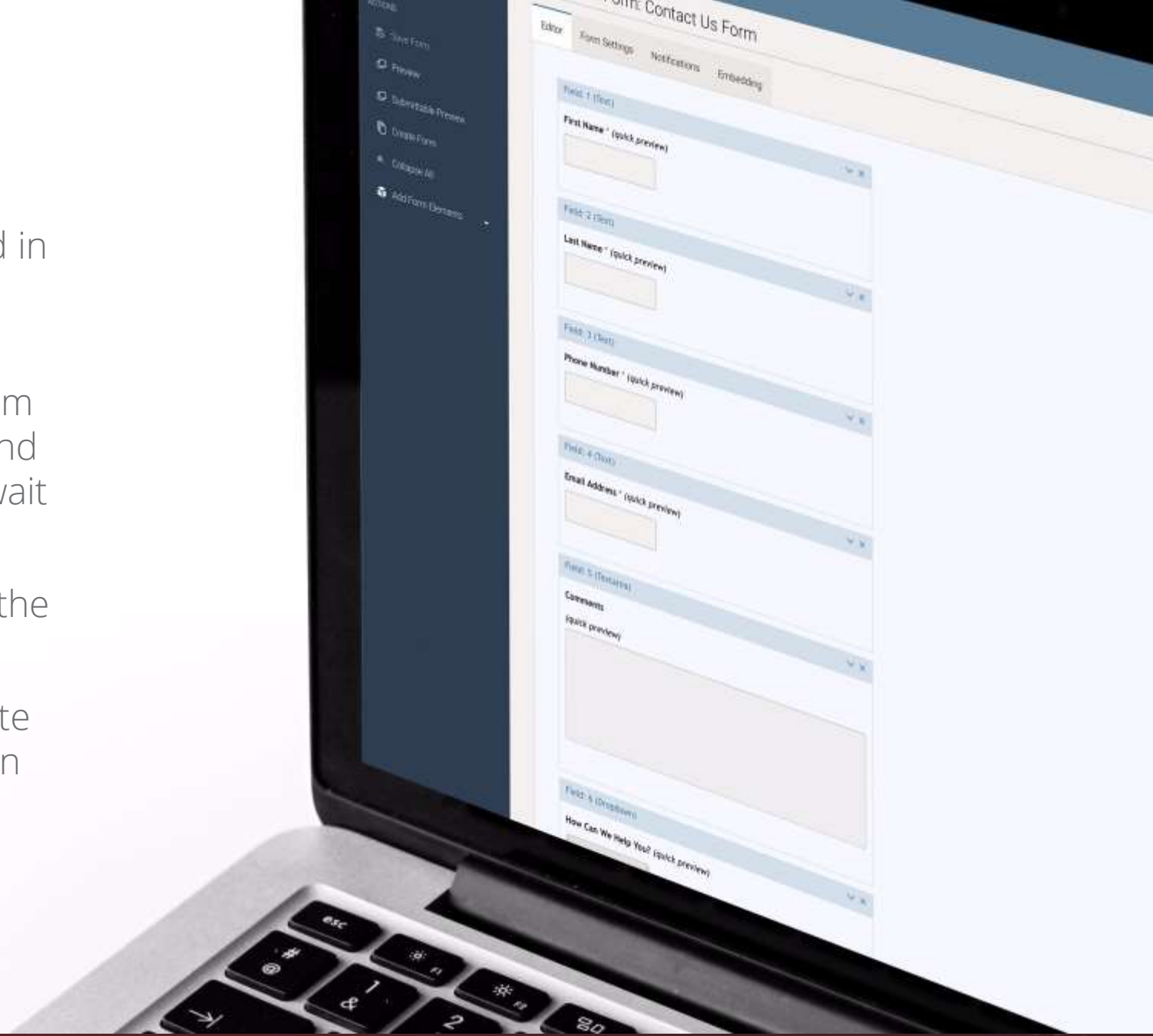
# Stay secure at all levels ...

- ✓ Use HTTPS everywhere
- ✓ Use secure hosting
- ✓ Keep WordPress updated
- ✓ Keep plugins & themes updated  
(or remove them)
- ✓ Audit admin users routinely



# FORMBUILDER

- **Comply with HIPAA.** Form data is encrypted in transit and storage. User access to form-submission data is logged in an audit trail.
- **Improve conversions.** Your team or our team can test, iterate, and improve your forms and calls to action without having to ask — or wait for — developers.
- **Personalize email responses.** You can add the registrant's name to email responses.
- **Customize workflow.** When visitors complete forms, you might want to send a notification to a department based on the visitors' responses.



**Benefit Health System** 319.221.1667 Search

Home > About > Web > Contact Us > Contact Us

Home > About > Web > Contact Us > Contact Us

### Why Choose Benefit Health System?

Selecting a health care provider is a tough decision, and every hospital is different. If you're looking for the very best health care delivered in a safe, compassionate environment, you'll find it at both of Benefit Health's hospitals and our medical practices.

We could list you a million reasons our health system is right for you, but why take our word for it when you can take theirs?

- 1 What Our Patients Say ...
- 2 Just a Few of the Awards We've Received ...
- 3 Our Accreditations ...

So as you can see, Benefit Health offers state-of-the-art facilities and services delivered by care professionals. If you're ready, find a doctor that's right for you or request an appointment.

First Name \*

Last Name \*

Phone Number \*

Email Address \*

Comments

How Can We Help You? (Please Select) \*

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Twitter Facebook LinkedIn

Form Builder: Contact Us Form

Editor | Form Settings | Notifications | Embedding

- Save Form
- Preview
- Submit & Preview
- Drag Form
- Collapse All
- Add Form Elements

Field 1 (Text)  
First Name \* (quick preview)

Field 2 (Text)  
Last Name \* (quick preview)

Field 3 (Text)  
Phone Number \* (quick preview)

Field 4 (Text)  
Email Address \* (quick preview)

Field 5 (Textarea)  
Comments (quick preview)

Field 6 (Dropdown)  
How Can We Help You? (quick preview)

– WordPress Survival Skill Nº 8 –

Manage code responsibly.

**No developer**  
should be an island.





↵ This. Not this. →

- ✓ Use a separate staging and production environment
- ✓ Use source control and versioning (e.g., Git, SVN, etc.)
- ✓ Use code review processes

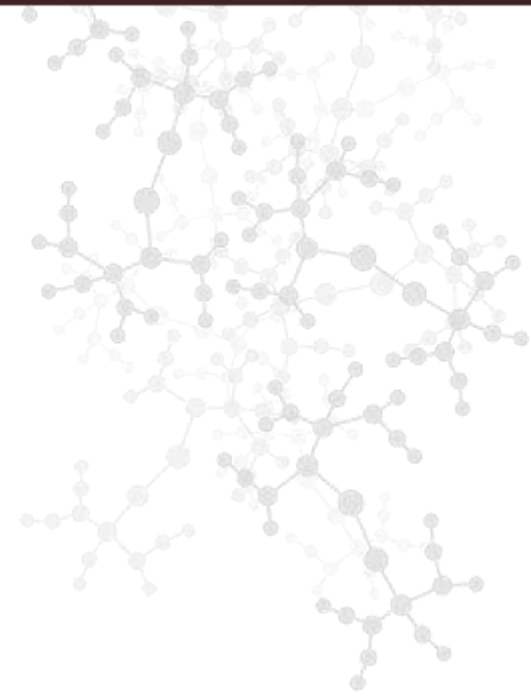
The screenshot shows the WordPress 'Edit Themes' interface. The main area displays the content of the 'style.css' file for the 'Twenty Seventeen' theme. The content includes theme metadata such as name, URI, author, description, version, license, and tags. It also features a 'TABLE OF CONTENTS' section listing various theme components like '1.0 Normalize', '2.0 Accessibility', '3.0 Alignments', etc., down to '13.2 Front Page'. On the right side, there is a 'Theme Files' sidebar listing various files and folders available for the theme, including 'Stylesheet (style.css)', 'Theme Functions (functions.php)', 'assets', 'RTL Stylesheet (rtl.css)', '404 Template (404.php)', 'Archives (archive.php)', 'Comments (comments.php)', 'Theme Footer (footer.php)', 'Homepage (front-page.php)', 'Theme Header (header.php)', 'inc', 'Main Index Template (index.php)', 'Single Page (page.php)', 'Search Results (search.php)', 'Search Form (searchform.php)', 'Sidebar (sidebar.php)', 'Single Post (single.php)', 'template-parts', and 'README.txt'.

– WordPress Survival Skill Nº 9 –

Back it up. Seriously.

# WordPress backup tips

- ✓ Understand what is backed up (and where):
  - Content
  - Media files
  - Themes
  - Plugins
- ✓ Make it automatic
- ✓ Test it periodically – run a drill

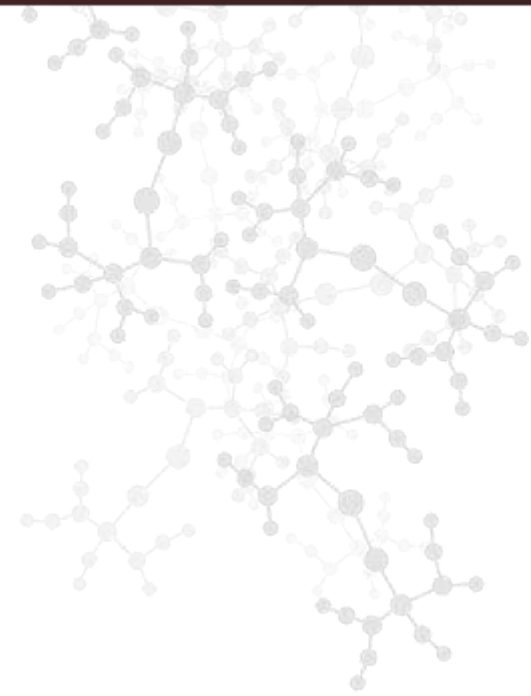


– WordPress Survival Skill № 10 –

Tame URL bloat.

# Tame your URLs for improved SEO

- ✓ Uncheck “Organize my uploads into month- and year-based folders.” (Settings > Media)
- ✓ Clean up permalinks, keep them simple: (Settings > Permalinks)
  - Post name: /sample-post/
  - Custom Structure: /category/sample-post/
- ✓ Redirect image attachment pages (Yoast SEO > Advanced > Permalinks)
- ✓ Watch out for additional links added by plug-ins



# Get another perspective on your site

- Google Webmaster Tools
- Site Crawlers
- SEO Tools



A glimpse of the future



– Bonus WordPress Survival Skill –

Watch for Gutenberg



# Gutenberg

WordPress is actively developing the next generation editing interface for the platform.

