

Enhancing Your Website and Writing for the Web

25th January 2017

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www.nhselect.nhs.uk
@NHSElect @EventsJoe

About This Session

Aim:

- Share practical tips to improve your website
- Get to grips with SEO
- Start thinking about other content



"YOU REALLY DON'T UNDERSTAND THE CONCEPT OF THE MOBILE WEBSITE."

About This Session

Format:

- 45 minutes session
- Time for questions
- Presentation will be shared



more funny stuff at FUNNYASDUCK.NET

A Bit About Me



TWEETS 1,988 **FOLLOWING** 14.8K **FOLLOWERS** 21.4K **LIKES** 1,118 **LISTS** 33 **MOMENTS** 0

Joe Blunden
@EventsJoe

Manager of successful #NHS4XmasNo1 campaign. Founder of @NHSMillion. Singer in @Choir_NHS. Marketing and communications professional for 15 years.

📍 London
nhsmillion.co.uk
📅 Joined September 2009

Tweets **Tweets & replies** **Media**

Joe Blunden @EventsJoe · Sep 24

If you do one thing this weekend, please make sure the men in your life know that you are there if they ever need to talk [#itsokaytotalk](#)

1. Why do NHS websites sometimes struggle?

Why?

- No time
- No money
- Not an expert
- Low priority



But there are solutions

- No time? **Focus on quick wins**
- No money? **Use free tools**
- No expertise? **It doesn't matter**
- Low priority? **Make it a high priority!**

Why should your website be a priority?

- Tens of thousands will use your site every month
- Says so much about your organisation
- Accessed by all of your stakeholders
- **Tens of thousands will use it every month!**

What are the benefits of a good website?

- Higher patient satisfaction
- More patients (and so more money)
- More staff
- Better reputation



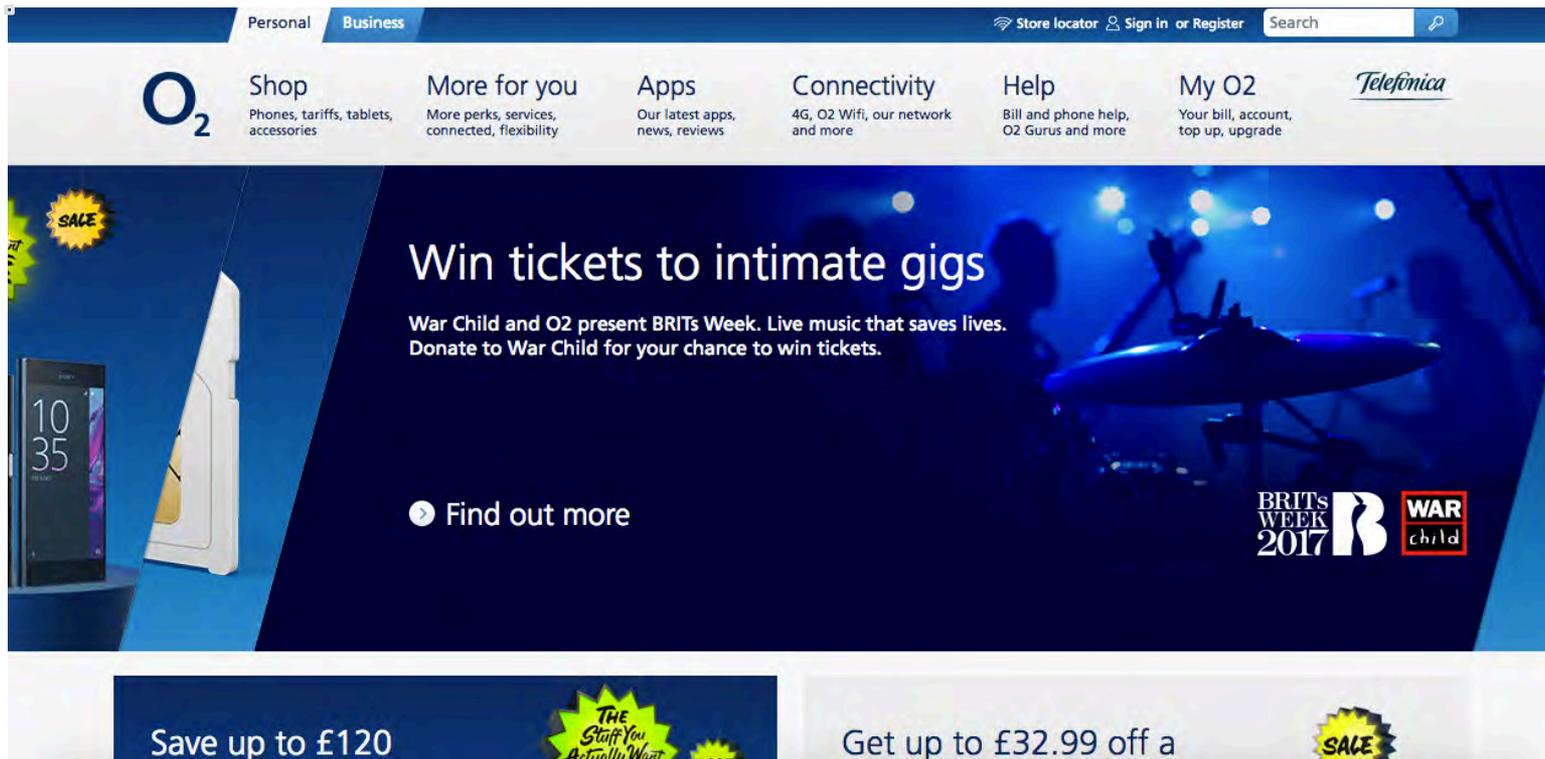
2. What makes a good website?

What does a good site look like?



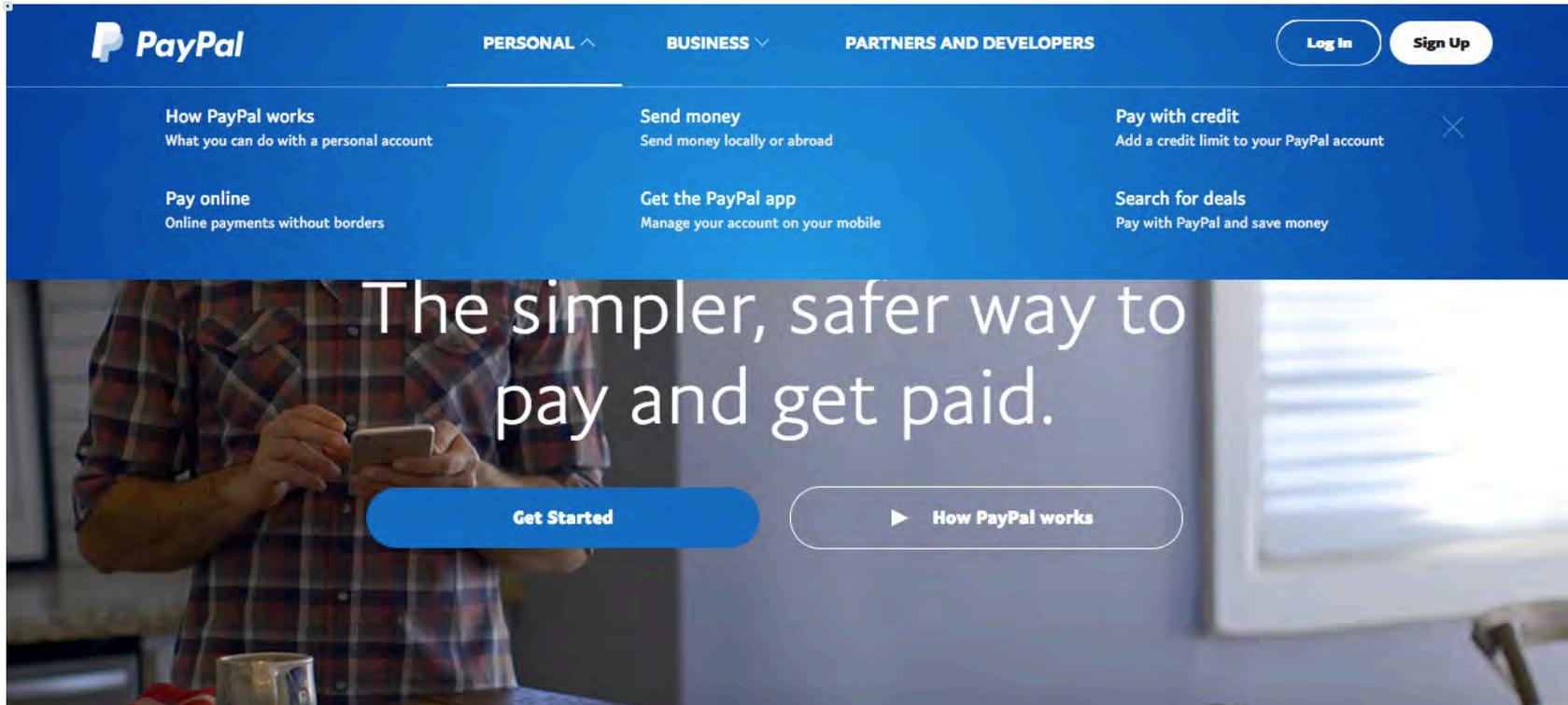
What does a good site look like?

O2



What does a good site look like?

PayPal



What does a good site look like?

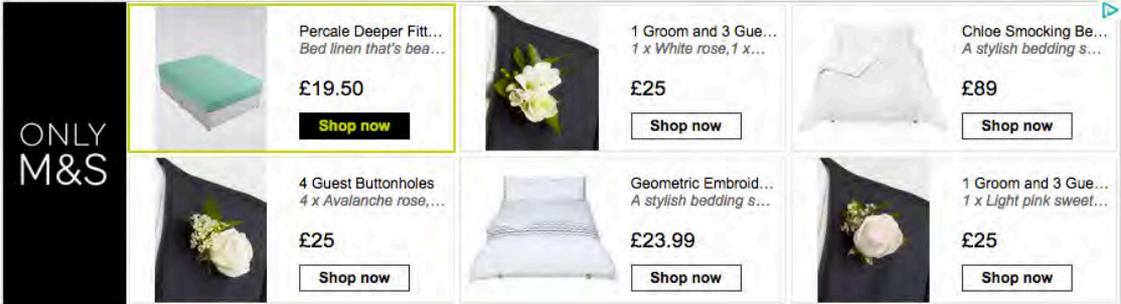
uSwitch

The screenshot shows the uSwitch website homepage. At the top is a navigation bar with the uSwitch logo and dropdown menus for 'Gas & electricity', 'Broadband, TV & phone', 'Mobiles', 'Banking', and 'Insurance'. A search icon and a 'Sign in' button are on the right. Below the navigation is a large blue banner. On the left, it says 'Switch energy & save' with the subtext 'It's quick and easy to save up to £618/yr*'. There is a red button 'Compare your gas & electricity' and a list of links: 'Fixed energy plan ending?', 'Gas and electricity', and 'Electricity prices'. In the center of the banner are images of light bulbs. On the right, it says 'Broadband, TV, landline' with the subtext 'Compare fast and reliable broadband'. There is a red button 'Compare broadband deals' and a list of links: 'Broadband deals', 'Broadband & home phone', and 'Broadband & TV packages'. To the right of the text is an image of hands holding a laptop displaying a house icon. Below the banner is a horizontal bar with logos for various energy and broadband providers: npower, SCOTTISHPOWER, EDF Energy, e-on, SSE, British Gas, Virgin, TalkTalk, sky, BT, EE, plusnet, and 3. Below this is a dark blue section for 'Car insurance January sale' with a car icon, the text 'Compare car insurance with uSwitch this month and you could save an extra £50†', and a green button 'Compare quotes now'. At the bottom are four white boxes: 'Mobiles' (Latest deals from only £10), 'Credit cards' (Compare credit cards), 'Car insurance' (Quick quote and save today!), and 'Mortgages' (Compare mortgage rates).

What does a good site look like?

The Guardian

Advertisement



ONLY M&S	 <p>Percale Deeper Fitt... Bed linen that's bea...</p> <p>£19.50</p> <p>Shop now</p>	 <p>1 Groom and 3 Gue... 1 x White rose, 1 x...</p> <p>£25</p> <p>Shop now</p>	 <p>Chloe Smocking Be... A stylish bedding s...</p> <p>£89</p> <p>Shop now</p>
	 <p>4 Guest Buttonholes 4 x Avalanche rose,...</p> <p>£25</p> <p>Shop now</p>	 <p>Geometric Embroid... A stylish bedding s...</p> <p>£23.99</p> <p>Shop now</p>	 <p>1 Groom and 3 Gue... 1 x Light pink sweet...</p> <p>£25</p> <p>Shop now</p>

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headlines
Thursday
19 January 2017

Now 4°C

Corbyn to impose three-line whip on Labour MPs to trigger article 50

Leader signals his MPs will be instructed to vote to start EU

Italy Up to 30 people

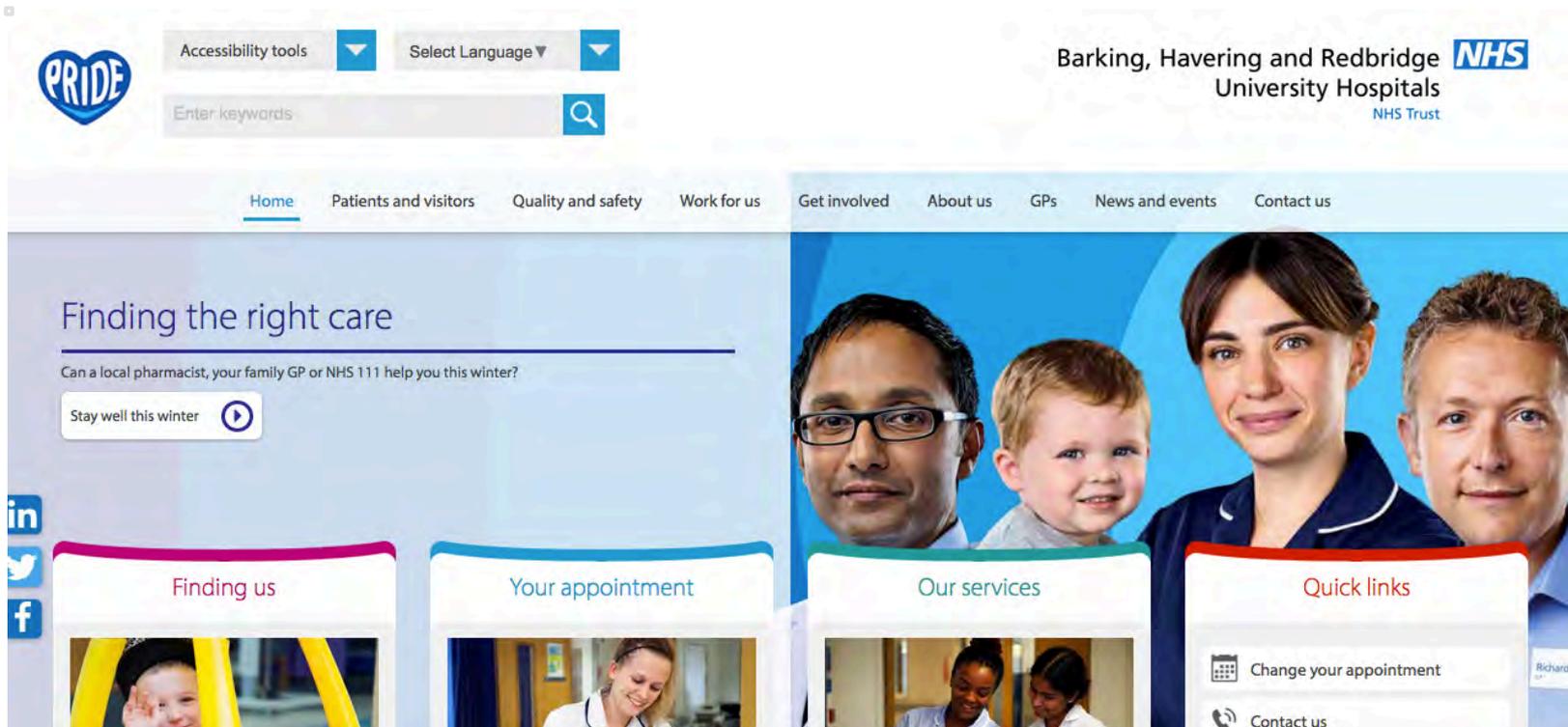
There are also lots of good sites in the NHS

Epsom and St Helier

The screenshot shows the homepage of the Epsom and St Helier University Hospitals NHS Trust. At the top, there is a search bar with the text "Enter keywords" and a magnifying glass icon. To the right of the search bar are links for "For GPs and clinicians", "Research and education", and "Work for us". Further right are links for "Contrast" and "Accessibility". The main header area features the hospital's name "Epsom and St Helier University Hospitals" and the NHS Trust logo. Below the header is a navigation menu with links for "Home", "Patients and visitors", "Our services", "Get involved", "Our performance", "News and events", "About us", and "Contact us". The main content area is dominated by a large video player. The video shows a woman in a yellow patterned uniform sitting at a desk with a computer monitor. Overlaid on the video is a quote in pink text: "WE GIVE 100% FOR OUR PATIENTS AND THE WIDER COMMUNITY – THEY ARE THE PEOPLE WHO MATTER MOST, AND WHY WE'RE HERE." Below the quote is a "Read my story" link with a right-pointing arrow. On the right side of the video player, there is a red call-to-action box with a megaphone icon. The text in the box reads: "Our busy A&E departments" followed by "Our hospitals and emergency departments are extremely busy - please choose well and only come to A&E in an emergency." Below this text is a "Find out more" link with a right-pointing arrow. The video player also includes social media icons for Twitter, Facebook, LinkedIn, and YouTube on the left side, and playback controls (back, play/pause, forward) on the right side.

What does a good site look like?

Barking, Havering and Redbridge



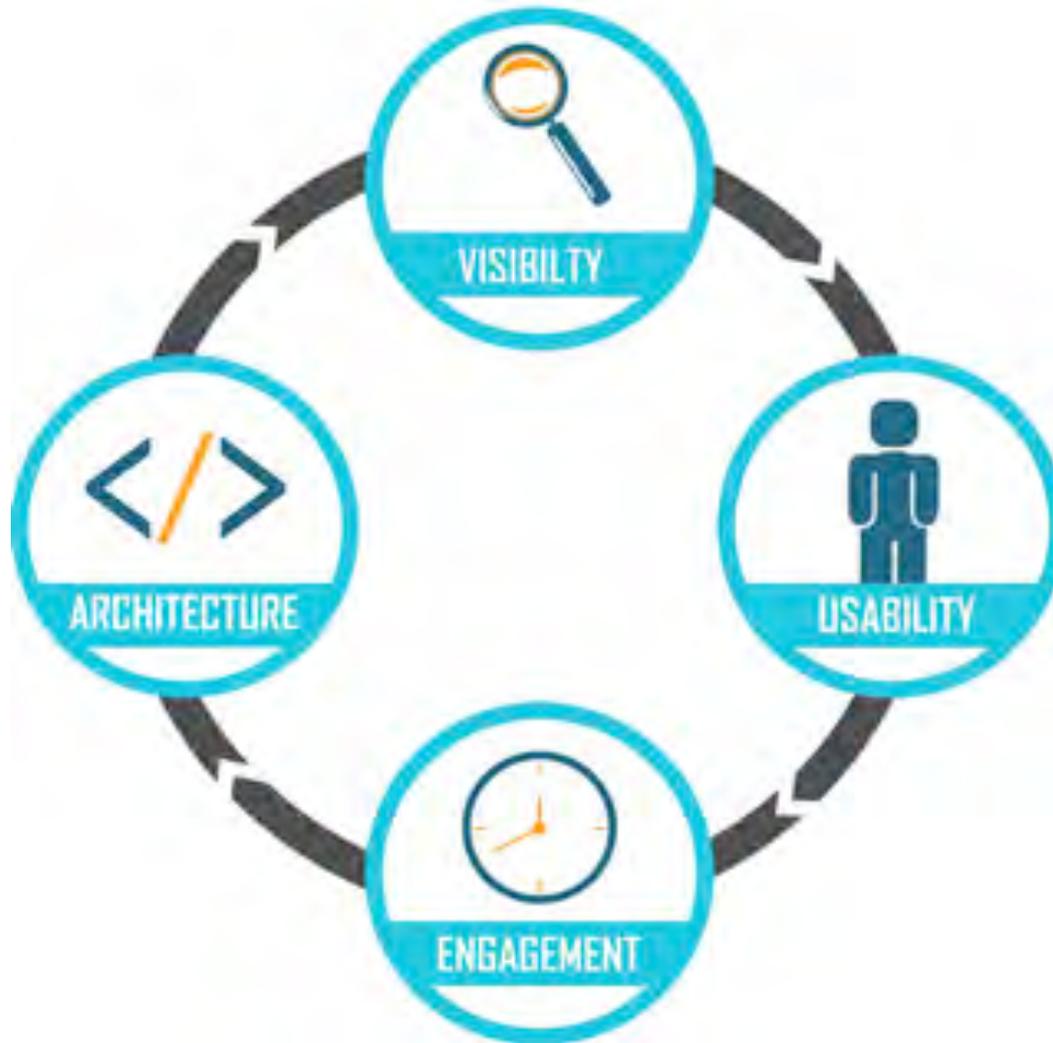
What does a good site look like?

NHS Blood and Transplant

The screenshot displays the NHS Blood and Transplant website interface. At the top left is the 'Give blood' logo. On the top right, contact information is provided: 'You can call us on 0300 123 23 23' and the NHS logo with 'Blood and Transplant' text. A horizontal navigation menu contains five items: 'WHY GIVE BLOOD', 'WHO CAN GIVE BLOOD', 'THE DONATION PROCESS', 'FIND AN APPOINTMENT', and 'NEWS AND CAMPAIGNS'. The main content area features a large red banner with the text: 'DON'T JUST GIVE UP THIS NEW YEAR. GIVE. Do something amazing. Become a new blood donor. REGISTER TODAY.' To the right of the banner is a blue 'Book an appointment' button with a location pin icon, a text input field for 'Eg city, town or postcode', and a 'Locate' button. Below these elements is a row of four cards: 'Who can give blood?' (with a question mark icon and 'Check you can' button), 'Become a blood donor' (with a checkmark icon and 'Register now' button), 'Already a donor?' (with a question mark icon and 'Create an account' button), and 'The donation process' (with a circular arrow icon and 'What to expect' button).

3. How do you know if your website is any good?

Website audit



Seven step website audit

I. User analysis

V. Technical analysis

II. Design analysis

VI. Search analysis

III. Content analysis

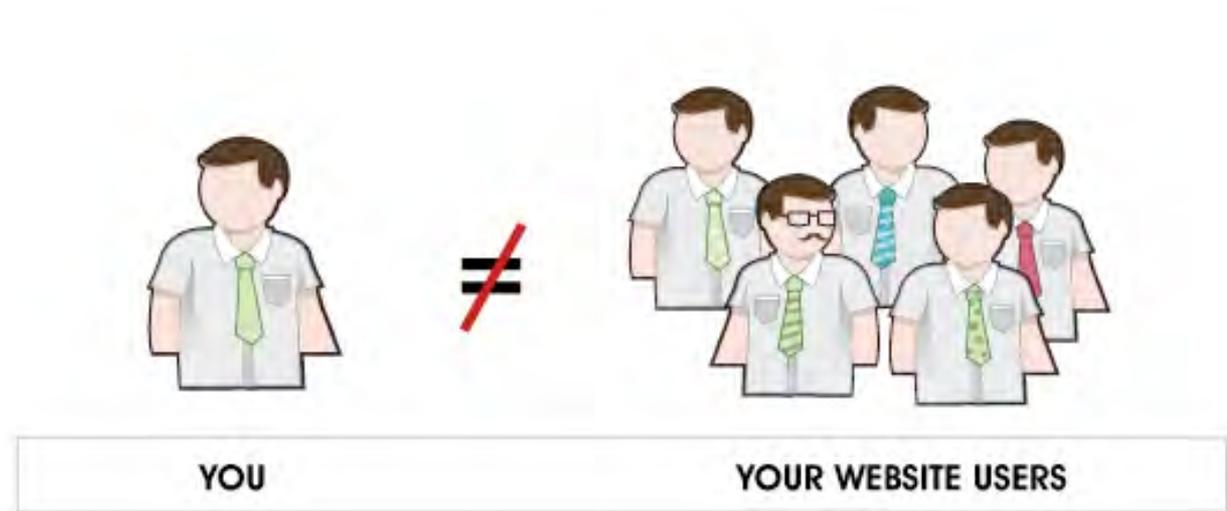
VII. Competitor analysis

IV. Usability analysis

I. USER analysis

What do you website users need?

- Who
- What
- Why
- When
- How



II. DESIGN analysis

What does the site design say about your organisation?



III. CONTENT analysis

How effective is your content and functionality?



IV. USABILITY analysis

How easy is your site to use?

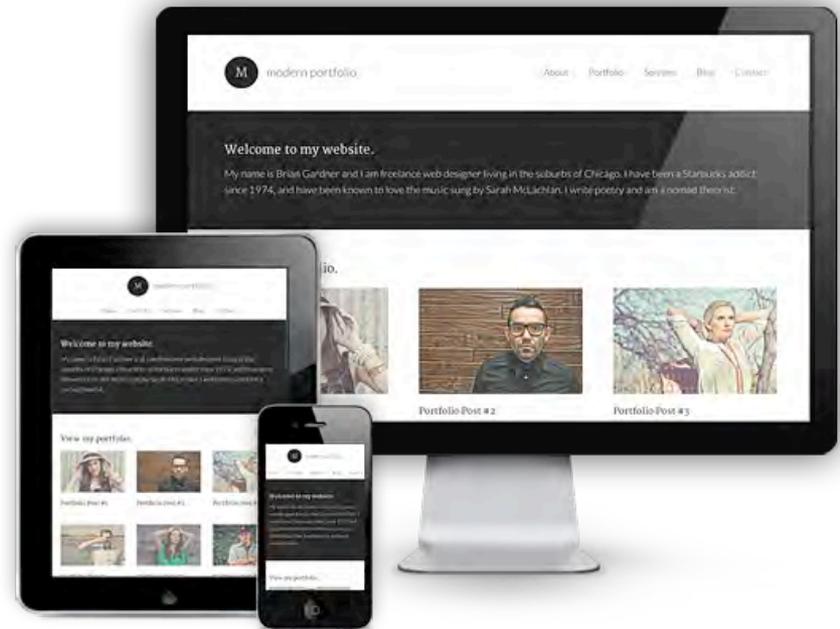
- What is your navigation like? (Use Analytics)
- Do you have broken links? (Use free tools)
- Do you have mistakes? (Use free tools)
- Is it accessible?



V. TECHNICAL analysis

Does your site work well?

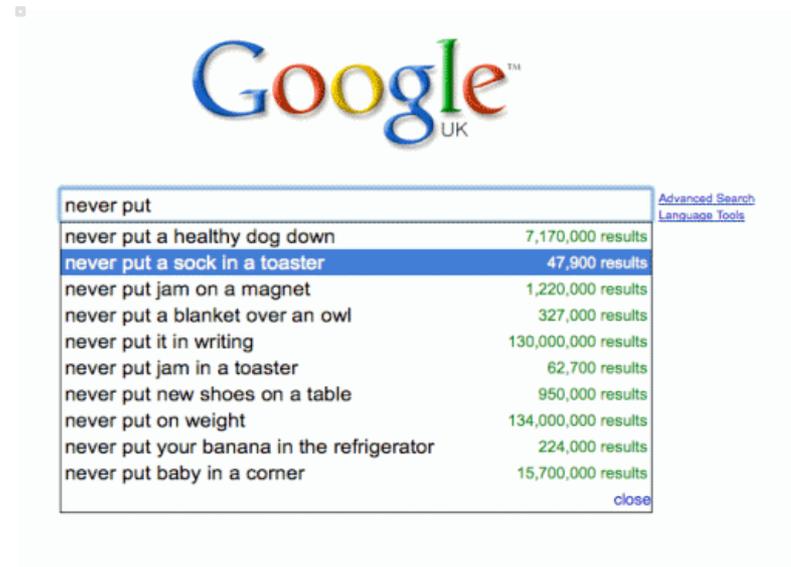
- Mobile responsive
- Site map
- Browsers
- Site speed



VI. SEARCH analysis

How easy is your site to find?

- How much traffic is your site getting and where from? (Google Analytics)
- What are your key search terms? (Google Keyword Tool)
- Where do you show up on Google results?



The image shows a screenshot of the Google Keyword Tool interface. At the top is the Google UK logo. Below it is a search bar containing the text "never put". To the right of the search bar are links for "Advanced Search" and "Language Tools". Below the search bar is a table of search results. The table has two columns: the search term and the number of results. The search term "never put a sock in a toaster" is highlighted in blue. At the bottom right of the table is a "close" link.

Search Term	Results
never put	
never put a healthy dog down	7,170,000 results
never put a sock in a toaster	47,900 results
never put jam on a magnet	1,220,000 results
never put a blanket over an owl	327,000 results
never put it in writing	130,000,000 results
never put jam in a toaster	62,700 results
never put new shoes on a table	950,000 results
never put on weight	134,000,000 results
never put your banana in the refrigerator	224,000 results
never put baby in a corner	15,700,000 results

VII. COMPETITOR analysis

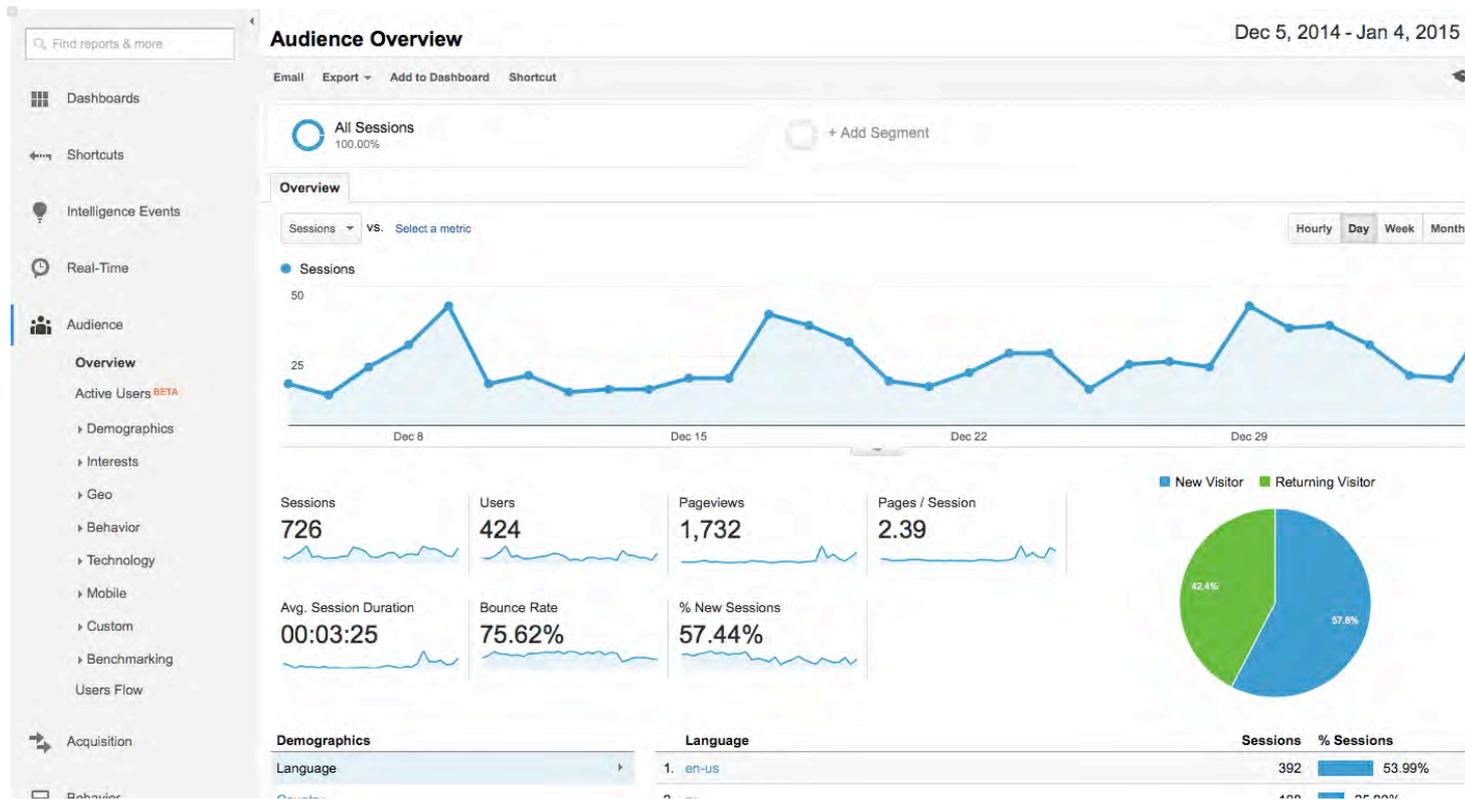
How good are your colleague's sites?



4. Writing for the web and producing better content

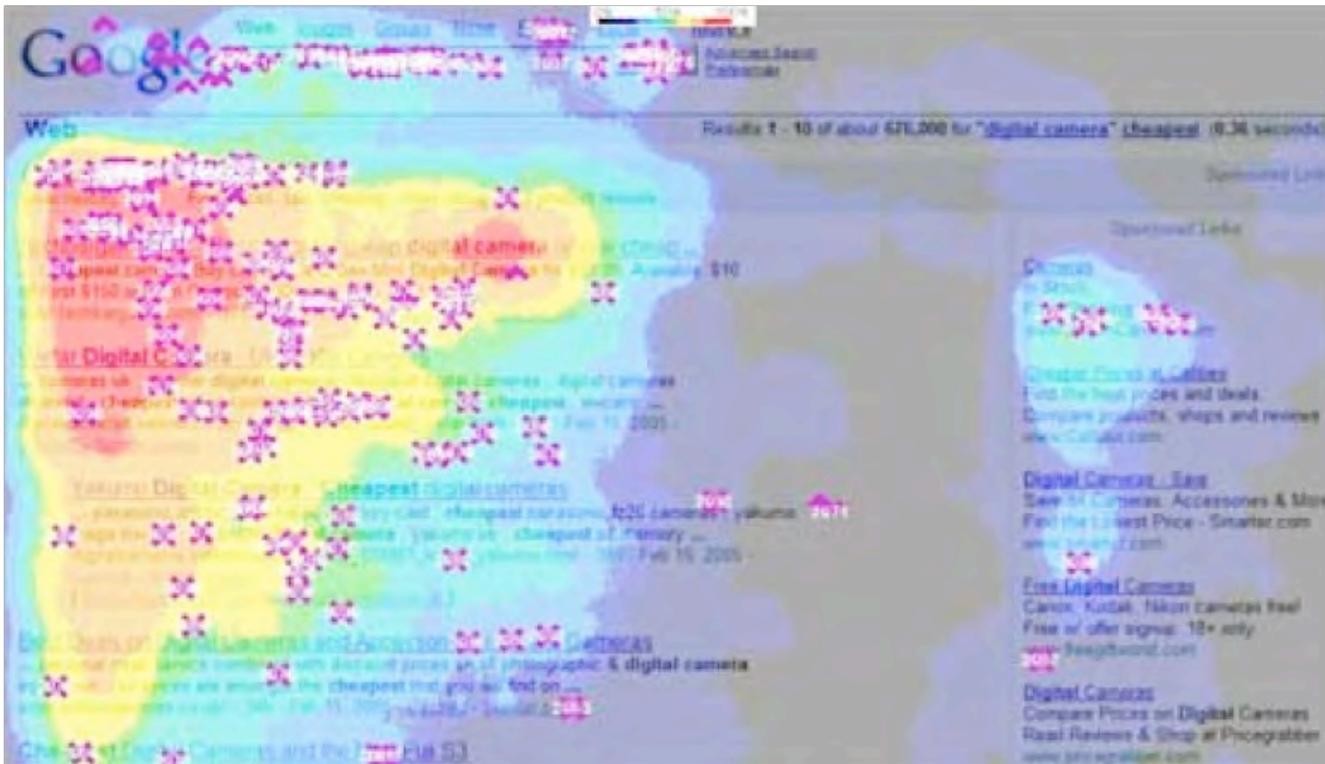
Understanding how users see your content

Google Analytics



Understanding how users see your content

Crazy Egg



Understanding how users see your content

Survey Tools



Questions before you begin creating

Do you know what you really want your page to say?

What is the call to action?

Do you really want your Head of Nursing writing copy for your website?

Where has the user been before and where are they going after?

What content is actually best for the page?



10. Tips for writing for the web

1. **Think carefully about your titles** – they are more than words
2. **Start with your conclusion** – use your inverted pyramid
3. **Your introduction is vital** – think of Twitter
4. **Use subtitles** – break up your text
5. **Use bullets** – people love bullets

10. Tips for writing for the web

6. **Make your paragraph a sentence** – big is not best here
7. **Bold and italics can help** – dress up your copy
8. **Consider your other content** – how will it fit in with your text?
9. **Address your users directly** – use the word ‘you’
10. **Simplicity is key** – less jargon than ever

Avoiding the Pitfalls

About the Firm

Wachtell Lipton was founded on a handshake in 1965 as a small group of lawyers dedicated to providing advice and expertise at the highest levels. We have achieved extraordinary results following the distinctive vision of our founders - a cohesive team of lawyers intensely focused on solving our clients' most important problems.

We have experience in the fields of mergers and acquisitions, strategic investments, takeovers and takeover defense, corporate and securities law and corporate governance. We handle some of the largest, most complex and demanding transactions in the United States and around the world. We counsel both public and private acquirors and targets. We also handle sensitive investigation and litigation matters and corporate restructurings, and counsel boards of directors and senior management in critical situations. We have a track record of original and groundbreaking solutions and innovations that have had a dramatic impact on business and law. We are thought leaders.

Our distinctive structure defines our approach. We maintain a ratio of associates to partners significantly below that of other firms. We focus on matters that require the attention, extensive experience and sophistication of our partners. We limit the number and type of matters we undertake. Our system of lock-step compensation promotes a careful selection of matters as well as the flexibility to bring the right expertise to bear without regard to factors extrinsic to providing the best service and advice. We work together on a task-force basis on all of our matters, bringing to bear the requisite mix of people and expertise across practice areas. Our structure and approach attract talented and entrepreneurial lawyers, who enable us to achieve excellent results for our clients in complex and critical matters.

About the Firm

Pro Bono

Diversity

Contact Us

Simple Can be Effective

Coaching

The highly experienced Coaching Team delivers a growing array of evidence-based coaching interventions that are designed to develop more effective individuals and teams.

Areas of Work

The services that are delivered by the team generally fall into four key areas:

- **1:1 Coaching:** A series of sessions with an experienced coach to achieve greater confidence, increased job satisfaction and improved personal effectiveness
- **Coaching Skills Development:** Supporting individuals to develop coaching skills as part of their leadership style and supporting organisations to develop 'in-house' training programmes
- **Mentoring Skills Development:** Facilitating the development of mentoring programmes within an organisation
- **Team Coaching:** Group sessions with an experienced coach to develop and nurture higher performing teams, including the application of MBTI

Additional bespoke support is also available to meet the needs of our members.



The team has coached more than 200 individuals and teams across the NHS

Benefits for Members

The team can deliver a range of benefits for members including:

More tips...

Images – but don't forget graphics, charts, infographics etc

Videos – do you need both?

Links – but move away from 'click here'

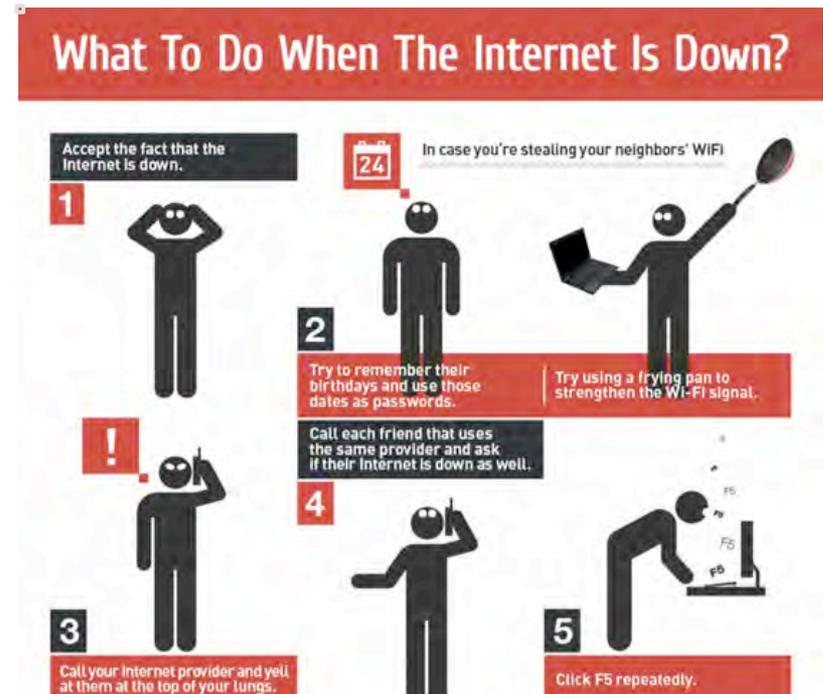
Social Media – do you want your page to be shared?

Engagement – do you want comments?

Supplementary content – links to other pages, news feed etc

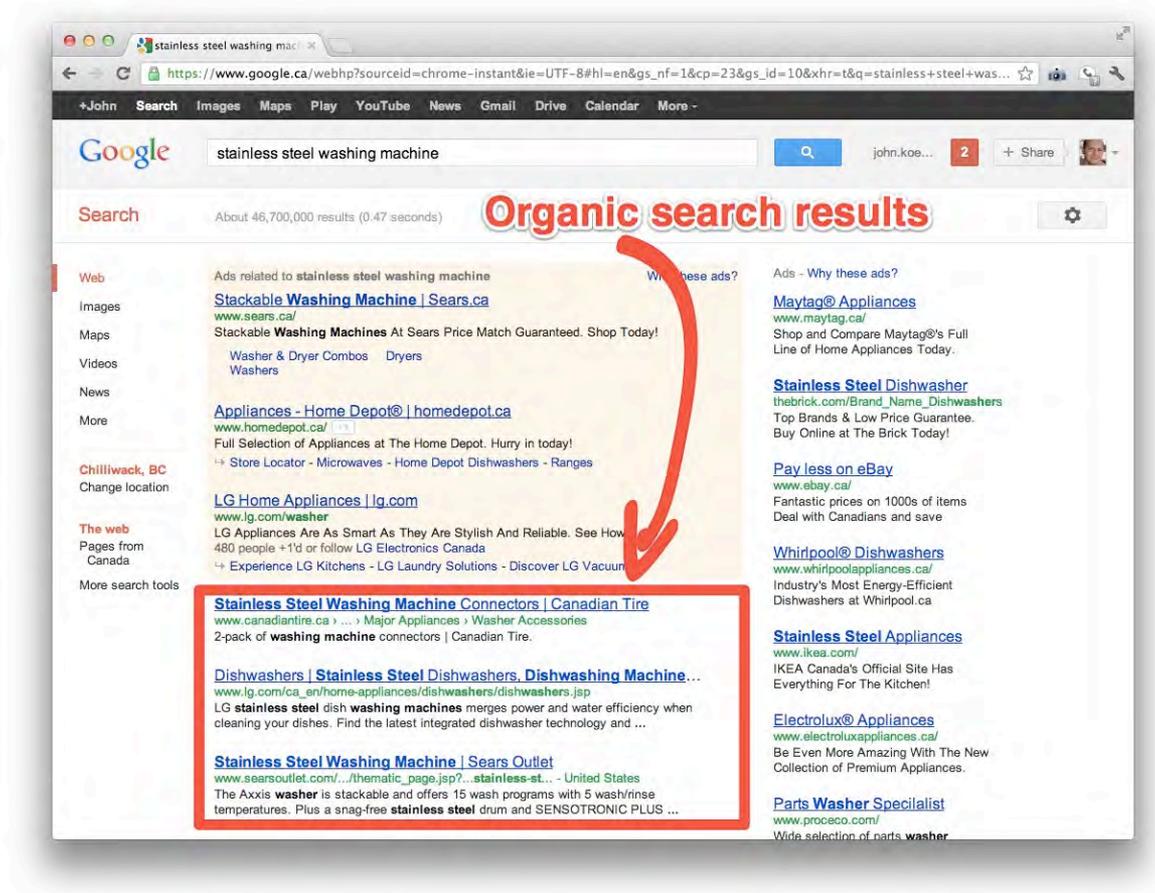
Ways to produce great content

- **YouTube**
- **Infogram** – Create professional infographics in minutes
- **Piktochart** – Create all kinds of graphics quickly and easily
- **Flipagram** – Create animated slideshows and GIFs
- **Canva** – Create quick graphics for the web

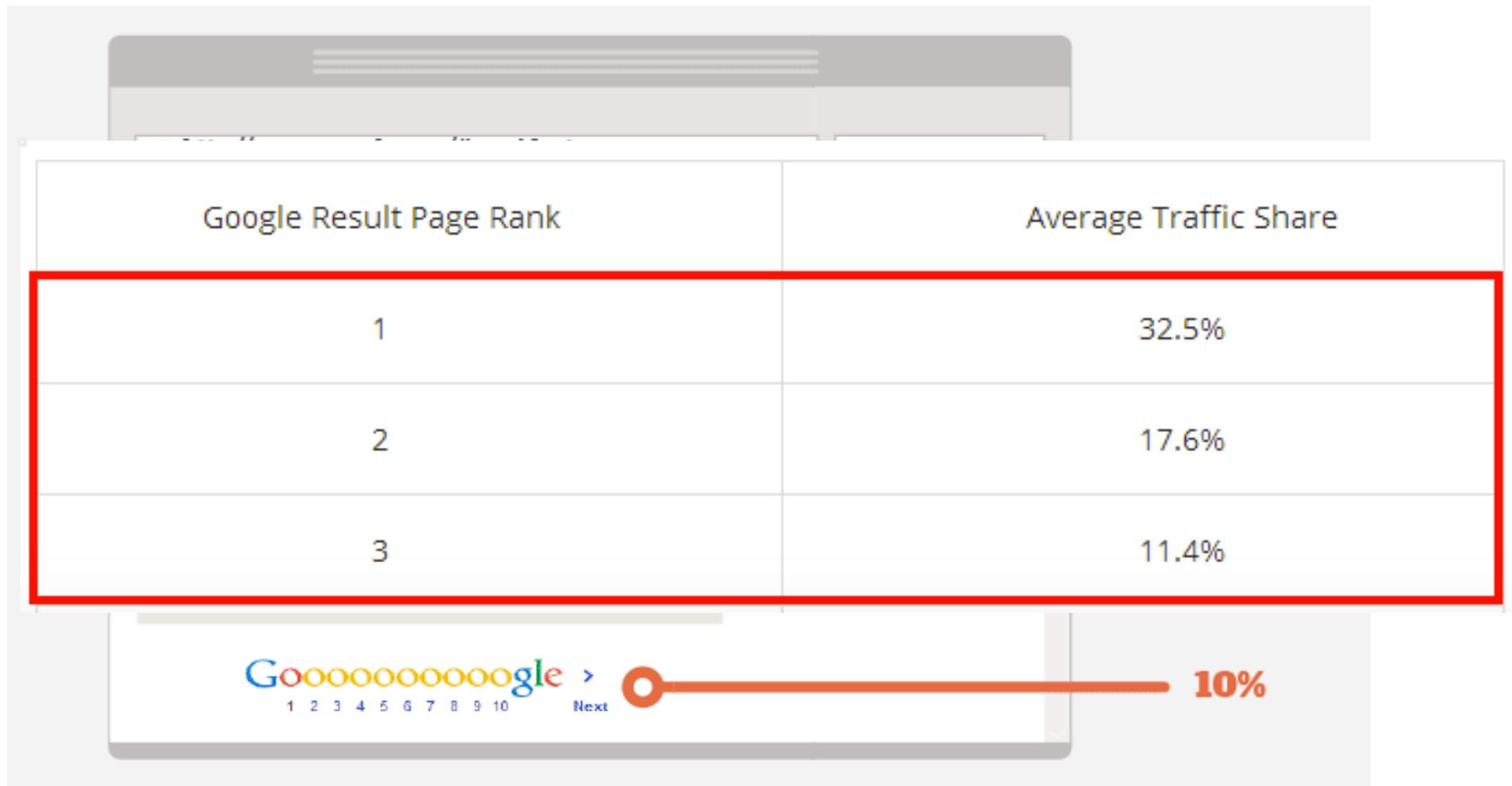


5. Writing for search engine optimisation

What is SEO?



What is SEO?

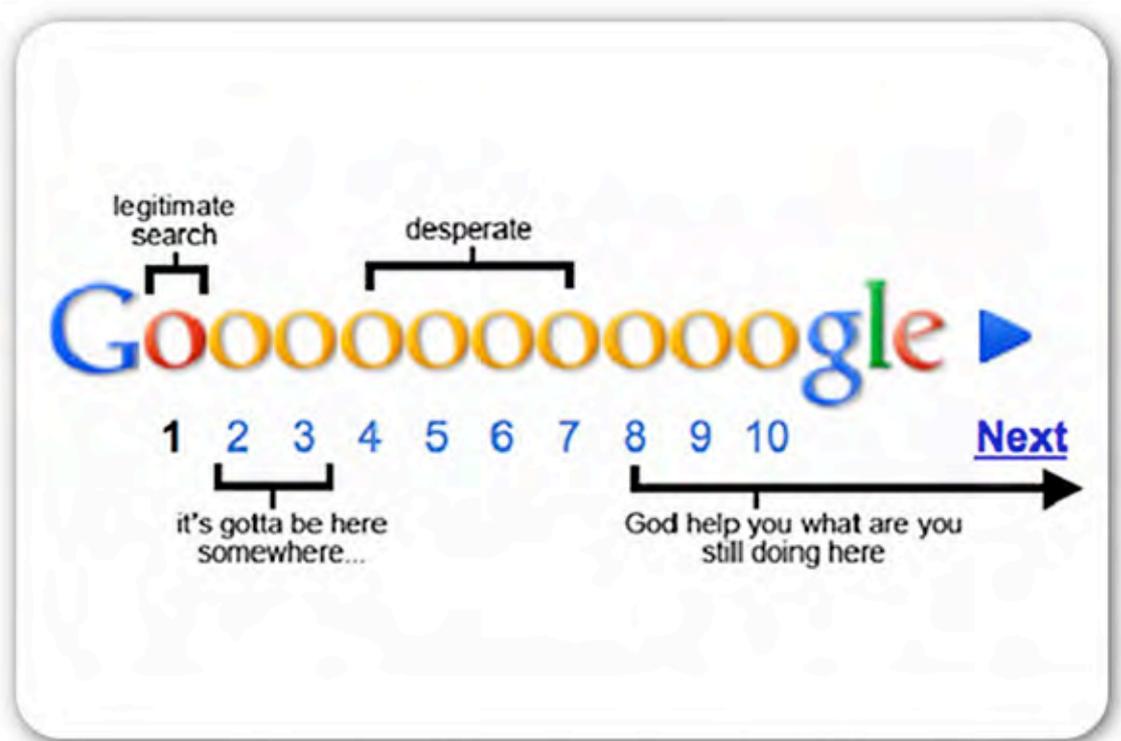


How does SEO work?

1. Usability

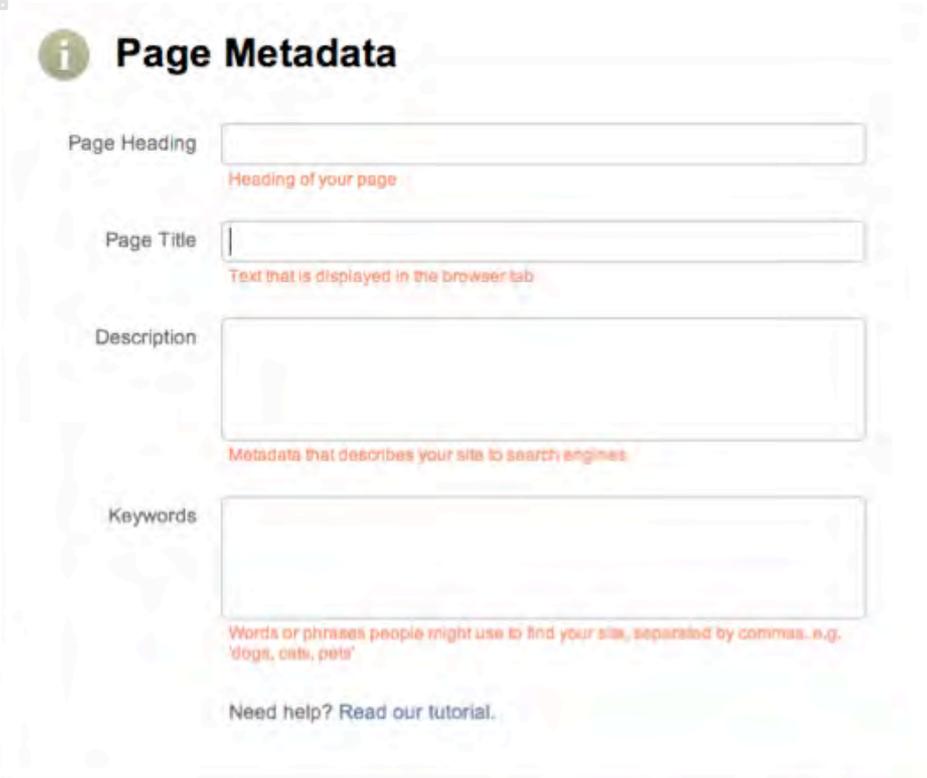
2. Relevance

3. Authority



How can you impact it?

1. Meta data



i Page Metadata

Page Heading
Heading of your page

Page Title
Text that is displayed in the browser tab

Description
Metadata that describes your site to search engines

Keywords
Words or phrases people might use to find your site, separated by commas. e.g. 'dogs, cats, pets'

[Need help? Read our tutorial.](#)

Cancel

How can you impact it?

2. In page

- Keywords
- Headings
- Links
- Be unique
- Update your content

Midwife-led units and birth centres | NCT

<https://www.nct.org.uk> › Birth ▼

Having your baby at a **birth centre** or a midwife-led unit can be a good option. We discuss the pros and cons and the flexibility you have in choosing your birth ...

Birth centre - Which? Birth Choice - Which.co.uk

www.which.co.uk/birth-choice/environments/birth-centre ▼

A **birth centre** is a smaller place than a labour ward to give birth. The emphasis is on natural birth and you'll be looked after by midwives.

Pain relief during labour: home birth vs birth centre vs labour ward

www.which.co.uk/birth-choice/.../coping-with-pain-in-different-birth-environments ▼

Explore which types of pain relief you can have at home or in the **birth centre**, and what's only available at the hospital.

Midwife led birth centre — Chelsea and Westminster Hospital NHS ...

www.chelwest.nhs.uk/services/maternity-obstetrics/midwife-led-birth-centre ▼

Chelsea and Westminster has a new choice of birthing options, a bespoke midwife led **birth centre** alongside our other maternity facilities. The **birth centre** is a ...

Lewisham Birth Centre - Lewisham and Greenwich

<https://www.lewishamandgreenwich.nhs.uk/birth-centre> ▼

Information about the **Birth Centre** at Lewisham Hospital, provided by Lewisham and Greenwich NHS Trust for pregnant women in Lewisham and the ...

Greenwich Birth Centre - Lewisham and Greenwich

<https://www.lewishamandgreenwich.nhs.uk/birth-centre-qeh> ▼

Information about the new **birth centre** opening at Queen Elizabeth Hospital in early 2015.

How does your content affect it?

- Images
- Videos
- Blogs
- Social media feeds



6. What can you do to enhance your website overnight?

10 quick wins for your website

1. Check your analytics and amend accordingly
2. Check for broken links and fix them
3. Check for spelling mistakes and fix them
4. Redraft your 20 most visited pages
5. Add meta tags to your priority pages

10 quick wins for your website

6. Setup a web survey
7. Create and add more content
8. Integrate other comms mechanisms
9. Get rid of 'click here'
10. Schedule the next audit

Thank you