

Impactful Improvements, Big Returns

24 Proven Tactics to Enhance your Website for Members,
the Planet and your Organisation

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At More Time To, our aim is to give you more time to carry out all your core activities, without worrying about your website. That can mean relying on us to manage all the behind-the-scenes work, so you don't have to. But our services extend further than that. We're also here to help you gain a better understanding of what needs to be done. In this guide, we'll be sharing our tried and tested strategies for improving your healthcare membership organisation's website.

Ultimately, we're here to help you look after your website, however we can. And it all starts with 24 proven tactics to give your website an instant, powerful boost.

The tactics are arranged under four main headings, you can move easily to the section you feel is most relevant - **just click on the contents to the left.**





Accessibility

Website accessibility is critical within every industry. But perhaps even more so for healthcare membership organisations. Why? Because focusing on accessibility ensures that everyone, whether they're a healthcare professional or a member of the public, is able to access and use your website.

With your members striving to best support their stakeholders – some of whom may have complex needs – it's crucial to ensure that the information you're providing is accessible. Prioritising digital inclusivity demonstrates a commitment to supporting the needs of your members. It also facilitates seamless, frustration-free on-site experiences without any usability blockers or miscommunications.

Here are 6 accessibility tips that can improve the user experience for everyone visiting your website:

01 CREATE TRANSCRIPTS FOR VIDEO AND AUDIO

Healthcare membership organisations are increasingly looking to incorporate more engaging content into their websites. They're also using alternative forms of content to share complex data in simple ways. Video and audio-based content are, therefore, emerging as common formats. However, it's important to understand that, for those with vision or hearing impairments, these formats are not always accessible.

Fortunately, there's a very straightforward solution: providing text-based transcripts and descriptions. They enable those who can't engage with audio and visual content in the intended way to still participate, learn, and absorb the message that you're attempting to share.

02 CHECK YOUR COLOUR CONTRASTS

Most (good) websites tend to either have a light-coloured background with dark text, or a dark-coloured background with light text. On the surface, this choice may seem to be simply down to aesthetics. But there's another good reason for making such a decision: accessibility, particularly for those with colour blindness.

Take a look at your site – could accessibility be improved for the 4.5% of the population with CVD (colour vision deficiency)? When visitors can't navigate around your site, they're unable to get the most value out of it.

03 USE INCLUSIVE LANGUAGE

When you're speaking face-to-face to your members, you'll know that your choice of words can have a big impact on understanding and engagement. And it's important to realise that it's exactly the same when it comes to your website. A big – but very common – mistake that many make is using language that may seem clear to them, but can be confusing to others.

For example, 'click the blue button' alienates visitors who may struggle to see colour, or differentiate between colours. Instead, it's important to be as explicit and transparent as possible. Make sure that every visitor can understand what they need to do, in order to experience your website in the way they need to.



Accessibility

“I have worked with Chris for over 10 years on various projects and websites. He is brilliant to work with, quick to understand what is needed and then able to offer a number of options – all with a smile! The website support from him and his team is also excellent. No hesitation in recommending his services.”

MARCO PRESUTTO
PROJECT MANAGER, EASO

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04 INCLUDE ALT TEXT FOR YOUR IMAGES

If you're adding any images to your website, you should also be adding alt text. This is a description of the image, and it aids accessibility in two important ways. Firstly, it can help those with visual impairments better understand the message that the image is trying to convey. The alt text can be read by screen reader software, which reports on the nature of the image.

Secondly, it can assist with temporary, situational issues that visitors may be experiencing. For example, if someone is attempting to engage with your site in an area of poor connectivity, resulting in images being slow to load – or failing to load at all – they can still understand the message by reading the alt text.

05 MAKE SURE HEADINGS ARE IN SEMANTIC ORDER

In coding, 'semantics' is used to describe any element that has a clear meaning, and is clearly defined. So when this is applied to content headings, it means that the structure of the content is clear, logical, and more easily understood... particularly by assistive technologies such as screen readers.

Putting your headings in semantic order is a simple task, and just means ordering them from most important (<h1>) to least important (<h6>). For example, your main heading would be <h1>, subheadings would be <h2>, you can further divide those with <h3>, and so on. With a solid, comprehensible structure, both humans and technologies are better able to navigate web pages, find what they need, and understand meaning.

06 USE DESCRIPTIVE TEXT LINKS

'Click here' is one of the most commonly used phrases on the internet. Yet it's also one of the worst when it comes to building accessible, inclusive websites. The problem is that it's not always easy to associate the instruction (click here) with the outcome (the destination). This can be frustrating for some visitors, leaving them feeling confused or unsure about how to navigate to the content they're looking for.

Instead, it's more useful to be as precise as you can be, ensuring that visitors fully understand what will happen when they click. For example, you may want to change 'click here' to a longer, more descriptive alternative, such as 'click here to find out more about our organisation'.

Sustainability

Are websites bad for the planet? They certainly can be. While websites themselves don't directly emit carbon dioxide (CO₂) into the atmosphere, elements of their development, hosting, and even usage can all be problematic. And right now, unsustainable websites are at a major disadvantage.

Today, as almost every organisation strives to position itself as socially and environmentally responsible, there's more demand than ever for sustainable partners. Your members are looking to build networks with organisations that share their vision. That's why it's becoming increasingly important for healthcare membership organisations to be able to demonstrate a commitment to sustainability. Your website is the perfect platform for achieving just that.

Here are 6 sustainability tips that highlight your dedication to creating a brighter future:



01 USE A GREEN HOSTING COMPANY

The data centre where your website is hosted doesn't just host your site. It likely hosts a huge number of sites, requiring lots of energy to run the servers and maintain a suitable temperature. Fortunately, some hosting providers are attempting to reduce their energy consumption. Switching to an eco-conscious company is a quick, simple, and effective way to do your part.

Hosting providers can go 'green' in a number of ways. The most common method is for them to utilise renewable energy sources, such as solar power, to run their buildings and hardware. However, you might also find some providers continuing to use fossil fuels, but offsetting emissions by buying carbon credits.

02 OPTIMISE YOUR IMAGES

Websites that are 'heavier' – meaning they feature more images, videos, audio files, plugins, and so on – typically take longer to load on visitor devices, requiring more energy. Basic, simple websites tend to perform much better from a sustainability standpoint. But as a healthcare membership organisation, these elements are often crucial to helping you share your message.

Rather than getting rid of them altogether, you can make a notable difference just by optimising them. In terms of images in particular, consider compressing them to make the file size smaller, or reducing the quality of the picture. You could also crop pictures, or swap carousels for single images.

03 SPRING-CLEAN REGULARLY

Think about how much your organisation has changed since you first launched your website. Consider how much the needs of your members have evolved. The content that you're putting out there today probably looks a lot different to how it used to... but what have you done with the content that's no longer relevant?

Like many organisations, you've probably left old content up on your website. This is definitely the easiest option, but the fact is that it's making your website 'heavier' without bringing any real value to your members. By having a tidy-up and getting rid of any pages, images, or video that you no longer need, you can make your site 'lighter' and more sustainable.

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Sustainability

“Before working with Chris, I was running out of time for things, but now I have time freed up which is really helpful. I had been doing the website management and programming off the side of my desk, but it has to be done with someone like Chris, who understands it and understands the environment that is changing so quickly.”

NICOLE PEARCE
DIRECTOR OF EDUCATION, OBESITY CANADA



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04 SET UP CACHING

Every time a user accesses a website, the server receives a request and then sends the necessary data to assemble the content of the page. This process not only takes time but also uses significant energy resources. Fortunately, there's an effective solution to this sustainability problem: browser caching.

Browser caching allows the server to temporarily store certain files. By doing this, these files are readily available for future requests, eliminating the need to recreate them from scratch each time a request is made. While this might sound like a complicated process, it's remarkably easy to do. Your hosting provider may offer a caching service, or you can use a plugin to automate the process.

05 IMPROVE SITE NAVIGATION

One of your digital goals as a healthcare membership organisation will be to make it easier for your site visitors to find the information they need. If people are spending a long time on your site, this might suggest that your visitors are engaging well with your content. In some instances, however, it could mean something else.

High numbers of page views from single visitors could mean they're struggling to find the information they need, and they're spending longer searching for it. As well as being frustrating for the visitor, when pages are loaded unnecessarily, energy is being wasted. Fortunately, you can reduce this risk by ensuring your website is structured logically and clearly, so that visitors can get where they need to be in just a few clicks.

06 BE SELECTIVE

To give your website a sustainability boost, the most important question to ask yourself is 'Do we really need that?'. Do you really need video, or would a smaller audio file bring similar levels of value? Or even better, could you adequately share your message through text? Do you really need that full-screen carousel of images? Or could you select one very powerful image to replace it with?

In many cases, websites don't need all the bells and whistles. In fact, these extras can sometimes overshadow the meaning of the content. By creating clear, impactful content that connects with visitors without consuming too much energy, you can build a more eco-friendly site.

Managing content

Content can be your most powerful tool for engaging with your members. It's how you can keep them updated on all the latest news, and provide them with trustworthy information and resources. Unfortunately, when content isn't managed in the right way, it can have the opposite effect. It could impact the way your members view your organisation, create misunderstandings, and leave visitors unfulfilled.

The good news is that, when you manage content in the best possible way, you can see some major benefits: consistent traffic, visitor satisfaction, greater engagement, and ongoing loyalty. Of course, this does require some degree of effort, but there are a few very quick and simple ways to make improvements. These can generate big, noticeable results.

Here are 6 content management tips that can help you keep your members engaged:



01 CARRY OUT A CONTENT AUDIT

There are three major risks when it comes to content: duplicating themes (which can bore your members), providing inaccurate information, and missing opportunities to cover interesting topics and answer member questions. A content audit can reduce the risk of all three. First, create a list of everything you already have, then develop a plan of action.

You may decide to delete old content that's no longer relevant or suitable for your audience. You could choose to repurpose some duplicate content to present it in a different format to 'shake things up'. And you might spot a few gaps which you can fill with new content that will help your members.

02 CATEGORISE CONTENT

How organised is your website content? While organisation might sound unnecessary, it can help to give your members a much better on-site experience. When content is efficiently categorised, it can be quicker and easier for your members to find exactly what they're looking for.

Content categorisation can also be a powerful engagement tool. By grouping together similar content – a task which can be undertaken automatically for maximum efficiency – you can successfully guide your members from one piece of content to the next, building stronger, more impactful relationships.

03 SCHEDULE CONTENT CREATION AND POSTING

A common mistake many healthcare membership organisations make is trying to approach content management in real time. They identify a need, create the content, publish it, and repeat. There are two issues here. Firstly, it results in inconsistent publishing. New content might be put out there on a Monday morning. Then a Friday afternoon. It can be confusing to members, and they may miss an important update. Secondly, it means you're constantly working on content.

Scheduling content creation involves setting aside a block of time – when you have it – to plan and develop content in advance. You can then schedule the posting of that content, meaning you can publish regularly and consistently without working on it continually.

Managing content

“Chris goes above and beyond, and crucially for a third sector organisation, he handles sensitive content thoughtfully; substantial trust has developed during the years we have been working together.”

SHEREE BRYANT
DIRECTOR OF COMMUNICATIONS, EASO



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04 PROVIDE SUMMARIES

It doesn't matter whether you're producing 2000-word long-form articles or short and snappy 300-word blog posts... the important thing to keep in mind is that your members are busy! Unfortunately, this can mean that time-consuming tasks, like reading through your content, can get put on the back burner.

The solution is simple: provide quick-fire summaries of your content at the top of each post. Members can scan the summary, and make sure they set aside time for the type of content most relevant to them.

05 POST REGULARLY

Regularly published content is crucial in healthcare membership organisations. While content recency is understood to be one of the critical ranking factors used by search engines, it's important to aim for material that's always up to date (in terms of new developments around existing posts) and frequently expanded.

Fresh content is what's going to keep your existing members coming back for more, time and time again. It can be a really effective – and smart – way to build and strengthen relationships with members, and facilitate longer-term partnerships.

06 ENGAGE AI TO CREATE A DYNAMIC Q&A PLATFORM

Members have questions. That much we know. But what we don't always know is what sort of questions they are. While standard FAQ pages on websites can be beneficial, the problem is that these lists become longer and longer as organisations learn more about their members. We reach a point where it becomes too time-consuming for visitors to scan through every FAQ to find what they're looking for.

Embracing artificial intelligence (AI) can help your visitors find their way around your FAQs. By creating a dynamic Q&A platform, members can ask their questions, and receive rapid, tailored responses based on your own website content. It's the future of member engagement and customer service.



Member engagement

Member engagement plays a pivotal role in the success of healthcare membership organisation websites. When members are engaged, they delve deeper into the content and feel more connected to both the organisation and other members. This helps you to maintain strong partnerships and nurture valuable connections.

In fact, member engagement is something you should be thinking about regularly, and trying to improve. Cultivating member engagement enriches visitor satisfaction and brings members together to share ideas and support each other. Your organisation will benefit from feedback, and its relationship with members will be enhanced.

Here are 6 member engagement tips that can help you maintain strong connections:

01 FACILITATE COMMUNICATION

Members don't just want to engage with your own content; they're keen to engage with peer-generated content, too. Reading content written by other members – and entering into discussions with others – can help keep members involved, active, and invested in your organisation.

If you don't already have a system in place for facilitating member-to-member communication and building private professional networks, now's the time to explore it in further detail. And the great news is that this doesn't have to be a big, costly, and time-consuming job. A simple forum on your website – or even setting up a Facebook group – can be all that's needed.

02 OFFER ONLINE TRAINING

What makes your organisation stand out from the crowd? What are you offering in terms of engagement that your members can't get anywhere else? If you're not sure what the unique selling point (USP) of your website is, consider training provision.

Your website could become the 'go to' place for those working within your healthcare field – or even in associated ones – to build, develop and improve their skills. Whether you publish a collection of training videos and educational articles, or you decide to host live sessions, you'll be offering up a new way for members to engage. You'll help to keep them interested, enthusiastic, and absorbed in your site – and your organisation.

03 PROVIDE MEMBER-ONLY CONTENT

Offering member-exclusive content can be a great way to enhance visitor engagement on websites. By placing articles, videos, or other resources behind a barrier, you can encourage casual visitors – those who may pop by every so often without really interacting – to become members and participate more actively.

Special access gives members a sense of value and recognition, nurturing a feeling of community. This tailored content – customised to member needs – addresses the particular interests or requirements of the audience. It deepens their connection to the site, and prompts them to keep coming back regularly to check out the latest members-only offerings.

Individually personalised content is a great way to boost engagement; content that fits with a specific member's interests can be delivered directly to them once they're logged into a site.



Member engagement

“Chris’ healthcare membership organisation experience means he understands the space and the dynamics, and how to deal with it - it is a valuable piece of experience.”

JACQUELINE BOWMAN-BUSATO
HEAD OF POLICY, EASO

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04 CONSIDER MENTORSHIP OPPORTUNITIES

Once again, what we need to be looking at here in terms of member engagement is offering some sort of interactive experience that members won't find anywhere else; an experience that keeps their attention. And one way to achieve this is by providing mentorship opportunities for younger or more inexperienced members.

Your network is filled with diverse groups and individuals. Why not develop a scheme to connect those looking for personalised support, or an additional helping hand, with those who boast long-term expertise in your area? This doesn't necessarily require a carefully developed platform. You could build connections through your social media accounts.

05 ASK FOR FEEDBACK

The way that members and organisations interact has undergone a massive shift over recent years. Previously, it was very much a one-way street, with organisations providing information, and members listening. Today, however, it's much more two-sided.

Organisations are beginning to realise the immense value that can be generated by listening to what their members have to say, getting them involved in the organisation, and helping them to feel as though they're part of the community. So what are you waiting for? Start pulling your members in closer by asking them what you can do to make their experience better. Use online surveys and discussion groups to listen, assess, and act.

06 HOST 'ASK THE EXPERT' SESSIONS

One highly effective – and very efficient – way to boost member engagement is to show the human side of your organisation. While your team will have a wealth of knowledge and experience, this is often hidden underneath the organisation itself. And as we all know, it can be more difficult to feel a close connection to an organisation than to a real person. So it's time to reveal that human side, and introduce the people behind your success.

Hosting 'ask the expert' sessions is a simple way to showcase the talents of your expert members. This could be done through a live discussion or online meeting – whatever's best for you – and makes it easier for members to form a connection with your group.

How we can help

These 24 tactics are a useful starting point for any healthcare membership organisation keen to enhance their website and offer more value to their members.

At **More Time To**, we work behind the scenes to ensure websites are running smoothly, performing as expected, and creating the right experience for your members.

How do we do this? Through our 3 services:

- > **Website Checkup:** a health check for your website to identify issues and develop a plan to fix them [↗](#)
- > **Website Care Plan:** from frontend to backend, we ensure everything keeps running optimally [↗](#)
- > **Website Design:** we create a clean, easy-to-navigate site that speaks to your organisation's mission and members [↗](#)

Find out more about our services [↗](#)



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And if you'd like some more advice on looking after your site, follow me on **LinkedIn** to stay up-to-date with all the latest guidance and recommendations from **More Time To**.

