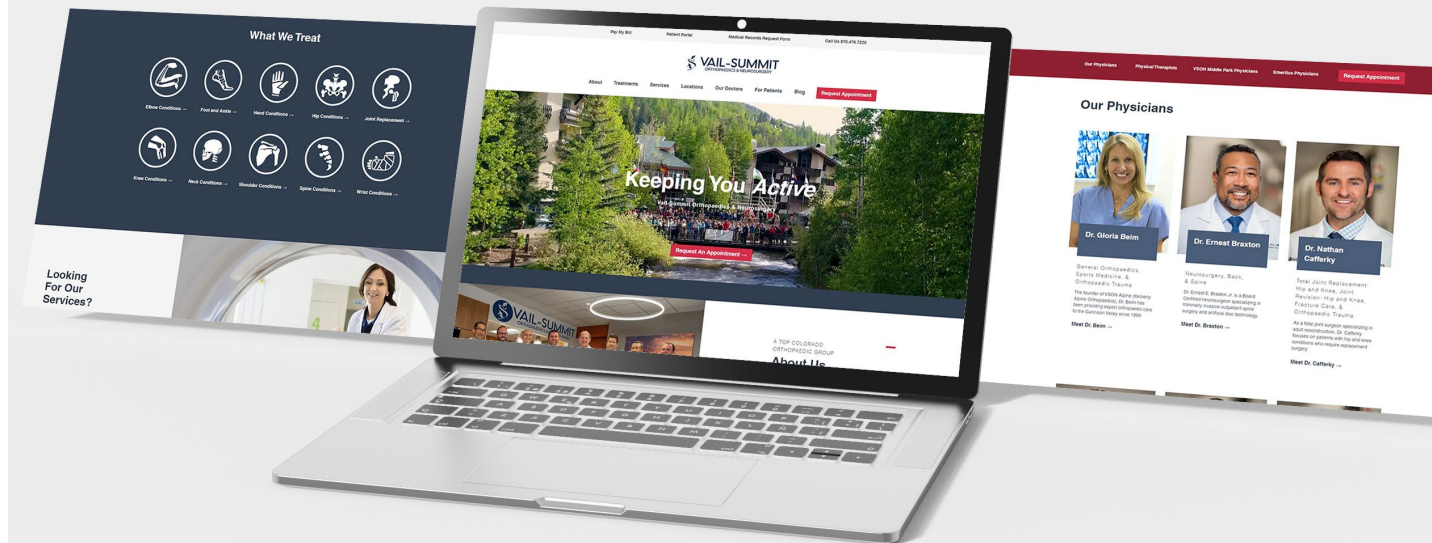
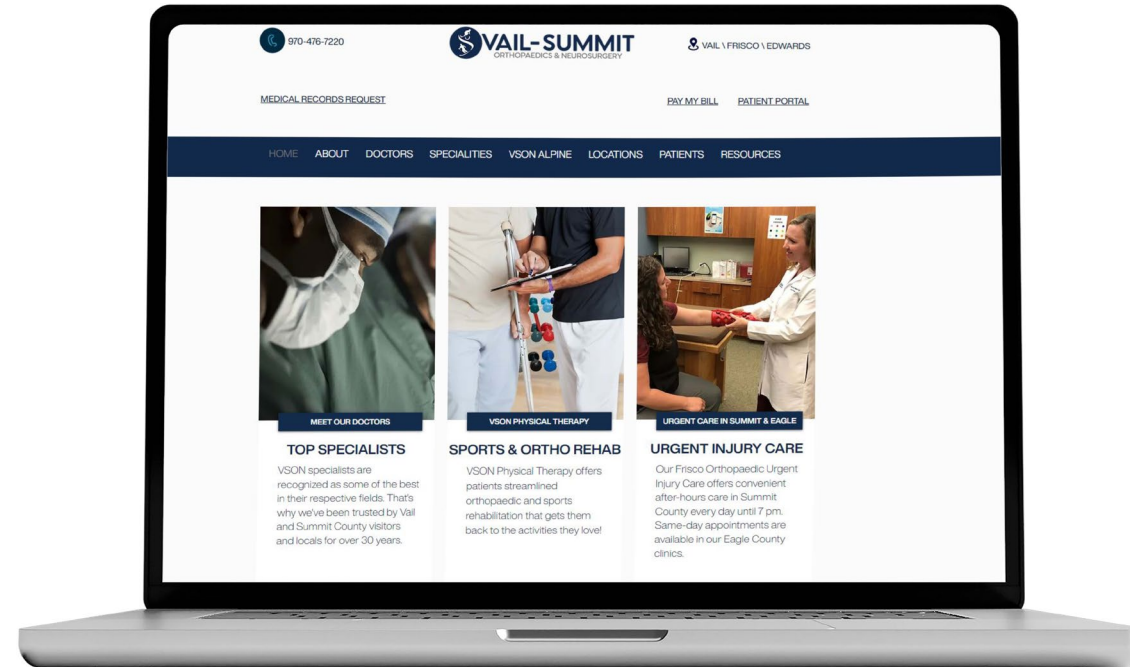


WEBSITE DEVELOPMENT AND DESIGN

- **Organization:** Vail-Summit Orthopaedics & Neurosurgery
- **Launch Date:** February 2023
- **Credits:**
 - Project Director: Rachael Protas
 - Web Designer: Holly Mandarich
 - Senior Copywriter: Rachael Protas
 - Copywriter: Jill Lau
 - Copywriter: Alisa Santiesteban



ABOUT THE PROJECT



Vail-Summit Orthopaedics & Neurosurgery's website faced several issues impacting customer acquisition and conversions. It needed a complete overhaul to better connect with consumers and funnel them through the user journey.

OPPORTUNITIES FOR IMPROVEMENT

- Several pages of copy were plagiarized, negatively affecting search engine rankings.
- Website content focused on the company's successes rather than the value we delivered to patients.
- The website was not mobile-friendly, resulting in a high bounce rate for SEM campaigns.
- The website's architecture did not consider our audience and their pain points, nor did it drive them toward the solutions VSON could provide those demographics.
- Visuals relied heavily on stock images, which did not establish market authority and consumer trust.
- Significant content gaps meant the website needed more relevant and valuable information for several audience groups.
- The graphic design of VSON's website was clunky and outdated and did not represent the VSON brand as a top orthopaedic group in the High Rockies.

PHASE ONE: BRAND EXPLORATION AND WEBSITE DISCOVERY PROCESS

The project began with a brand audit, evaluating how well the VSON brand understood the needs and motivations of our customers and incorporating that insight into our strategy.

We defined:

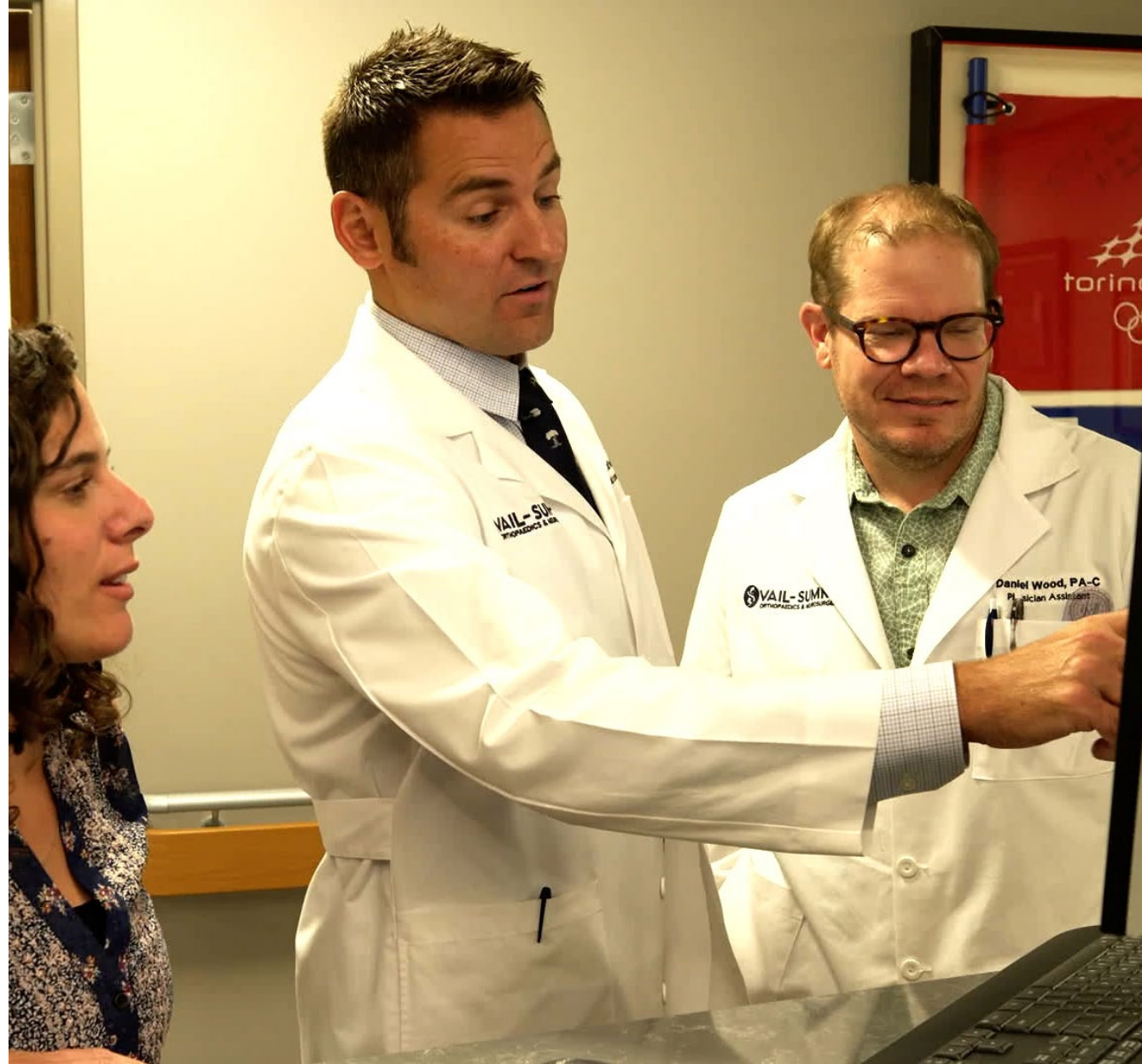
1. Primary and secondary audiences
2. What value VSON delivers to those audiences
3. How VSON's brand story should be presented to create a trustworthy and reliable personality



Once we had the VSON brand firmly rooted, we evaluated our website, considering the following:

1. What are the primary and secondary goals for our website?
2. What tasks does each user need to perform on our website?
3. What information do they need to perform said tasks?
4. How can we structure that information to help each user complete those tasks?

The next phase grew from these conversations, data gathering, goal setting, and audience insights.

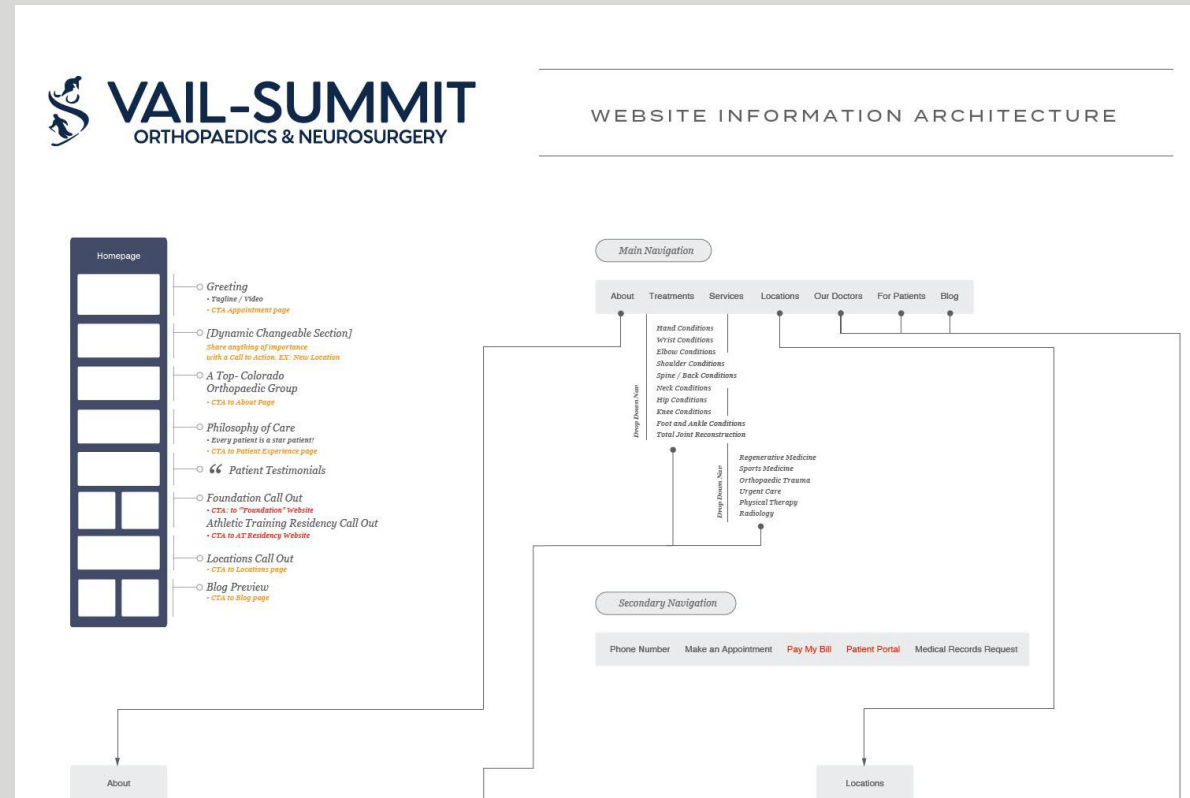


PHASE TWO: INFORMATION ARCHITECTURE DEVELOPMENT

Developing VSON's information architecture involved the following:

- Inventorying our current content
- Auditing content usefulness and content gaps
- Creating user-centered relationships between content

The result was an information architecture that divided up website content in a way that connected the users with their needs and expectations, marrying user experience with usability.

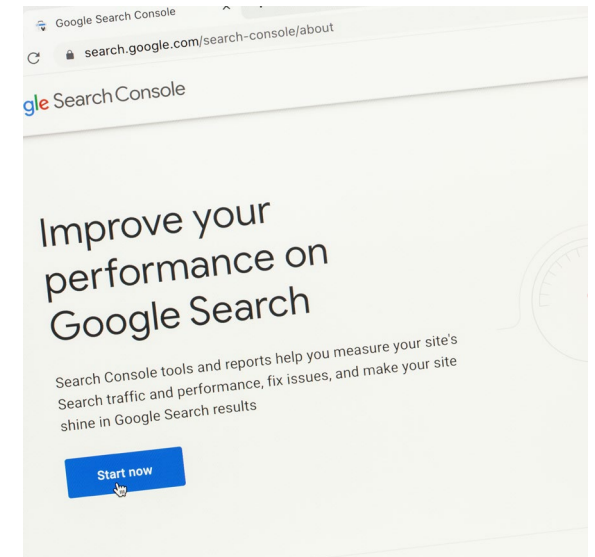
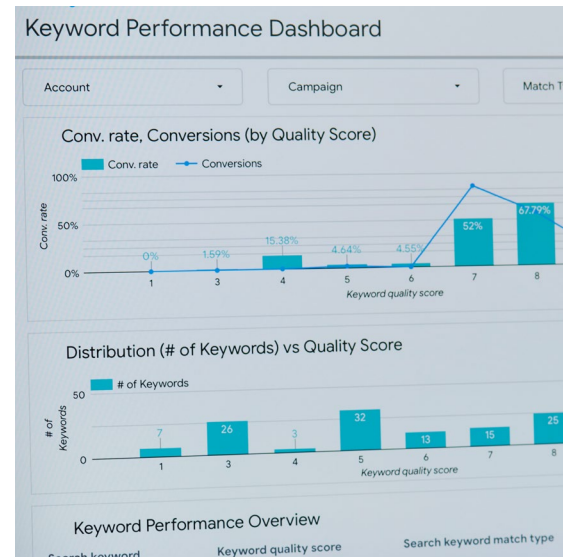
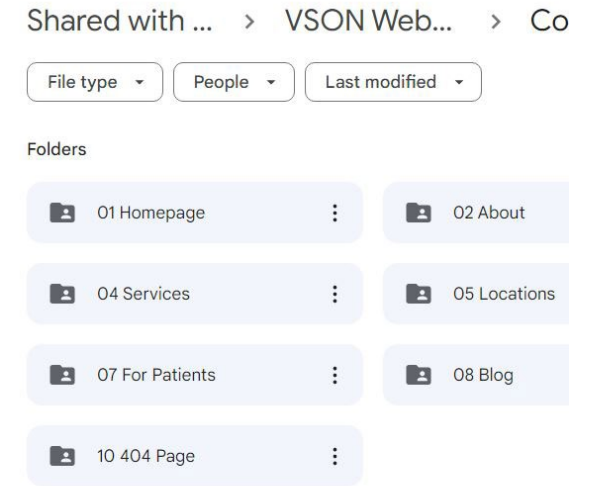
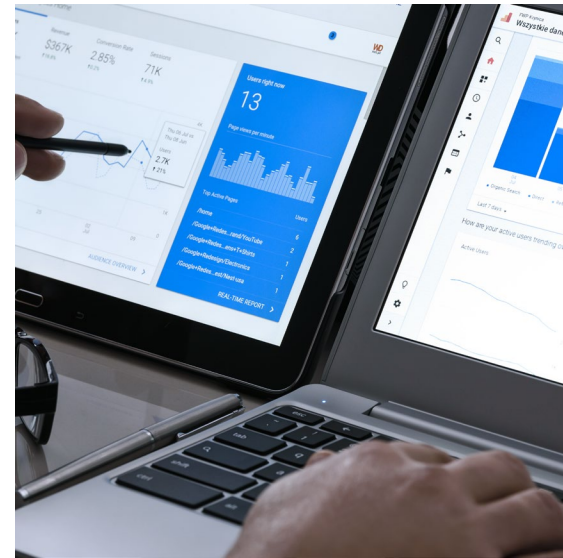


[View full website information architecture design HERE](#)

PHASE THREE: BUILDING THE CONTENT

Using SEO best practices, I led a team of copywriters, developing and populating fifty content documents.

In addition to involving VSON's search rankings, all new content was crafted with the user journey in mind with the goal of increasing conversions.

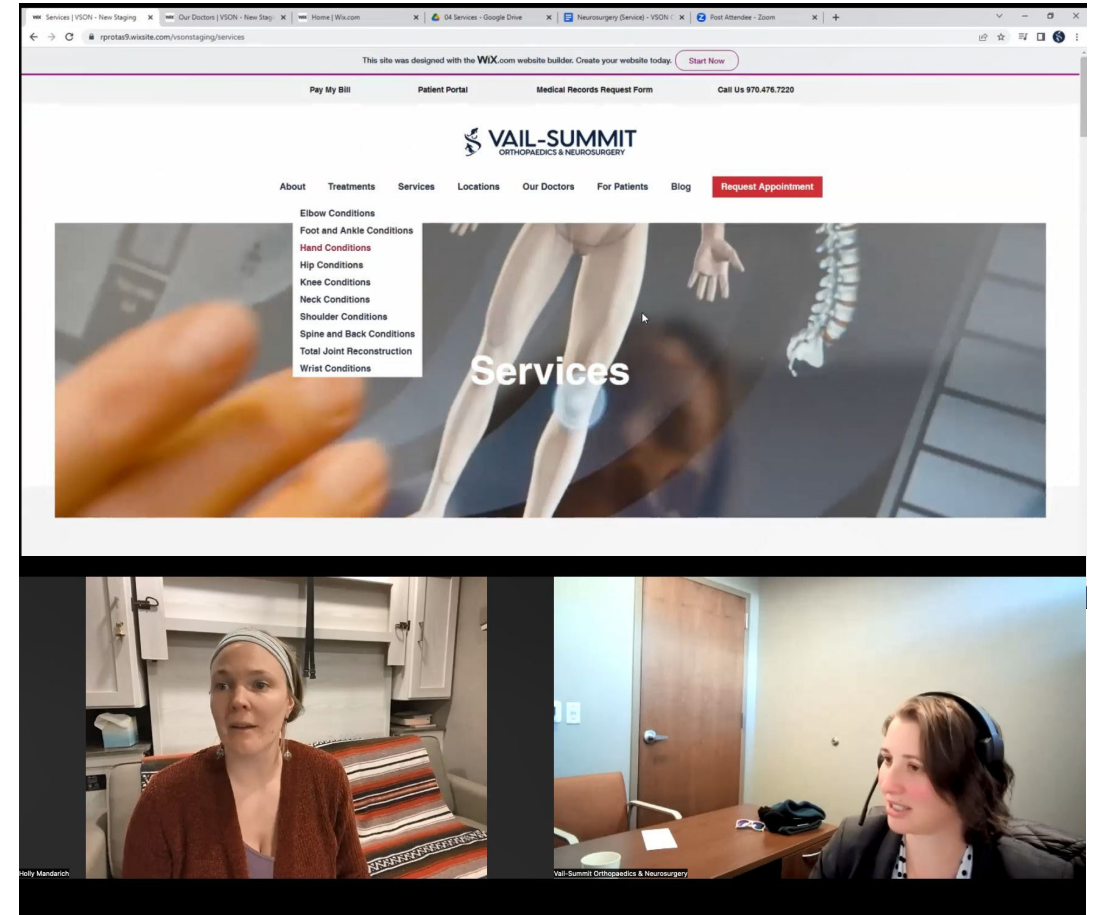


PHASE FOUR: DESIGNING THE WEBSITE

The web designer and I worked closely together throughout the design process. Our goal was twofold:

1. Create a visual that reflected VSON's brand standards
2. Draw the eye to relevant content, providing the user with a clear pathway towards achieving their goals

After about a month of user research, reviewing, and refining, the current VSON visual design was finalized. The designer and I continuously tested the platform as each page was built out, inviting key stakeholders and real users to provide input.

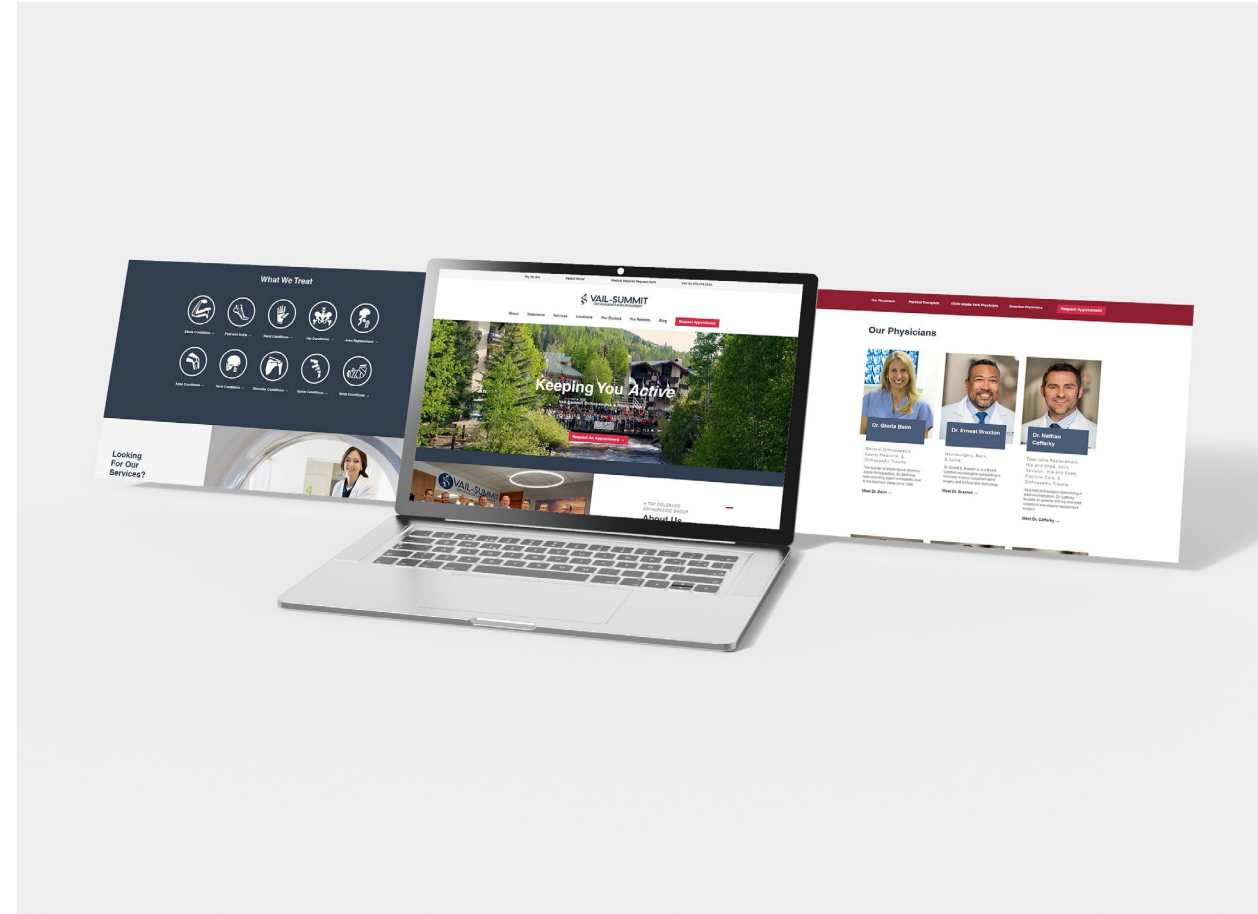


PHASE FIVE: LAUNCH

Launching the website involved:

1. Testing the site's functionality
2. Insuring Google Analytics (G4), Google Tag Manager, tracking pixels, and other custom codes were installed and firing properly
3. Examining page meta titles and descriptions
4. Standard link auditing and site crawling

After a thorough period of testing, the domain was transferred, and the new site was published.



RESULTS

After the launch, I used KPIs to measure the overall effectiveness and impact of VSON's new site. Within three months, we saw the following results:

- **A 158% increase in page views and a 94% increase in organic traffic**

- **Tracked keywords moving from page two and three to page one of search engine results**

- **A 300% increase in online appointment conversions**

- **A 4% decrease in our bounce rate**

As of May 2023, the VSON website is currently the top third referral source for patients, highlighting the importance of customer-centric content marketing.