

Getting started with your new website

What you need to do to get your new website live

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About this resource

If you're taking up the new Healthwatch website, take a look at our checklist for what you need to do to get your site live. For information and advice on how to do this, take a look at our [full Website guidance](#).

What support will you get from Healthwatch England

Through a series of training materials, 121 sessions and regular catch ups, we will work with you to ensure that you have done everything you need to do, and that your site is of a high quality before it goes live.

If you have any questions, please get in touch with digital@healthwatch.co.uk

Checklist

Your homepage

Your homepage is one of the key areas to showcase your work and grab people's attention. To personalise your homepage, you will need to:

1. **Update your homepage carousel slides:** Change the photos and add or edit any of the slides to showcase your current and important pieces of work.
2. **Update the testimonials:** Change the three dummy testimonials with one for your local Healthwatch. You can also add more than three if you want to.

Top tip: make sure you're using images that work well in landscape and that you can still see when the left-hand side is covered by the text.

Check content is pulling through to your homepage

You will need to:

1. **News and views:** When you publish an article that is either news, response of a blog, it will automatically pull through to the 'News and Views' section of your homepage. Add a feature article by selecting the option 'promote to homepage' in the edit mode.

Top tip: only one item can be promoted at a time. If your article isn't pulling through correctly, check that you have got the option 'promote to homepage' selected. Any

previous articles with this option selected will no longer display on the homepage. To make an article move to one of the smaller two slots (automatically populated by date order) you need to uncheck this option in edit mode on the article.

2. **Latest reposts and publications:** When an article that is a report, it will automatically pull through to the 'Latest reports and publications' section of your homepage.
3. **Advice and information:** When you publish an article that is advice and information, it will automatically pull through to the 'Advice and information' section of your homepage.

Set up your news alerts

At the bottom of the homepage, we have embedded a webform so that people can quickly and easily sign-up to receive news from you. You will need to:

1. Think about how you currently send out marketing emails and what information you need to collect in addition to their email address.
2. We will go through this with you in our first check-in call. If you use Mailchimp we can update this to go directly to your Mailchimp sign-up page.

Articles

The bulk of the content you will need to add to your site will be covered by the 'Article' content type. By getting to grips with this content type you'll have a great understanding of how the website works.

'Articles' include:

- News items
- Blogs
- Response
- Reports (all documents and publications should be uploaded as 'Reports')
- Advice and information

News and reports

Upload your news and reports

You will need to:

1. Add your news stories by copy and pasting them as articles
2. Add all your reports as downloads to a report page and write a short article about the key findings and recommendations.

3. Add key policies, such as your Conflicts of Interest Policy, Complaints Process, Enter and View Policy, Governance and Decision-Making Policy.
4. Add Board meeting minutes.
5. Add your Annual Reports.

Top tip: Look at the examples that are given in the website template for style and consistency. Have a go at a few articles and then get in touch if you would like any feedback.

Update your news and reports carousel

On the news and reports landing page, you will see a carousel. These are articles and reports that you have selected to appear here to promote. To do this, enter edit mode and select the option near the bottom that says, 'promote to carousel'.

Please note, this is different to the home-page carousel. Home-page carousels are a content type. We recommend having three items promoted to the news and reports carousel.

Advice and information

The Advice and Information webpage automatically pulls through any Articles that have been tagged as 'advice and information'.

We have pre-populated some advice and information that you can keep on your site. Use these to see how they are formatted and apply these to the content that you are moving over.

1. Move across additional advice pieces you have on your existing website.
2. Localise the impact statistic if you want to.
3. Take a look at Healthwatch England's advice and information articles to see if there are any you want to copy onto your site for recent content.
4. Update the hero banner to signpost to relevant piece of content.
5. Update the 'Find services page' if you have a local services directory.
6. Update the 'Help making a complaint page' if you have the complaints advocacy contract or want to add local content about complaints.
7. Add any local content you have to the Coronavirus page by adding new blocks.

Have your say

The Have you say menu item leads to two pages you will need to update.

Update the share your views page

We have developed a webform for people to easily share their feedback with you via the website. You are free to edit this website or keep it as it is. You will need to:

1. Update the images on this page.
2. Configure the webform so that it is set up to send completed forms to your generic email address (normally info@).
3. Set up a confirmation/thank you page or message.

Update your key projects page

This page is where you can showcase the key things that you're working on and want people to share their views on. If you do not have any content for this page, let us know and we can unpublish it for you. You will need to:

1. Update the images on this page.
2. Update the text and information about your top projects for this coming year. You can add links to other areas of your site for more detail, so make sure the text in these blocks are a brief explanation of the project.

Get involved

On this page you can highlight stories of people that have already made a difference as well as opportunities to join your team or come along to one of your events.

Update the 'get involved' landing page

We have created a structure for this page that links to other areas of your site. Depending on how your Healthwatch is set up, you might want to restructure this page. If so, let us know and we can work with you to do this. You will need to:

1. Update the images in the hero banner.
2. Update the impact stat with a local one if you want to.
3. Update the twin columns blocks content, images and links to further information.
4. Update the quote to one from one of your own staff or volunteers.

Update the volunteer page

This page is dedicated to your volunteers and is a chance to show of the amazing work they do to help your community. You will need to:

1. Update the images in the hero banner and footer.
2. Update the number of volunteers to a local statistic if you want to.
3. Update the twin column block content.
4. Update the quote to one from your own volunteers.

Events

The events function allows you to highlight opportunities for people to get involved with events happening in your area. These could be:

- Local community events
- Your local engagement events
- Your board meetings
- Any other events that you may want to promote to your local community.

You will need to:

1. Add any upcoming events.
2. Add any important past events your content links to, to avoid dead links. These won't be shown unless you link to them elsewhere on your site or in a report, so you only add them where necessary.
3. Tailor any awareness days to be localised if appropriate.
4. Choose an event to promote as your lead event by clicking 'promote to banner' under the editing options.

Work with us

Here you can add any job vacancies you have available. We have pre-populated the text in a format you can use for this. You can use this space to highlight paid for positions, volunteer role or opportunities for organisations to work with you. You will need to:

1. Update the image in the hero banner.
2. Add any vacancies that you are currently recruiting for or remove the grey text box and state that there are no current vacancies.
3. Think about whether you want to display volunteering opportunities on this page.

What we do

We have pre-populated this page with content that is in our brand tone of voice to describe the work of local Healthwatch. You can edit this text and restructure the page if you wish. You will need to;

1. Update the images in the hero banner and footer.
2. Update the images in the staff and Board twin column blocks with images of your own staff and Board.

Update who delivers our service

Update the “who delivers our service” block with your organisation’s details. This should include:

1. Your Healthwatch name and the company name who delivers the service.
2. The name of the charity or community interest company and your registration status.
3. Your registered address.
4. Registered charity number if applicable and company number.
5. Registered VAT number if applicable.
6. Link the ‘Find out more’ to your host organisation website for more information if applicable.

Update our Board page

This page is for you to list your Board members and explain the role they play. We have suggested text you can use. You will need to:

1. Update the image in the hero banner.
2. Update the image in the hero footer.
3. Add your board members details.

Board papers

Further down this page you will see a link to ‘past Board papers’. It’s a requirement that you show how decisions for your local Healthwatch are made. The easiest way to do this is to upload your board meeting minutes onto your website. To do this, upload them as a report and make sure you include the word Board in each of the titles.

Once you’ve uploaded these, visit news and reports and type ‘Board’ into the search box. Select ‘report’ from ‘type’ and click apply. Copy and paste this URL and change the link on your board page. This will mean that you will have a link that will always be updated when content is added to this filter.

Update our staff page

This page is for you to list the staff who work at your local Healthwatch. This helps people direct their queries at the person they think will be most appropriate. We have suggested text you can use. You will need to:

1. Update the image in the hero banner.
2. Update the image in the hero footer.
3. Add your staff members details.

Add your volunteers

If you would like to include a list of your volunteers, you can do this here, or within the volunteer section. You must ensure that you have a list of your authorised Enter and View representatives, and your Enter and View policy, somewhere on your site.

Update the impact page

This page is optional and can be turned off before you go live if you do not wish to use it. However, it is an opportunity for you to display how your Healthwatch has made a difference to services in your local area. You will need to:

1. Update the text and image in the hero banner
2. Add two news articles to the site about changes that have resulted from your work and how this makes a difference to local people.
3. Update the twin column block text to reference your articles and update the links to go straight to your 'impact' articles.

Footer

We have set up all the key links needed in your footer menu. Some of the items will just require you to check that they are working correctly and that you're happy with the content, others will need further work. This includes:

1. **Terms and conditions:** Review the Terms and conditions text and amended as necessary.
2. **Accessibility:** Review our accessibility text and amend as necessary. You can also link to your accessibility policy if you have one.
3. **Cookies:** Review our Cookies text and amend as necessary. For example, if you are using additional cookies you will need to include it.
4. **Privacy:** Add information about your privacy statement and link to where people can find your privacy policy in full. We recommend uploading it as a report. Read more: Find out more about how to [create a privacy policy](#).
5. **Jobs:** Double-check that your jobs page is updated.

6. **Social media icons:** Check these are working and linking to the right place.

Contact us

For this page you will need to:

1. Check the map is showing the correct location. Please let us know if the map is wrong or if you would like it removed for you.
2. Configure the webform to send emails to your generic email address.
3. Update the contact details.
4. Update the images in the hero banner and footer.

Website admin

Google Analytics

You should have provided your Google Analytics tracking code as part of your website set-up form. This will have been put into the backend of your site when it was set up. It will not start tracking information from your new site until it is live.

Search terms

You will need to set up 'Site search' in Google Analytics so you can see what content people have been looking at.

1. Login to your Google Analytics account.
2. Click the Admin wheel on the bottom left hand side and then click Filters → New filter
3. Put the filter name as Internal search terms and select 'Custom' and 'Advanced' in the filter's settings.
4. Next, choose 'Request URI' for Field A since we are getting the information from the URI, or page path. Your site's page path goes in the text box, so for this example, it would look like below: Put in `/search/site/(.*)`
5. Field B will be blank
6. 'Output To' - select 'Search Term' from the dropdown and type '\$A1' into the box.
7. For the checkbox options below, only 'Field A Required' and 'Override Output Field' need to be selected.
8. Once you are done, the settings should look like the following:
9. After you save the filter, your site search should be ready to start tracking.

Granting Healthwatch England access

You need to grant Healthwatch England access to your analytics before the site goes live. This is so that we are able to view and understand more about how people are accessing Healthwatch sites and what they're doing when they're there.

1. When you're logged in to Google Analytics, go to 'Admin' and then go to 'User management' underneath 'Account'.
2. Click the blue plus in the right-hand corner and go to 'add new user'
3. Enter healthwatchengland@gmail.com and tick the box that says 'Edit'
4. Click 'Add' in the blue box on the top right-hand column.

Redirects

When we make your website live, people will no longer be able to access links that point to your old website, unless we add specific redirects.

We recommend that you provide redirect links for everything that's in your current and future menu on the websites.

You may also want to consider adding a redirect for any links that are included in things like posters that have been printed and are out in your community, or recent publications that you have been sharing externally. By providing redirects you are ensuring that people will still be able to access this content once the new site is live.

Please include everything after www.healthwatchname.co.uk/ for example: [/news](#)

	OLD SITE	NEW SITE
Example	/news	/news-and-reports
Homepage		
News and reports		
Get involved		
What we do		
Jobs		
Contact us		
Privacy		
Accessibility		



healthwatch

Healthwatch England
National Customer Service Centre
Citygate
Gallowgate
Newcastle upon Tyne
NE1 4PA

www.healthwatch.co.uk

t: 03000 683 000

e: enquiries@healthwatch.co.uk

 [@HealthwatchE](https://twitter.com/HealthwatchE)

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