LEARNING FROM EXPERIENCE:

Building Better Healthcare Association Websites

January 28, 2025

Donato Dandreo
President
Compete Now

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01845

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W startcompeting.com

COMPETE NOW

About Compete Now

About Us

Established in 2009, we have built hundreds of websites. As time has passed, we have developed a specialty for nonprofit web design due to our unique ability to understand the objectives and unique challenges clients face with effectively presenting rich content to multiple audiences. Browse our resources for nonprofits here.





Donato Dandreo, *President*

Donato began Compete Now in 2009 to help businesses succeed by providing them with modern websites focused on meeting their goals.

As the president of Compete Now, Donato leads the company's website and marketing projects. He brings over fifteen years of entrepreneurship, website design, website maintenance and marketing experience to the table as he hears clients' needs and strategizes effective, creative solutions.



Garrett Dandreo , *Senior Web Developer*

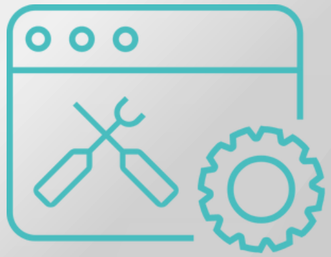
Garrett brings over 10 years of WordPress experience to the team, which includes work in accessibility, design, SEO and website maintenance and security. He is also experienced in other website builders such as Shopify, Squarespace and Wix, along with tools such as Google Analytics. He customizes each project to suit the client's needs and is focused on providing a personalized result for each client to meet their goals and maximize the return of their new website. Garrett is always learning about new tools to incorporate into websites to continue producing results that are innovative and modern.

Planning For Website Improvements



Things to consider and gather when planning

- Clear success factors or metrics in order of importance for a successful project
- Key audiences for new website in order of priority
- 4-5 reference websites that your organization likes and notes about each
- Notes about the status of the branding, logo, and design assets and if any of those services should be included with the scope.
- Notes about availability of images and videos to use on the website or whether stock media will be heavily relied upon



Clarity on what improvements are needed based on planning

- Create a simple list of functional requirements for the website. What do you need it to do? Experienced designers will understand and process this list to propose solutions within their proposals.
- In a separate list, list any other third party integrations the website needs. (Donation software, events management needs, membership connections, portal access)
- A sample/draft sitemap for the new website
- State whether or not there are any preferences or requirements for how the site must be built or which content management system it should use (WordPress, Squarespace, Wix, Other)
- Provide some basic information about the existing website (What it’s built with, theme information, limitations, any existing integrations with third party websites)
- Preferred process for the project if any

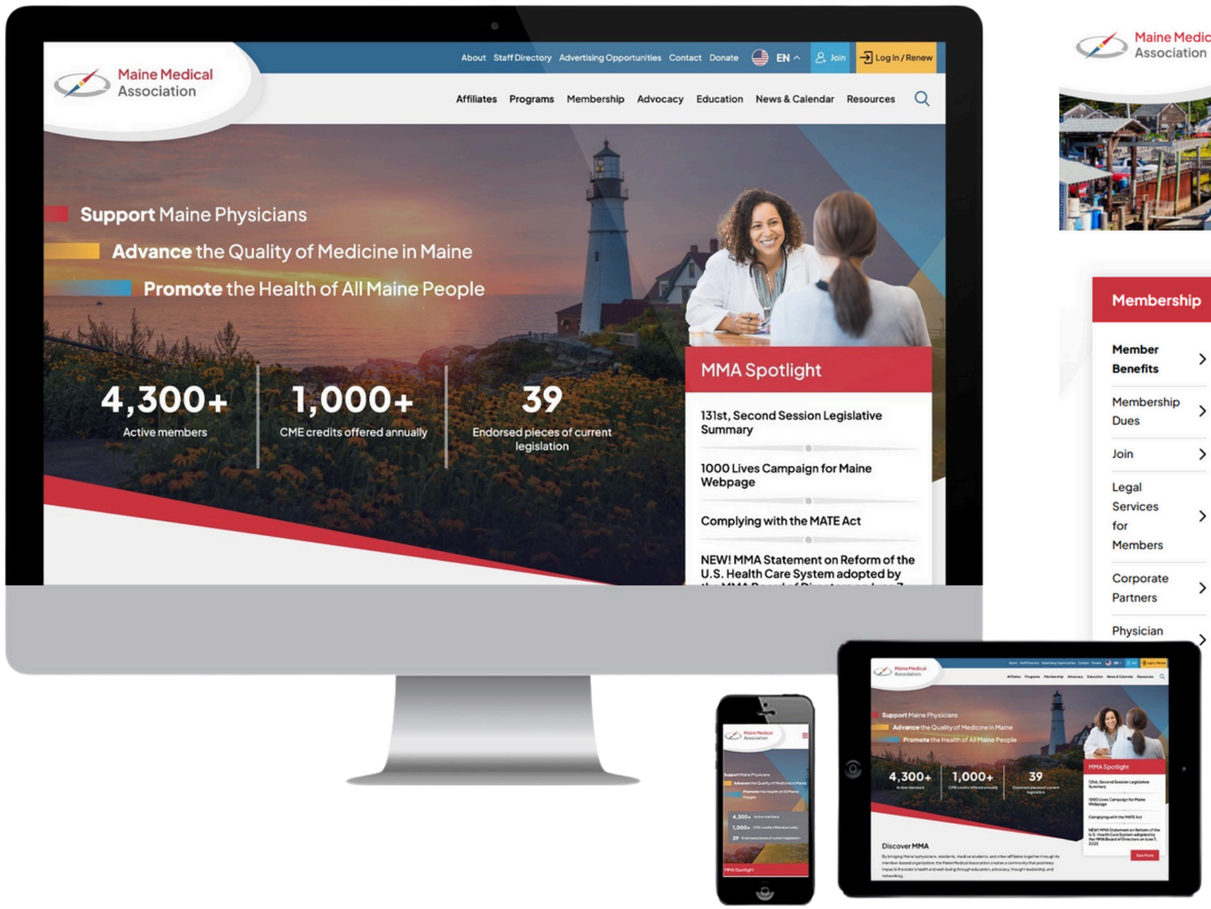
Content Archiving

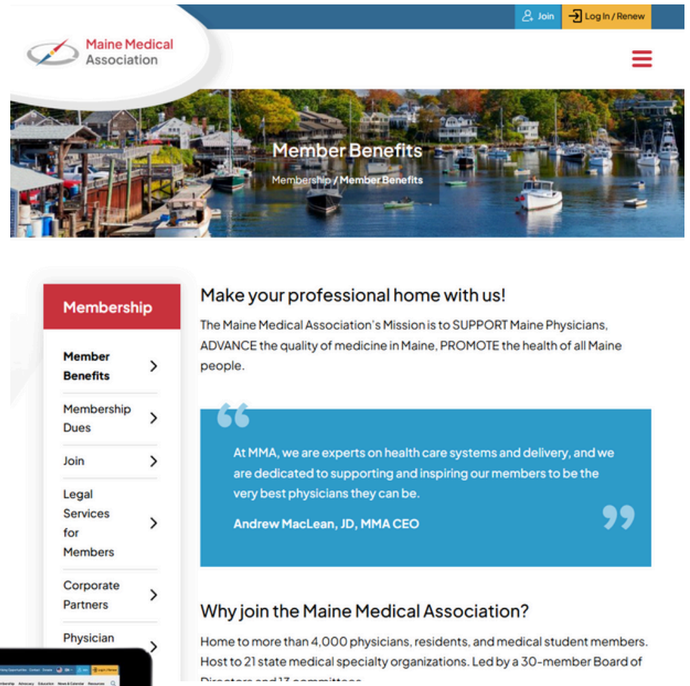
- A common problem we have noticed across many websites is that overtime, a lot of old past events pile up and clog up the website with outdated, irrelevant information which increases the size of the database of the website years' can have a negative impact on internal site searches. Our general recommendation is to keep a years worth of events active on the site and after a year, allow them to automatically be removed from the website while also creating a 301 redirect on the website so that if someone tries to click a link from an old post or search engine link they are brought to a page that explains the event has past and to click to view upcoming events on the calendar page.

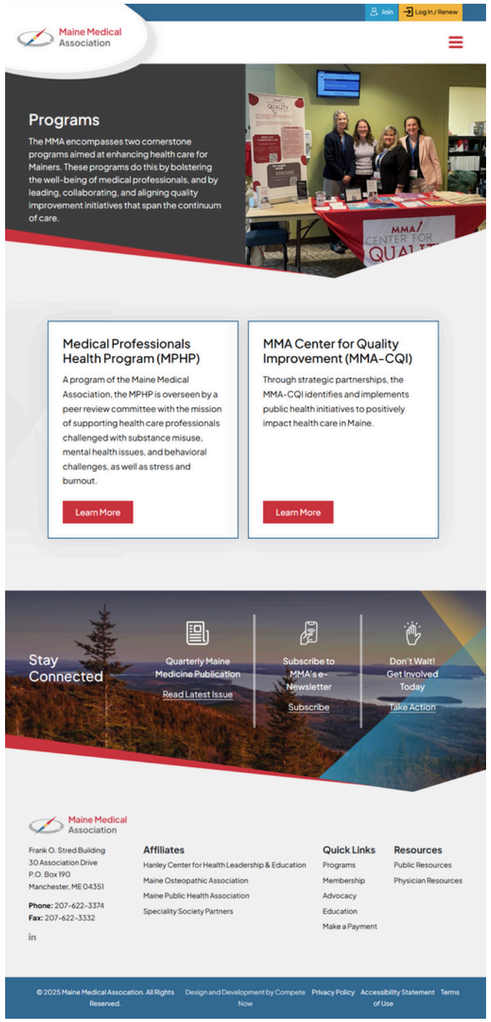
- Similarly to events, we see the same problem with past news items and other announcements. We recommend keeping three years worth of old news items and before removing older news items, we recommend analyzing what old content may be getting traffic and consider updating them and keeping them active on the website.

Healthcare Association Websites we have completed and other relevant examples

Maine Medical Association







www.mainephysicians.org

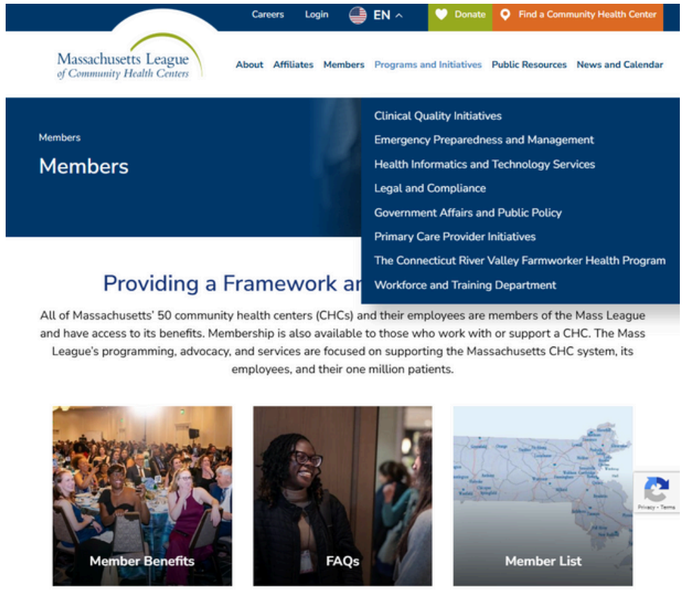
Massachusetts League of Community Health Centers

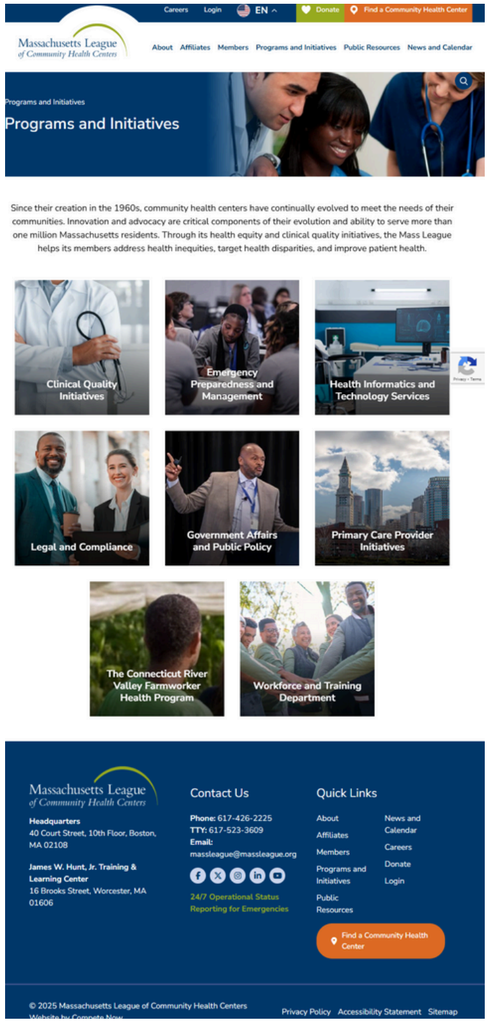






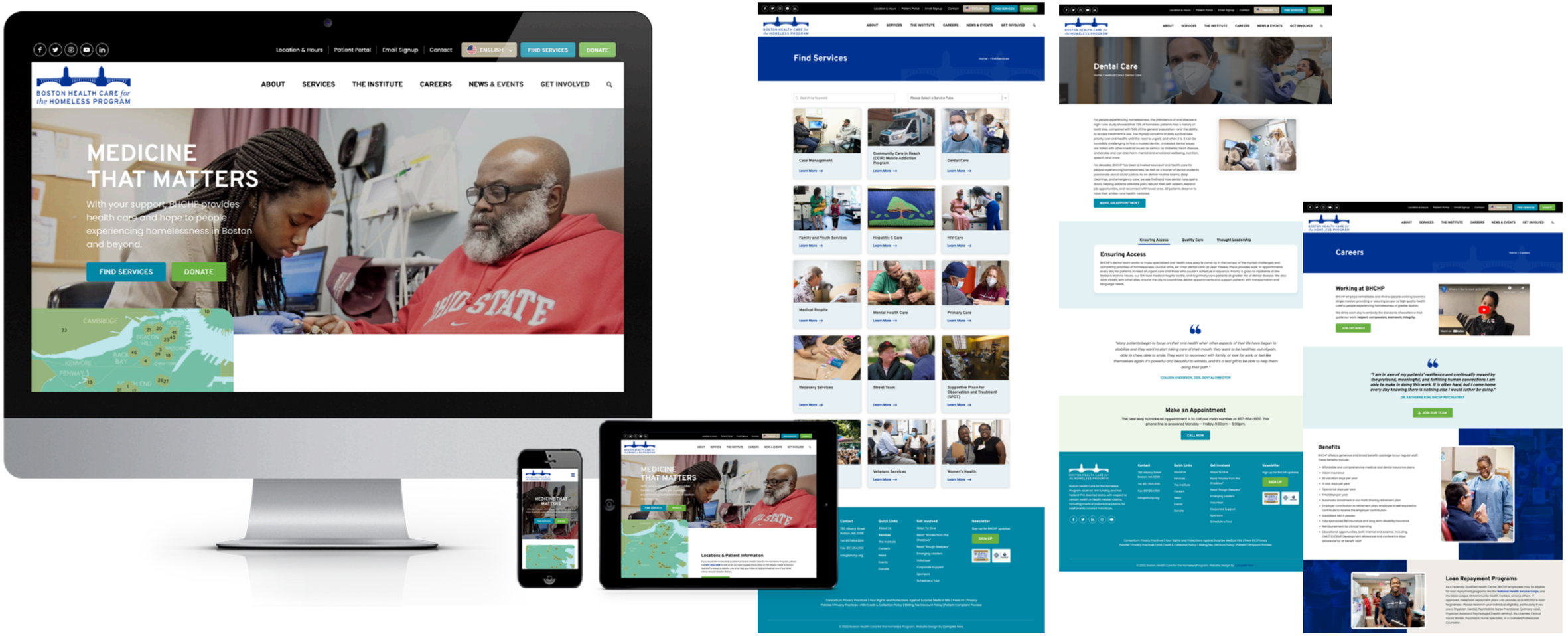






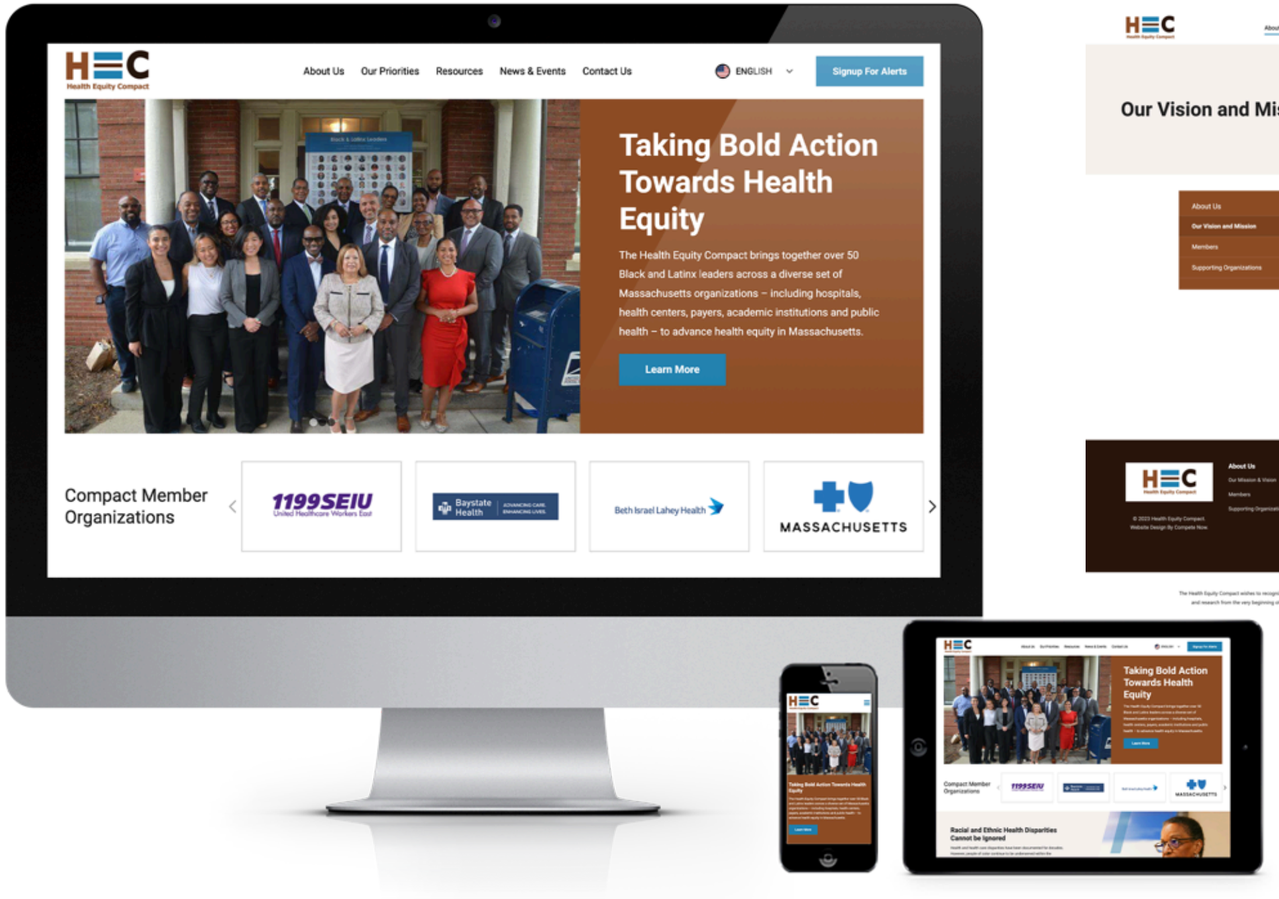
www.massleague.org

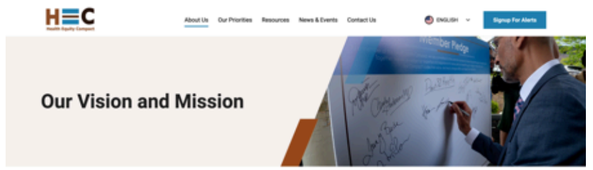
BHCHP Sample

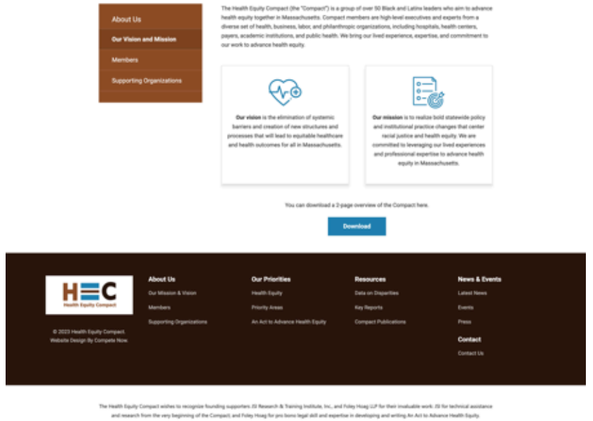


www.bhchp.org

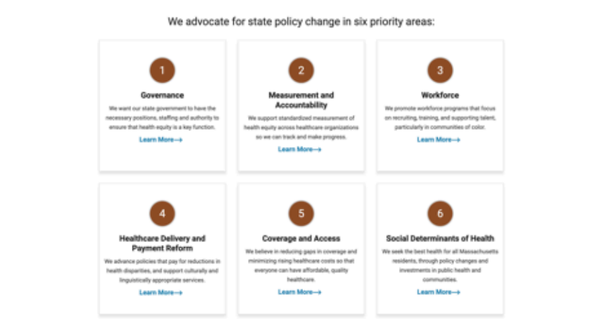
Health Equity Compact Sample













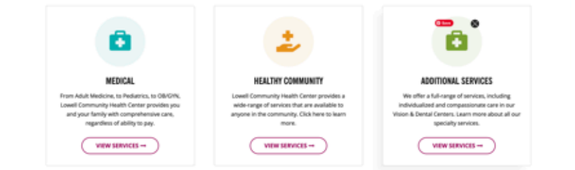


www.healthequitycompact.org

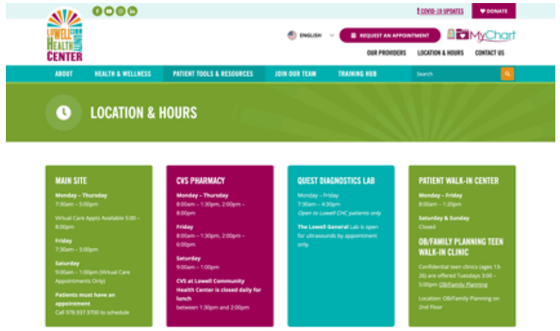
Lowell Health Center Sample

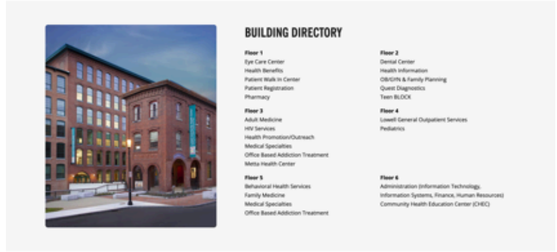


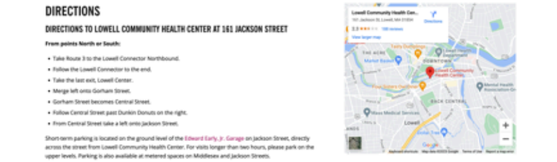










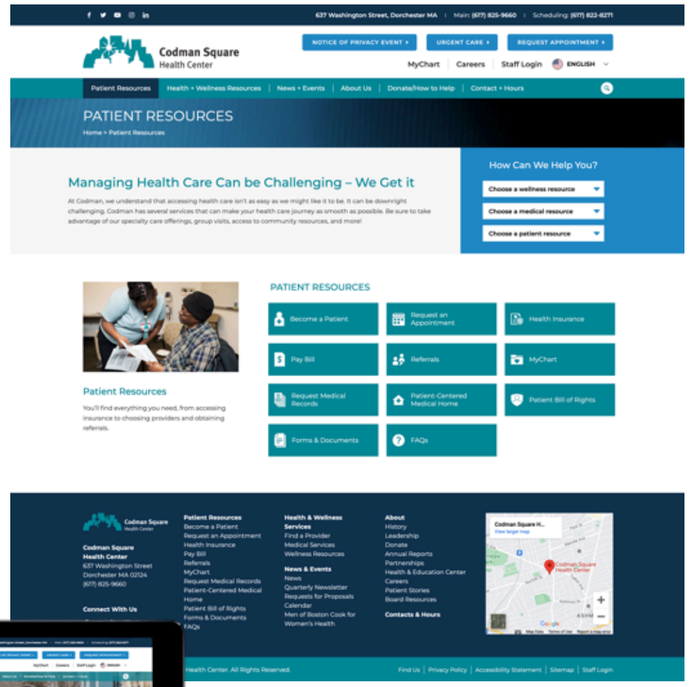


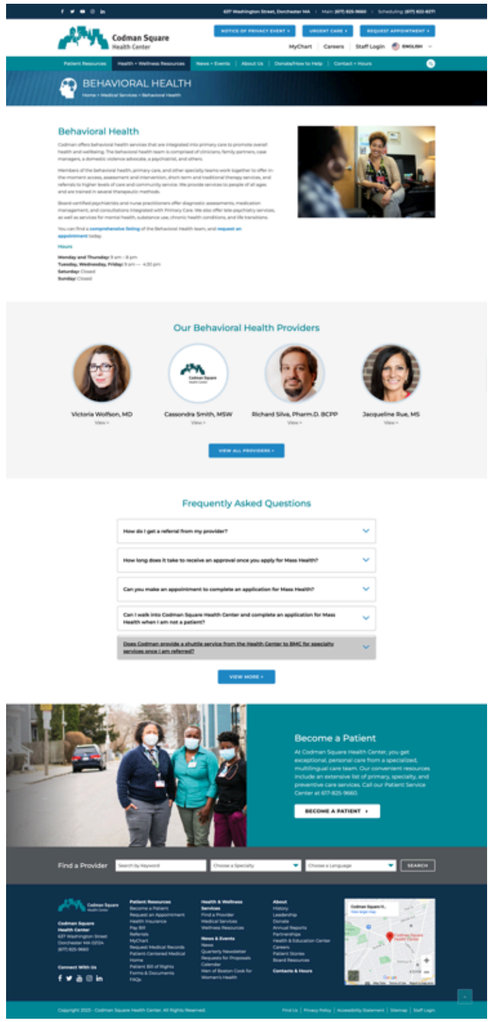


www.lchealth.org

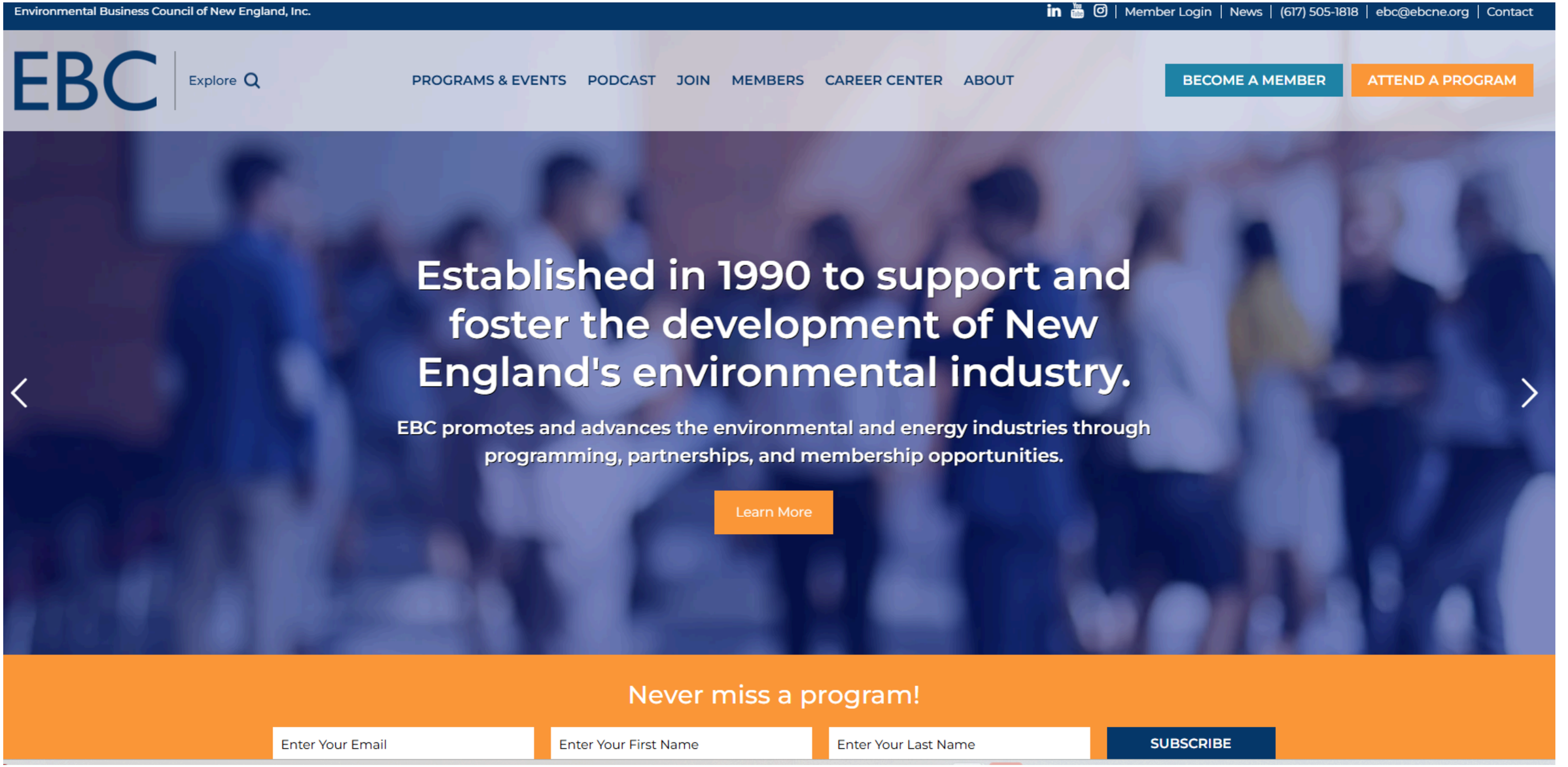
Codman Square Sample







www.codman.org


Environmental Business Council of New England, Inc.
Member Login | News | (617) 505-1818 | ebc@ebcne.org | Contact
EBC
Explore
PROGRAMS & EVENTS
PODCAST
JOIN
MEMBERS
CAREER CENTER
ABOUT
BECOME A MEMBER
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EBC promotes and advances the environmental and energy industries through programming, partnerships, and membership opportunities.
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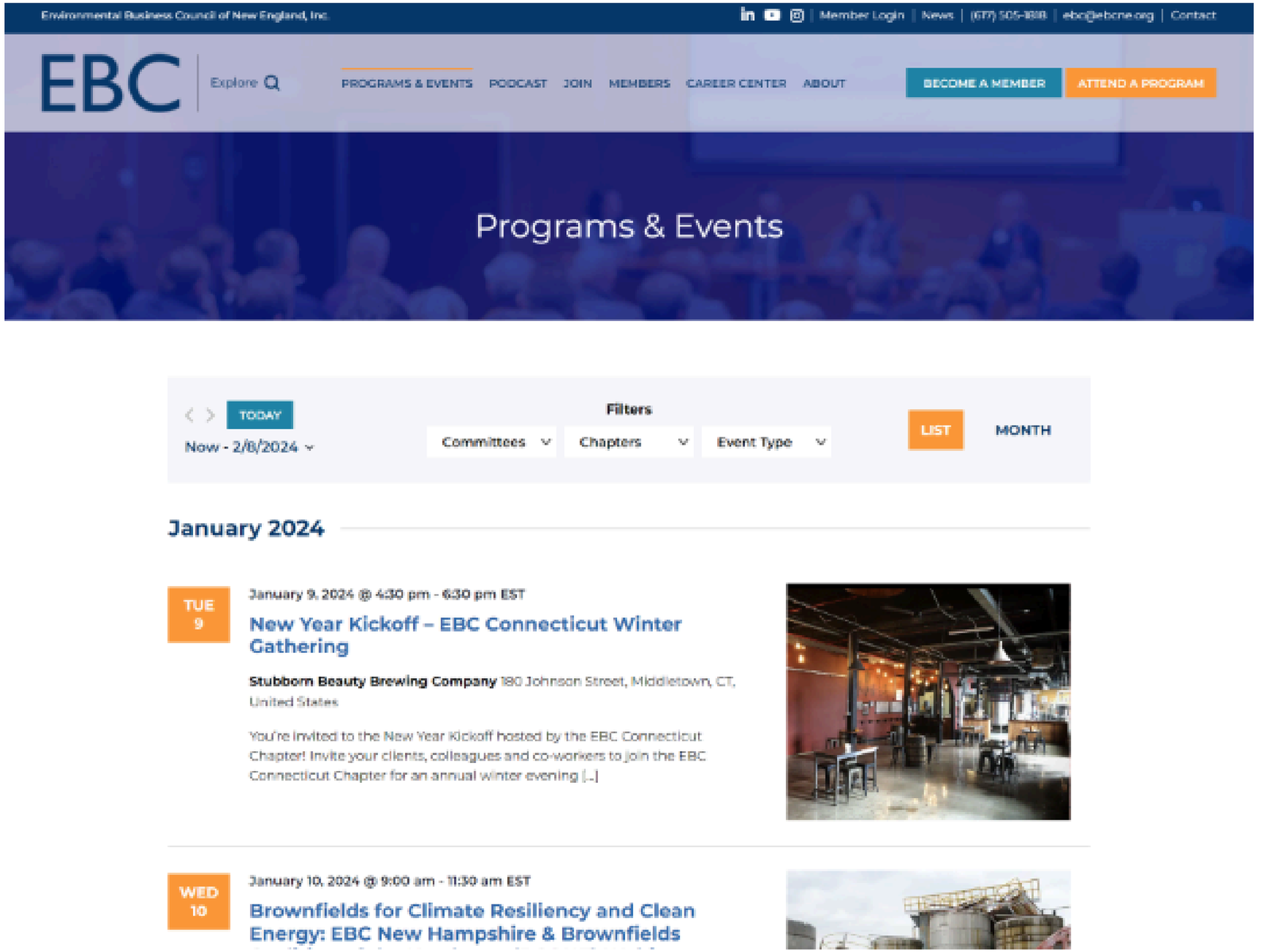
Our mission is to provide advocacy, education, and other actions that empower all families, professionals including advocates, and others with an interest, to enable students with disabilities to reach their full potential.



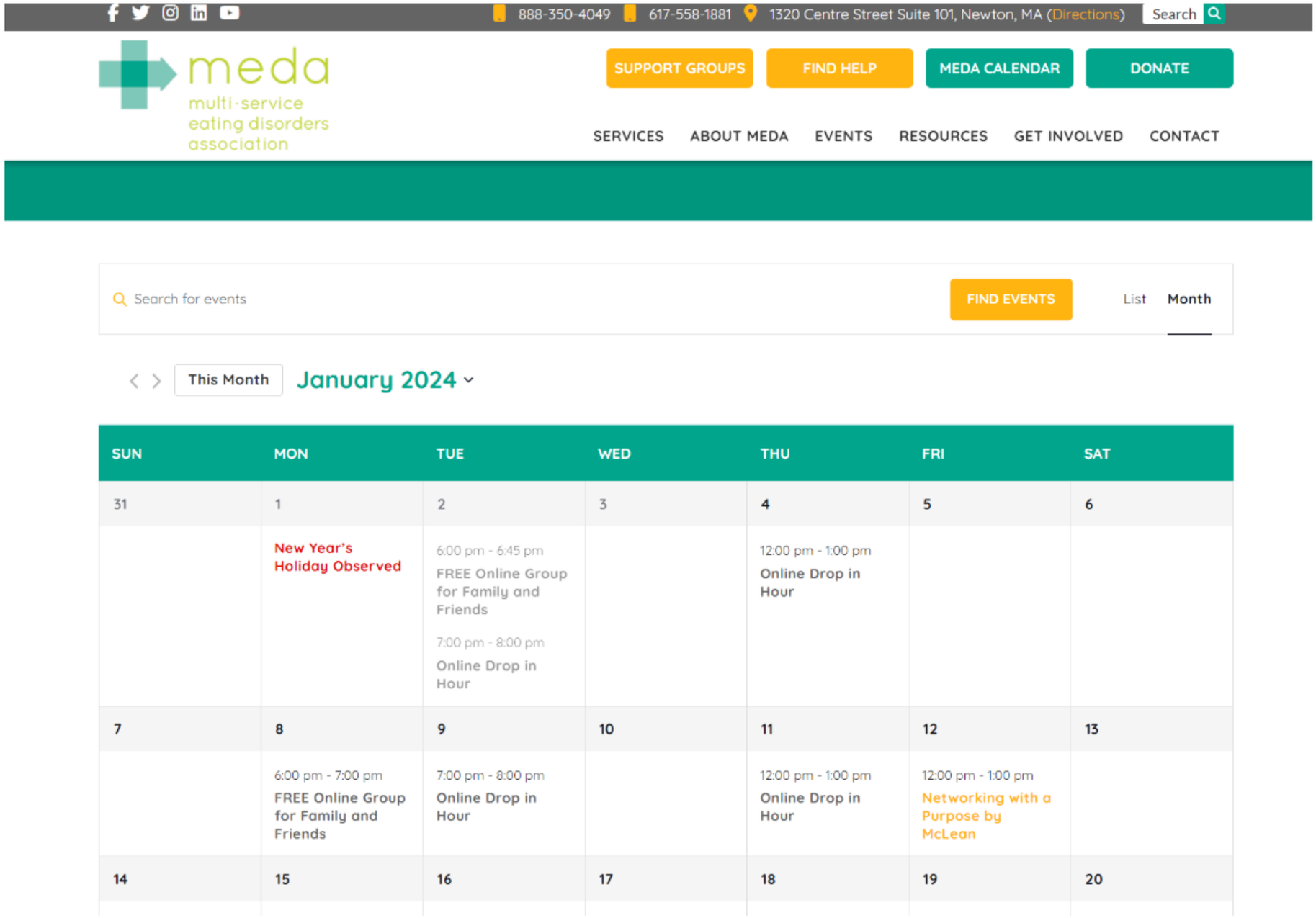
We offer professional development, training, and support to a wide variety of groups, from advocates to family members to teachers and state education officials. Our goal is to ensure that the legal rights of students with disabilities are protected and that every student gets the services they need and to which they are entitled.

Events Calendar

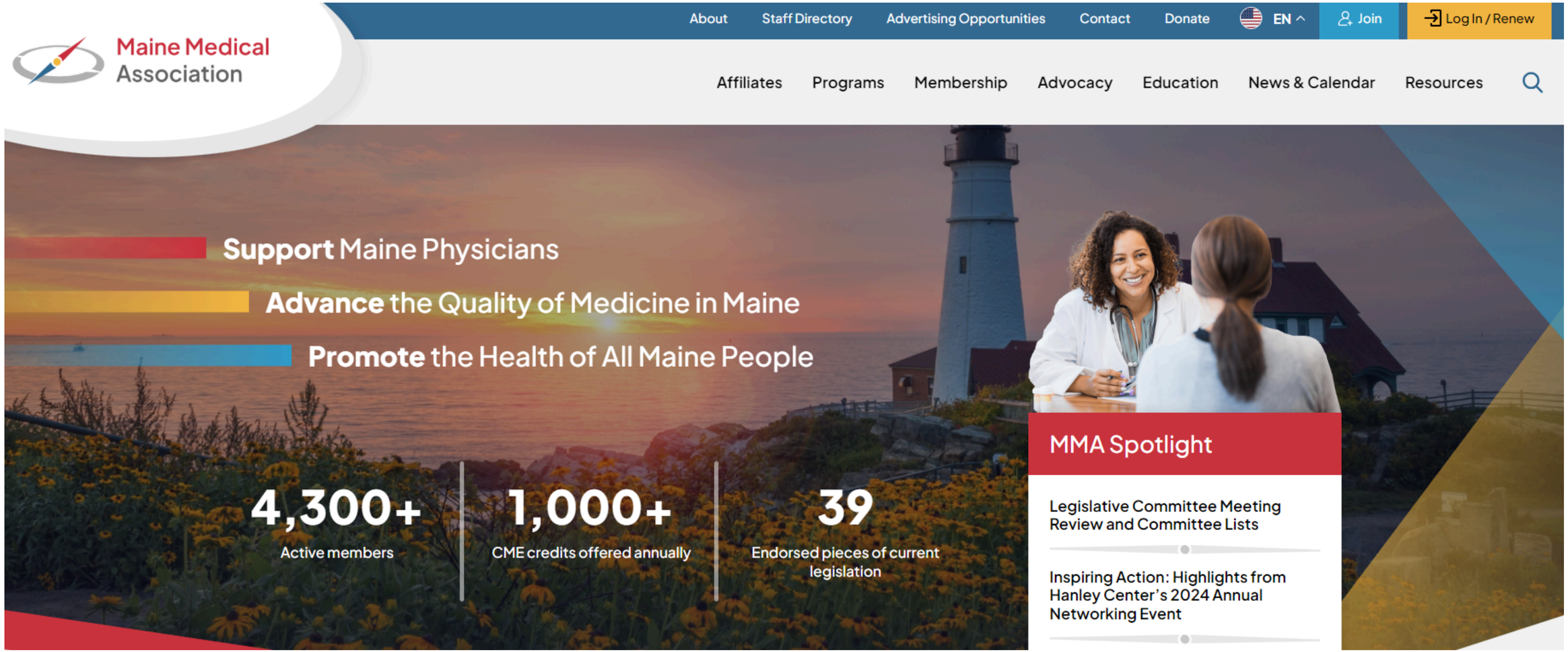
Events Calendar featuring the ability to feed relevant events across the website based on relevance. For example, we could include a feed of upcoming featured events on the website's homepage. Additionally, while on the calendar pages throughout the website, users will have the ability to filter events on the page with dropdowns by criteria as needed including date range, venue, topic/category and more.



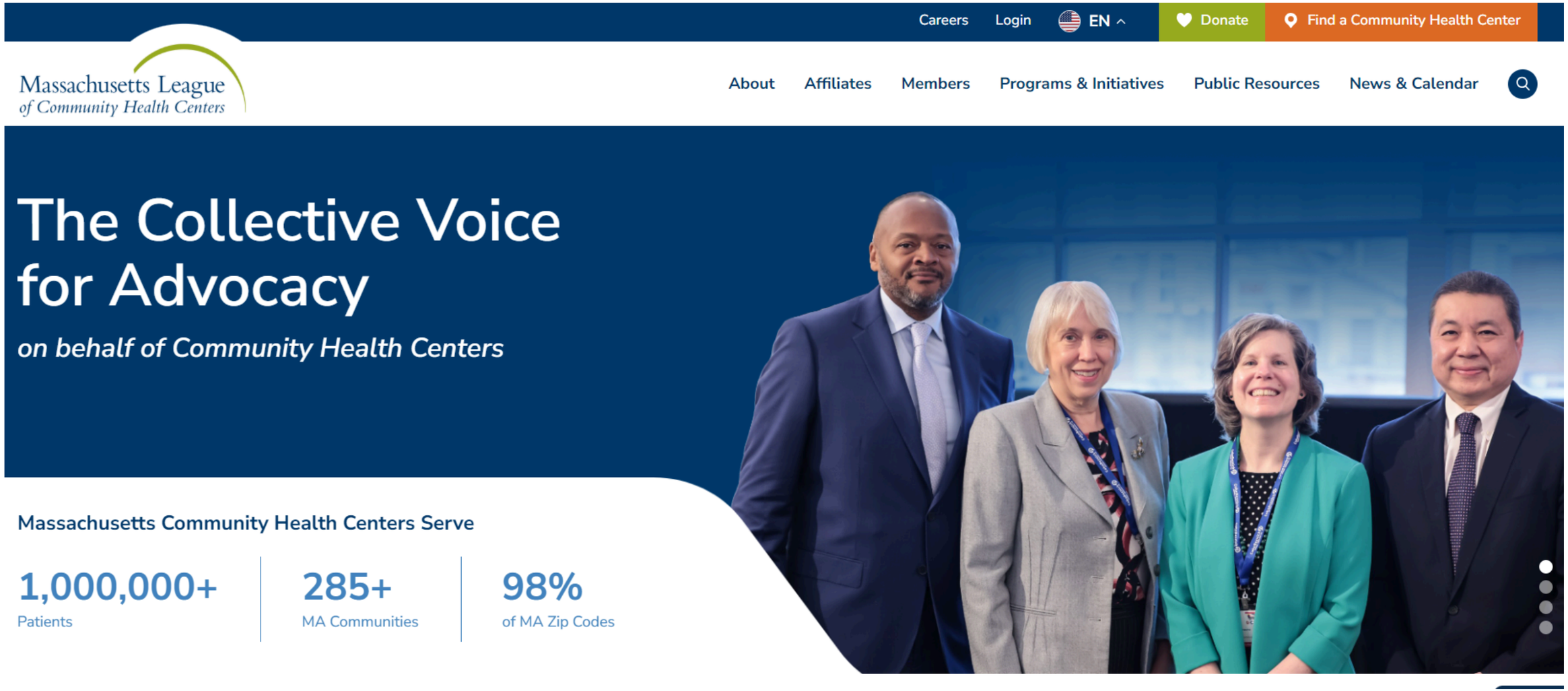
Events Calendar Sample



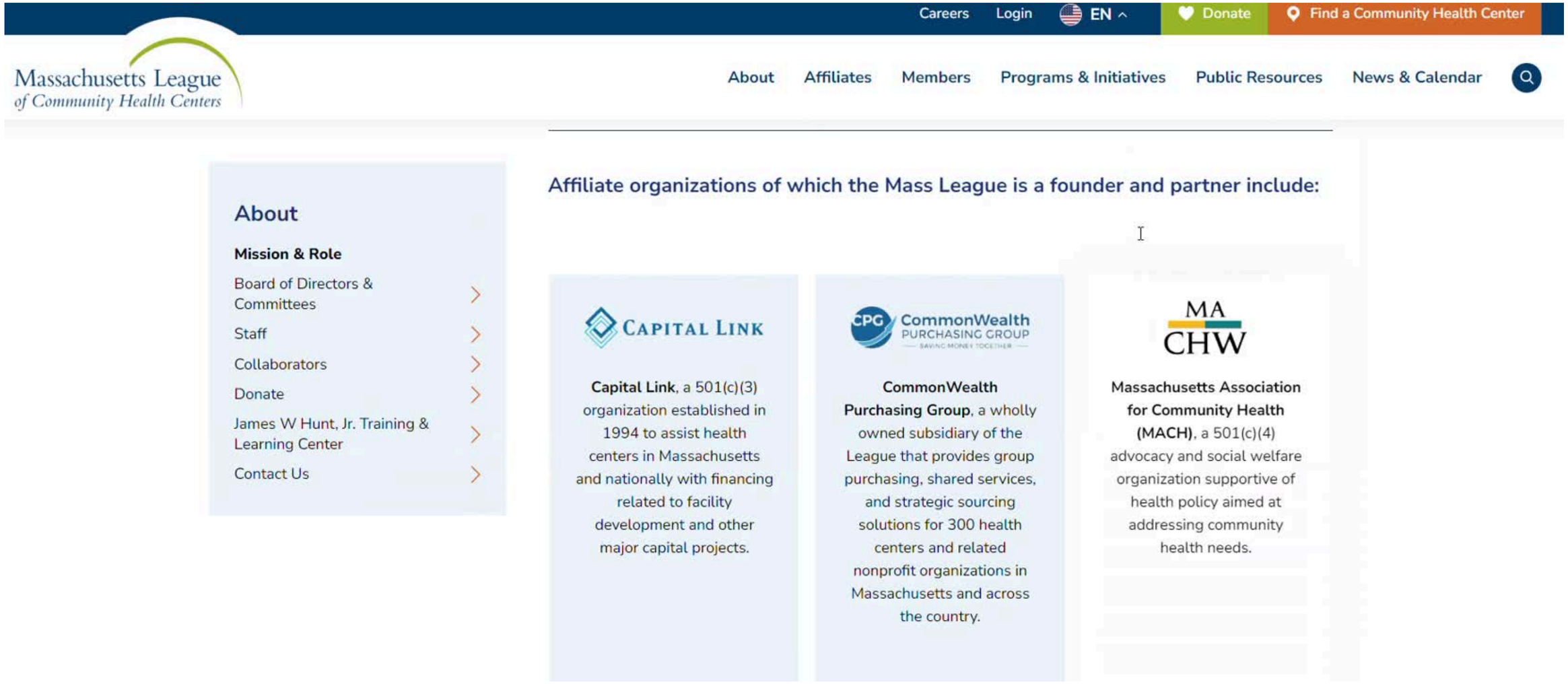
Using Statistics



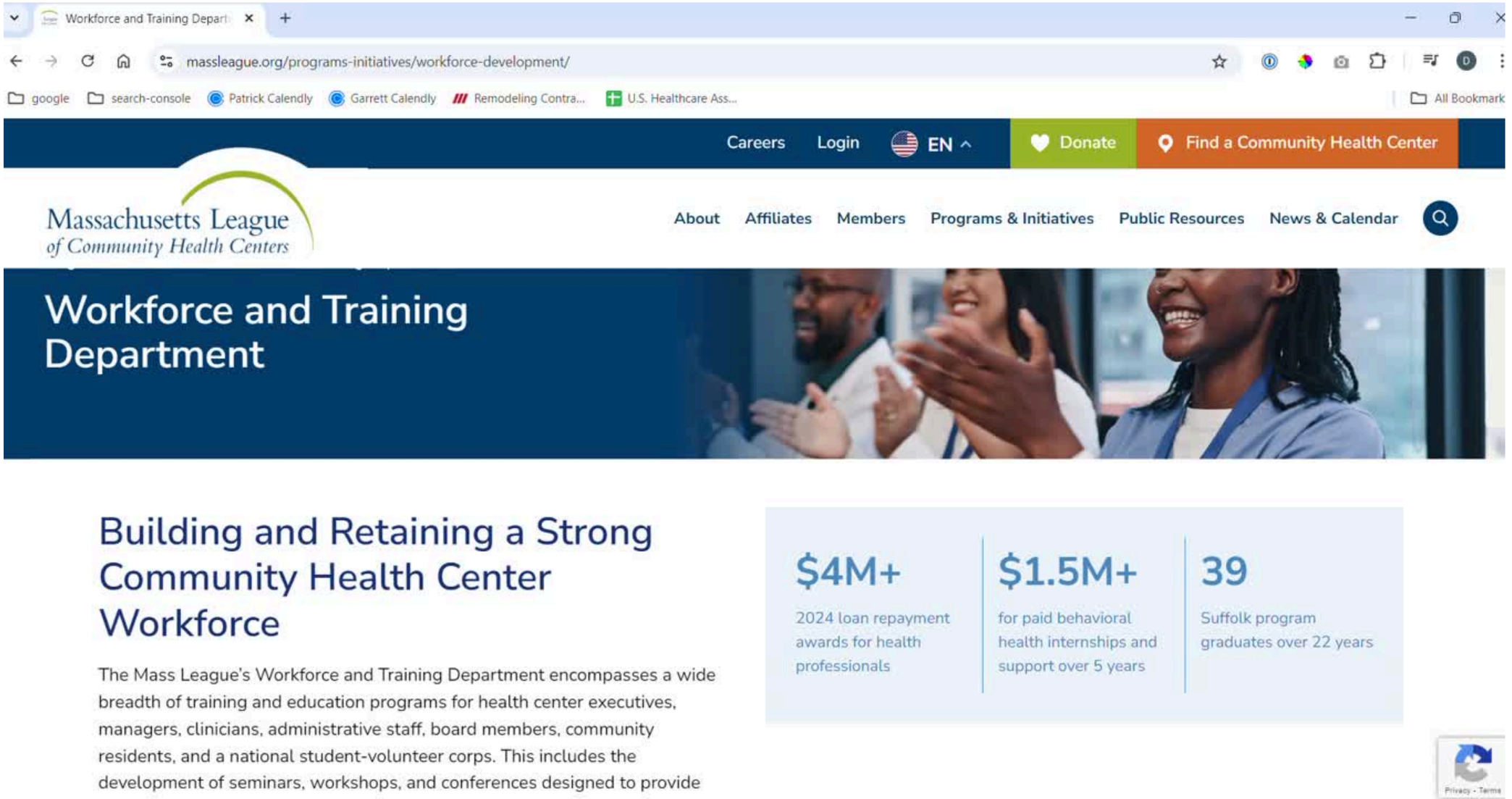
Using Statistics



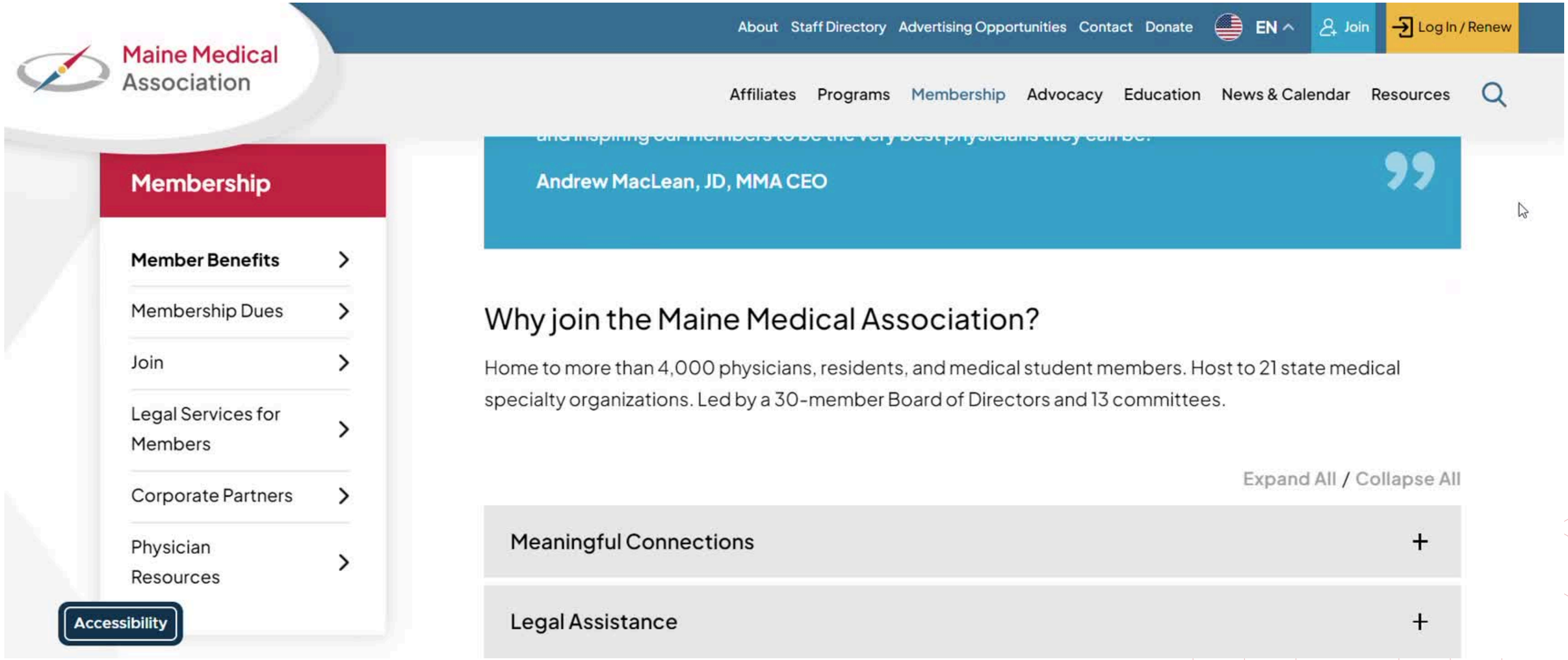
Sidebar Navigation



Mini Websites



Member Benefits Pages

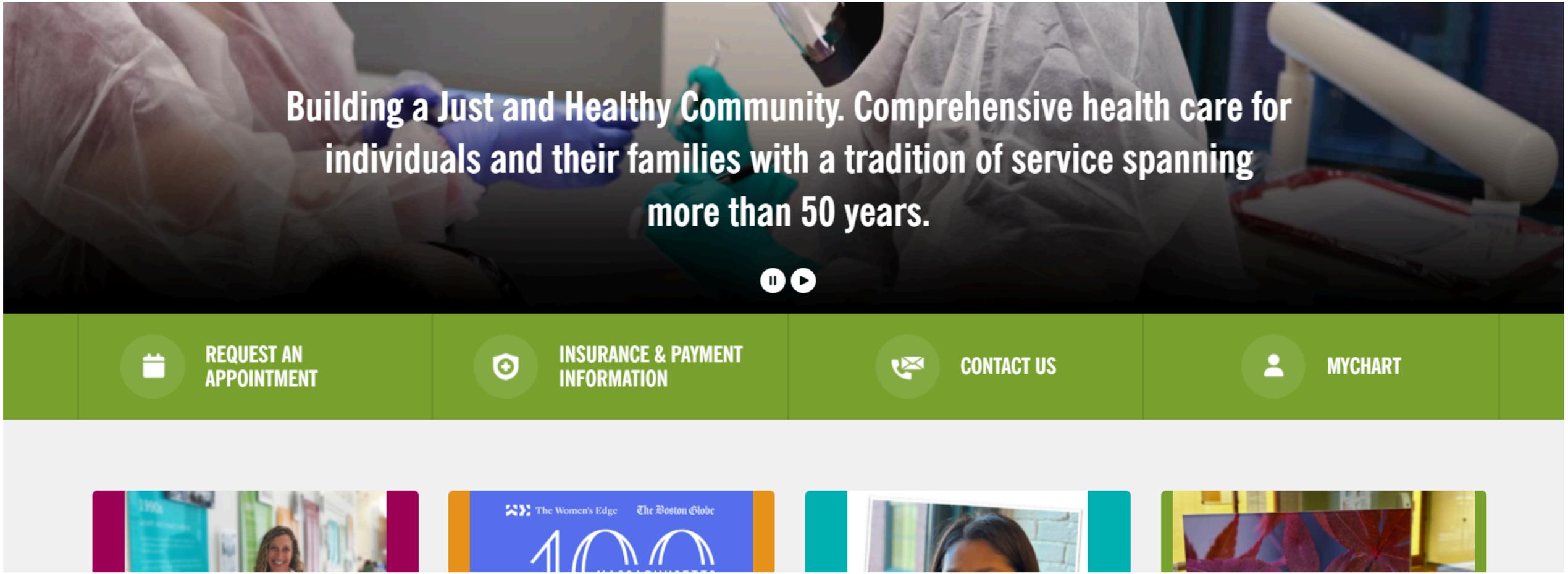


Language Switcher

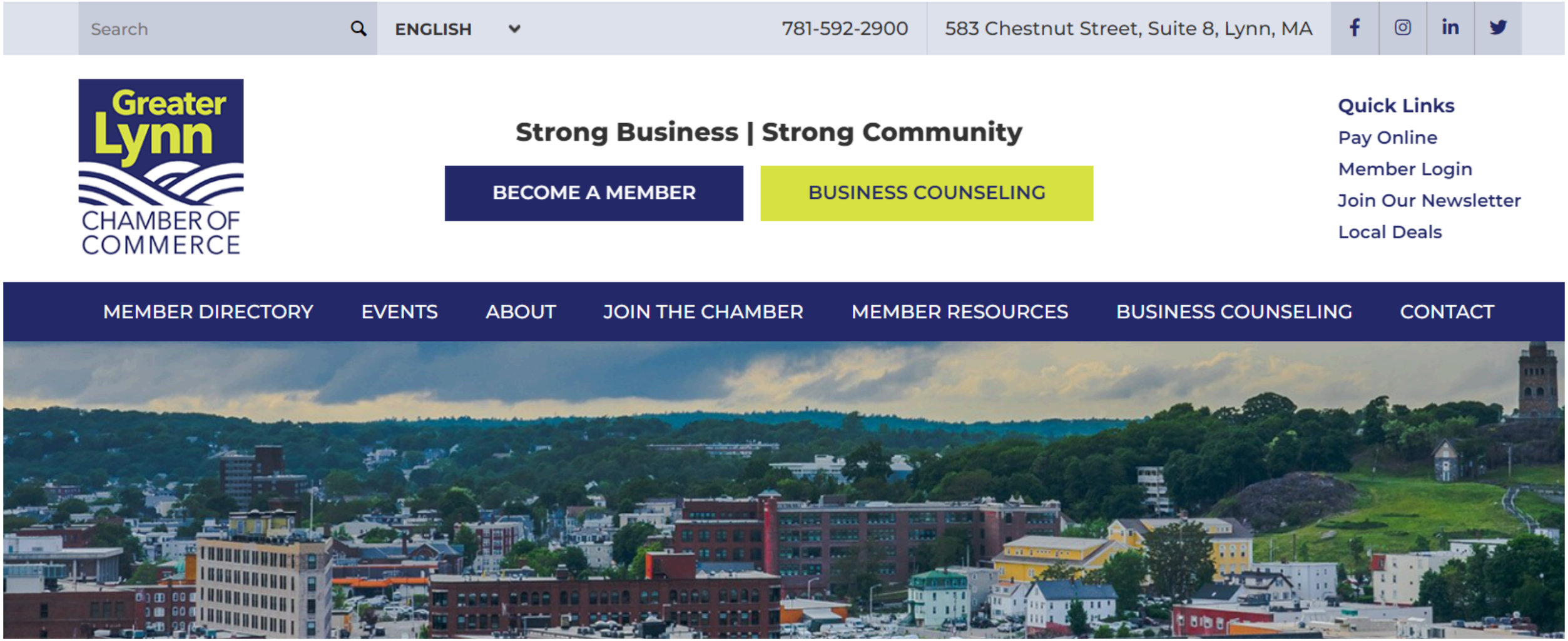
Powered by Google Translate there are dozens of languages to choose from. We recommend showing each language spelt out in its native language while also showing the flag icons next to each. There are additional features available as well with the pro version of the plugin.



Quick Links


Building a Just and Healthy Community. Comprehensive health care for individuals and their families with a tradition of service spanning more than 50 years.
REQUEST AN APPOINTMENT
INSURANCE & PAYMENT INFORMATION
CONTACT US
MYCHART
The Women's Edge
The Boston Globe

Quick Links

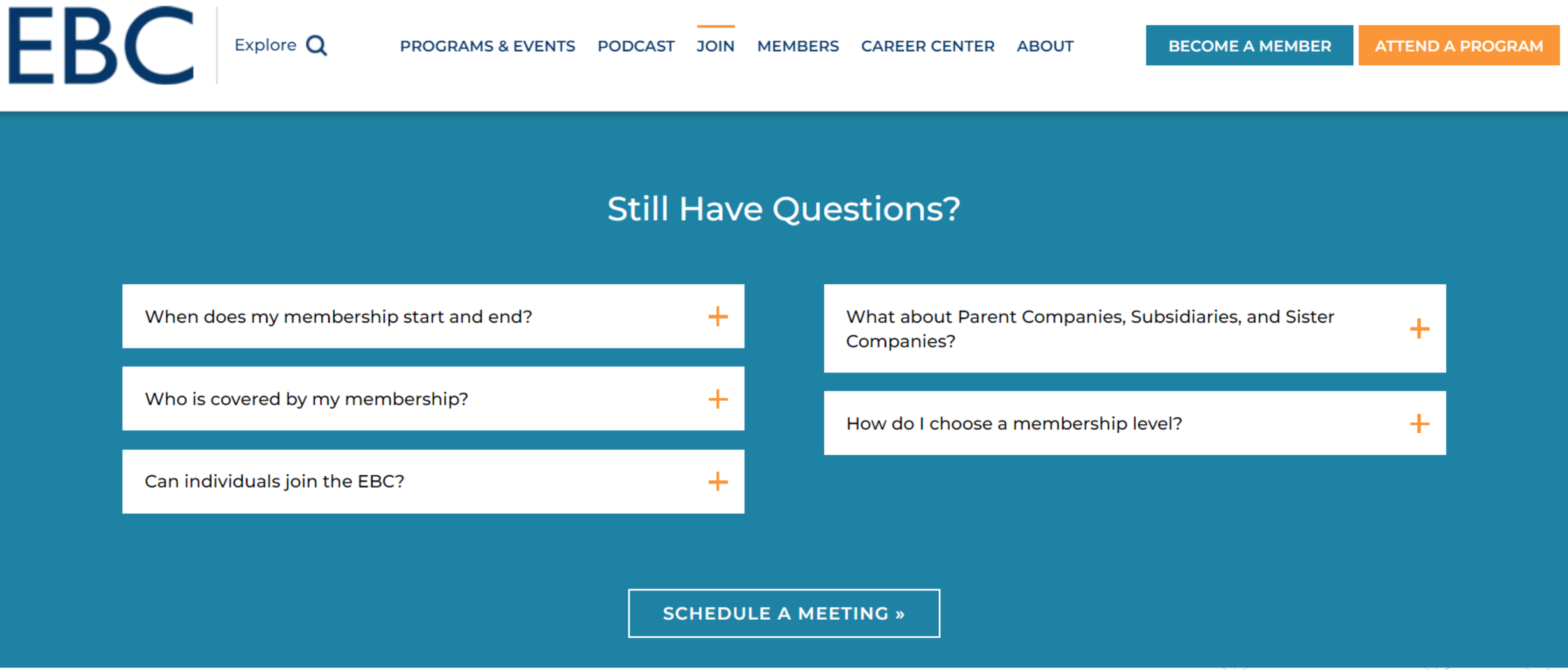

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MEMBER DIRECTORY
EVENTS
ABOUT
JOIN THE CHAMBER
MEMBER RESOURCES
BUSINESS COUNSELING
CONTACT

Sponsor Feeds

Thank You To Our Leadership Team

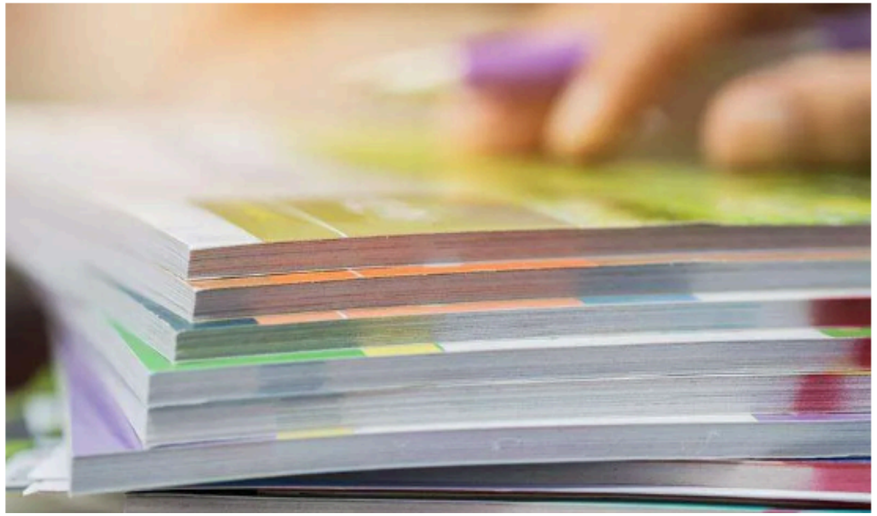


FAQs


EBC
Explore
PROGRAMS & EVENTS
PODCAST
JOIN
MEMBERS
CAREER CENTER
ABOUT
BECOME A MEMBER
ATTEND A PROGRAM
Still Have Questions?
When does my membership start and end?
Who is covered by my membership?
Can individuals join the EBC?
What about Parent Companies, Subsidiaries, and Sister Companies?
How do I choose a membership level?
SCHEDULE A MEETING »

Tabbed Content

Our Mission | Volunteer | Who We Are | The Nucleus | Past Events | Tribute | Advertisement



Our Mission

To communicate effectively with NESACS members and the chemistry community through the NESACS website and our publications such as The Nucleus. To support webstreaming of meetings and symposia. To support the growth of the NESACS membership base via such communications and increase engagement and participation of our members in NESACS activities.



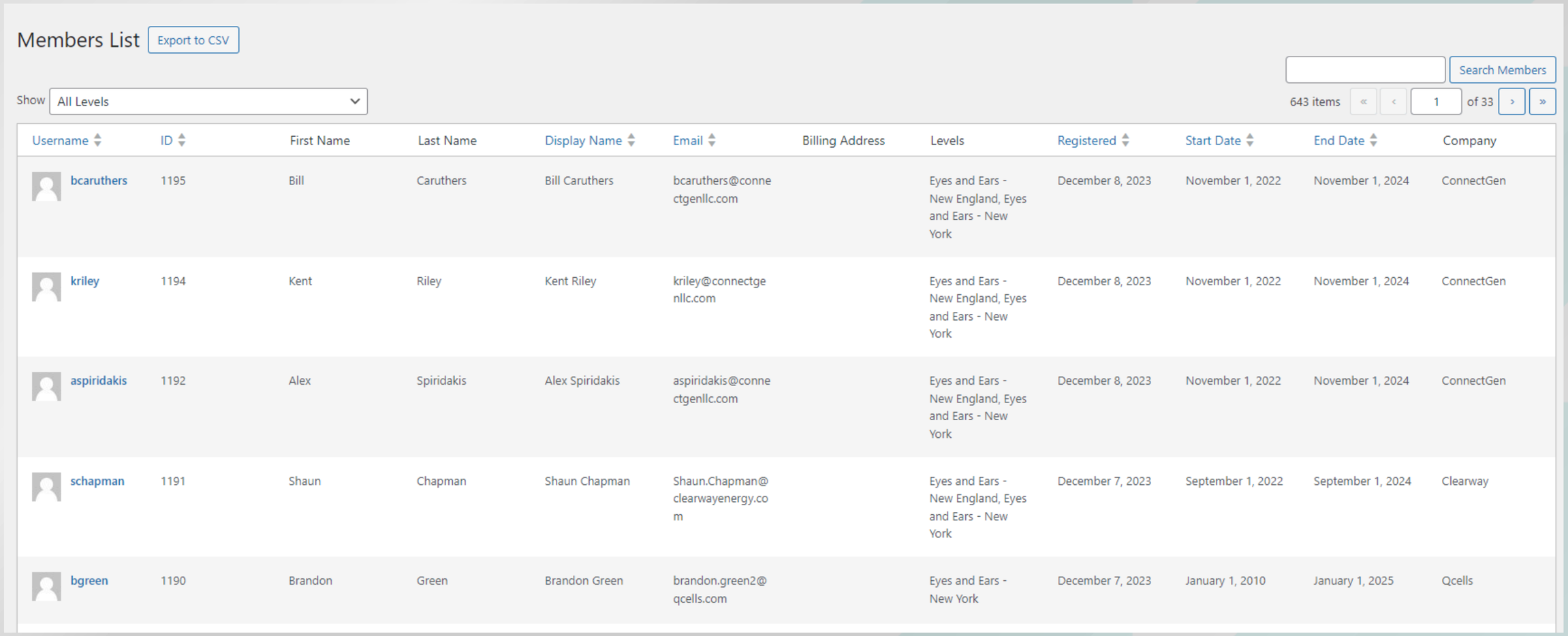
Membership Site

Paid Memberships Pro

Additional Features

- **Events Calendar Integration –** Member only events, discounted tickets and ability for members to submit events. Members will have their information saved to their account and will not need to enter information at checkout
- **MailPoet Integration –** Automatic syncing and email preference management
- **Gravity Forms Integration**
- **Approval Process for Membership**
- **Auto-Renewal Checkboxes**
- **Spam Protection**
- **Import/Export Options**
- **Customization**
- **Support**

Simple Member Management



Members List Export to CSV

Search Members

Show All Levels

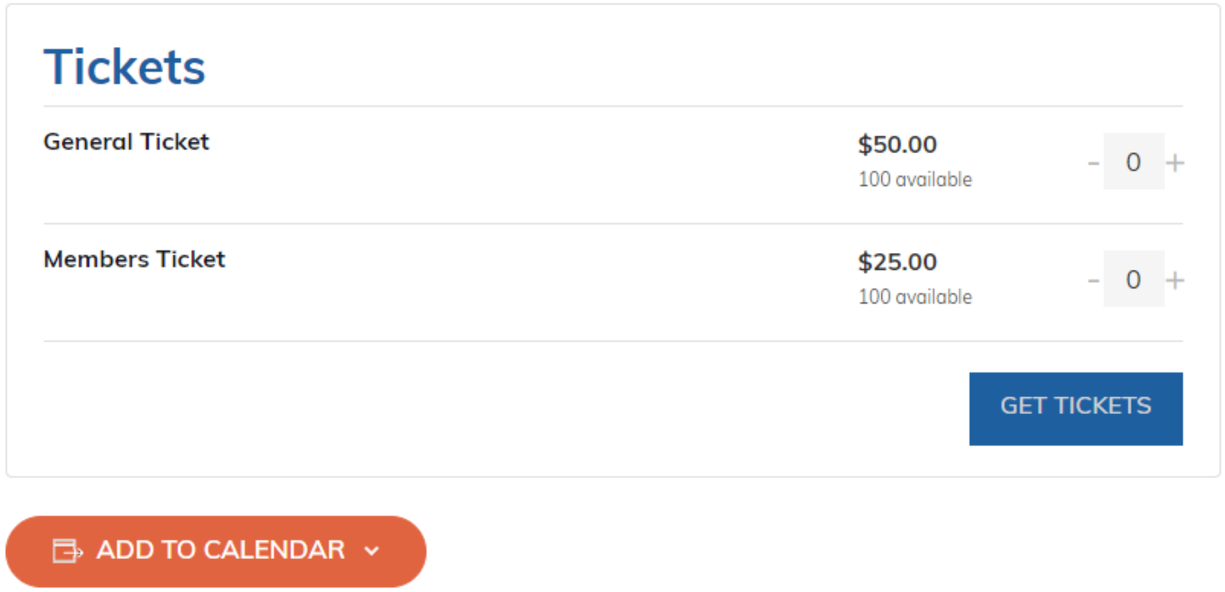
643 items « ‹ 1 of 33 › »

Username	ID	First Name	Last Name	Display Name	Email	Billing Address	Levels	Registered	Start Date	End Date	Company
bcaruthers	1195	Bill	Caruthers	Bill Caruthers	bcaruthers@connectgenllc.com		Eyes and Ears - New England, Eyes and Ears - New York	December 8, 2023	November 1, 2022	November 1, 2024	ConnectGen
kriley	1194	Kent	Riley	Kent Riley	kriley@connectgenllc.com		Eyes and Ears - New England, Eyes and Ears - New York	December 8, 2023	November 1, 2022	November 1, 2024	ConnectGen
aspiridakis	1192	Alex	Spiridakis	Alex Spiridakis	aspiridakis@connectgenllc.com		Eyes and Ears - New England, Eyes and Ears - New York	December 8, 2023	November 1, 2022	November 1, 2024	ConnectGen
schapman	1191	Shaun	Chapman	Shaun Chapman	Shaun.Chapman@clearwayenergy.com		Eyes and Ears - New England, Eyes and Ears - New York	December 7, 2023	September 1, 2022	September 1, 2024	Clearway
bgreen	1190	Brandon	Green	Brandon Green	brandon.green2@qcells.com		Eyes and Ears - New York	December 7, 2023	January 1, 2010	January 1, 2025	Qcells

Online Registrations for Events

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Email Communication

MailPoet

Key Features

- **Automated syncing –** Members that have an expired membership will be automatically deactivated from receiving new emails
- **Email Preferences –** Members can control the lists they are subscribed to through the front-end of the website
- **Email Builder –** Create templates for different emails and newsletters
- **Automated Newsletters –** Send a weekly roundup of news added to the website to active members
- **Reporting –** View analytics on every email sent includes opens, clicks, engagement by member
- **WooCommerce Integration** – Send emails to specific users that purchase products or register for events

Community Economic Development Assistance Corporation

Children's Investment Fund
AN AFFILIATE OF CEDAC

Building Environments That Enhance Program Quality

Fall 2023

Children's Investment Fund
Newsletter



The completed Outdoor Nature Classroom at the FKO Winthrop ribbon-cutting celebration. (Photo: For Kids Only Afterschool)

Dear Colleagues and Partners,



Search Engine Optimization Strategy

SEO foundations:

- Keywords, meta tags and alt text for images on every key primary navigation page
- Sitemap installed and set to crawl the site daily
- Website sitemap submitted to all major search engines
- 301 redirects setup as a best practice to retain existing web search rankings when necessary. This especially applies to the URLs from the websites that are being consolidated into the new one and is also important for URLs of the previous website to forward to the new domain name for the primary website.



WordPress Development Recommendations

Considerations

- Up-to-date, trusted and well-documented plugins and tools
- Built for ease of use for all
- Detailed training resources
- Dynamic content strategies for showing relevant pages and information throughout the website automatically while managing all in one place
- Fast loading and performance prioritized

Why WordPress

- Large community of users
- Scalable platform where anything is possible
- Widely used by other similar organizations



Website Security

Steps to ensuring a secure WordPress Website

- Up to date, well-supported theme and plugins
- Secure managed WordPress hosting with 24/7 malware and vulnerability scanning (We recommend WPEngine.com)
- Frequent scheduled routine maintenance and security updates for WordPress, theme and plugins

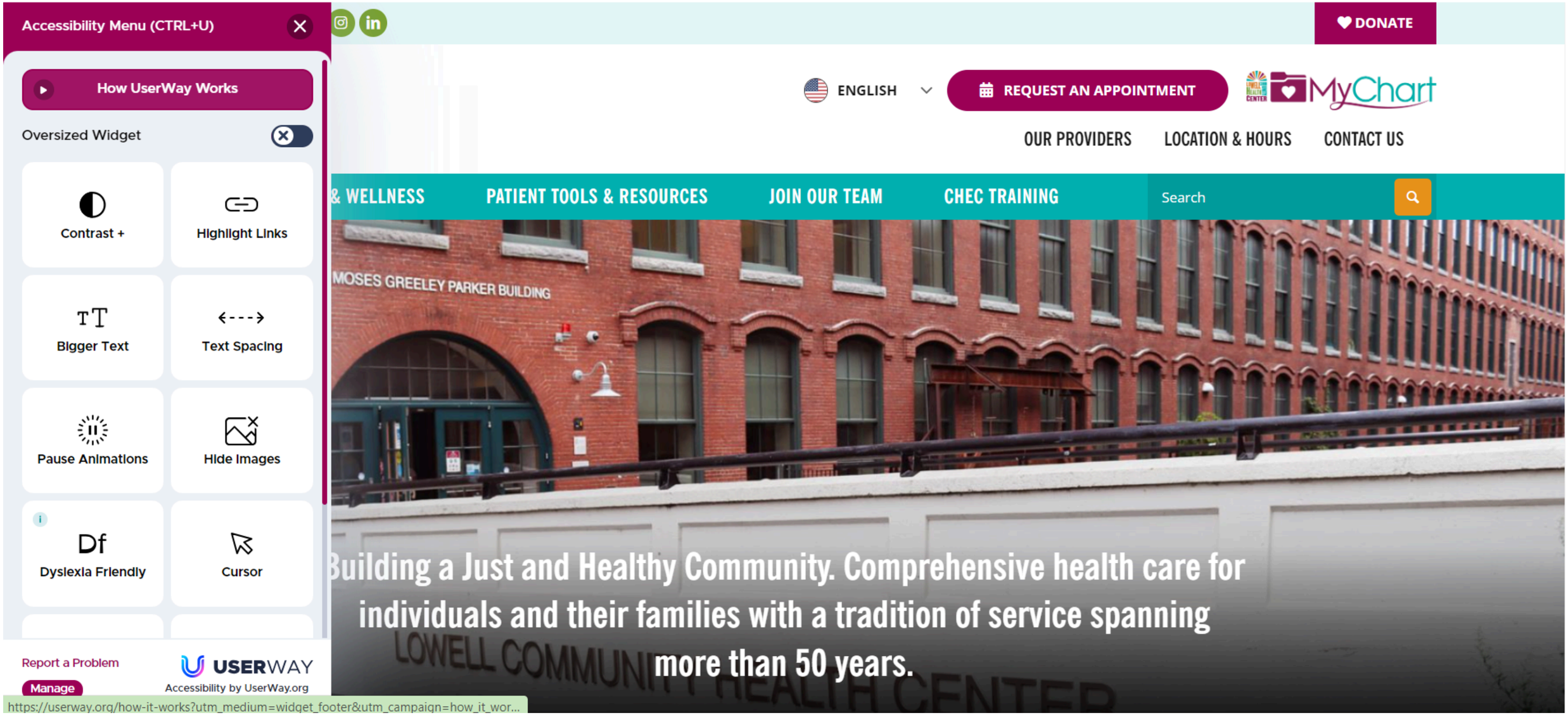


Website Accessibility & ADA Compliance

ADA Best Practices

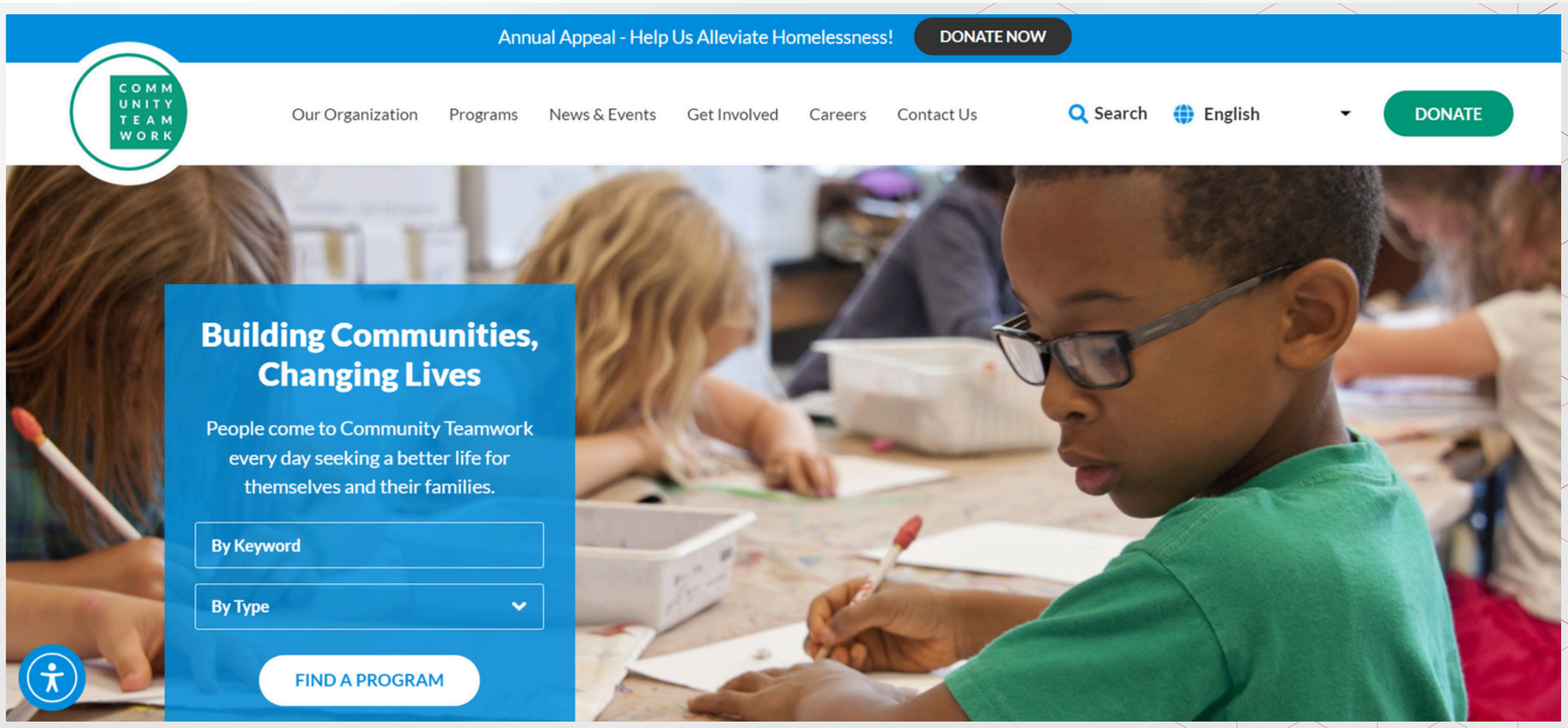
- Non-Text Content – Alternative text is provided for all images or when necessary to ensure visitors can use assistive technology to browse the website.
- Adaptable – The website is built with proper HTML markup allowing assistive technologies to easy identify elements on the website.
- Distinguishable – All colors used on the website meet the minimum contrast requirements, text is properly spaced and can be resized up to 200% while maintaining full functionality, and no images of text are used.
- Keyboard Accessible – All content can be navigated through a keyboard and no content requires using pointing-device-specific events for functions.
- Navigable – Bypass blocks, focus order, focus visible, headings, and multiple ways are accounted for when building the website.
- Input Assistance – All forms are built for accessibility and have clear indicators and error messaging.
- OPTIONAL: We recommend https://userway.org/ as a solution to be added for additional ADA tools to be added to the website in addition to the work listed above.

Accessibility Tools



“Very easy to navigate, I am a quadriplegic and I use voice activation software and it worked just fine. Also phone service was great.”

- Feedback from user poll on the Community Teamwork Initiative website



Thank you!

Donato Dandreo
President
Compete Now

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North Andover, MA
01845

P (617) 539-6528
E ddandreo@startcompeting.com
W startcompeting.com

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