



NOVEMBER 28, 2018

Website Updates

November 2018 Overview

v0

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Defining Website Deliverables

Specifying the type, category, complexity, and frequency of website updates

Deliverable Type	Potential Update Categories	Complexity Level	Turnaround Time
Maintenance	<ul style="list-style-type: none"> • Editing text • Updating existing graphics 	Low	1 – 3 days
Improvement	<ul style="list-style-type: none"> • Writing new content • Designing new graphics • Creating new web pages • Update/maintenance website functionalities/plugins 	Medium	4 – 6 days
Upgrade	<ul style="list-style-type: none"> • Changes to website structural layout (WordPress themes) • Updates to website code (CSS/HTML) • SEO implementation 	High	7 – 14+ days

Summary of Deliverables: Maintenance

Text and graphic changes based on existing content

Text Edits

- Updated copyright message to include ©2018
- Added link to the Winter [2019 FedHealth IT Magazine](#) in News section

Graphics Edits

- Updated new Book Zurman logo with resizing and recoloring to fit with website theme

Summary of Deliverables: Improvement

Creating new written and graphical content with technical updates/maintenance

Writing new content

- Blog post drafted (awaiting approval)

Update/maintenance website functionalities/plugins

- Created WordPress XML backup file
- Optimized backend Wordpress settings
- Plugins updated:
 - Contact Form 7 (v 5.0.5)
 - Simple Podcasting (v 1.19.14)
 - Safe SVG (v 1.8.1)
 - Jetpack (v 6.7)
- Plugins removed:
 - Under Construction

Summary of Deliverables: Upgrade (pt.1)

Major changes to the website's features, layout, and UX

Layout Changes

- Changed home page to add four additional buttons with new icons for the Whitepaper, Presentations, Podcasts, and SOLOR Viewer pages on the "What is SOLOR" panel with updated wording
- Removed graphic on the "Why SOLOR" panel (new graphic TBD) with new background color
- Reformatted "How does SOLOR work" panel to place graphic ahead of text
- Moved the background image up to "How does..." section
- Switched the ordering of the "Learn More" and "How to Implement SOLOR" (new title) sections with updated wording as well as new buttons for website content links to News, Blog, Presentations, Podcasts, and FAQs

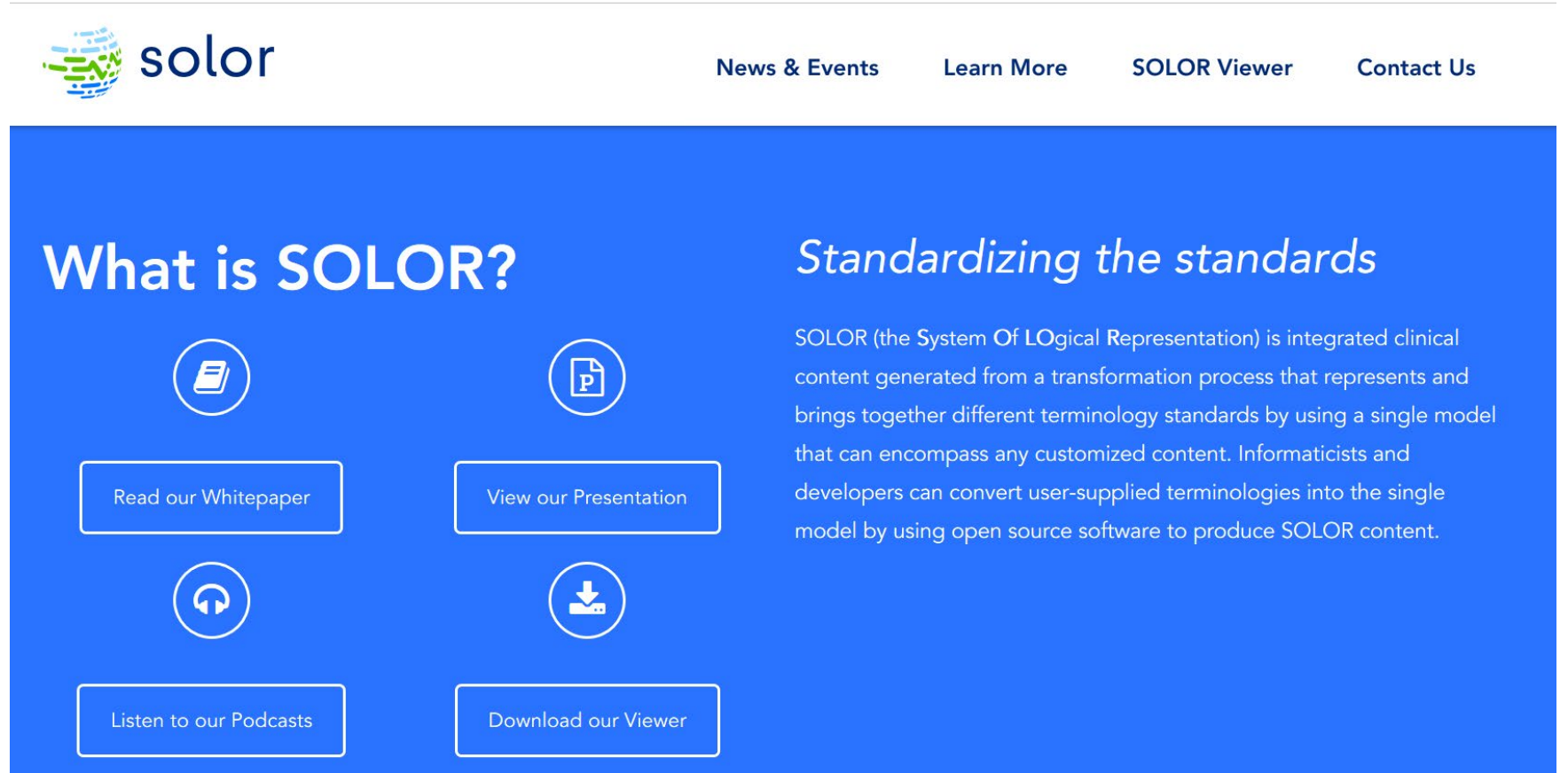
Example of Layout Change

Giving users immediate prompts for action

Improving the UX

The first information panel of the landing page now has clear prompts for an action from the user to learn more about SOLOR through the various available digital products.

This has also been tested on mobile and tablet devices.



Summary of Deliverables: Upgrade (pt. 2)

Major changes to the website's features, layout, and UX

Major Search Engine Issue Resolved

Issue: The previous version of the website was blocking *robots* from *crawling* the website, which prevented it from being searchable on sites like Google.

Resolution: Successfully conducted a Google Search Engine Verification test and added additional base code to the website to meet Google's search requirements. Additional SEO features have been implemented below in order to allow Google and other search sites index solor.io within the next weeks.

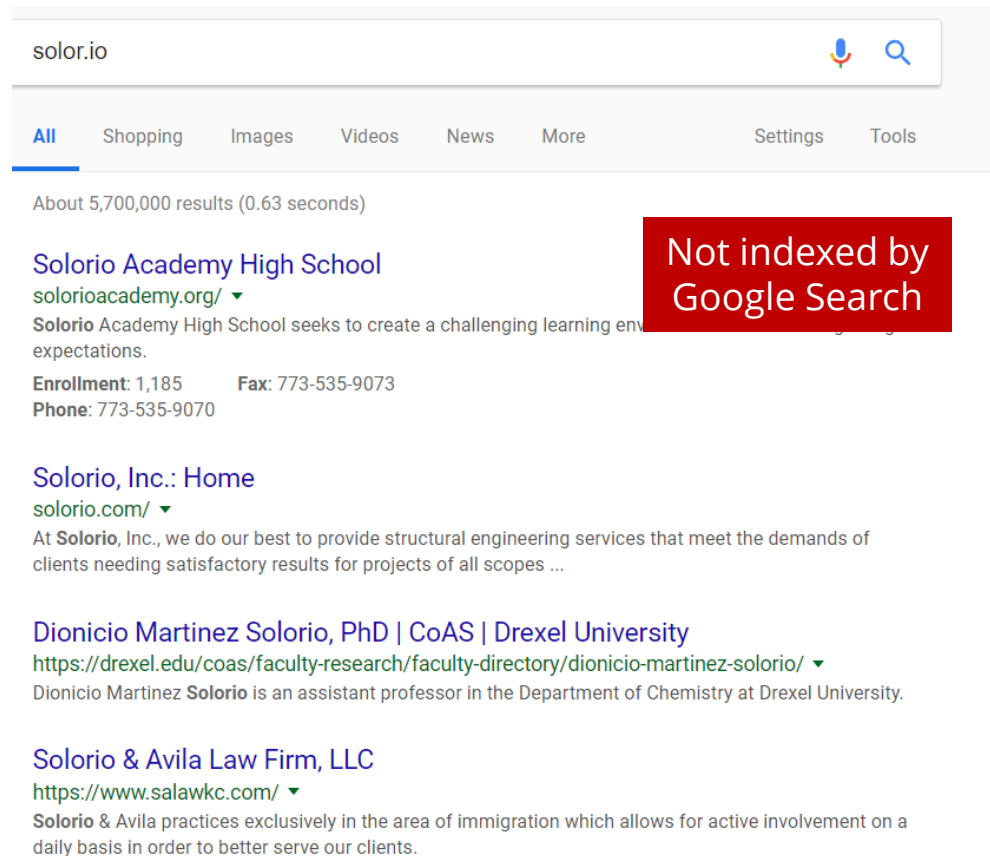
SEO implementation

- Installed, configured and activated Yoast SEO WordPress Plugin
- Written specific SEO for:
 - Home, Contact Us, FAQs, Blog, News & Events, Podcasts, Presentations, SOLOR Viewer
 - 6 blog posts

Example of Google Search Result

Getting solor.io recognized in Google Search

Currently (Nov 25, 2018):



solor.io

All Shopping Images Videos News More Settings Tools

About 5,700,000 results (0.63 seconds)

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Enrollment: 1,185 Fax: 773-535-9073
Phone: 773-535-9070

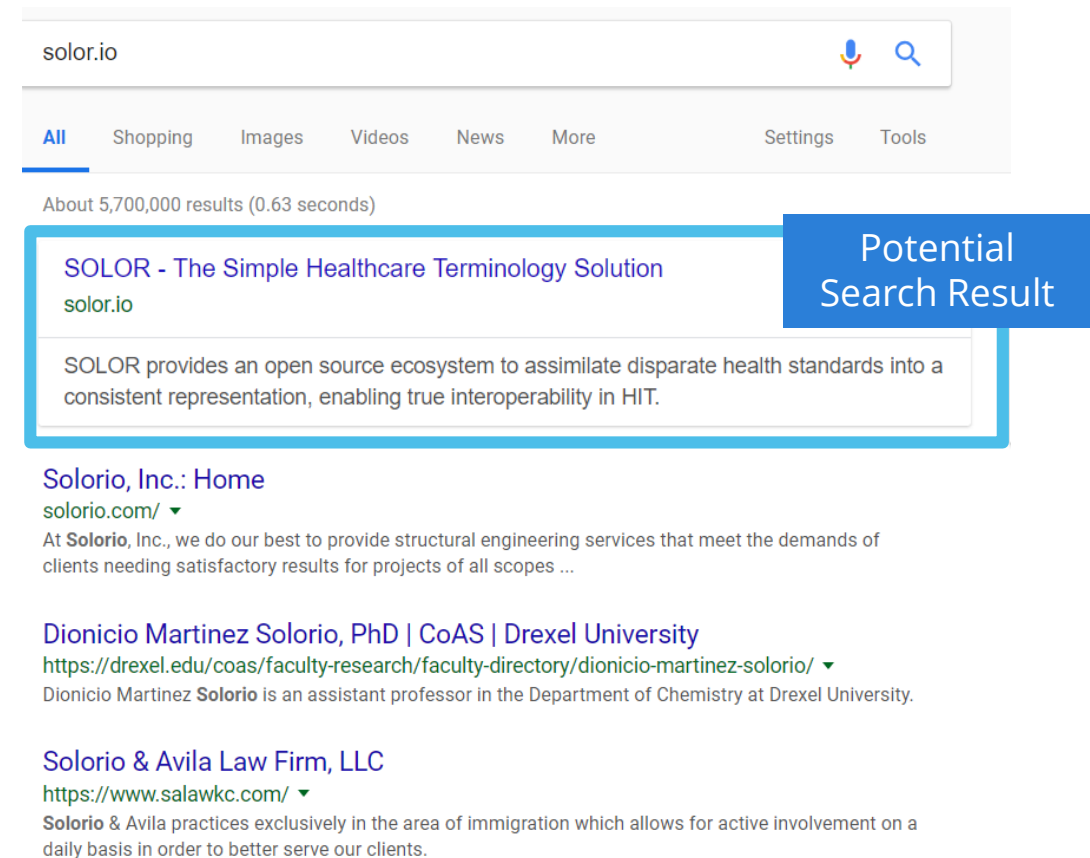
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Dionicio Martinez Solorio, PhD | CoAS | Drexel University
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Dionicio Martinez Solorio is an assistant professor in the Department of Chemistry at Drexel University.

Solorio & Avila Law Firm, LLC
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Solorio & Avila practices exclusively in the area of immigration which allows for active involvement on a daily basis in order to better serve our clients.

Not indexed by Google Search

After ~1 month of SEO Implementation (est. January 1, 2019):



solor.io

All Shopping Images Videos News More Settings Tools

About 5,700,000 results (0.63 seconds)

SOLOR - The Simple Healthcare Terminology Solution
solor.io

SOLOR provides an open source ecosystem to assimilate disparate health standards into a consistent representation, enabling true interoperability in HIT.

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Solorio & Avila practices exclusively in the area of immigration which allows for active involvement on a daily basis in order to better serve our clients.

Potential Search Result

Appendix

November 2018

Current Website Challenges

Major roadblocks to updating the website's features, layout, and UX

AppCase WordPress Theme (currently being used)

This is a restrictive and single-use WordPress theme with a low user base, with only 20 sales on ThemeForest. As such, there is no support in terms of how to change backend code / CSS, significantly increasing the effort and time it takes to make any minor changes to the website's layout, text, graphics, etc.

Recommendation: Overhaul to a new WordPress theme that has a wide user base with strong customization options in early 2019 and redo the website from ground up.

SSL Certification using HTTPS (not currently active)

Current website is using <http://>, which is now considered unsecure by Chrome. A light gray rounded rectangle containing an information icon, the text 'Not secure | solor.io'.

Recommendation: The website is hosted on GoDaddy, which offers to upgrade website to a secure <https://> designation for an annual fee (~\$100). This will also require additional coding changes to implement.

Website Statistics

Taking stock of where we stand

Website Administrative Details

- Hosted by GoDaddy (expires Aug 2019)
- Runs on WordPress

Content Overview

- 8 Sections on the Homepage
- 4 Events listings
- 6 Blog posts
- 2 Podcasts
- 1 Presentation
- 7 FAQs
- 3 Files available for download

Current Performance Metrics

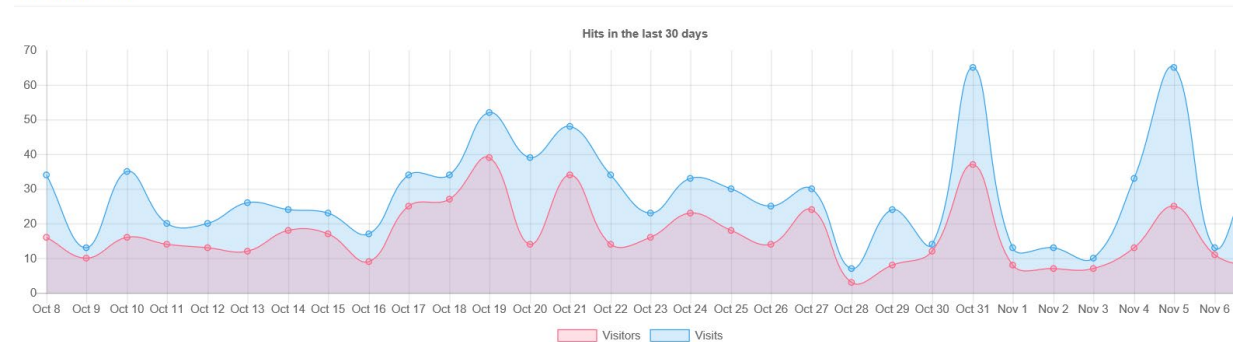
- 4.5s load time
- 4.0 MB home page size

Site Traffic Statistics

- 893 visits in the last month by 511 visitors
- 8,709 visits in the last year by 4,483 visitors

Last 30 Days Site Visitor Chart

Hits Statistics Chart



The Purpose of the Website

Serving a need and to address the curiosity of the target audience



Topics of Discussion

Identifying areas needing updates and upgrades

