DIGITAL REVOLUTION

BURSTING WITH INNOVATION

OFPSA

ORGANIZATION of FACIAL PLASTIC SURGERY ASSISTANTS

OFPSA

Home   Officers   Annual Meeting   Members Vault   Classifieds   Members Directory

Vision

Member

WEB DESIGN PROCESS

OFPSA Site Launch

Over the years, Surgeon's Advisor has launched hundreds of websites for facial plastic surgeons, plastic surgeons and dermatologists, as well as a few academies and societies. For those of you not familiar with web design, I thought it might be beneficial and interesting to explore what goes on behind the scenes.

LAUNCHING A WEBSITE HAS THREE MAIN STAGES:

STRATEGY ⟩⟩⟩ DESIGN ⟩⟩⟩ IMPLEMENTATION

But the goal usually includes one important thing: to make a dynamic site that speaks volumes about the company and/or the individual it represents, while at the same time, engaging its visitors.

A great example is the recent design of the OFPSA website. When President Tracy Drumm came to us for help, Surgeon's Advisor was enthusiastic about the new project.

Before we began, our staff met with Tracy and discussed OFPSA's goals. She made it clear that she wanted to be involved and this is important. A client who is engaged with their vendor will always have a better chance of getting just what they're looking for.

While creating the site, the developer should pay close attention to strategy, design and implementation. Ask these questions: What is the purpose of the website? How will users interact? What should it look like from an aesthetic perspective? What kind of functionality should it have?

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STRATEGY

Paramount to the website build-out process is to have a strong strategy. At Surgeon's Advisor, we fully understand that the site had to communicate exactly what the organization does and its mission. Also, it was important that the site be modern and engaging.

DESIGN

The design of the site also needed to be visually appealing. It is crucial the website captured the essence of the OFPSA and carry out the proper mix of aesthetics, while still maintaining functionality.

Early on, we determined that the OFPSA site needed to have login capabilities and a special section for members. These pages provide exclusive content specifically for their staff and physician audience.

We wanted the site to be user friendly to minimize the bounce rate and maximize the time spent by visitors on the site.

IMPLEMENTATION

The final step of building the website was the implementation and testing phase. We asked ourselves: "how would users log in?" How would various sections of the site be formatted? Which platform should be used to build the site?

After the design and various other components were implemented, we needed to ensure proper functioning of the site. To do this, we ran a variety of tests which verify contact forms, login capabilities and load time to make sure the site works properly. In the end, we made sure things were running smoothly and everything worked out.

Building and designing a website does not have to be a daunting process with the proper planning and testing. We are proud to have designed the OFPSA site and look forward to its launch on May 15th!