



Life Science Marketing Group



North Carolina Biotechnology Center

January 21, 2020

12:00–12:15 Greetings & lunch

12:15–12:20 Announcements

12:20–1:00 Best Practices in Website
Development

1:00 Wrap up

The World's Leading Health Care Diagnostics Company

Find a Lab Enter ZIP Code Advanced Search

FOR PATIENTS FOR PROVIDERS

PATIENT BILL PAY TEST INFORMATION TEST RESULTS PATIENT LOGIN

Contact LabCorp

PATIENT HELP

WHY SC INCENTIVES BUILDINGS & SITES RESEARCH & DATA DOING BUSINESS HERE INDUSTRIES ABOUT CONTACT



JUST RIGHT FOR YOUR BUSINESS.

Welcome to a place where opportunity isn't just about an industry or even a category, it's about an attitude and a way of life.

We have created an environment that's just right. Where people can build a good life while building products and services, and businesses small and large can prosper.

See how South Carolina is just right for you

INDUSTRY

COMPANY SIZE

COMPANY LOCATION

Advanced Manufacturing Advanced Materials Aerospace Ag/Business Automotive Distribution & Logistics Life Sciences Office/Shared Services



1 intra-articular injection delivers up to 1 full year of romps and runs



NEW Synovet OA™ breaks the cycle of inflammation and pain, clinically improving mobility and providing long-lasting relief.

North Carolina Biotechnology Center

Funding Talent & Careers



Transform your

TBE



Going from Good to Great

Best Practices in Website Creation

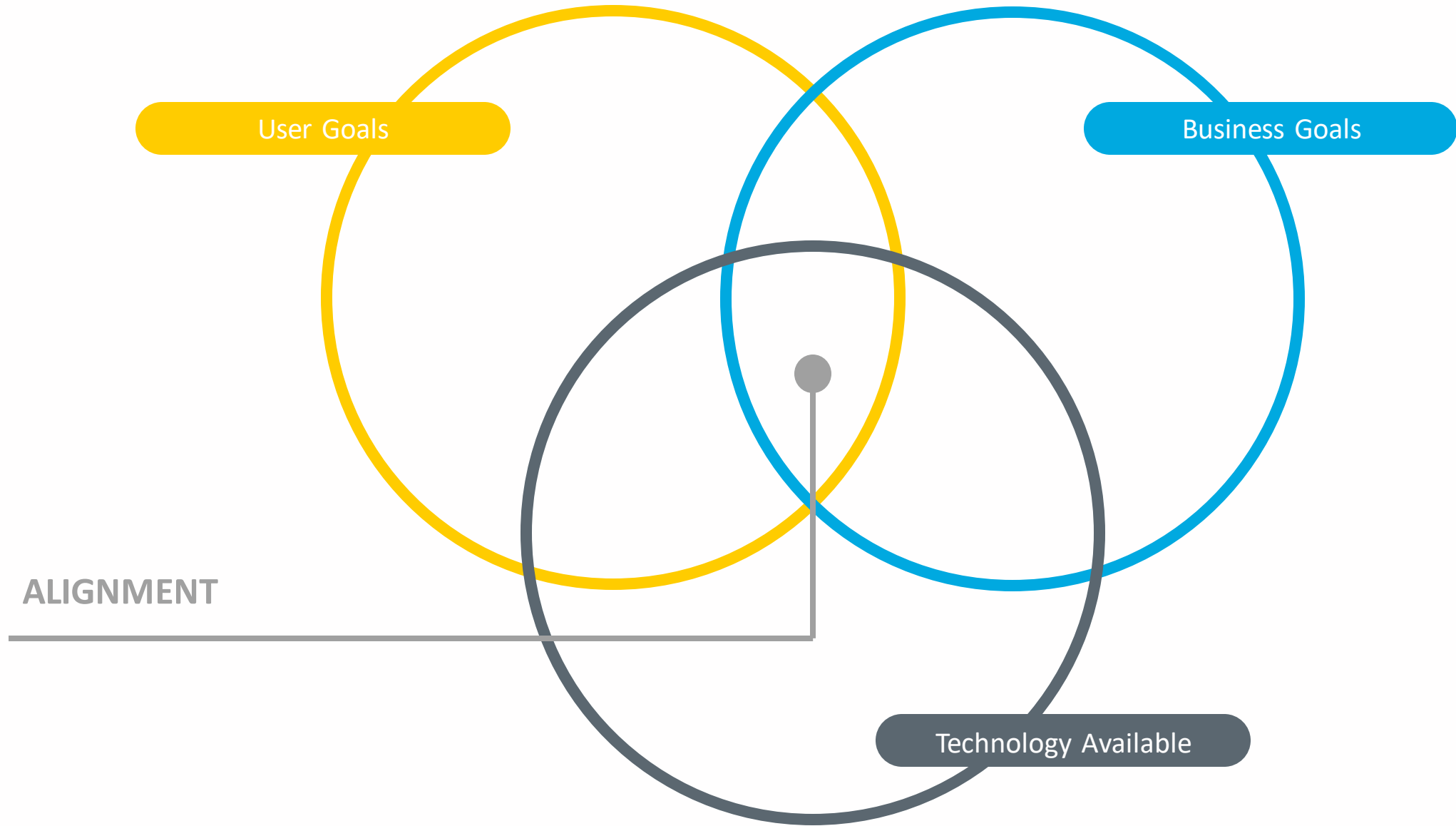
Who is working on their site now?





Discover





An aerial, high-angle photograph of a busy pedestrian crossing. Numerous people of various ages and ethnicities are walking across the street, which is marked with white zebra stripes. Long shadows are cast across the pavement, indicating it is either early morning or late afternoon. The scene is crowded and dynamic, representing a large, diverse group of users.

Who are your users?

And what do they need?

User Research

- One-on-one interviews
- Survey site visitors or email list
- Contextual inquiry



A photograph of two women sitting in modern, teal-colored armchairs in a bright, modern office space. They are positioned in front of a large floor-to-ceiling window that offers a view of a dense urban skyline with various skyscrapers. The woman on the left has long, curly hair and is wearing a dark top and jeans. The woman on the right has curly hair and is wearing a purple long-sleeved shirt, dark pants, and black boots. They appear to be in a meeting or collaborative work session. The text is overlaid on the image in white, bold, sans-serif font, with the first two lines in a dark grey rectangular box.

**What goals is the business
working toward?**

How can the site help accomplish them?

Stakeholder input and alignment

- Interviews
- Surveys
- Workshops



You can't improve what

you don't measure



Measurement plans

- **Goals**
What result are we trying to achieve
- **Signals**
What user behaviors signal that a goal is or is not being achieved
- **Metrics**
What do we need to track



Create



An open wooden desk drawer is shown, filled with various writing instruments. On the left side of the drawer, there are several pencils and pens, some with labels like "PALADINO" and "NATURAL MATHEMATICS". On the right side, there are more pencils, some with labels like "JUMBO COLORED PENCILS". The drawer is set into a white desk. On top of the desk, there is a corkboard with a grey textured surface. A yellow chair is partially visible in the foreground.

**Great content is the best
sales tool in the world.**

Marcus Sheridan

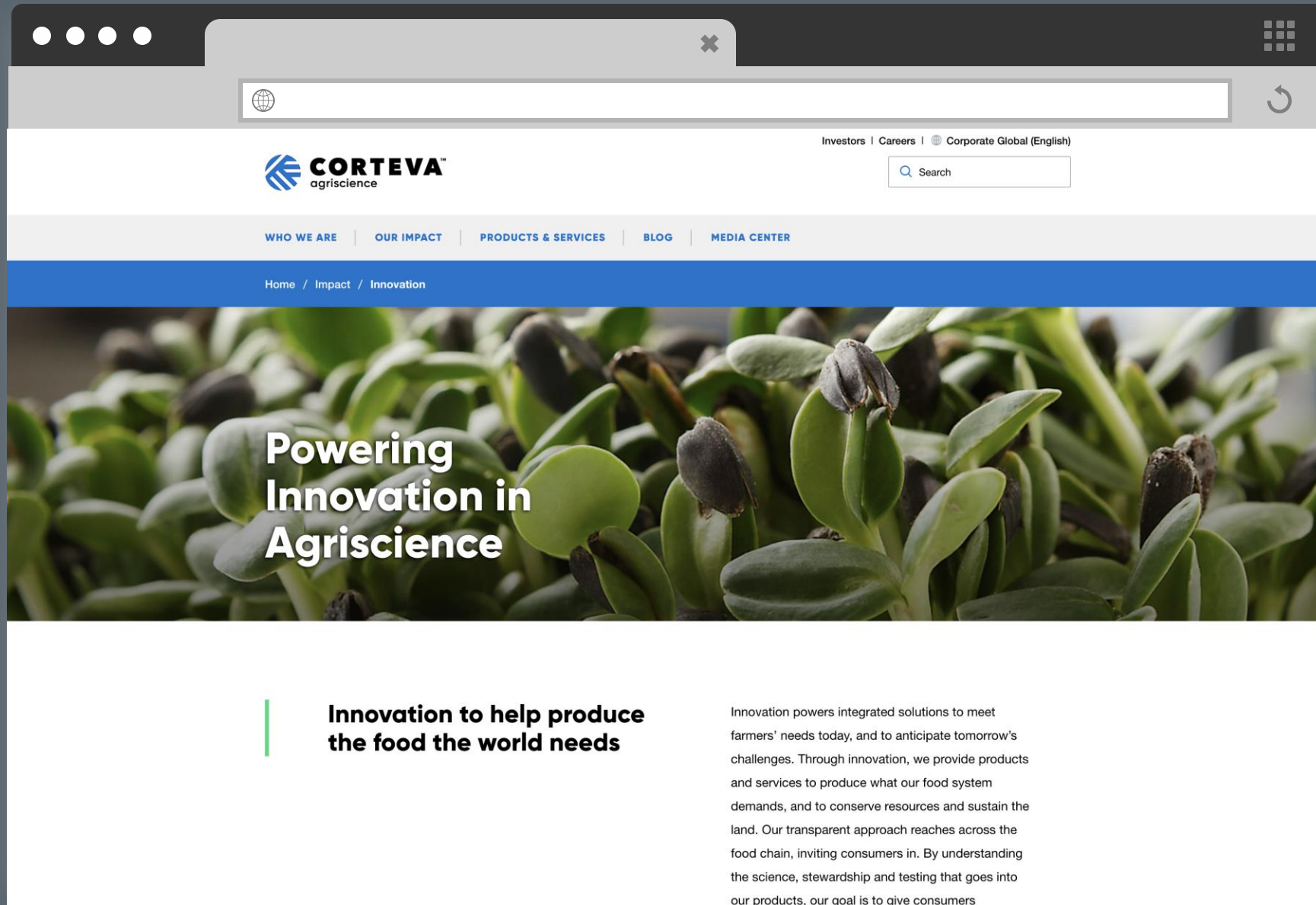
Content

What does my audience want to know?

- Search trends
- Analytics

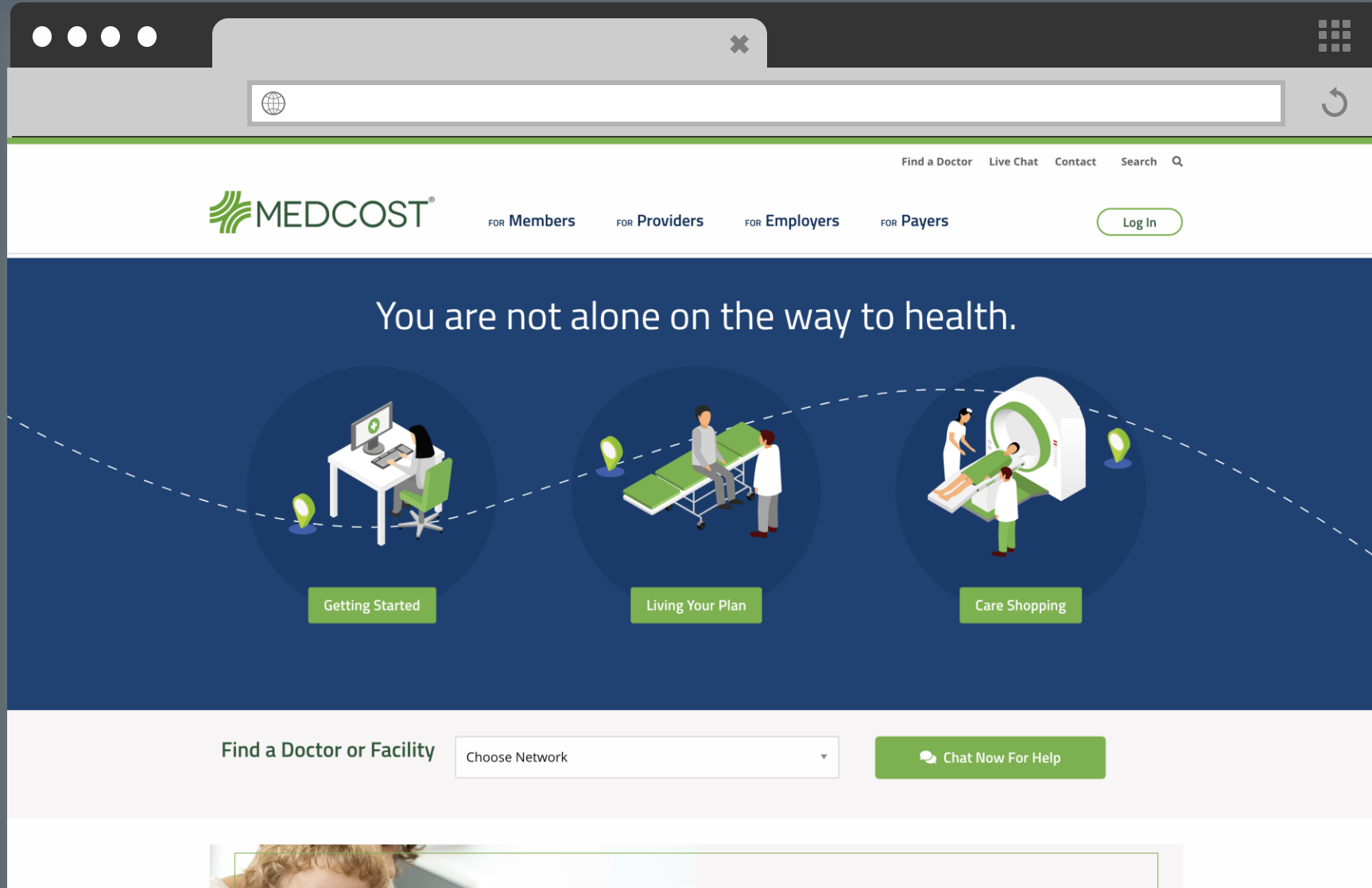
Does this align with the business goals?



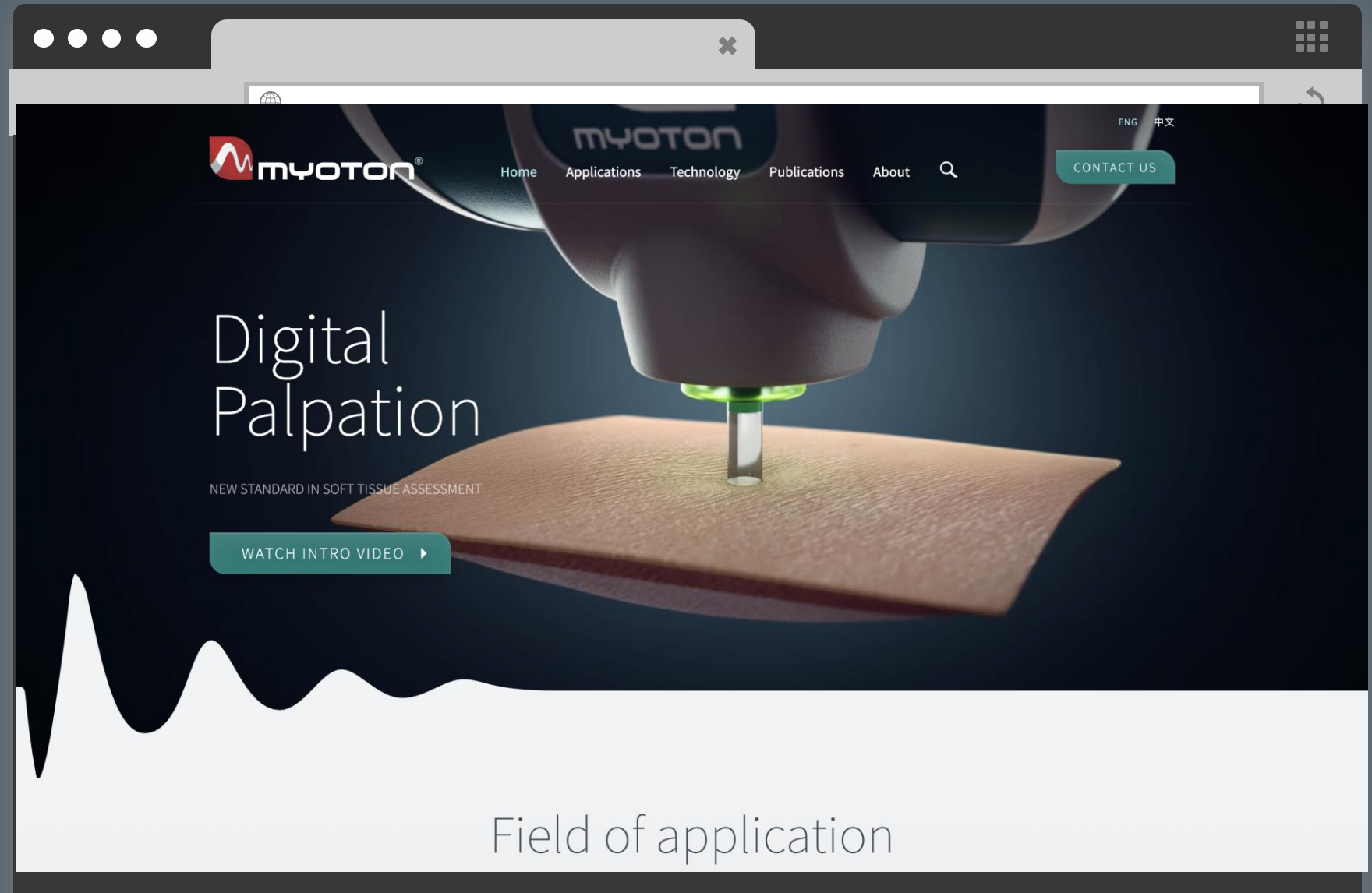


Findable &
Easy to
Consume

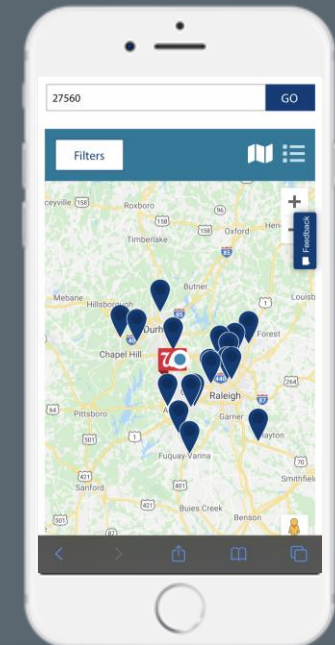
Enjoyable and Relatable



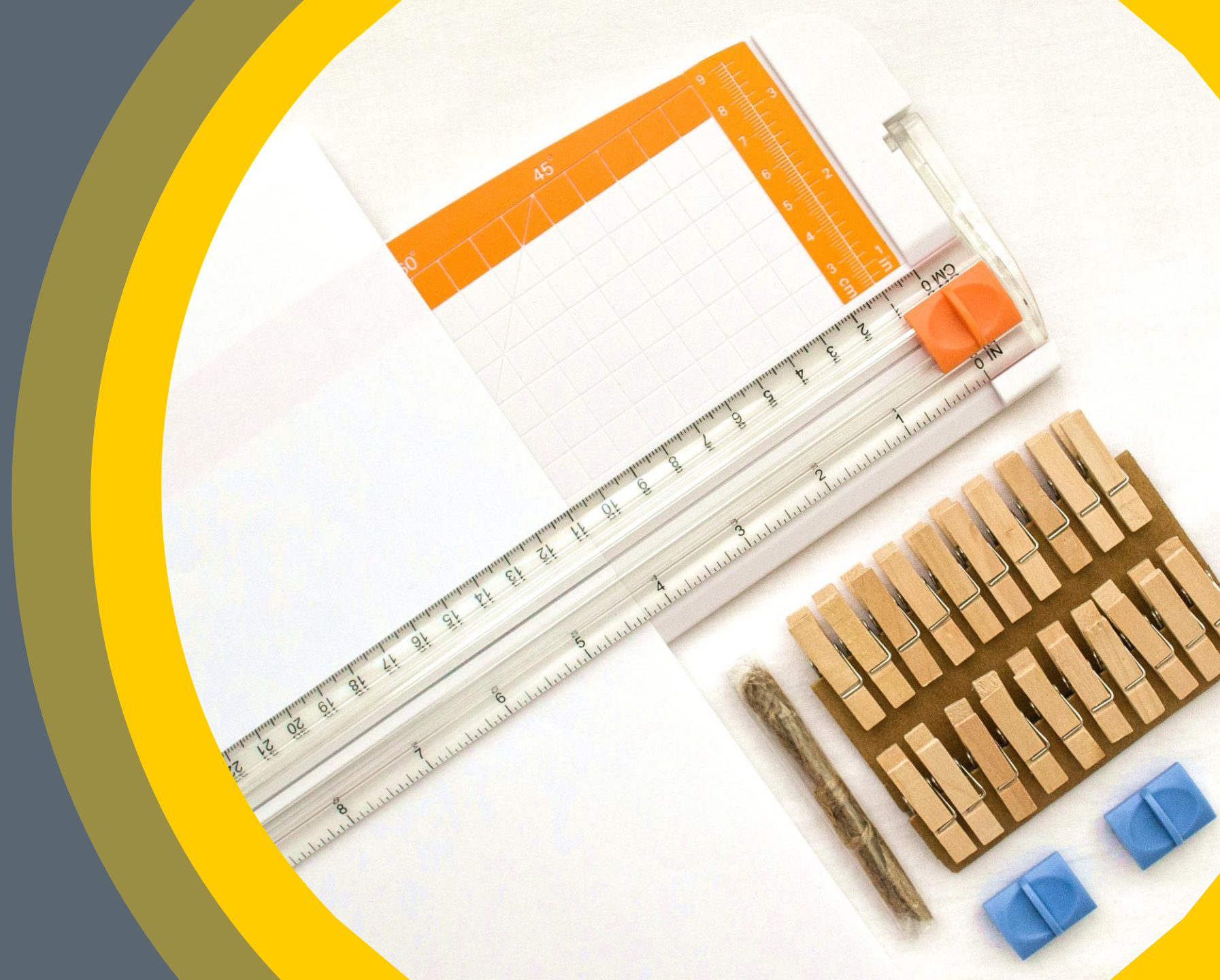
Useful and
Useable



Works Seamlessly Across Devices



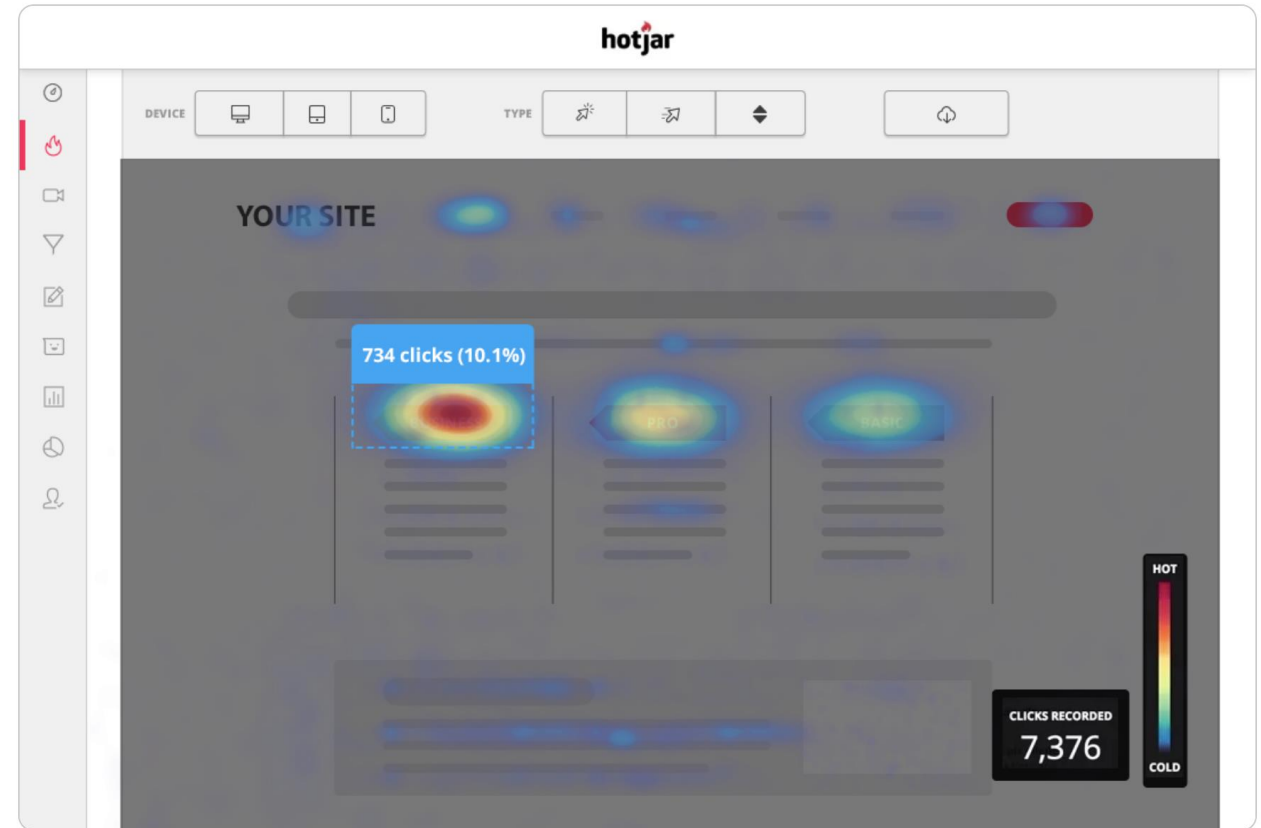
Measure



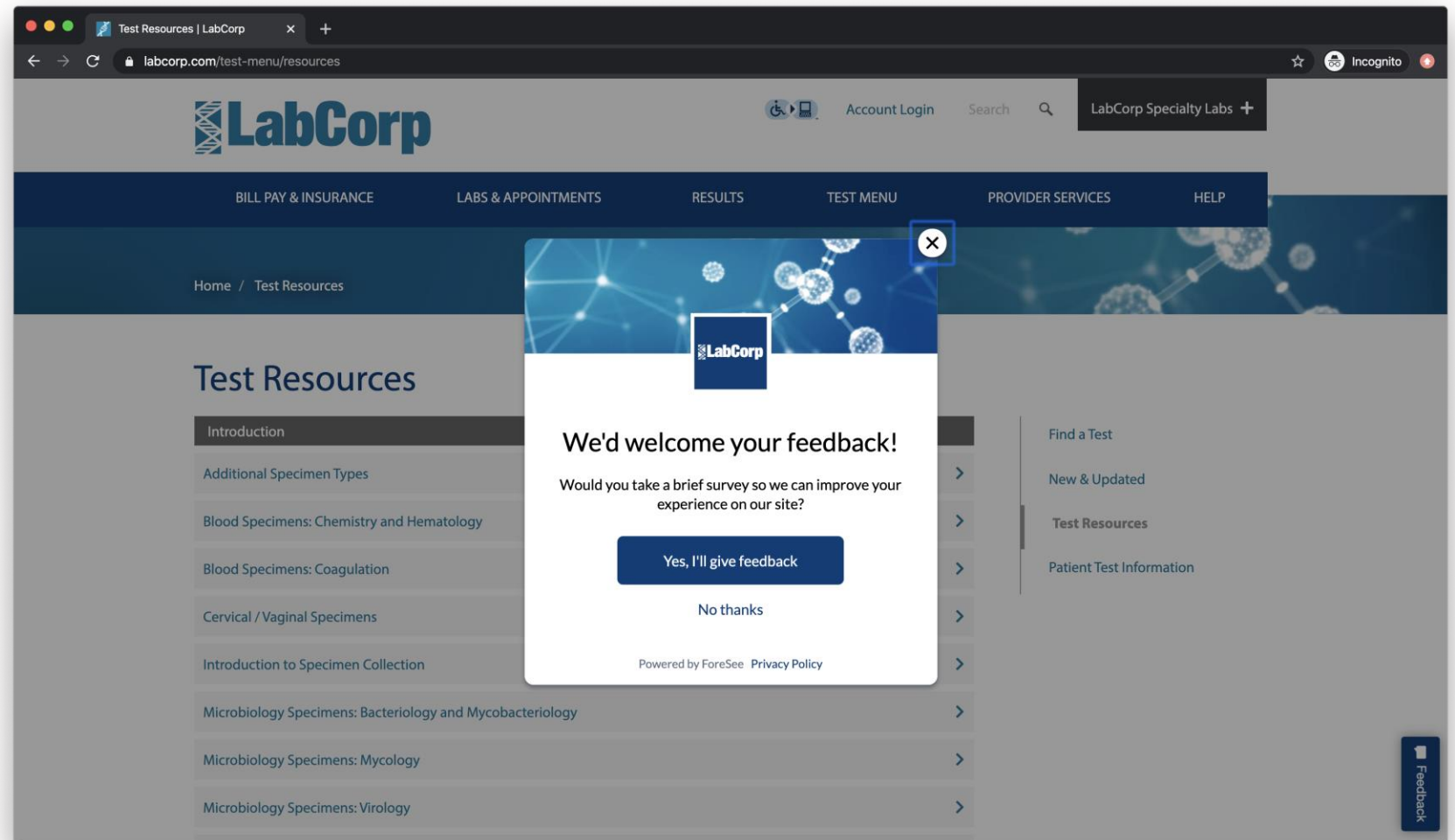
Monitoring

Based on our measurement plan:

- Heatmaps and Recordings (Hot Jar, Crazy Egg, etc.)
- Analytics (Google or similar)
- Site feedback surveys (Foresee, Qualtrics, Hot Jar)



Site Surveys



Inline Feedback



Frequently Asked Questions?

Last updated April 15, 2019

How many sites can I install the widgets of this

Do you offer any discounts?

100,000 views - how much is it?



The number of views equals the number of times
usual, 100,000 views approximately equals 100,000

it still depends on each specific case and the numbers may differ.

100,000 views - how much is it?



Author: Admin | 14.04.2019

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The number of views equals the number of times the app loads on your website. As usual, 100,000 views approximately equals 100,000 of visits to your site per month. But, it still depends on each specific case and the numbers may differ.

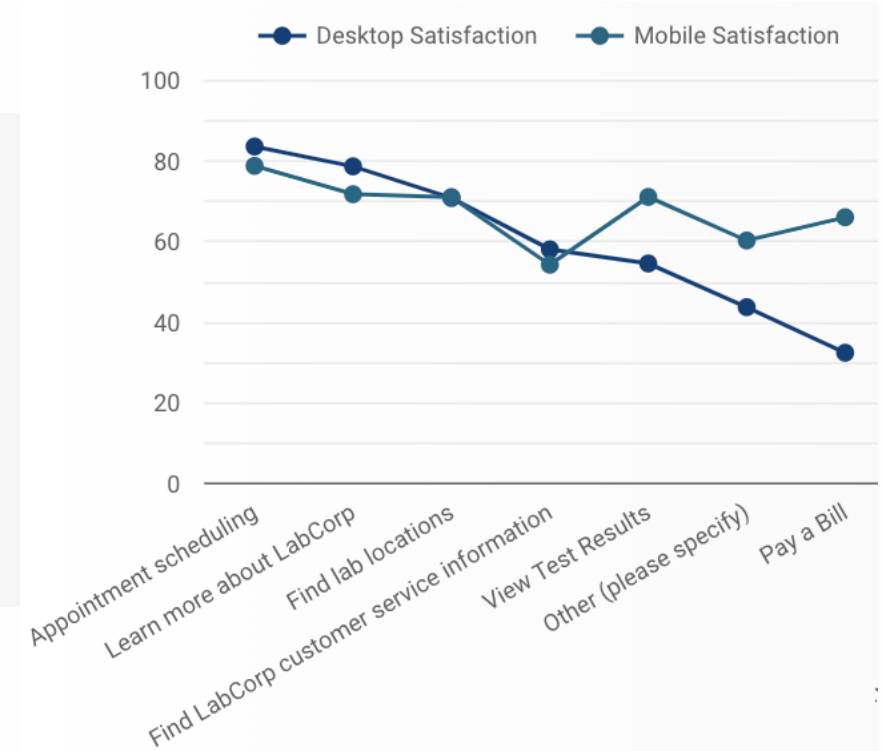
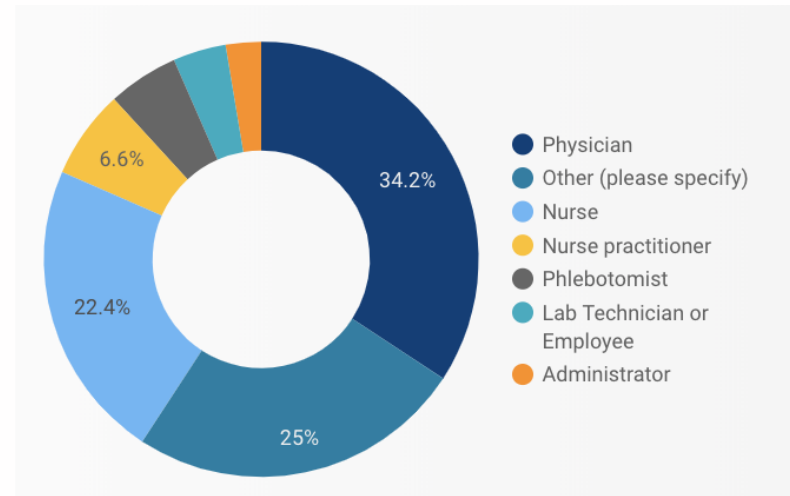
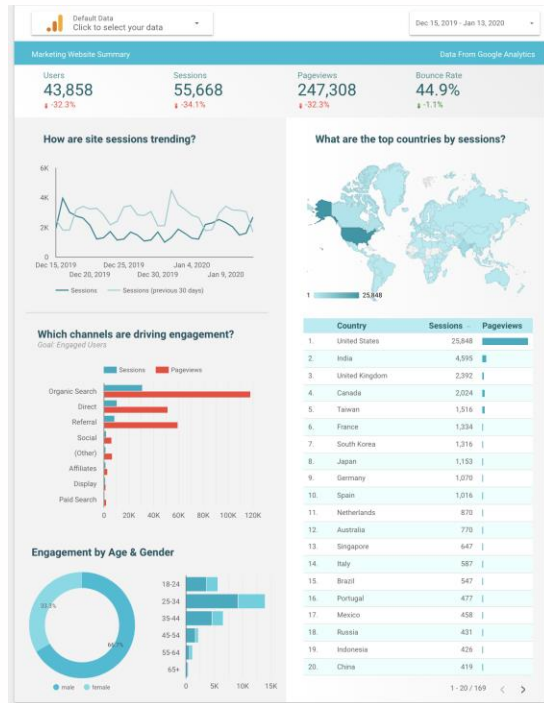
[More](#)

Was this answer helpful? [Yes](#) [No](#)



Analytics Dashboards

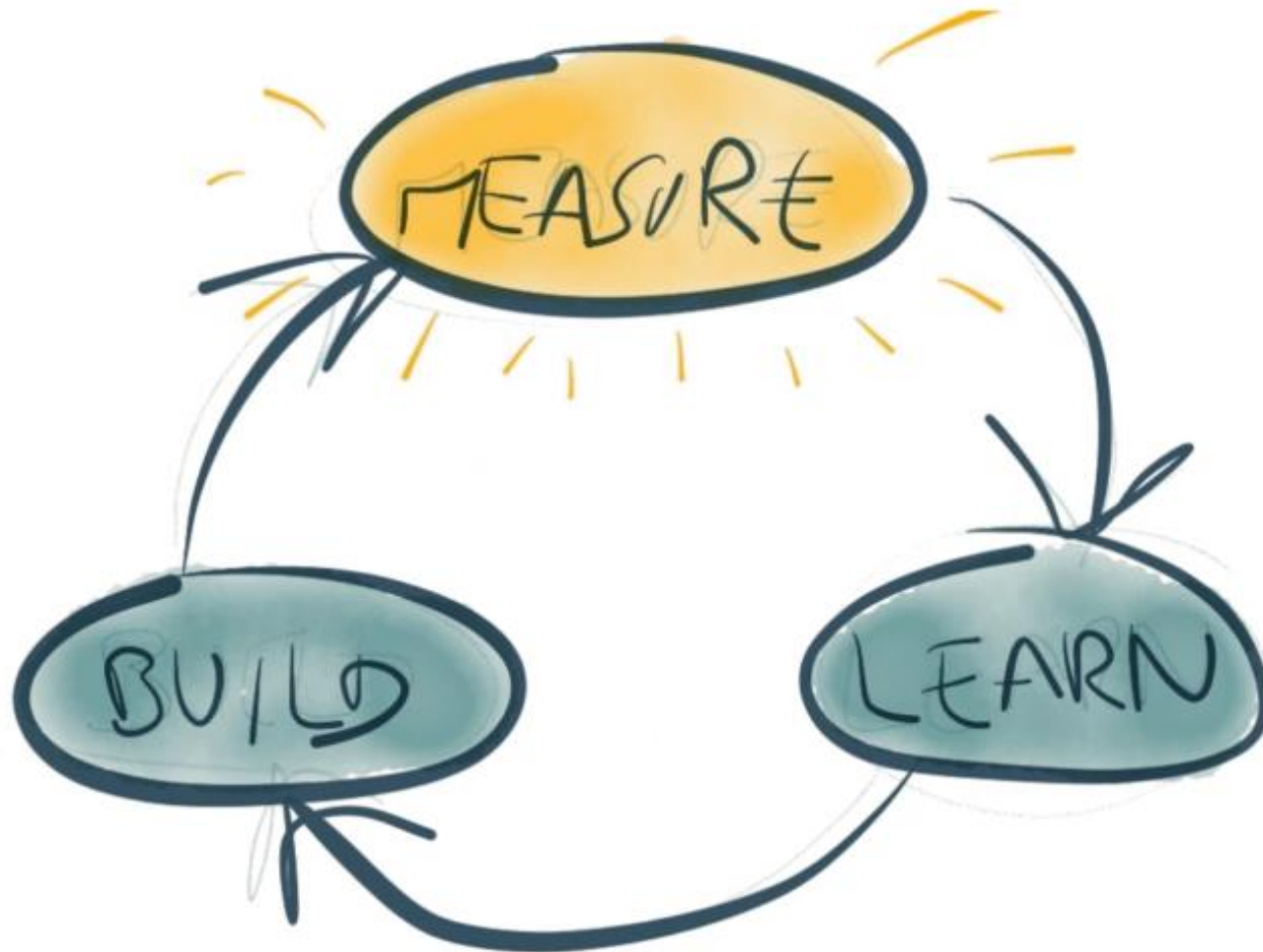
- Data studio or Improvado



Evaluative User Testing

- Measure improvement in task completion and time on task
- Qualitative user feedback
- Validately or Lookback





Questions





Thank you for participating



See you at our February 11 program!