

# UF Health Web Services NEWSLETTER

University of Florida Health Communications & Information Technology

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Due to UF Health's COVID-19 response, our office has been mobilized to provide special support. As such, routine requests may experience a delay in their completion. Please bear with us as we prioritize system requests during this unprecedented time.



UFHealth | COVID-19 UPDATES

## COVID-19 Updates and Information for the UF Health System

Find fast facts about our responses in Gainesville, Jacksonville and Central Florida and learn about the hard work our researchers conduct to help combat this global pandemic. We also provide you easy access to information from county, state and national governments and health agencies.

[Visit the COVID-19 Website](#)

## Upcoming Audits from Web Services

Each spring term, UF Health Web Services begins an audit of all websites and Bridge groups to ensure the web content and those who manage it are up-to-date and less information remains stagnant on the web.

### What are these audits specifically?

**Website Audit** - Websites that have not received an update for 12 or more months since April of 2019 will be flagged and website administrators will be contacted by a member of Web Services. Websites that were "archived" after the 2019 audit may be deleted.

**Bridge Group Audit** - Bridge collaboration groups that have not been active for more than one year will be flagged and the group's administrators will be contacted by a member of Web Services.

*Website and Bridge group training is always an available option. If you would like assistance from Web Services for training, or discuss how to better utilize your sites or Bridge groups, please contact us at [webservices@ahc.ufl.edu](mailto:webservices@ahc.ufl.edu).*

## Is your retired Apollo 1 site still needed?

If you no longer need access to your old Apollo 1 website after launching your Apollo 2 site, please let us know if it can be deleted from our system.



## Check Out the New Google Analytics Services

The UF Health Web Services team provides Google Analytics data for free. Google Analytics data can help you make sure your site and web campaigns are fully effective and optimized. Using Google analytics, you can determine what works on your website and what doesn't work.

Through Google Analytics, you can ensure you're meeting and exceeding institutional goals and streamlining your work into content that matters for your audience, learn where you should be investing your time, where you're making the greatest impact, measure your campaigns' successes and how your contributions are performing.

[View the Google Analytics services available](#)

## Content Strategy Tips & Best Practices

- Use shorter paragraphs to make text easier to read on phones.
- Make sure physician photos are aligned with other physician photos or text.
- If you implement a design on a few pages that contain similar content, make sure that element is on all pages as it improves user experience.
- Highlight achievements on "about" pages.

- [Link internally for physicians in the division instead of to the directory \(Directory block\).](#)

[View the Entire List of Best Practices](#)

## Social Media Accessibility

1 in 4 adults in the U.S. live with a disability, and as a healthcare provider, it is likely an even higher percentage of our audience experiences barriers to our content because of vision loss, hearing loss, cognitive or physical disabilities.

When it comes to social media, we have less control over the mechanics of the platform, because we can't make changes to the coding or formatting of the website or app. By now, many social media platforms have added built-in features to accommodate for users accessing our content with assistive technologies, and there are ways you can improve access to the content you create.



[Learn about better practices for social media accessibility](#)

## How to use forms to create a "Calculator"

The Gravity Forms plugin has a lot of advanced features, which give you the ability to create a webform to suit a variety of needs. In this article, you will learn how to create a form that will take selections from certain fields in the form and display a calculated value.

Selecting options in a form can cause a score to appear and a message to give some context for the score.



[Read the full article](#)

## Need an Apollo 2 Refresher?

Download and print the [Apollo Quick Reference Guide](#) to help you get re-started on editing your Apollo 2 webpages. Training sessions are available through Zoom, at this time.

### Industry Tips

## Bounces vs. Exits in Web Analytics

It's important to study why users leave websites. Analytics tools give you two metrics for web pages: exit rate and bounce rate. Understanding the difference between these two numbers is essential for better UX design.

[Watch the video on Bounces vs. Exits by the Nielsen Norman Group](#)



