

5 Key Takeaways from our webinar

# Balancing Local Care and System Strengths: Finding Success with a Unified UX

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Dyson. iPhone. Uber. What do these brands have in common? A relentless focus on the consumer. That focus is the key to balancing local care and system strengths in your digital strategy. But that's easier said than done when it comes to site architecture and content. Should you have one site, or microsites? How do you rebrand a new acquisition? What do you do with medical groups? Here are some insights shared in our recent webinar, we hope they answer your top questions and put you on a path forward.

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## Understand your end state

Your digital presence needs to accurately reflect your brand. It's important to develop a brand architecture for your system if you haven't already. Are you a "branded house" – like FedEx, or more like a "House of Brands" – like Procter and Gamble? Or maybe you are a hybrid model. Regardless, defining the relationships helps to see where you are today – and where you want to go so you can make decisions on where your sub-brands live. A good place to start is a [UX audit](#) that uncovers areas you can optimize.

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## Create a Silo-to-systemization strategy

The key to finding balance is a silo-to-systemization strategy, which allows you to communicate offerings specific to communities, maintain the integrity of the system while providing the customized, siloed experiences users want while aligning with local schema and business listings. With only a few exceptions, a singular site can deliver stronger domain authority, provide branded entities a place to tell their story, and is less confusing to users.

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## Understand your consumers

Consumer research is one of the most often skipped steps due to time or cost. But it's well worth the investment. It guarantees the UX you build will work for your end user. Talk to your consumers. Determine the questions you need to answer, that will determine the research you need to implement. Choose from attitudinal or behavioral tactics that address the friction points you want to investigate.

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## Get started

Although it can be time-consuming on the front end, creating your UX strategy based on your customers and not on guesses or assumptions will pay dividends in the end. The best way to get started is to:

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## Evaluate the SEO implications

If Google doesn't believe your website is locally relevant to the needs of searchers, you won't appear high in search engine results. This is true even if your website has a generally high domain authority. And if your organization isn't ranking on the first page of search results, you're losing out on the 98% of searchers who pick businesses on the first page of results. While paid advertising can supplement some lost traffic, many consumers don't click on ads. Ideally, your paid and organic SEO strategies are working in tandem. Another tip is to invest in [topic clustering](#) to achieve the mark with both SEO and UX.

- Determine the end state you want to achieve with your brand
- Invest in UX research, including user interviews, surveys and usability testing
- Review analytics to understand how consumers think of, and search for, your brand
- Conduct A/B testing and tree-testing to validate your assumptions
- Build robust business listings to ensure you are delivering relevant local content in the way consumers want to receive it
- Invest in topic clustering to get the benefits of microsites while keeping visitors on your main site



“As you’re thinking through your digital strategy, don’t start with the technology. Start with the consumer and think backward. And you’ll find the right path to take.”

Lindsey Steinkamp  
Sr. UX Researcher

If you haven’t already, be sure to download our [Applying a Consumer-first Lens to Your Healthcare Brand Architecture](#) white paper for insightful guidance as you reshape your digital UX.



**Lindsey Steinkamp**  
Sr. UX Researcher

Lindsey uses her diverse background in design, user experience, search engine optimization and digital strategy to help healthcare organizations achieve their goals. As a senior UX researcher at Geonetric, she systematically studies target users and digital patient journeys to collect and analyze data to inform opportunities for improving the overall experience. Lindsey helps complex organizations, such as multi-state health systems and academic medical centers, enhance digital experiences and improve the ROI on digital investments.



**Michael Leonard**  
Sr. Digital Marketing Strategist

Michael is an experienced digital strategist with skills in multiple aspects of SEO, SEM, keyword discovery, and content creation. His varied history includes helping traditional publishing companies make the transition to digital and helping some of the most prestigious universities in the country build acquisition strategies through social media, display advertising, and content strategy. As a senior digital marketing strategist, Michael helps health systems of all sizes increase their market share.



Want help creating your UX strategy? [Contact us](#) online or give us a call at 1.800.589.1171