

2018 Aging in Texas



Making Your Website More than a Bulletin Board
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Speaker



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A Website is a Set of Tool

Success Built on Two Components

- **The Quality of the Tools**
- **The Skills of the Craftsman**



A Good Website – The Basics

The Essential Tools

- **Organization and Structure**
- **Simple Navigation**
- **Unique Content**
- **Great Design**
- **Speed**
- **Clean Code**
- **SEO**
- **Tracking**
- **Link Building**



Successful Websites

What determines the Success of a Website?

The Primary Goal is:

- **ROI – VOI**
 - **Economic**
 - **Strategic**
 - **Need to have**
 - **Nice to have**



Successful Websites

What determines the Success of a Website?

Crystal Clear Purpose

- **Clear Business Objectives**
 - **Establishes the user experience**
 - **Leads to clear calls to action**



Sample Purposes

- **Capture Senior / Caregiver Relationships**
- **Promote the Client's resources, services, events, etc**
- **Senior / Family Usage / On-going Relationships**
- **Build a "Senior" Brand**
- **Expand Content Marketing Abilities**
- **Provide Professional Support / Education / Training**
- **Expands Web Content**
- **Provides Community Benefit**
- **Supports Managed Care Initiatives**
- **Support Leadership's "Ego"**



Successful Websites

What determines the Success of a Website?

Visitors / Users

- Know your target audience
- Research where visitors eyes are drawn
 - Most important information above fold
- Understand the users needs / objectives
- Define the “Aperture” moments



Aperture Moments



Sample Audiences

- **Seniors**
- **Family Caregivers**
- **Professional Caregivers**
- **Other Social Service Agencies**
- **Health care Providers**
- **Employers**
- **Working Caregivers**
- **Senior Organizations**



Successful Websites

What determines the Success of a Website?

Provide Valuable Content

- **What content will users value**
 - **Clear, Engaging, Useful**
 - **Personalized**
 - **Custom**
 - **On-going**



Successful Websites

What determines the Success of a Website?

Provide Reasons to Return

- **Create stickiness**
 - **Dynamic Content**
- **Create relationships**
 - **Personalized**
- **Capture user e-mails**
 - **Trade for Value**



DEMO



Purpose



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**Provide Seniors and Caregivers the
Best On-line Interactive Tools,
Personalized Content and
Assistive Products to Support:
Independence
Safety
Aging – in - Place**



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Audience



Targeting:

- **Seniors**
- **Family Caregivers**
- **Professional and Semi Professionals**
- **Employers**
- **The Aging Network**
- **Corporations**

Content

**Created by OTs, PTs, RNs, Social Workers,
and CAPS**

Includes over 200 Data Points focusing on:

- **Function**
- **Environment**
- **Behavior/Habits**



Content Awards



Content

- **A Family Caregiver & Senior Health e-Newsletters**
 - Includes a CRM tool and ability to track interests- Content Marketing
- **Proprietary ADL / IADL and Health Conditions Assessments with Individualized Reports**
 - No / Low cost ideas and product identification
- **Quick Tips & Videos – over two hundred no / low cost functional tips**
 - Function, Health Condition, Environment, etc.
- **“Senior Health and Family Caregiver Navigators” - Guides when interacting with healthcare providers**
 - Website and Print versions
- **Family Caregiver’s CareGuide (Library)**
 - Hundreds of articles with repurposing rights
 - Social Media Integration

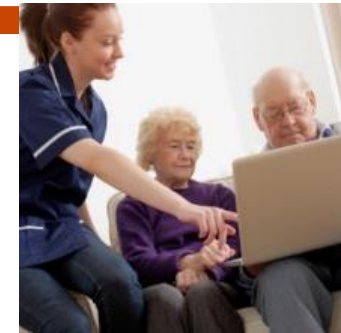


Stickiness



- **Dynamic Content**
- **“Personalized” E-Newsletters**
- **Engaging Drip Campaigns**
- **Targeted Content Marketing**

Client Branding and Responsive Design



Social Media Integration



Questions?



The End



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