**WEB OUTLINE** (Site Map)\_d2

Huron Regional Med. Ctr. – Women’s Wellness Center

1. **HOME** huronobgyn.com/
2. **ABOUT (what does this include?)** huronobgyn.com/about/
3. Osteopathic Care (does this belong here?) huronobgyn.com/about/osteopathic-care/
4. **DOCTORS (call it “Providers”? include staff too?)** huronobgyn.com/doctors/
5. Elyse Brock, MD huronobgyn.com/doctors/elyse-brock/
6. Sara Castellanos, DO huronobgyn.com/doctors/sara-castellanos/
7. **OBSTETRICS** huronobgyn.com/obstetrics/
8. CenteringPregnancy huronobgyn.com/obstetrics/centering-pregnancy/
9. Labor & Delivery (What to Expect) huronobgyn.com/obstetrics/labor-delivery/
10. **GYNECOLOGY** huronobgyn.com/gynecology/
11. Well Woman huronobgyn.com/gynecology/well-woman/
12. Minimally Invasive Tx huronobgyn.com/gynecology/minimally-invasive-treatments/
13. Surgery huronobgyn.com/gynecology/surgery/
14. **FERTILITY** huronobgyn.com/fertility/
15. **PATIENT INFO (call it “Patient Resources”?)** huronobgyn.com/patient-info/
16. Forms & Documents huronobgyn.com/patient-info/forms-documents/
17. Insurance huronobgyn.com/insurance/
18. FAQ huronobgyn.com/patient-info/faq/
19. Links/Resources huronobgyn.com/patient-info/links-resources/
20. **CONTACT** huronobgyn.com/contact/
21. Thank You huronobgyn.com/contact/thank-you/

Should Well Woman be pulled out and not tucked under gynecology? We saw a couple of sites that did this. Thoughts?

That is an option. However, it is probably helpful to think of “Gynecology” as a category (distinct from “Obstetrics”). Also, page 11 Well Woman is intended to be specific to preventive care. In general, the notion of women being well will be centerpiece to all three pages in this section. The primary function of 10 Gynecology will be to paint a broad case for WWC Gyn care and to get women to the sub-page they want to read.

These are other pages/info we believe are important to communicate:

* Listing of all services – similar to cheviesnewmanmd.com – A simple list of services can/will be provided as part of the Home and/or About pages. A page dedicated to all services would be overlapping/conflicting with the OB and GYN pages. With 20-page scope of work, we don’t recommend losing pages in order to accommodate this redundancy. Also, we want to be focused on “my need” rather than “your services,” so we advise separate sections on OB and GYN. In addition, the provided link reference actually has two pages to describe all services. Even on one page, the services are disparate (mixed OB and GYN). Lastly, there are 15 services subpages at ChevieSNewmanMD.com, far more than our 20-page map can accommodate.
* Office procedures listing – <https://arlingtonwomenscenter.com/office-procedures/> – We can reference on various pages which procedures are in-office. With a 20-page limit, we do not recommend a page dedicated to this topic. The provided link’s page is a pretty good example of what we would recommend against, being that it is merely a list of procedures with no intro or context and just descriptions of the procedures. However, this remains one of the pages we could add after eliminating other pages in the outline.
* News/Blog – would like to make prominent on the home page – We can add News/Blog to the outline and add a reference section to the Home page. However, what is the basis of need for featuring the blog so prominently? What is there that warrants a priority higher than marketing-based (patient-attracting) pages or content?
* Bill Pay form – With a 20-page site, we recommend the focus be on converting prospects to patients. This page is certainly an option, but would require replacing a page on our current outline.
* Billing questions contact info – This can be added to Contact and/or to FAQ
* Patient Portal – If a patient portal link exists, we could add a Nav option to that 3rd-party page. We could also add a brief intro page to our outline without requiring elimination of another page. Does such a portal system exist? If so, please provide.
* Request an appointment form – Request An Appointment will be part of every page, as it is our primary desired action for the entire site.
* Health Library link – We already are planning a Links/Resources page, to which a library link could be added. Does WWC have an online Health Library or arrangement with a third-party library? If so, please provide the link so we can add a reference to the Links page.
* Careers – This page could be added if we eliminate an existing page. However, this seems very much out of line with the goal of acquiring patients and, therefore, strikes us as a far lower priority than our existing pages.
* Testimonials – This page could be added if we eliminate an existing page. Another effective strategy is to pepper patient testimonials throughout the web pages. With our 20-page constraint, this is advised.
* Reviews – Heidi, do we have Rep Management as part of this contract? If so, we’ll HAVE to add this page. Otherwise… this is one of the many desired pages that we could add if we have room.
* Office hours/location – This information will be on the site in various places, particularly CONTACT.

After the site has been launched, are we still limited to a set number of pages or will we have the capability to add additional pages as needed? I defer to you on this one, Heidi. Obviously, the capability to add pages exists. Scope of contract, however…

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