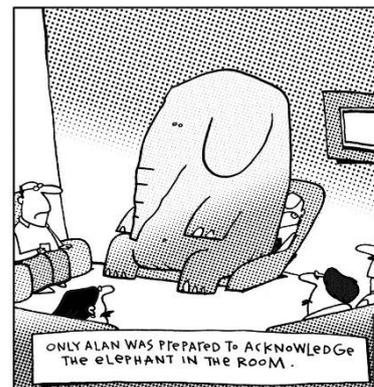


# Nine ways to prepare your website for the new realities of 2021

1. **The future is hybrid!** – Activities across the organisation will continue to be increasingly driven by digital and this will not end at a moment in time. Hybrid delivery will become the norm with a combination of face-to-face and digital impacting all services delivery across all aspects of the organisation.

2. **Bring manual processes online** - Do you have any manual processes which could be brought online? As a result of CV19, in-person processes have become almost obsolete making it essential to have the capacity to continue functioning efficiently. De-risk processes as you develop them online!



3. **Understand your Google Analytics** - This will help ensure you are effectively engaging with your audience online and your parts of the digital output of your organisation. There are plenty of pTools training courses which can help you do this.

4. **Ensure your digital presence is modern and intuitive** - This is important now more than ever. We can not have the same physical presence we have had in the past anymore, it is now imperative that your online presence is equally as attractive and engaging as your physical presence.

5. **Analytics and SEO for key audiences** - Is your intended audience finding you on Google for the topics you should appear for? This goes across content and includes good content design from the outset. Do you focus on 'Vanity' metrics or 'Decision' metrics influencing information and digital outputs? Do you know where users are coming from, what pages are most used and what phrases used to find your content?

6. **UX updates for mobile and web** - The look and feel of internet is changing particularly as people move freely between mobile and traditional web environments. People are becoming used to a different and seamless user experience. Enforcing a positive seamless experience is key.

7. **Look outward not inward** – Are you focused on the needs of your audience in the current social and economic environment? Or are you still focused on your own organisation! Your audience is experiencing significant distress at many levels and your message and content must reflect this.

8. **Think about content design** – Refining web content into a channel that delivers results is now practically a 'dark art'! However continued work on content design in order to deliver results for the organisation and for its clients and audience remains essential and perhaps more so in the current uncertain environment.

9. **Don't ignore the elephant in the room** – We are all managing the effects of restrictions, lockdowns and CV19. pTools content management and content design allows you to manage your message in a manner that reflect this situation while emphasising the positive without overstating the negative.

**Wish-list / Check-list** - There are many tools that can be used to help staff, audiences and end users manage in this new environment including: Forms for remote process automation; Distributed workforce tools; Online payments, bookings and appointments; Chatbots and FAQs; Tag-Manager configuration; Covid 19 stakeholder guidelines; Business continuity online; GDPR audit; Recurring cookies scan; Server performance and security checks; Mobile responsive checks; Customer engagement and feedback forms.