healthwatch

Getting started with your new website

What you need to do to get your new website ready to go live

About this resource

This resource outlines the steps that a local Healthwatch who is taking up the new Healthwatch website needs to go through to migrate your content across and prepare your site to go live.

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

Contents

1.Adding your News and Reports

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

This includes:

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

When you add any of these content types, it automatically populates in the relevant section (News and Reports or Advice and Information).

1.1 Upload all your news and reports

Once you've added all your Article content types this will pre-populate the News and Reports section of your website.

If you're unsure what you need to move across, and how to style it, look at the guidance and speak to one of us.

What you need to do:

- Add your news stories as Article → News
- Add your reports as Article → Reports

All documents and publications should be uploaded as reports, including:

  o your board minute meetings

  o your Enter and View policy

  o your privacy policy

Top tip – Please 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, we're more than happy to provide feedback before you go ahead with more.

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 their view. To do this, enter edit mode and select the option near the bottom that says, 'promote to carousel'.

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

2.Updating your homepage

2.1 Update the homepage carousel slides

Your homepage is one of your key areas of real estate for you to showcase your work and grab people's attention. We have made your homepage very easy to use as most of the content is pulled through automatically.

To get you started, we have set up some homepage carousel slides for you.

What you need to do:

- Change the pictures

- Add or edit any slides to help showcase your most current and important work, such as your annual report or a key event.

How to do it:

- To add a new homepage carousel slide, go to Content→ Add content → Homepage carousel slide.

- To edit an existing homepage carousel slide, go to Content and then filter content by Homepage carousel slides and then press 'Apply'. This will then show you a list of existing slides for you to edit.

- Your carousel slides show in date order. To change the order of your carousel, enter edit mode and change the date in 'authoring information'.

Top tip – make sure you're using images that work well in landscape and that you can see against the text box

2.2 Update the testimonials

Testimonials are a great way to highlight the importance of people's voices. You can use these to highlight the type of feedback that people share with you, a quote from a volunteer or a quote from a provider or your CEO. You can link to further content too, such as a report or news story.
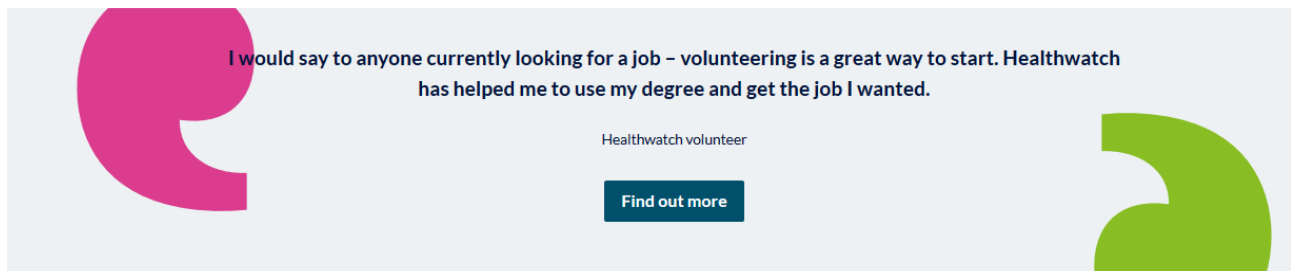
A new testimonial will show each time you load the page, so you can have as many as you would like for these.

What you need to do:

- Update the three dummy testimonials and add any additional ones if you would like to.

How to do it:

- To edit an existing testimonial, go to Content and then filter content by 'Testimonials' and press 'Apply'. This will then show you a list of testimonials for you to edit.

I would say to anyone currently looking for a job – volunteering is a great way to start. Healthwatch has helped me to use my degree and get the job I wanted.

Healthwatch volunteer

Find out more

2.3   Checking how content is pulled through to your homepage

News and views

When you publish an article that is either news, response or a blog, it will automatically pull through to go underneath the 'News and Views' section of your homepage.

To add a feature article, the larger of the three items, you need to go to the article, enter edit mode and select the option near the bottom that says, 'promote to homepage'.

You must have at least one item selected here for your content to pull through.

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

Latest reports and publications

When you publish an article that is a report, it will automatically pull through to go underneath the 'Latest reports and publications' section of your homepage.

Advice and information

When you publish an article that is advice and information, it will automatically pull through to go underneath the 'Advice and information' section of your homepage.

1.6 Configure 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.

What you need to do:

- Think about how you currently send out marketing emails and how you would like to collect people's email addresses. We will go through this with you in our first call.

Read more: For more about how to update your homepage, look at page 10 of the full website guidance.

2. Have your say

The have your say section is a great way to showcase the different topics you want people to share their views on. There are two different pages set up underneath this heading for you to update.

2.1 Update the Share your views page

We have developed a way for people to quickly and easily share their feedback with you via the website. You are free to edit this webform, or keep it as it is, depending on how you collect feedback.

What you need to do:

- Update the images on this page

- Configure the webform so that it is set to send completed forms to a specific email address

- Set up a confirmation message (use form settings)

How to do it:

For guidance on how to use webforms, please look at page 32 of the full website guidance.

2.2. 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.

What you need to do:

- Update the images on this page

- Update the text and information for each project and link to other areas of the site where necessary.

How to do it:

For guidance on how to edit blocks, please look at page 53 of the full website guidance.

3. Get Involved

This section focuses on how people can get involved with your work. Here 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.

4.1 Update the Get Involved landing page

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

> **What you need to do:**
> * Update the image in the hero banner
> * Update the impact stat with a local one if you have this information

* Update the image in the hero banner
* Update the impact stat with a local one if you have this information

We have pre-populated this page with the number of people that have had their say, based on the figures from the last financial year (2018-19). You may want to change this figure, so it reflects that of your local Healthwatch.

To do this you will need to edit the block. To access this, hover over the block and click the wheel in the top right-hand corner. Click 'configure block' to access the content.

Join the people having their say

Configure block

406,567

people shared their story of health and care with us last year. Tell us what you think.

* Update the two blocks

We have created two blocks and suggest that you use these to link through to volunteer related content. However, this is flexible so you can take people to other areas of your work instead.

You will need to update the text, imagery and link in the button associated with each block. To do this you need to click 'configure block' on each block in the top right-hand corner.

If you would like this to show one full width block instead of two columns, or you would like something else instead, just let us know and we can talk this through with you.

Volunteer with us

Volunteering with us

Find out more about how you can make a difference to local health and care services by volunteering with us.

[Find out more]

Meet our volunteers

Take a look at what you could be doing as a Healthwatch volunteer.

[Find out more]

- Update the quote

Click 'configure block' in the top right-hand corner to update the quote to something one of your volunteers has said. This could be why they decided to volunteer, what they enjoy about volunteering or how it's benefitted them.

> " When my father who had dementia died, I decided to volunteer to campaign for better dementia care. "
>
> — Deborah, Healthwatch volunteer

- Update the image in the hero banner footer

4.2 Update the volunteer page

- Update the image in the hero banner
- Update the content on this page
- Update the quote

Click 'configure block' in the top right-hand corner to update the quote to something one of your volunteers has said. This could be why they decided to volunteer, what they enjoy about volunteering or how it's benefitted them.

> " Through volunteering, I have constantly felt like I'm doing something positive, and making a difference to health and social care "

- Update the impact stat with a local one if you have this information

We have pre-populated this page with the number of people that have volunteered with Healthwatch based on the figures from the last financial year (2018-19). You may want to change this figure, so it reflects that of your local Healthwatch.

To do this you will need to edit the block. Hover over the block and click the wheel in the top right-hand corner. Click 'configure block' to access the content.

5,053

People gave up their time last year to help make a difference to local health and care services.

- Update the two blocks with the volunteer stories or different roles of your local Healthwatch

You will need to update the text, imagery and link associated with each block. Click 'configure block' on each block in the top right-hand corner.

Do you have more than two different volunteer roles that you would like to showcase? Let us know and we can change the layout of this page to something more suitable.
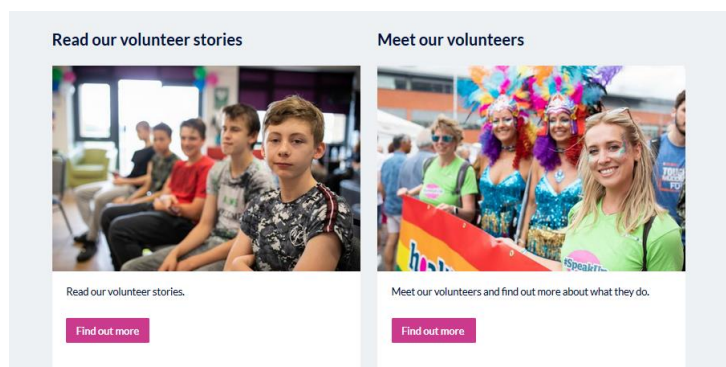
- Update the image in the hero banner footer

4.3 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.

To complete this section, you need to:

- Add upcoming events
- Add any important past events
- Tailor any awareness days to be localised if appropriate
- Choose an event to promote as your lead event by editing and clicking 'promote to banner' under options.

If you have an event that happens more than once, you can clone the event by visiting the event in question using edit mode, and select 'clone'.

You then need to make sure that you:

- Amend the title (it will now say 'clone of…')
- Change the date to the correct date
- Look at the copy to make sure that it still applies
- Publish the event

Read more: Find out more about how to add and style events by looking at page 30.

4.4 Work with us

Here you will need to populate the job vacancies that you have available. We have pre-populated the text in a format that you should use for this.

You could use this as a space to highlight paid for positions as well as volunteer roles and opportunities for organisations to work with you.

- Update the image in the hero banner
- Add any vacancies you are currently recruiting for or remove the grey text box and state that there are no current vacancies if not needed.

Example job title

Salary £XX,XXX | Location | Permanent

Deadline: Sunday 5 August 2018 at 23.45pm

A brief description of the role and an outline of the skills that you're looking for. This should then link through to a Job description or more information on how to apply.

Find out more

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6. What we do

6.1 About us

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

- Update the hero banner in the top block
- Update the hero banner in the footer.
- Update the imagery on the staff and board blocks

We have set up two image blocks to signpost people to your board and staff team. Where possible, try to use real images of your board and staff to help show the public the faces behind the organisation. To do this you need to click 'configure block' on each block in the top right-hand corner.

Our Board

Our staff

Find out more about our Board.

Meet our Board

Meet our staff and volunteers.

Meet the team

- Update the copy on this page if necessary. There is a video at the bottom that you might wish to keep or change.

Need photos? Head over to our <u>Flickr library</u> if you are in need of images for your site.

6.2 Our Board

This page is for you to list your board members and explain the role they play.

- Update the hero banner in the header
- Update the hero banner in the footer.
- Add your board members

We have given a suggested styling for you - Name | Role | Bio.

To edit, click 'edit page' and then update the text box and grey text box to add your content.

Our Chair, X X

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Include a short bio here. If you would like to include contact details for the chair you can add this here too.

Our Board

Firstname lastname

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.

Firstname lastname

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.

Firstname lastname

Further down this page you will see a link to 'past board papers'. It's a requirement that you showcase how decisions for your local Healthwatch are made about your priorities and work plan. 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 that you include the word 'Board' in each of the titles, which will make it easier to search for these documents.

Once you've uploaded these, visit news and reports → type 'Board' into the search box → Select 'report' from 'type' → click apply. Copy and past 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.

Past Board papers

We make the papers for our public Board meetings available online. We also publish a summary of what was discussed. Check out our past meetings to read more.

Find out more

6.3 Our Staff

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 might be the most appropriate.

- Update the hero banner in the header
- Update the hero banner in the footer.
- Add your staff members

We have given a suggested styling for you ready to edit suggested format.

To edit this information, click 'edit page' and then edit the text box and grey text box to add your content.

Chief Executive – Name of person

Short bio on who they are, their experience and why they're working for Healthwatch. This should be a short and only a few sentences long.

📞 00000000000

✉ email@email.co.uk

Our staff

Name of person – Role

📞 000 00 000000

✉ email@email.co.uk

Name of person – Role

📞 000 00 000000

✉ email@email.co.uk

- 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.

7. 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.

- Move across additional advice and information pieces from the Healthwatch England website to make the content look more up-to-date
- Localise the impact stat if you can

We have pre-populated this page with the number of people that have accessed advice and information online or who have contacted Healthwatch with questions about local support from the last financial year (2018-19). You can change this figure to reflect your local Healthwatch work.

To do this you will need to edit the block. Hover over the block and click the wheel in the top right-hand corner. Click 'configure block' to access the content.

707,816

people accessed Healthwatch advice and information online or contacted us with questions about local support.

- Update the hero banner to signpost to a bit of content you think is most relevant to your community
- If you have a local services directory, you can add to or amend the 'Find services' page.

To edit the page, simply click 'Edit page'. If there are additional blocks that you would like to add, and you're not sure how to do it, please get in touch.

- If you hold the complaints advocacy contract for your Healthwatch you may want to amend or add additional content to the Help making a complaint page. We can remove this page if you would prefer.

8. 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.

8.1 Terms and conditions

We have drafted text here which should be fine for you to use as long as you have checked it and you're happy with it.

- Review the content and amend as necessary.

8.2 Accessibility

We have drafted text here which should be fine for you to use.

- Review the content and amend as necessary.
- Provide a link to your accessibility policy if you have one

8.3 Cookies

We have drafted text here which should be fine for you to use as long as you're not using any additional cookies.

- Review the content and amend as necessary.

8.4 Privacy

This page should include information relating to your privacy statement and also link through to where people can find your privacy statement in full. We recommend that this is uploaded as a report.

- Content added
- Link provided to Privacy Policy

Read more: Find out more about how to create a privacy policy.

8.5 Jobs

This should have already been covered under the 'Get Involved' section. Worth double checking and ensuring that everything has been done.

8.6 Contact us

- Check that the map is showing your correct location

The map should have automatically been updated for you as part of the original setup. However, if you have recently moved, or the address hasn't been updated, please let us know which address we should be using, and we can make sure the map is updated for you.

If you would like the map to be removed, please just let us know and we can do this for you.

Visiting us

Care Quality Commission (CQC)
151 Buckingham Palace Road
London
SW1W 9SZ
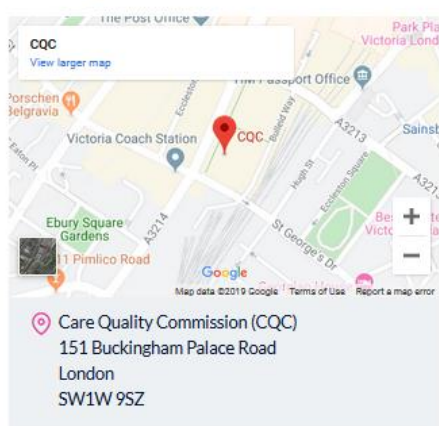
- Configure the webform so it is set to send emails
- Update the contact details listed on the page and link to your complaints policy on your website (should be uploaded as a report)

To do this, edit the blocks of content by clicking the settings wheel and 'configure block' on the top right-hand side of each block. Here you can edit the text.

Media enquiries

If you have a media enquiry please contact X on 000 0000 0000 email email@email.co.uk

For out of hours media enquiries please call 000 0000 0000.

Other ways to contact us

Call: 00000 000 000 between the hours of 09:00 – 17:00 Monday to Friday.

Post: Name, Address 1, Address 2, Town, Postcode

Email: email@email.com

Making a complaint: Find out about our complaints process

(Calls cost no more than a national rate call and apply to any type of line including mobile, BT, other fixed line or payphone. Please note that calls are recorded and stored for training and monitoring purposes.)

- Update the hero banner on the header and the footer

> **Read more:** Find out more about how to configure webforms on page 34 of the full website guidance.

8.7 Social media icons

You do not have the permissions to add the links to your social media profiles. You should have provided the links to your platforms during the initial setup, so these should already be working for you.

- Check your social media icons are linking to the correct place

9 Admin

9.1 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.

You can find out what people have been looking up using the search box on your website once you've set up the 'Site search' in Google Analytics.

This is useful because you might find that a lot of people are searching for a specific topic, which then might make you move this item to a more prominent place on your website.

- Login to your Google Analytics account.
- Click the Admin wheel on the bottom left hand side and then click Filters → New filter
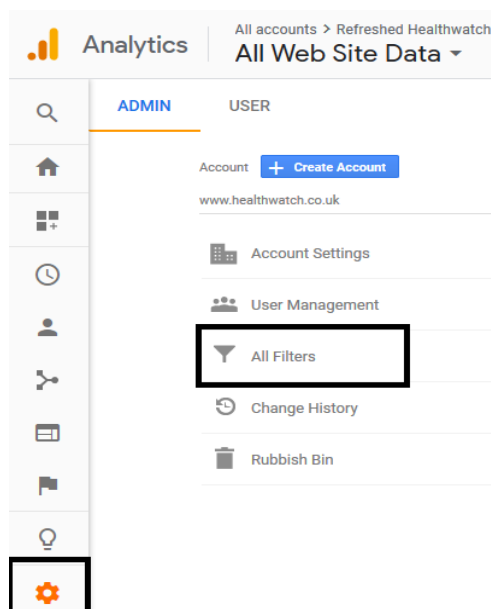

- Put the filter name as Internal search terms and select 'Custom' and 'Advanced' in the filter's settings.
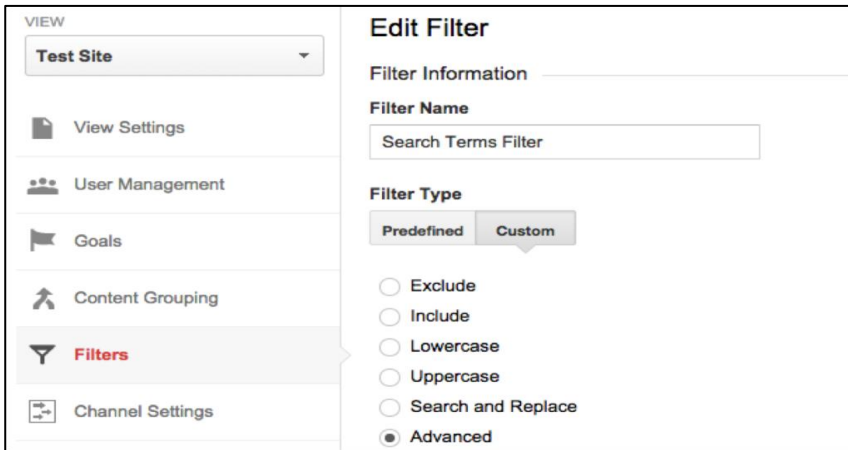
- Next, choose 'Request URI' for Field A since we are getting the information from the URI, or page path. Your site's page path goes in the text box, so for this example, it would look like below: Put in /search/site/(.*)

Top tip: It is quite literally **/search/site/(.*).** Don't substitute 'site' with your local Healthwatch.
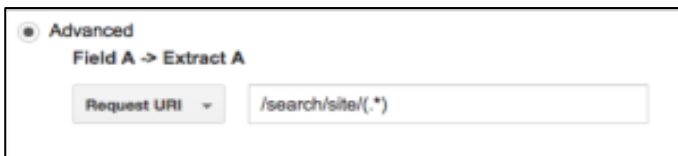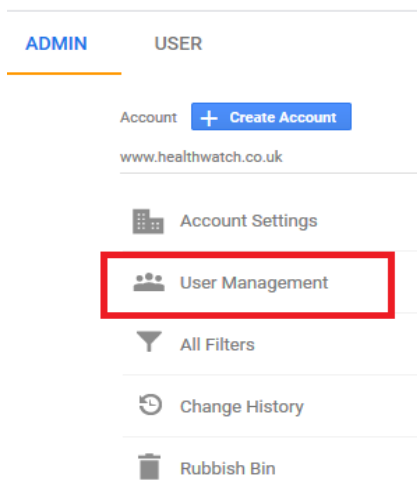

- Field B will be blank
- 'Output To' - select 'Search Term' from the dropdown and type '$A1' into the box.
- For the checkbox options below, only 'Field A Required' and 'Override Output Field' need to be selected.
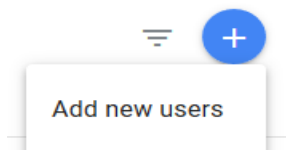- Once you are done, the settings should look like the following:
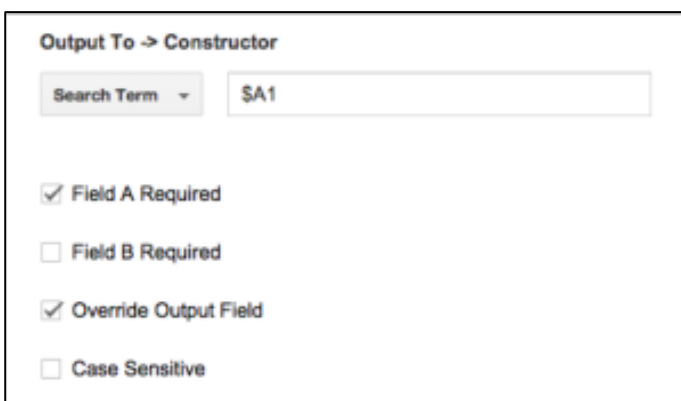
- After you save the filter, your site search should be ready to start tracking.
- To view the internal search terms, go back to

| Search Term ?	Total Unique Searches ? ↓	Results Page Views/Search ?
	291 % of Total: 100.00% (291)	**1.32** Avg for View: 1.32 (0.00%)
1. /	8 (2.75%)	1.25
2. /annual report	4 (1.37%)	1.25
3. /conference	3 (1.03%)	1.33
4. /consumer rights	3 (1.03%)	1.00

- By providing us with access to read and analyse your website statistics, we'll be able to view and understand more about how people are accessing your site and what they're doing when they're there.
- We will not be able to make any changes to your Google Analytics account with this level of permission.
- When you're logged in to Google Analytics, go to 'Admin' and then go to 'User management' underneath 'Account'.

ADMIN   USER

Account   + Create Account

www.healthwatch.co.uk

🏢 Account Settings

👥 User Management

🔻 All Filters

🕙 Change History

🗑️ Rubbish Bin

- Click the blue plus in the right-hand corner and go to 'add new user'

Add new users

- Enter healthwatchengland@gmail.com and tick the box that says 'Read and Analyse'
- Click 'Add' in the blue box on the top right hand column.
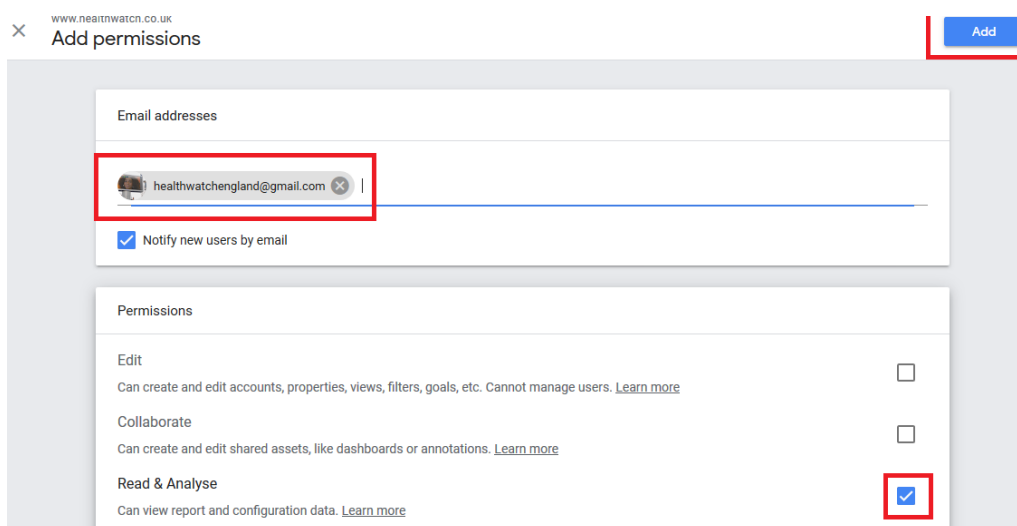
- Set up your internal search terms.
- Provide read and analyse access to Healthwatch England

9.2 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 any 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		
Our Board		
Our Staff		
Get involved		
What we do		
Jobs		
Contact us		
Terms and conditions		
Accessibility		
Cookies		
Privacy		

9.2 Checklist

To see how much progress, you have made in terms of getting your site live, we use the below checklist. We have included a copy of this, so you are able to use this to self-assess ahead of our calls with you if you would like.

Set up and functionality check	
Established who controls DNS	
Google Analytics Read and Analyse Access Given. Analytics code provided	
Google Internal Search Terms set up	
Google Maps API	
Users set up with relevant permissions	
Email address for backend of site	
Redirects spreadsheet provided	
Facebook pixel code added (if Healthwatch use Facebook advertising)	
Test content removed	
Alt tags being used	
Social media icons updated	
Security Certificate installed	
Correct logo in header and footer	
Grey logo wording removed	
All webforms configured for each Healthwatch	
Search function working	

Events filters working	
News and reports filter working	

Content check	

Homepage	

Carousel • Have new slides been added? • Has imagery been updated? • Are they showcasing annual report?	
Testimonials • Have new testimonials been added? • Have test ones been updated/removed?	
Email alert webform • How do they send emails? • How would they like this configured?	
News and publications • Is the information being pulled through? • Clear on how to promote to homepage? • Clear on how to create feature on homepage?	
Advice and information • Is the information being pulled through correctly?	

Have your say	

Share your views page • Has the webform been configured? • Has the imagery been updated?	
Key projects • Has the content been updated?	

News and reports page	

News stories • Are tags being used?	

• Are themes being used • Are images being used? • Are paragraphs being used appropriately?	
Reports • Are tags being used? • Are images being used? • Are paragraphs being used appropriately? • Is styling consistent?	
Responses/Blogs • Are tags being used? • Are themes being used? • Are images being used? • Are paragraphs being used appropriately?	
Get involved landing page	
• Has the imagery been updated? • Has the stat been localised? • Has quote been updated? • Are upcoming events being pulled through?	
Volunteer page	
Volunteer landing page • Has the imagery been updated? • Do the links work? (Has content been created below these pages) • Have the quotes been updated? • Has the stat been localised? • Are enter and view reps listed anywhere? • Have you uploaded your enter and view policy?	
Two column blocks (meet our volunteers/volunteer stories) • Check styling of pages • Has content been added? • Do links work?	
Events	
Check events styling • Has a find out more link been used?	

• Have they added their own events? • Has a feature event been picked?	

Advice and information

General information • Have they added any new content? • Have they updated the imagery? • Have they localised any of the statistics? **Help making a complaint** • Has the imagery been updated?	

What we do

About us • All links working? • Imagery updated? • Link in footer to annual report (our impact)	
Staff page • Updated staff details • Updated volunteer details	
Board page • Past board paper link working (papers uploaded?) • Updated details for board members	

Footer

Terms and conditions • Content checked and updated if necessary	
Accessibility • Content checked and updated if necessary	
Cookies • Content checked and updated if necessary	

Privacy • Privacy statement added to reports page • Updated content on page	
Jobs • Any volunteer or job roles added • Imagery updated	
Contact us • Map updated • Webform configured • Contact details updated • Complaints policy added and linked to • Footer updated?	