

From Website Audit to Strategic Optimization

A Cost-Saving Approach to Serving the Needs of the Employer Healthcare Coalition Community

It's common for websites to evolve into content repositories that do not serve organizational or user needs as well as they could. This budget-friendly, time-saving approach to reimagining business healthcare coalition websites from SGH and Otter:Create meets you where you are

by offering the flexibility to review, assess, build, and roll out a refreshed user experience. Because websites are tightly linked to organizational performance, they need regular attention and nurturing to ensure they are relevant, current, on trend, and adaptive to new technologies.

The SGH and Otter:Create **website optimization program** enables coalitions to attract and engage key constituents by highlighting their mission and vision; showcasing high-value initiatives and assets; and connecting to the National Alliance and other coalition initiatives.



1 Assess and plan

Develop a customized website strategy and action plan.

- Conduct content and technical audit of current website
- Survey users for feedback and pain points
- Clarify audiences and identify key messages for each
- Define key performance indicators and success metrics
- Prioritize website improvements based on impact and feasibility



2 Design and build

Implement website improvement strategy to enhance user experience.

- Map the action plan to a timeline of key milestones
- Provide a comprehensive sitemap and wireframes
- Implement new features and functionality
- Manage the project from end-to-end
- Serve as an extension of your team by conducting a quarterly site analysis



3 Measure and report

Learn to measure and manage impact, making course corrections if needed.

- Monitor key performance indicators
- Track user feedback and satisfaction scores
- Analyze business impact of improvements
- Generate regular impact reports, member updates, and sponsor reports
- Create board-ready summaries of findings



4 Maintain and evolve

Ensure ongoing optimization and continuous improvement.

- Monitor site performance and fix emerging issues
- Perform regular security updates and site maintenance
- Plan and implement iterative improvements
- Stay current with web standards and best practices
- Scale infrastructure as needed to accommodate traffic
- Conduct periodic review and strategy adjustments