Enhancing Your Website and Writing for the Web

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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."

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About This Session

Format:

- 45 minutes session

- Time for questions

- Presentation will be shared

I DON'T ALWAYS WAIT FOR A LONG TIME FOR A WEBSITE TO LOAD

BUT WHEN I DO, IT LOADS AT THE VERY SAME TIME I CLOSE THE BROWSER

more funny stuff at FUNNYASDUCK.NET

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A Bit About Me

1. Why do NHS websites sometimes struggle?

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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!**

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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!**

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What are the benefits of a good website?

- Higher patient satisfaction

- More patients (and so more money)

- More staff

- Better reputation

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2. What makes a good website?

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What does a good site look like?

What does a good site look like?

O2
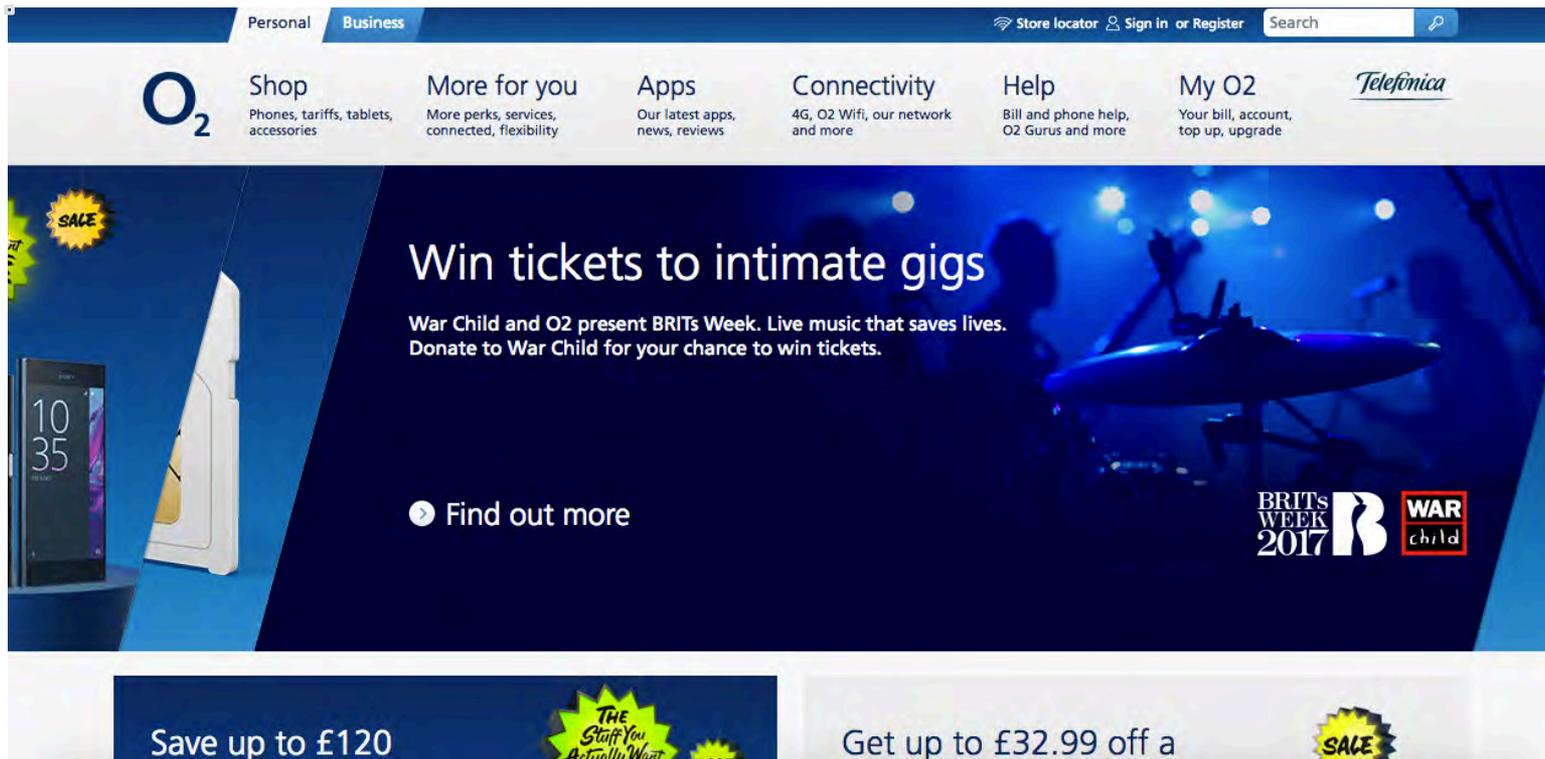
What does a good site look like?
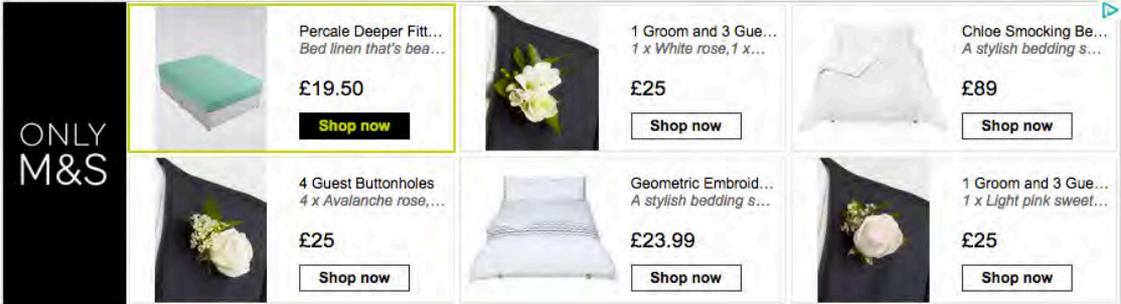
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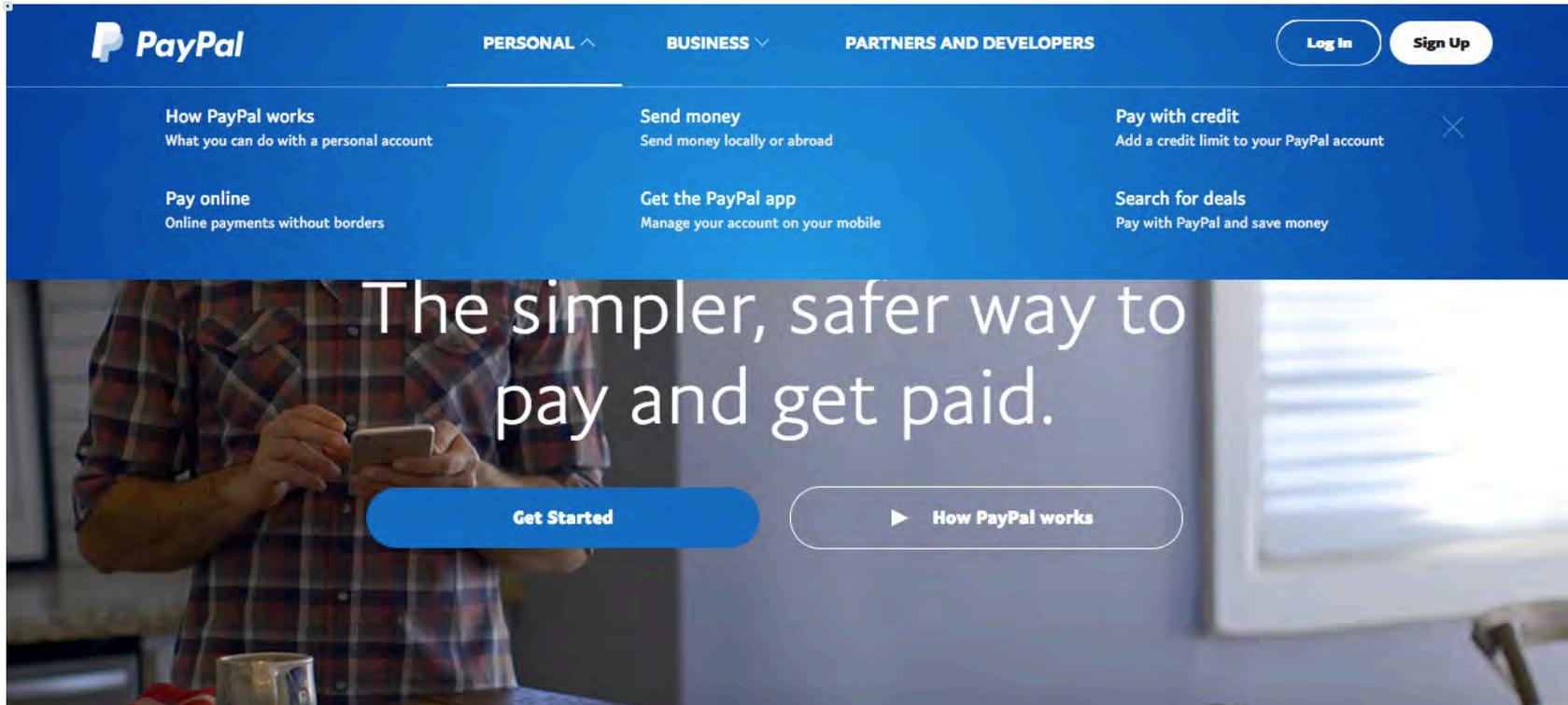
What does a good site look like?

uSwitch

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What does a good site look like?

The Guardian

There are also lots of good sites in the NHS

Epsom and St Helier

What does a good site look like?

Barking, Havering and Redbridge
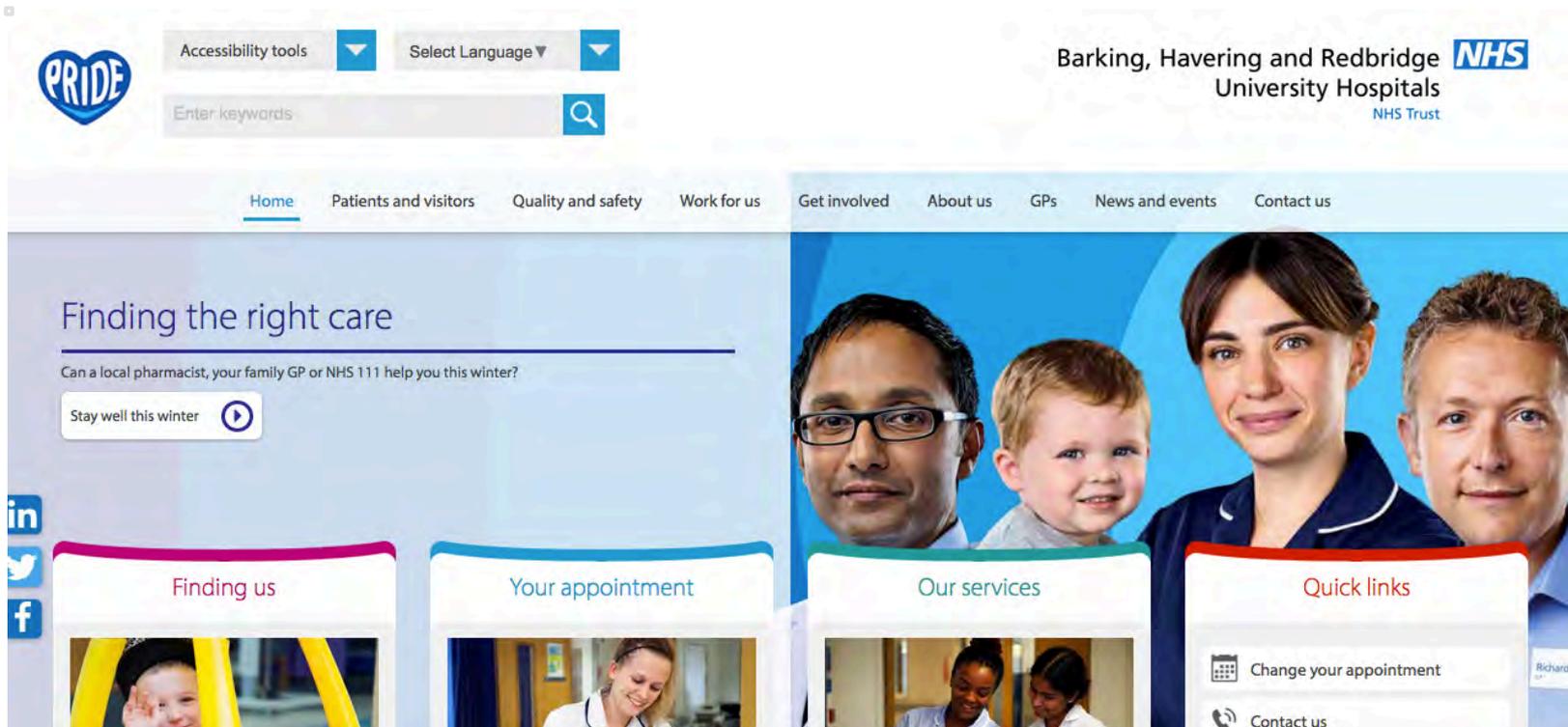
What does a good site look like?

NHS Blood and Transplant

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

Website audit
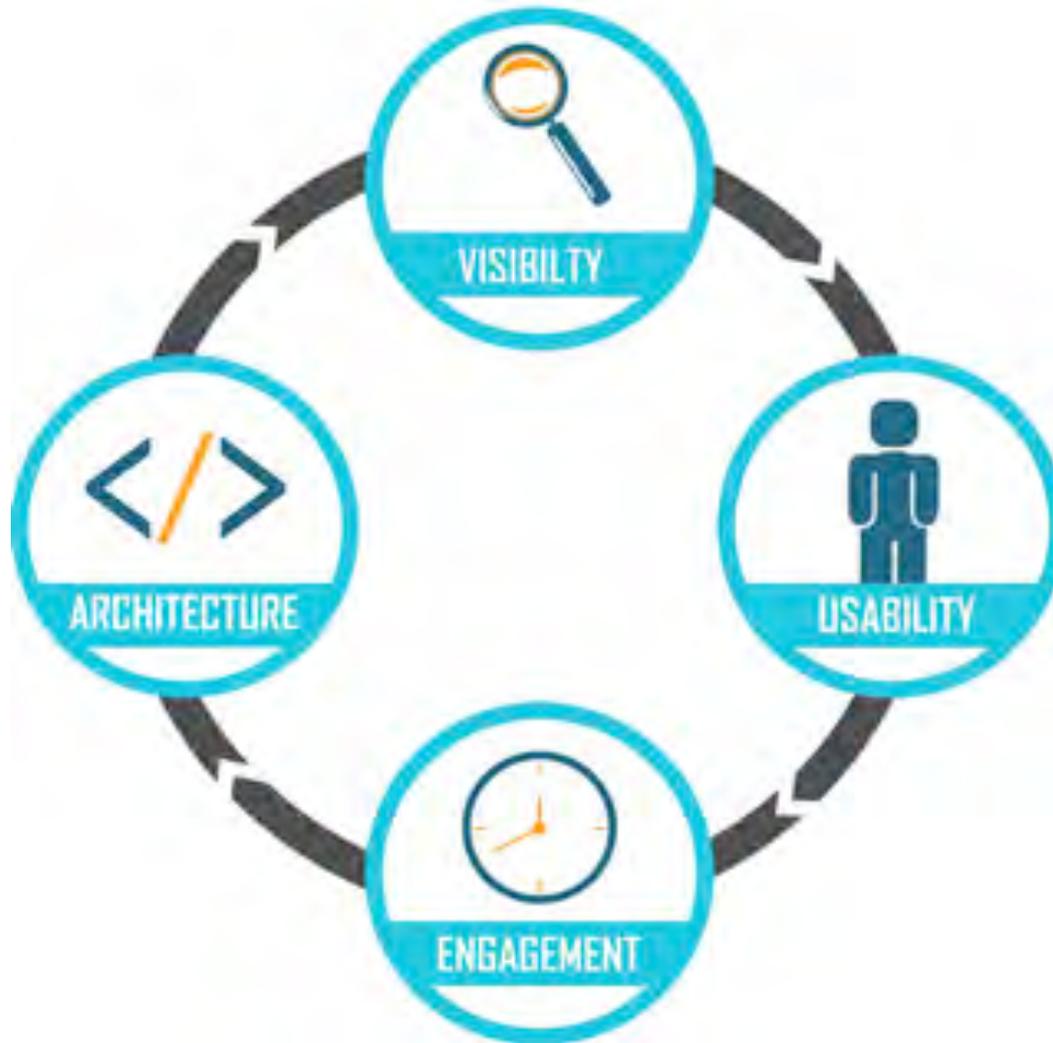
Seven step website audit

I. User analysis

II. Design analysis

III. Content analysis

IV. Usability analysis

V. Technical analysis

VI. Search analysis

VII. Competitor analysis

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I. USER analysis

What do you website users need?

- Who

- What

- Why

- When

- How

YOU ≠ YOUR WEBSITE USERS

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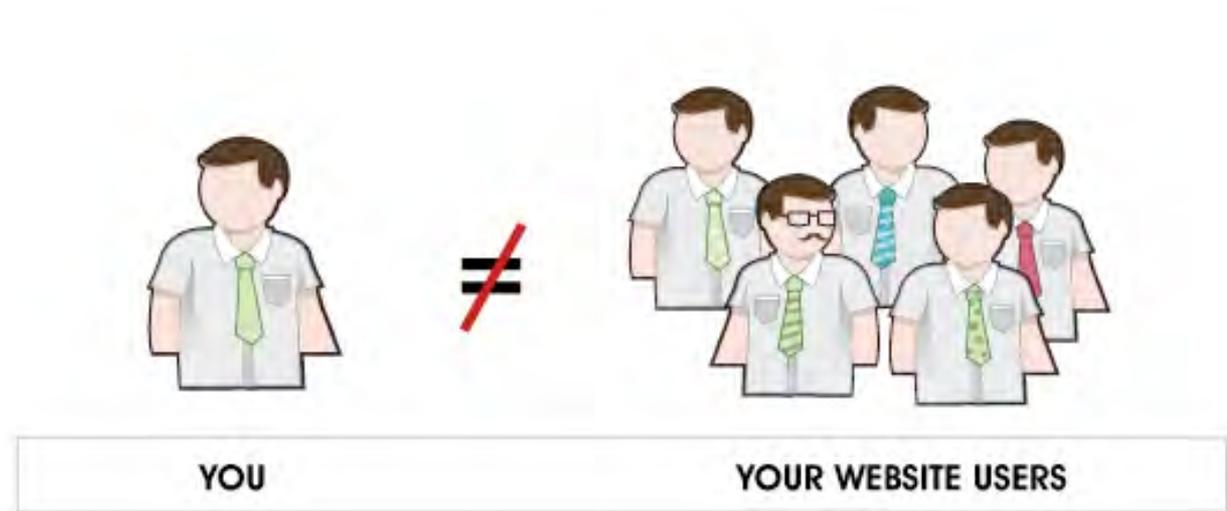
II. DESIGN analysis

What does the site design say about your organisation?

III. CONTENT analysis

How effective is your content and functionality?

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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?

Website Accessibility Compliance
Double A (AA)

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V. TECHNICAL analysis

Does your site work well?

- Mobile responsive

- Site map

- Browsers

- Site speed

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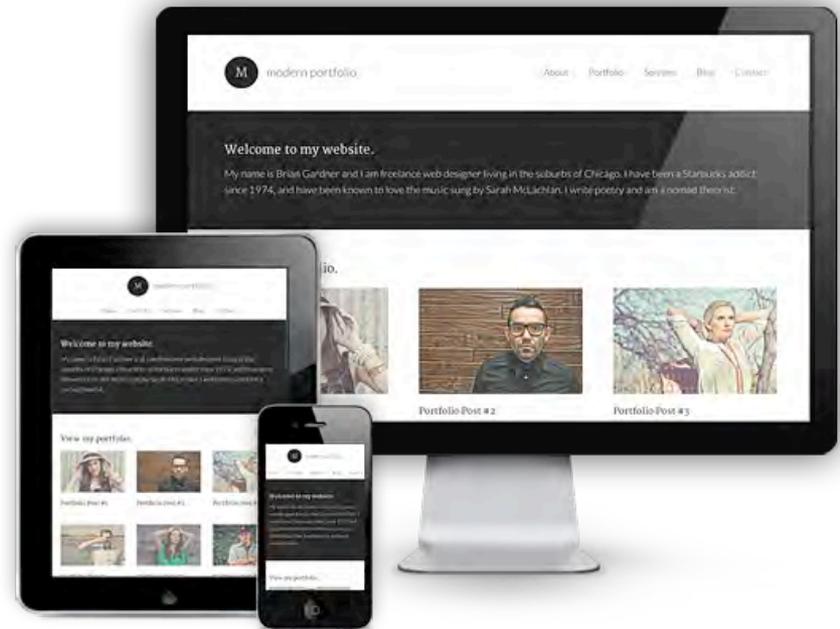
VI. SEARCH analysis

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?

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
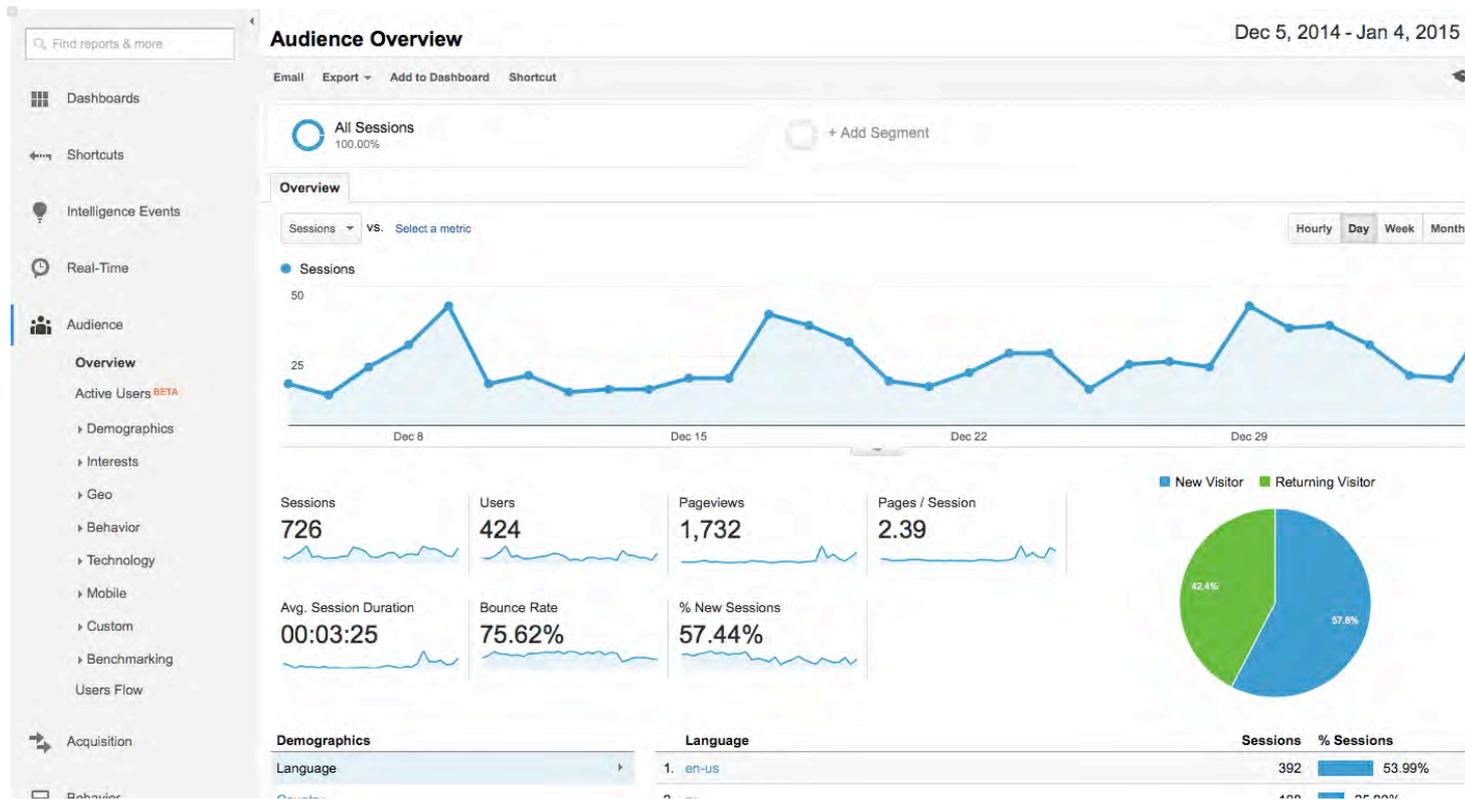
Understanding how users see your content

Crazy Egg
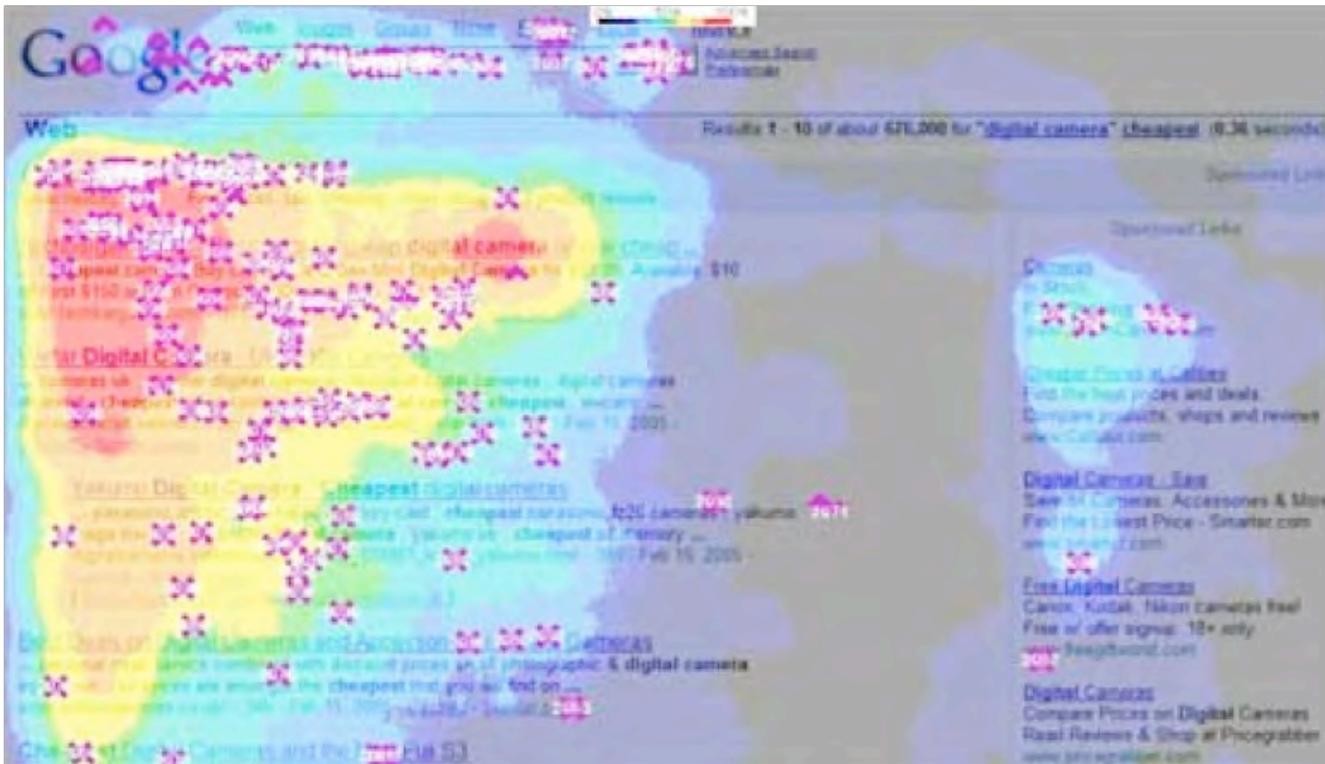
Understanding how users see your content

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?

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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

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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

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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

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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.

200+

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:

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More tips…

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

Videos – do you need both?

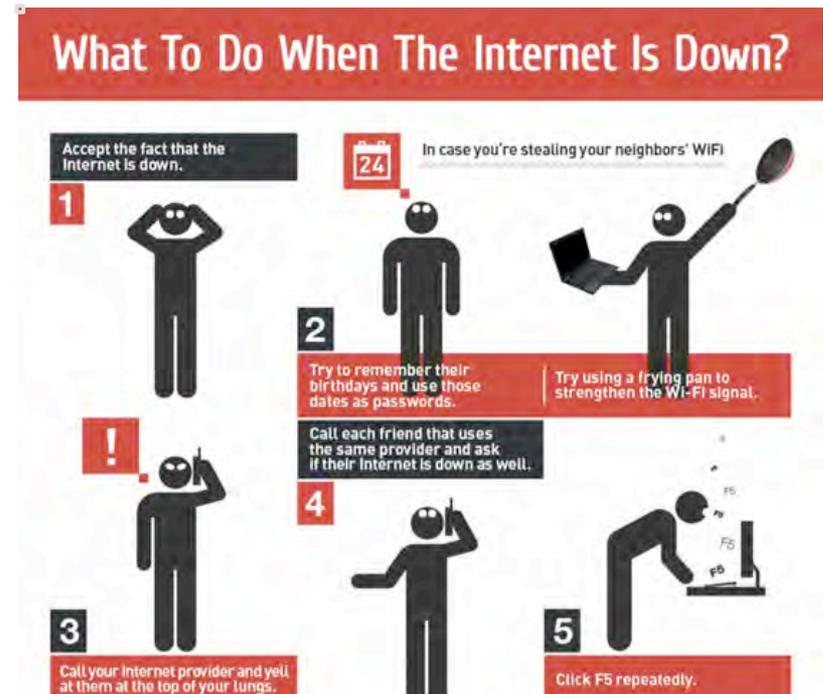**Links** – but move away from 'click here'

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

Engagement – do you want comments?

Supplementary content – links to other pages, news feed etc
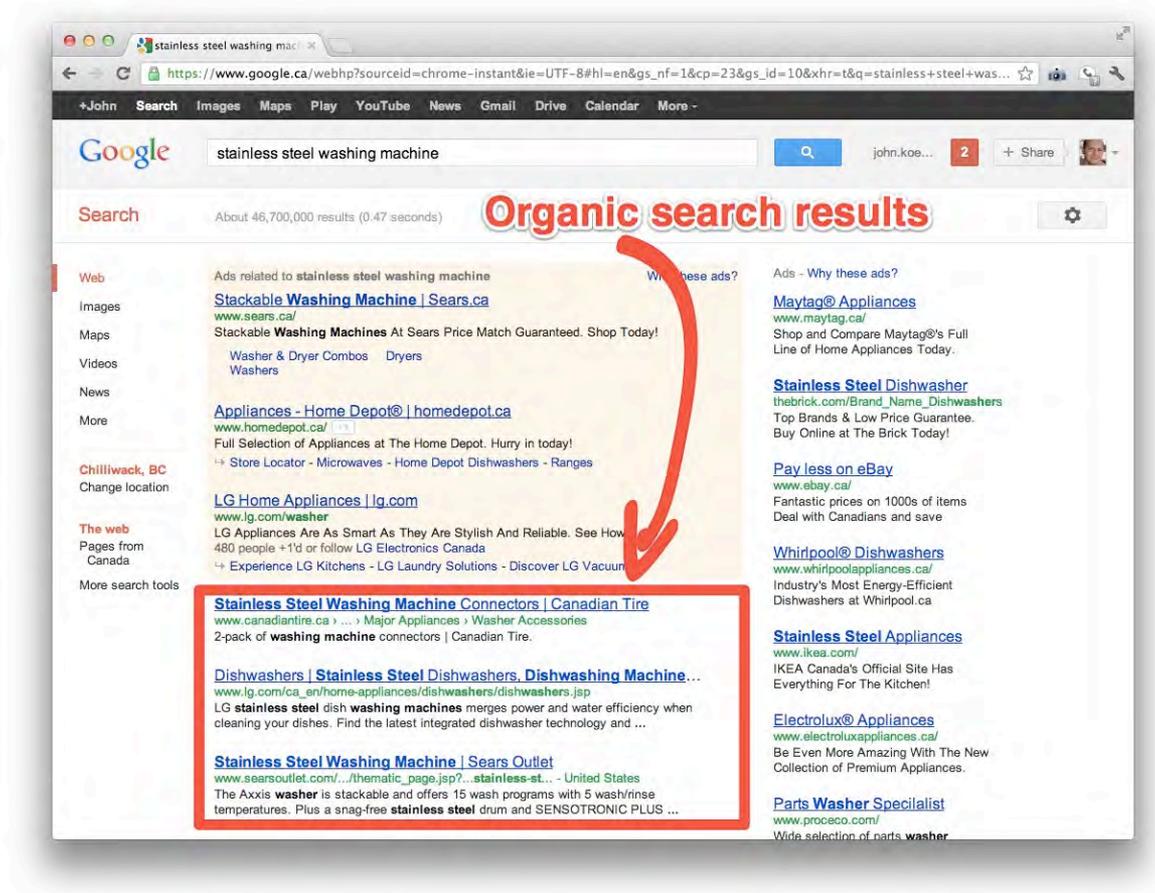
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Ways to produce great content

- **YouTube**

- **Infogram** – Create professional inforgraphics in minutes

- **Piktochart** – Create all kinds of graphics quickly and easily

- **Flipagram** – Create animated slideshows and GIFs
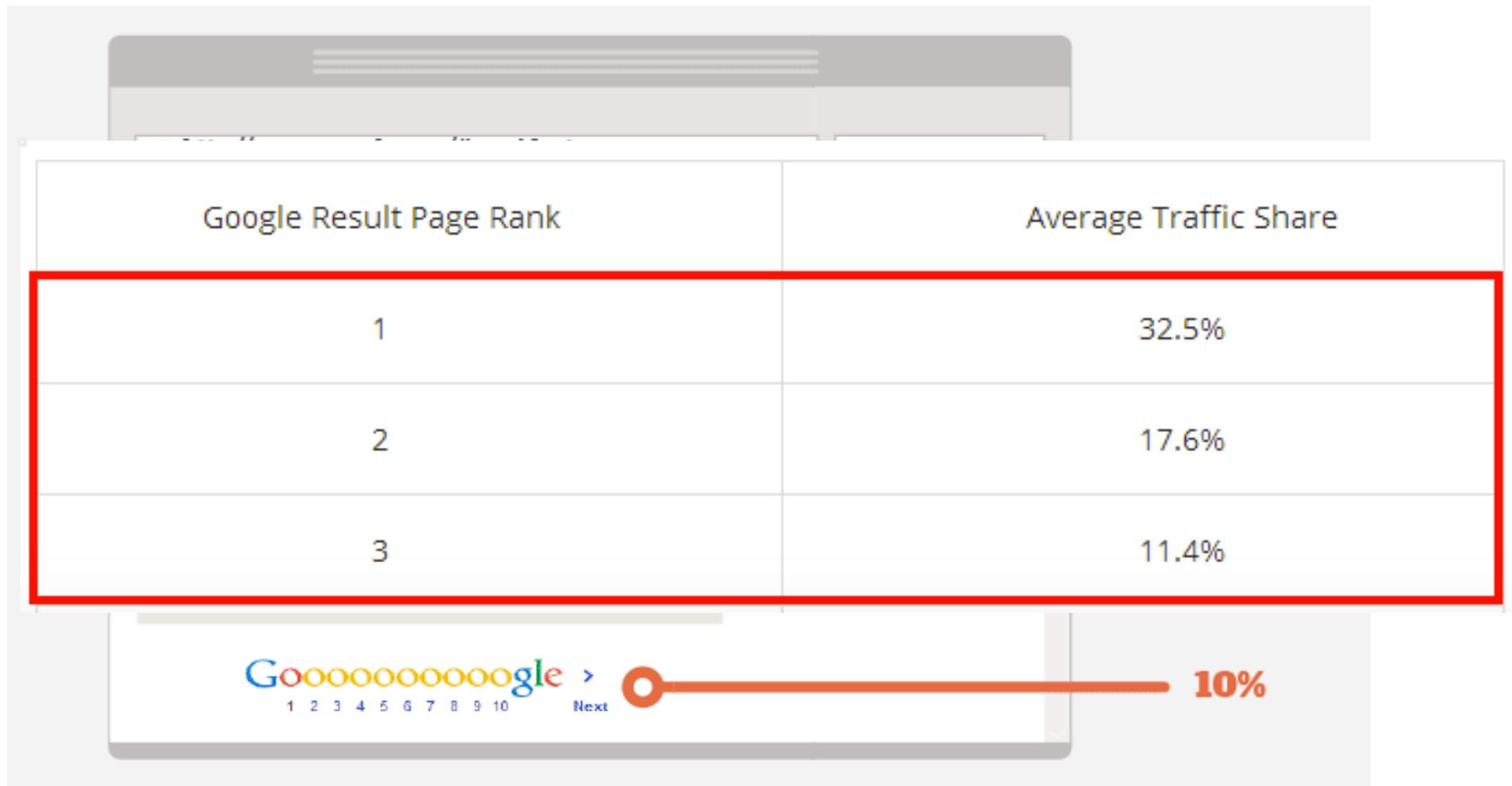
- **Canva** – Create quick graphics for the web

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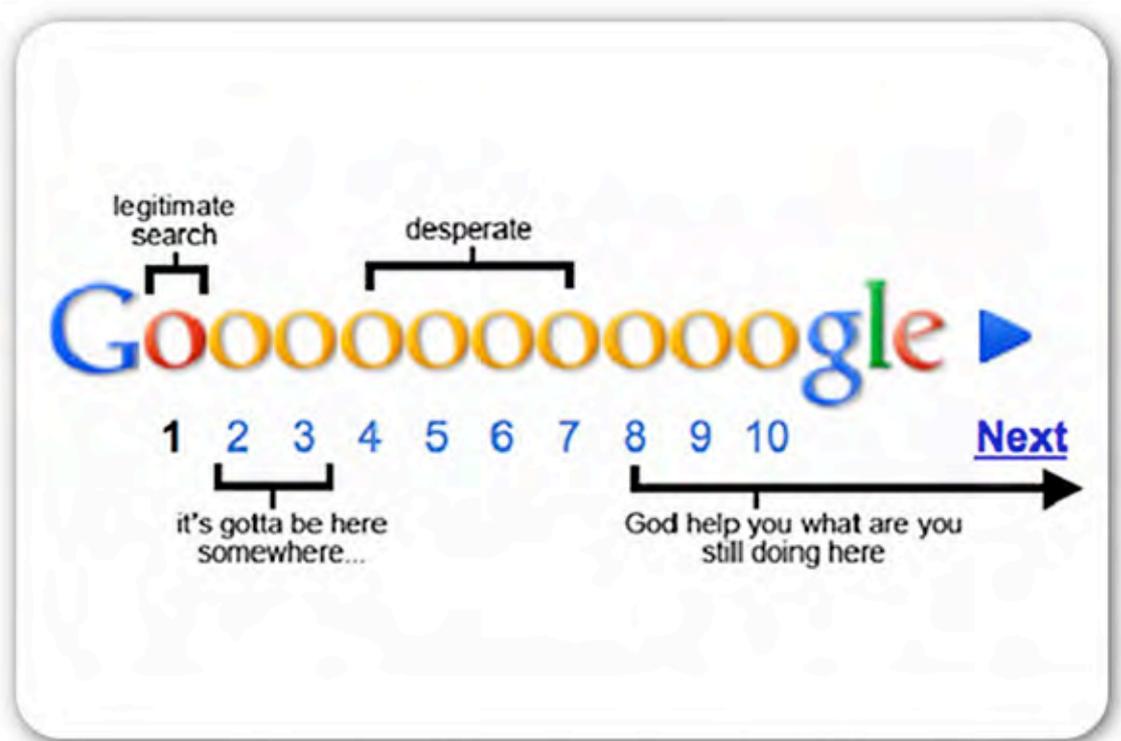# 5. Writing for search engine optimisation

What is SEO?

What is SEO?

Google Result Page Rank	Average Traffic Share
1	32.5%
2	17.6%
3	11.4%

Gooooooooogle >   10%
1 2 3 4 5 6 7 8 9 10   Next

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How does SEO work?

1. **Usability**

2. **Relevance**

3. **Authority**

How can you impact it?

1. Meta data
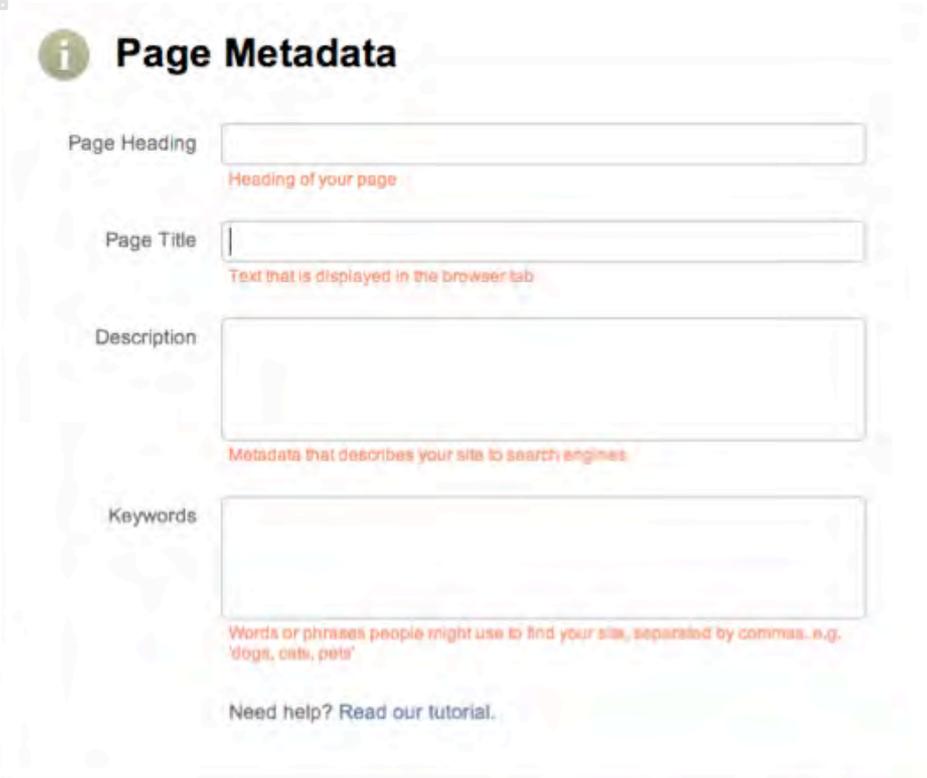
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How can you impact it?

2. In page

- Keywords

- Headings

- Links

- Be unique

- Update your content

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How does your content affect it?

- Images

- Videos

- Blogs

- Social media feeds

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

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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

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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

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Thank you

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