TOOL #12

Designing a Health Literate Website

1. Plan your site

- Website or social media?

Website

Pros	Cons
Full control	Design and setup can be costly and time consuming
Flexible re layout	Needs regular maintenance
Can include much more content than social media	

Facebook

Pros	Cons
Quick and easy to setup	Limited control
Free	Design limitations
Very interactive	Needs regular monitoring
Easy to delete	Limited reporting tools
	Limited to small chunks of information

(Tip: If you develop both a website and a Facebook page you can link these together and get your messages to a much wider audience.)

- Will you DIY or get it professionally designed? (Tip: there are many website building tools online that do not require coding or design skills – search on your browser).
- What is the purpose of the site?
- Who do you want to reach?
- Have you chosen and registered a domain name (✎ www.domainregistration. com.au/domains/tips)?
- What size site? How many pages, how much storage will you need (images and videos greatly increase storage space)?
- Do you want to include online forms, blogs, maps, links to social media, links to other sites and resources, video and/or audio players?
- Do you need to optimise content for tablets and phones?

2. Develop content

- Plan the content –focus, key messages, what to include, how information will be organised
- Create a simple engaging homepage

- Put the most important information first
- Put key messages 'above the fold' (content you don't need to scroll down to)
- Include simple navigation – clear pathways, menus and buttons with meaningful labels
- Use images to explain content and help people learn, not to distract them
- Use interactive content that users can tailor to their own needs.

3. Check style

- Talk directly to your intended audience, using common language
- Use plain English – everyday words rather than complex words
- Use active voice (subject-verb-object) where possible
- Be concise, keep it simple
- Keep sentences short
- Write short, single-topic paragraphs
- Avoid clichés
- Avoid jargon and abbreviations
- Use clear, meaningful titles, sub-titles and links
- Avoid underlining, italics,

bold print, capital letters or exclamation marks
- Use inclusive language - gender neutral, culturally appropriate, disability-friendly
- Always capitalise 'Indigenous' and 'Aboriginal' when referring to Aboriginal Australians
- Use different ways to get messages across – graphics, multimedia, graphs, images
- Limit content to one or two main fonts
- Use a clean (sans serif) readable font for text – at least 12 points
- Use 1.5-line spacing
- Include plenty of white space
- Chunk content into manageable pieces
- Use dot point lists to break up text
- Test content for readability (see: Readability statistics)
- Test content with your consumers.
- Resource: Writing for the web
  http://www.dhhs.tas.gov.au/publichealth/health_literacy/health_literacy_toolkit/writing_for_the_web

4. Check accessibility and useability

- Refer to Web Content Accessibility Guidelines (https://www.w3.org/WAI/WCAG20/glance) for international best practice recommendations for improving website accessibility
- Australian Government page: (www.guides.service.gov.au/content-guide/accessibility-inclusivity/)
- Check out Vision Australia's Accessibility Toolkit
- Check that:
  - images meet the 6 relevant accessibility guidelines (alt text, colour, contrast, images of text, flashing, icon consistency)
  - link text is easily understood and clearly marked
  - HTML tags have been used appropriately for headings, lists, quotations, tables and emphasised text
- Make title and headings clear, meaningful and easily searchable
- Include organisation name in title or sub heading
- Write a useful meta description (summary of content)
- Use Search Engine

Optimisation – include highly ranked keywords
- Make sure content displays correctly on different screens – desktops, laptops, tablets, mobile phones
- Embed social media buttons on your website; include links to your website on your Facebook site.
- Resource: For useability tips, see Web Useability
  http://usability.com.au

5. Promote your website

- Promote your web address everywhere possible – social media, directories, posters, business cards, etc.
- Do an online search on ways to increase website traffic
- Monitor use of your website – search online for web analytics tools

6. Maintain your site

Develop a regular schedule to:
- Check all content is up to date
- Check all links work
- Add new content, links and resources.
- Resource: Health Literacy online: A Guide for Simplifying the User Experience
  https://health.gov/healthliteracyonline/