

2021

RECRUITMENT INNOVATION CENTER STUDY WEBSITE TOOLKIT

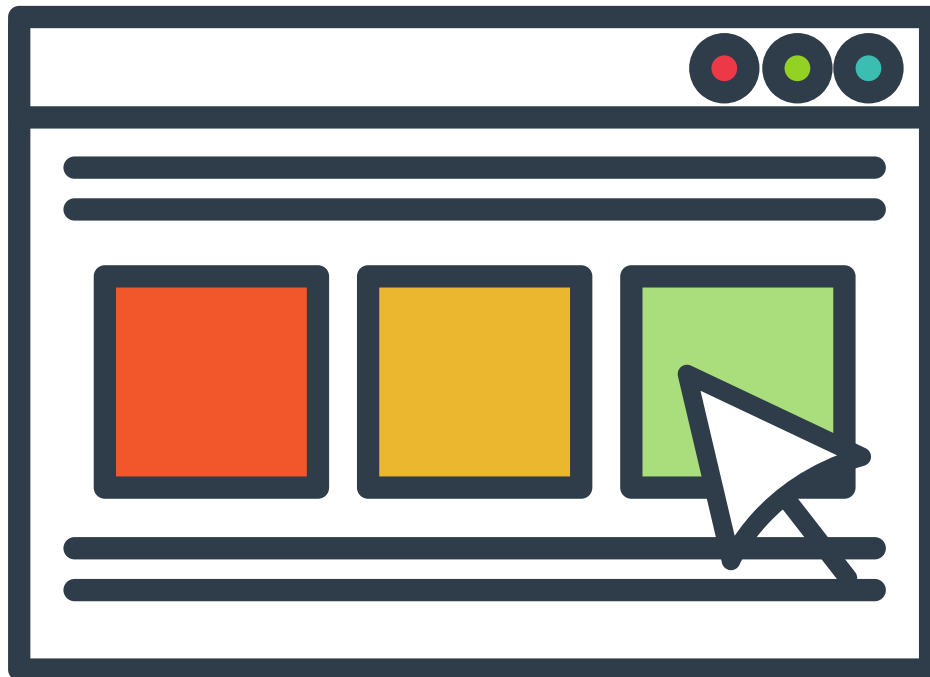


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03 INTRODUCTION

The Recruitment Innovation Center (RIC) works in partnership with researchers/study teams to provide tailored support and advice for study recruitment and retention. The RIC Recruitment Materials resource line provides materials reviews, recommendations, and templates that might improve the recruitment of potential participants for specific studies.

This study website toolkit is designed to help researchers/study teams learn about some of the benefits of having a study website and will provide a basic overview of what to consider before and during the process of designing and developing a website. Some information contained in this toolkit has been informed by patient and community stakeholder feedback obtained during Community Engagement Studios (CES) with representatives across the country and with a variety of disease conditions.

This is not a comprehensive guide for building, maintaining, and promoting a study website.

Important considerations before proceeding with a study website:

- Check with your institution for any guidelines and requirements for hosting a study website.
- All website content should be IRB approved.
- Study websites should match the same IRB-approved branding and messages as other recruitment materials for the same study.

04 STUDY WEBSITES OVERVIEW

Participant-facing webpages for study recruitment provide a centralized hub of information about the study, including:

- a simplified overview of the study,
- brief eligibility information,
- what to expect when you join the study,
- FAQs, and
- a way to easily contact the study team.

Unlike social media platforms where you're opting into developed systems with pre-defined content sharing elements and algorithms that determine when your content is shared; having a dedicated study website allows you to design, store, and share your content under your own terms.

A website is your main source of truth that all other information channels, such as social media and printed recruitment materials, will link back to.

Key benefits for having a website:

- Establishes your credibility and builds trust – Websites are an opportunity to build trust with potential participants by having clear information about who you are, what you do, and how to contact someone for more information.
- Helps potential participants find you online - People have the potential to find you online through Google and other search engines.
- Eliminates confusion and helps find your ideal participant - A website is a quick and easy-to-access overview of exactly what your study is about and how to join. If you are only relying on social media to share your study information, it's possible that your followers might miss your posts. Designing your website with your ideal participant in mind using relevant imagery and information will help limit ineligible participants from contacting you.

Tip: Make simple mockups of your website (sketched on paper or constructed in PowerPoint) for stakeholders to review prior to investing in development.

05 WEBSITE DEVELOPMENT + DESIGN GUIDE WITH COMMUNITY EXPERT RECOMMENDATIONS

This section of the toolkit will provide an overview of the basic elements you need to consider while designing your website including resources to help you along the way. If applicable, each section will contain feedback and recommendations from a variety of diverse community engagement studio sessions.

Before you begin to design and develop your website, you will need to set the foundation with where your website will live (hosting) and the address that will allow users to access your website (domain name).

Setting the Foundation - Website Address & Hosting

All websites need an address/URL for people to visit also known as a domain name. Your website address will be used to point people to your website from other online places such as social media and from print materials such as brochures or flyers. It's important for your domain name to convey what your website is about. Generally, study websites will list the short study name as the domain.



Once you have settled on a name, you need to register your domain. You can use a registrar such as GoDaddy to search for available domain names and register your domain name. Check with your institution for policies on external providers.

Many website hosting companies will also have domain name registration built directly into their hosting platforms such as Squarespace.

Website hosting is an online service that allows you to rent server space where you can store the information you want to share with internet users via a website. There are many website hosting companies you can choose from to host and build your website: Squarespace, Wordpress, Wix. Most offer easy to install website design templates to get you started.



[Click To Access Articles/Resources](#)

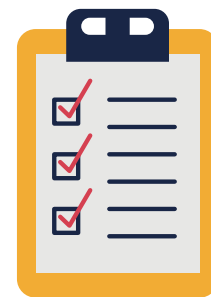
[HOW TO COME UP WITH A GOOD DOMAIN NAME](#)

[GODADDY](#)

[SQUARESPACE](#)

06 KEY ELEMENTS TO CONSIDER FOR YOUR WEBSITE

Now that your basic website foundation is set, it's time to begin the design and development planning for your website.



The following are key elements for you to consider when creating a website:

- Who is your target audience?
- What is the main purpose of the website?
 - Examples: is it for study information only, will you be regularly sharing new/articles for your users, etc.
- What is your overall goal for the website?
 - Examples: enrollment, awareness
- What will you ask users to do when they visit your website (Call To Action)?
 - Examples: complete a screening form, submit their contact info for a follow-up call, link to online study activities, etc.
- How will you structure the information on your website to help users easily navigate your site?
- What content will you need for the website? Images? Graphics? Videos?
- Do you have a study logo?
- What colors will you use?
- Does your website meet accessibility standards?
- Will you offer the website in multiple languages?
- Do you have staff that can regularly update the website?
- How will you share/advertise your website to attract visitors?

Target audience

Your target audience will be the potential participants you are seeking to join your study. However, in some cases, your target audience may also include family members, loved ones, caregivers, or friends of potential participants.

COMMUNITY EXPERT ADVICE



Add sections to the website to educate specific populations that might be impacted by their loved one's condition: children, co-workers/workplace, spouses/partners, family members, etc.



ACCESSIBILITY

[Making the Web Accessible: Strategies, standards, and supporting resources to help you make the Web more accessible to people with disabilities.](#)

Purpose, goals, and calls to action

Knowing your goals before you begin planning will make it easier to determine what's best for your overall website strategy. If your website is for a research study looking for participants, as an example, your website will be a place to find information about the study and allow users to easily take action to enroll. If enrollment is what you want to achieve, then you could answer these questions:

- what do your visitors need to know about your study to make a decision to participate and
- what action do you want them to take on your website to move closer to enrollment?

Calls to action (CTA) guide users towards your conversion goal. CTAs could look different based on how you want to measure your success, but some examples are:

- Completing a pre-screening survey
- Signing up for a newsletter
- Submitting contact information (including phone number, email, and whenever possible, a person's name)
 - TIP: Make it easy for people to contact you. Keep information secure and protect user's privacy. Link to secure data collection sources (REDCap).
- Downloading an information packet.

What actions your users will take is up to you and how you define your goals. Good website design will include a clear call to action (usually added on the website as a button), which visitors can easily identify and understand.

CTA Button Considerations:

- **Size:** Keep the button large enough to see from a distance, but not so large that it becomes a distraction from other content on the page.
- **Color:** The color you choose for CTAs has a tremendous impact on whether it will be noticeable. Contrasting colors work best for CTAs.
- **Action-oriented text:** Label the button with that will compel visitors to act.
 - Examples:
 - Join
 - Start
 - Complete

Navigation and design

Users should be able to easily find their way around your website.

Follow these general rules for navigation:

- **Keep it simple:** Navigation should be designed in a way that gets visitors where they want to go with the fewest clicks possible.
- **Keep it clear:** There shouldn't be any guessing about what each navigation option means.
- **Keep it consistent:** The navigation system should be the same for all pages on the website.

Avoid adding unnecessary pages to your website. Only relevant content should be displayed. Sometimes you'll find that simply starting with a one-page website will cover your content needs. Less is more.

[More than 50% of users](#) access the web from mobile devices. Aim for a single-column layout as they work best on mobile devices and can easily scale to other devices and screen orientations.

NAVIGATION OPTIONS

Search

- Make it easy to search for content – keep a search box on every page.

Links

- **Internal links:** All internal links should open in the same tab. This will allow users to use the “back” button.
- **External links:** Open external links in a new window/tab. You can provide an advanced notice that the link opens in a new window or tab before automatically opening.

Buttons

- Label buttons according to what they do.

Study Website Example

THE LIPOIC ACID IN PROGRESSIVE MULTIPLE SCLEROSIS STUDY

Help us find a treatment to slow progression of symptoms in people with multiple sclerosis

[I AM INTERESTED](#)

Header area with image, value/about statement and call to action button

ABOUT THE STUDY

LA in PMS is a study to find out if lipoic acid, an over the counter antioxidant supplement, will help with walking performance, neurological function, pain, fatigue, mood and brain shrinkage in people with progressive forms of multiple sclerosis (MS). In a small study, lipoic acid was significantly shown to decrease brain shrinkage on MRI results in people with secondary progressive MS who took the supplement when compared to those who took a placebo pill.

Study Sites:

1. VA Portland Health System
2. DC VA Medical Center
3. VA Puget Sound
4. Swedish Medical Center
5. VA Salt Lake City Healthcare System
6. University of Utah
7. University of Alabama at Birmingham
8. University of Vermont
9. Ottawa Hospital Research Institute (Canadian site)



General study information

Participant Eligibility Criteria

Can Have	Can't Have
<ul style="list-style-type: none">• 18 and older• Diagnosis of primary or secondary progressive MS• Able to walk (with or without assistance—cane or walker is ok)• Able to have an MRI• English-speaking	<ul style="list-style-type: none">• Currently taking or have taken very much lipoic acid within the past 2 years• Pregnant or breast-feeding• Inability to walk (wheelchair use)• MRI constraints (metal implants, pacemaker, claustrophobia)• Insulin-dependent or uncontrolled diabetes• Use of steroids in the past 60 days• Previous participation in pilot study

Inclusion + Exclusion

What To Expect

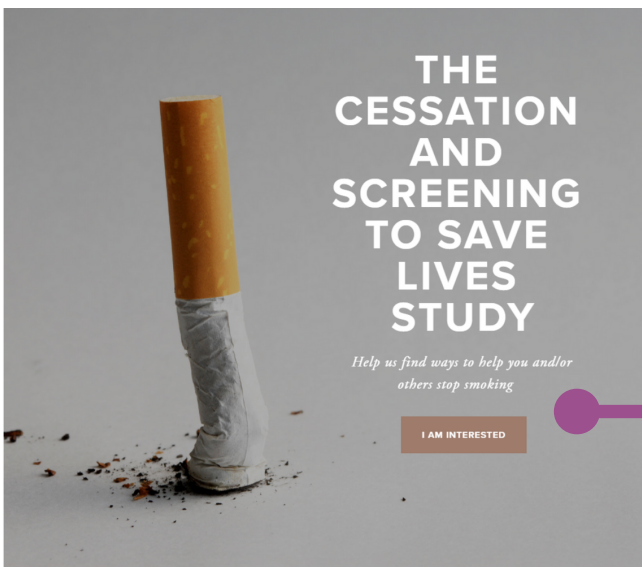
Duration 2 years	Number of Visits 7 Visits	Medication Participants will be randomized to either receive lipoic acid or placebo
Procedures Study visits include walking tests, neurological tests, questionnaires, blood draws, and urine tests. A MRI will be done at the beginning and end of the study. Participants will be asked to complete a diary to keep count of any falls that may occur at home.	Compensation \$50/study visit, including unscheduled visits. Visits for an MRI or extra laboratory draw will only provide \$25. Travel expenses will be reimbursed at \$0.50/mile over 30 miles and up to a maximum of \$100/visit.	Medical Cost Coverage You will not be charged for any treatments, procedures, or lipoic acid as part of this study. If you usually have a co-payment for your usual care and medications, you will still pay for these co-payments and medications that are not part of this study.

What to expect

[CONTACT US](#)

Button to contact study team (linked to secure database such as REDCap)

Study Website Example



Header area with image, value/about statement and call to action button

ABOUT THE STUDY

CASTL (Cessation and Screening to Save Lives) is a study testing combinations of smoking cessation strategies to see which ones work the best.

These include:

1. Smoking Quitline
2. Nicotine Replacement Therapy patches
3. Nicotine Replacement Therapy lozenges
4. Motivational interviewing counseling
5. Message framing

Participants will be randomized to receive a tobacco cessation plan



General study information

Participant Eligibility Criteria

Can Have	Can't Have
<ul style="list-style-type: none">• 55-80 years old• Seeking lung cancer screening• Have a 30+ year history of smoking• Current smoker (cigarettes)• English speaking• Reachable by phone• Willing and able to undergo low dose CT scan	<ul style="list-style-type: none">• Any health condition where nicotine-replacement therapy is not recommended (for example, heart attack within the last 2 weeks, unstable angina, etc.)• Currently receiving other tobacco treatment services or have used tobacco cessation medication within the last month

Inclusion + Exclusion

DID YOU KNOW?

- Lung cancer screening is effective! It can detect lung cancer early when it is easier to treat.
- Annual lung cancer screening can lower the risk of death from lung cancer in people are high risk - quitting smoking doubles this benefit!
- The cost of lung cancer screening is covered by Medicare and private insurance companies
- There's free and effective help available to you to help you quit smoking
- You don't have to be ready to quit smoking to take part in this study!

WHAT HAPPENS AT STUDY VISITS?

- Complete first survey (over the phone or online)
- Undergo lung cancer CT scan
- You follow your smoking cessation plan for 6 months
- Complete a brief follow-up survey at 3 months and 6 months after starting your smoking cessation plan. If you've quit, you can also provide a saliva sample

WHY SHOULD I PARTICIPATE?

- Access to free and effective help to quit smoking
- Compensation for your time
- Satisfaction that you may contribute to better medical care for tobacco smokers who are trying to quit



What to expect and additional study info

[CONTACT US](#)

Button to contact study team (linked to secure database such as REDCap)

11 CONTENT PLAN - MESSAGING

Content should be simple, lay-friendly, easy to understand, and consistent across all materials that you are using.

Here are a few general guidelines to consider for website content development:

- **Prevent information overload.** Too much information can prevent users from making decisions or taking the desired action. To minimize information overload, consider chunking content into smaller sections to help users understand and process it better.
 - Examples include:
 - Add headers/section labels to group content.
 - Use bullet points to break up text.
- **Avoid jargon.** Try to keep content at a 6th-grade reading level and pick words that are clearly and easily understandable to all groups of users.

See best practices for additional resources on the next page.

COMMUNITY EXPERT ADVICE



- Design messaging that uses plain and concise language with clear next steps, information on risks, randomization, simple visuals of the process, and contact information.
- Be brief, but precise about what is being asked of the participant.
- Use lay language.
- Utilize inclusive communication techniques and culturally appropriate messaging.
- Use terms to build trust, establish empathy, and avoid stigma.
- Include bilingual and bicultural elements in all messaging.
- Use wording that is personable.
- Highlight the benefits of participating and how it could improve quality of life and/or how this benefits future generations.
- Include FAQs that outline the focus of the study, why it's important, what is required, etc.
- Create educational materials to explain the treatment and disease process.



Click To Access
Articles/Resources

[National CLAS
Standards
Culturally and
Linguistically
Appropriate
Services](#)

12 CONTENT PLAN - IMAGES + GRAPHICS

Images are a powerful way to capture the user's attention. Images that you use in your recruitment materials, including your website, should be representative of the participant population you are seeking to recruit. Images should be high-resolution with no distortion.

COMMUNITY EXPERT ADVICE



- Use positive images of people.
- Use images that are more relevant to the topic including written explanations of what to expect. Example: MRI machine.
- Use images to illustrate unity and inclusivity.
- Consider including images of people rather than limiting to icons/graphics.
- Add photos that include men with family.
- Incorporate photos of the 'millennial generation' to reach a wider audience.
- Show more diversity in photos.
- Increase clarity by integrating pictures or an infographic that illustrates and clarifies the term(s) clinical/medical research.
- Develop a clear graphic tool to communicate study arms and options for participants.
- Use visuals/tools to aid decision making.

13 BEST PRACTICES: MESSAGING + DESIGN

The following lists of best practices have been developed and refined by the RIC over several years and scores of consultations. Extensive community feedback from the RIC Community Advisory Board has been obtained to formulate these guidelines.

Font

Text size, style and spacing are especially important with studies seeking middle-aged or older adults, those with possible vision impairment, or participants with low literacy skills.

- Size - Text should be at least 12-point font size, with titles at least 13-point or larger.
- Style - Use font styles that are simple and easy to read (e.g., Arial, Calibri, Verdana, Helvetica). Avoid using scripts and more decorative typestyles.
- Line spacing is the distance between lines of text. For your materials, use a line spacing that is somewhere between 1.2 and 1.4. that of the font size. (For reference, single spacing is 1.0 and double spacing is 2.0.)
- Use bold face type when emphasis is needed – keep italics at a minimum.

Messaging

Messaging should be clear, concise, lay-friendly and accessible to those who may have not participated in research before. Plain language resources are available [here](#).

- Text should be written at approximately a 6th grade reading level.
 - [Microsoft Word has a readability and grade level assessment tool](#) you can utilize for determining grade reading level and reading ease.
- Avoid using medical/research jargon. For guidance on replacing jargon with everyday words, [click here](#). ([Click here](#) to access additional CDC resources on health literacy and plain language tools).
- Any medical terms should be simplified or clarified (e.g., replace “hypertension” with “high blood pressure”). [Click here](#) to access the CDC plain language thesaurus for medical terms.
 - Avoid medical acronyms unless commonly used by the general public or specific population the material is designed to help recruit (e.g., “MS” is a term commonly used by the general public for “multiple sclerosis”, whereas “TBI” is not a term used commonly by the public for “traumatic brain injury”).
 - Rather than spelling out the words of the study acronym, consider including a brief statement about the purpose of the study.
 - Use terms “research study” or “study” rather than “trial”.
 - Use terms such as “able to join” rather than “eligible”.
- The title of each recruitment piece should be phrased as a ‘call to action’ to potential research participants that indicates the study’s goal or potential benefit of the study (e.g., “Join us in the fight to...”, “Together we can help prevent...”).

14 BEST PRACTICES: MESSAGING + DESIGN

Logos

Incorporate study and institutional logos, as well as the logo for the study sponsor (funding agency/pharmaceutical company) for transparency in who is conducting the study and how it is funded

Colors

Whenever possible, incorporate disease/condition awareness colors in recruitment materials (e.g. red for heart disease, pink for breast cancer).

--add color contrasting/appropriate colors to use

Photos

- Photo on front should reflect the primary population you are trying to recruit. This is especially important for populations historically underrepresented in biomedical research (e.g., racial, ethnic and gender minorities; populations of lower income and/or educational attainment; physically and/or mentally disabled; rural populations).
- Photos should be inviting, colorful, and show people who look approachable.
- Utilize photographs of people who appear to fit the:
 - demographic diversity of the disease/condition incidence in the population
 - inclusion/exclusion criteria
- Consider including a photo of a potential participant having positive interaction with a doctor (avoid white lab-coat pictures whenever possible).
- Brochures - For disease/conditions that have a genetic component or for older adult studies, be sure to include an inter-generational photo/photo with loved ones, preferably in the "why should I participate" section.



WHERE TO FIND PHOTOS

FREE PHOTOS

Always comply with copyright restrictions.

- [CDC - Public Health Image Library](#)
- [National Cancer Institute Visuals on Line](#)
- [The Noun Project](#)
- [Unsplash](#)
- [Pexels](#)
- [Pixabay](#)

PAID PHOTOS

- [iStock](#)
- [Adobe Stock](#)
- [Shutterstock](#)

15 CONTENT PLAN - VIDEOS

When used effectively, video is one of the most powerful tools available for engaging an audience—it conveys more emotion and really gives people a feel for what to expect in your study.

General best practices for video on your website:

- Set audio to off by default, with the option to turn it on.
- Keep videos as short as possible.
- Provide an alternative way to access content. Include captions and a full transcript of the video.

COMMUNITY EXPERT ADVICE



- Keep videos short, no more than 2-5 minutes unless highly engaging. For videos longer than 5 minutes, consider creating a series.
- Produce videos that are more personal (i.e. showing people with their families).
- Culturally tailor videos by utilizing speakers with diverse backgrounds and in multiple languages while incorporating content that addresses issues around cultural differences and unique concerns.
- Produce a video that explains the use of images, health data in research, what protections are in place.
- Develop a series of video shorts that highlight minimal risks and inclusion of people with chronic health conditions.
- Develop videos with patient and advocate testimonials to highlight the goals and potential impact of studies and outline study expectations.
- Create/include a brief video showing explanation of procedures (e.g. MRI, biopsies).
- Incorporate subtitles on videos for potential participants who may be hard of hearing.
- Use lay language and "less technical" terminology for the videos.
- Create a video combining elements from animation and live-action to keep participants' attention.
- Utilize consistent pacing and music that does not distract from the voice-over. Keep videos at a slower pace for seniors and others who may not be as tech-savvy.

16 BEST PRACTICES: VIDEO DESIGN AND PRODUCTION

General Guidelines and Best Practices

- **Seek input/feedback from the community** who will ultimately be viewing your video through the process.
 - This can be accomplished through a group consultative feedback session like a [Community Engagement Studio](#) or a focus group.
 - Alternatively, research teams may seek feedback from individual community members through cognitive interviews or more informal conversations. The goal is to get feedback directly from the target audience (e.g., if the project is focused on sickle cell disease, the team should seek input from sickle cell patients).
- **Consider Length:** in general, research teams should be hesitant to exceed 5 minutes for an educational video. There are exceptions for more complicated topics, but be mindful that it can be challenging to keep your audience's attention for an extended period of time. While [average video lengths are increasing](#), this seems to be largely due to an increase in content like documentaries, commentaries, and tutorials.
- **Interviews**
 - For projects involving interviews, ensure that you have a conversation in advance with the interviewee. Try to avoid scripting responses, but it is a good idea to map out the conversation and discuss key talking points.
 - When interviewing, the interviewee should repeat the first part of the question asked. For example, if the question is "What was your experience being a part of this study?" the interviewee should start the answer with "My experience being a part of this study was..." as opposed to "I had a great experience".
 - Additional tips are available [here](#).
- **Accessibility**
 - Scripts intended for the public should be written at a 5-6th grade reading level. Reading level is easily assessed using online tools (example [here](#)).
 - Ensure your video is captioned. This is easy to accomplish on YouTube. Additionally, be aware that not all individuals will be able to see or read text on the screen, so consider utilizing narration to provide additional information. Additional information available [here](#).

Pre-production (Preparation & Scripting)

The pre-production period is a time to prepare for the filming (or 'production') of your video by developing any materials you will need to have on hand when filming. This could include a script, an interview guide, a list of materials - what you need to prepare entirely depends on the type of video you are planning to make.

Scripting could be as simple as a chart detailing what the individuals on screen are doing, what is read and what text appears on screen (see Example 1).

On Screen	Text Read Allowed	Text on Screen
	In this video, we will go through how to collect a throat swab	Text: How to Collect a Throat Swab
	also called an oropharyngeal swab. Please watch through the entire video before collecting your specimen.	Text: Throat Swab / Oropharyngeal Swab
Shots of swab, specimen bag, and collection tube	To collect your sample, you will need: your sealed swab, a specimen bag, a collection tube called a transport vial, good lighting and a mirror.	Text: Swab / Transport Vial / Specimen Bag Text: You will also need: good lighting / mirror
Participant places collection tube in a cup	You may also need: something to hold the tube upright - a cup or mug works well.	

Example 1: Scripting / Outlining Video

17 BEST PRACTICES: VIDEO DESIGN AND PRODUCTION

Production (Filming)

It is not necessary to be a professional to create an engaging video - it does help to keep [key rules](#) of filmmaking in mind as you film.

- Resources & Guidance
 - Smartphones can be used to make simple, yet high-quality videos. To learn more about creating videos with a smartphone, click [here](#) and [here](#). Equipment (tripod, lighting) is helpful to have, but not required. Rather than filming hand-held, you can easily make a tripod out of household items (instructions [here](#)).
 - It is possible to record portions of a presentation using [PowerPoint's built-in screen recorder](#). Research teams should ensure that all material is appropriate for a lay audience.
 - If possible, bring a second device to record sound. This could be a secondary phone placed closer to the subject or a microphone if you have the budget (examples [here](#), [here](#), and [here](#) *last example typically used for interviews).
 - Bring a backup battery or charger for the device you plan to film with. Notoriously, batteries tend to run out just when you need them most.
 - Always film everything twice. Even if everything seemed perfect, it is always a good idea to have a second option.

Post- Production (Editing & Distribution)

- Resources
 - [Wikipedia Commons](#) / [Creative Commons](#) for free-use images
 - [Flat Icon](#) for creative commons use icons
 - For royalty-free / free-use music, a fairly comprehensive list can be found [here](#).
 - Editing software can be costly, however, several options are free or of limited cost. These include [iMovie](#) (Mac), [Video](#) (Windows PC), [Adobe Premiere](#) (can be purchased month to month for limited cost), and [Adobe Spark](#) (free for short videos created on mobile). Additionally, PowerPoint can be used for screen capture/animation (more details available [here](#)).
- Guidance
 - For distribution, consider if you want your video to be publicly searchable or private - visibility can be edited upon upload to YouTube or Vimeo. Many projects choose to have videos 'unlisted' which allows anyone with the link to access.
 - Typically for submitting to an IRB, provide both a script/transcript and the link to the live video. Some projects choose to submit a script for approval prior to filming.

Examples

- [What is it like to get an MRI?](#)
 - **What this does well:** clearly describes the procedure, utilizes narration to explain process, and is short in length to maintain audience interest
- [The Importance of Research](#)
 - **What this does well:** includes both participant and researcher perspective
- [All of Us Participant Testimony](#)
 - **What this does well:** engaging testimony from participant, not limited to classic "interview" video style
- [Risk Bites - What is Nanotechnology](#)
 - **What this does well:** uses simple imagery/whiteboard animation to explain complex concepts

18 PROMOTING YOUR WEBSITE

Now that your website is ready, it's time to share, share, share. Websites are not a "build it and they will come" type of product. You will need to promote your website to get traffic flowing to your site. Getting more traffic can also help your website rank higher in search engine results (see more on SEO in the Beyond The Basics section on the next page).

There are many ways to promote your website. Here's a list of ideas to get you started:

- Add your website URL/link to ALL recruitment materials. In addition to typing out the full URL on all print materials, consider adding a QR Code for users to scan on their smartphones.

A Quick Response (QR) Code can be added to print materials that when scanned will direct participants to a website for more information about the study and how to join. A QR Code is a two-dimensional barcode consisting of a black and white pixel pattern that allows it to encode up to a few hundred characters, such as a URL for a website.

Add simple instructions with the QR Code such as "Scan here with your smartphone".



- Develop an outreach campaign that includes influencers and ambassadors from reputable community groups and organizations.
- Leverage social media. If you don't have a social media presence, reach out to admins of relevant and established social media groups and ask if they can share your study information, including your website.
- Add a link to your website in your email signature.
- Post on forums (i.e. Reddit).
- Ask your institution and partnering organizations to link back (aka backlinks) to your website.
- Share your website with any news article/interviews when you're talking about the study.

19 BEYOND THE BASICS

SEO - Search Engine Optimization

Your website is automatically added to Google and other search engines, but where you show up in the search results will depend on how well your site is optimized with content, keywords, image descriptions, and referral sources pointing to your site.

Read more about SEO:

[SEO 101](#)

[SEO Starter Guide: The Basics](#)

Google Analytics

Tracking your website analytics can provide insightful information about how many people are visiting your site and how they are spending their time while there.

Key questions that you can answer with Google Analytics:

Is my website growing? Key question(s) answered: What channels drive the most visitors? Of the people visiting my website, what percentage of them are new visitors?

Is my website converting? Key question(s) answered: How many times do visitors complete the goal? What's the overall goal conversion rate?

What are people doing on my website? Key question(s) answered: How long do visitors stay on my website? How many pages do they view?

Common Google metrics + definitions

- **Users:** the number of users (by device ID) that visit the site
- **Pageviews:** any view of a page
- **Time spent on page:** the average amount of time all users spend on a single page
- **Bounce rate:** percentage of visitors that view only a single page and then leave
- **Exit rate:** the page on your site that the visitor left from
- **Traffic sources:** shows where your traffic came from, such as referrals or links from other sites, search engines, social media, and emails
- **Unique sessions:** Google Analytics records a session every single time someone visits your website. A session starts right away when someone loads a page and ends after 30 minutes of inactivity. Every pageview, click, transaction, etc., tracked during this period of activity makes up one "Session."

Read more about Google Analytics:

[Google Analytics](#)

[Step by Step Google Analytics Tutorial for Beginners](#)