FOUR EASY PARTS TO BUILDING A MICROSITE

PART 1: DETERMINING YOUR NEEDS

Step 1 – Read
Do you need a website, intranet site or a team site and online community? Read our Web Tools 101 document to help determine which tool best fits your needs.

Step 2 – Get approval
Once you’ve decided on a microsite, get approval from your department or program head. Each site costs between $3,000 - $10,000, depending on the amount of content, the complexity of the site, and the number of revisions required. We have developed web templates that align with PHC’s visual identity as well as simplify the site development process into an easy-to-follow, cost-effective format.

Design and development work is done in-house by our Microsite Development Team and is billed to your Department’s appropriate cost-centre.

Included in the cost of the microsite
- Strategic content planning, site design, development, editing
- Registering your unique URL
- Hosting on the PHC server for increased traffic and find-ability
- Google Analytics for insight into your site’s performance
- In-site Google search functionality, for robust search capacity
- Testing your site’s responsiveness on multiple devices
- Tips on marketing your website once it’s live (e.g., adding the URL to your email signature, print materials, etc.)
- Site support and maintenance for 30 days, post-launch

Step 3 – Think it out
Fill out the Microsite Request Form to identify the purpose of your site and what you hope to accomplish with it.

Step 4 – Submit
Email your completed Microsite Request Form to Justin Karasick at jkarasick@providencehealth.bc.ca

PART 2: RESEARCH

Step 1 – Meet
Once your request is reviewed and placed in priority, a Communications team member (who will manage the project) will be in touch to set up an initial planning meeting with the microsite development team.

Step 2 – Collect data
Following this initial meeting, the microsite development team will begin to synchronize the details from the meeting, which you will be sent in a planning document for you to review, discuss with your team, and ultimately approve.

Please note: Approval of this document is required before site development can begin.

Step 3 – Competitive Analysis
The development team will conduct a review of what other similar organizations have done with their websites to give ideas for content, as well as ways to showcase what makes your services unique.

Step 4 – Conduct a focus group or survey (optional)
In line with Providence’s Care Experience strategic direction, patient and family’s insight would be invaluable when deciding on layout and content that is useful and relevant to your user group. We have created a question set for you to use to conduct this focus group or survey.

Step 5 – Regroup
This meeting serves as a check in before development begins. We’ll go over the planning document, Tips for Web Writing, site plan construction, and timelines.

Please note:
Approval of this document is required before site development can begin.
PART 3: DEVELOPMENT

Step 1 - Appoint a team lead
This point person oversees website construction, writes/provides the necessary copy and images (new images can be taken or purchased for a cost) and is responsible for the site’s ongoing maintenance. Please let Communications know who this point person(s) will be.

Step 2 – Organize the what and where
Working with our development team, your point person will determine what content your team wants on your site and how it will be organized using a Microsite Layout Map. Once there is consensus on your team that everything that needs to be included is there, the microsite development team will review the outline and make any necessary suggestions/edits to meet web standards or enhance user experience.

Please note: You’re charged for design and development time so it’s important for all stakeholders to agree on the site map before development begins.

Step 3 – Create content
Content will be submitted in accordance with the timelines that were established at the regroup meeting. Tips for Web Writing and PHC’s Editorial Standards Guidelines will serve as great resources in your drafting and creation process. Once submitted, Communications will let you know if there are any necessary edits, informational errors, missing information or structural suggestions before uploading text and photos to your site.

Features that can be added to your microsite for an additional cost:
- Photography
- Search Engine Optimization (SEO)
- Infographic development
- Video production
- Web maintenance (monthly cost)
- Web updates and support (hourly cost)

Step 4 – Build the site
Based on the approved site map, our microsite development team will build the site. You will receive a test link where you can review the entire site. Once you and your team have given the go ahead, we will publish your site and it will “go live.”

Please note: You’re charged for design and development time so it’s important for all stakeholders to agree on the site map before development begins.

PART 4: IMPLEMENTATION AND EVALUATION

Step 1 - Maintain
Once the site is live, your team lead (or a designated alternative) will need to maintain the site on an ongoing basis, either by making changes themselves (training can be provided at a cost) or by working directly with the microsite development team to make changes whenever you need (charged at an per-hour rate).

Step 2 – Evaluate
As part of our summary document, we’ll also include recommendations for ways to evaluate the success of your site using Google Analytics (things like site traffic, time on page, organic search results). That way, you’re able to see what’s working, what’s not and make adjustments to your content accordingly. If there is something specific you would like to see measured (e.g., downloads of a certain form where a potential bottleneck is happening) let us know and we can talk about ways to track performance.

Please let us know if you have any questions and if you want to move forward. More information and helpful resources are available in our Communications Toolkit.