

Newly Revamped Website

HealthXchange.sg

Continuing to lead as Singapore's first health and lifestyle portal

Authors and Co-authors

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AIMS

The revamp was undertaken to maintain HealthXchange website's leading position as Singapore's first health and lifestyle portal, and to extend the website's reach and grow its target audience base.

METHODOLOGY

1. Leverage on the latest technology

⇒ Redefine platform for full mobile responsiveness

Used a responsive grid system styled in CSS (Cascading Style sheets) to ensure the website is **mobile-friendly** and responsive, allowing users to read and browse content comfortably while on the go, in tune with the usage patterns of readers.

⇒ Harness cross-publishing capabilities of SharePoint

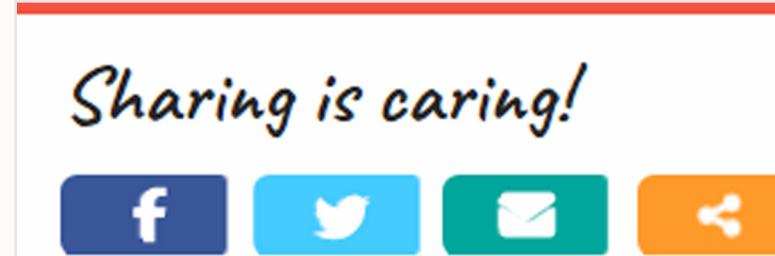
The team leveraged on the cross-publishing capabilities of SharePoint. This enables an article that is uploaded once, to automatically appear in multiple relevant sections throughout the site.

⇒ Cleaner codes, enhanced security and personalised tagging

Effort was made to remove junk codes to enable faster page loading, best security practices were implemented, and members were allowed to choose content that they wished to receive based on their preferences.

⇒ Social media sharing

The team introduced social share for articles via Facebook, Twitter, LinkedIn, Pinterest, WhatsApp, and other social media platforms to organically expand reach and promote better health awareness.



2. Benchmark with the best – healthcare industry and beyond

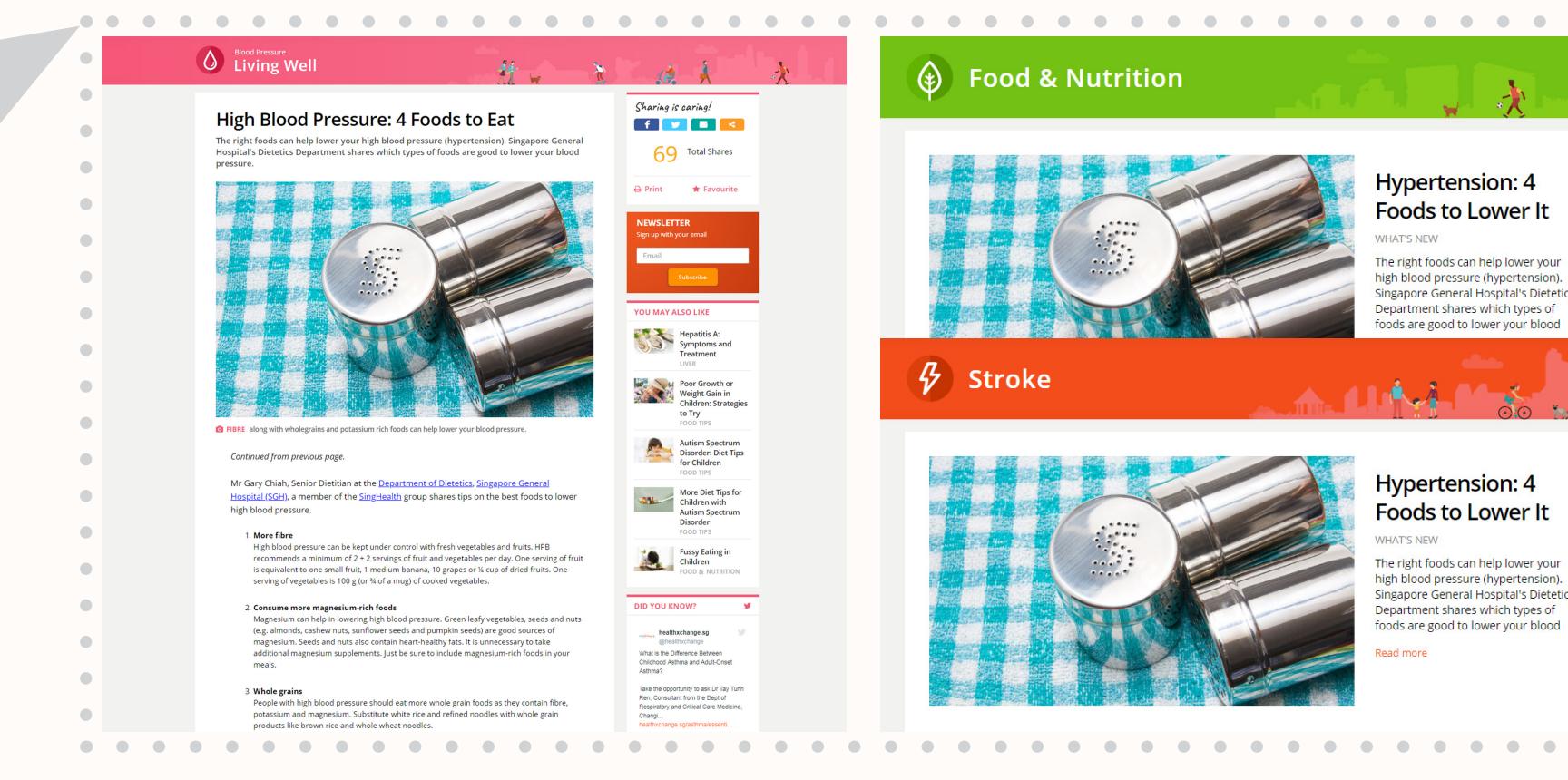
As a best practice, the team conducted a thorough benchmarking exercise with the world's top online health resources like WebMD and Mayo Clinic, as well as popular local and international news sites like Yahoo, AsiaOne, Straits Times and Washington Post, for depth of content, writing style and keywords usage in their quest for continuous improvement.

3. Developed a comprehensive "Health Taxonomy", SEO (search engine optimisation) and tagging

To ensure the revamped site is efficient and user-friendly, **taxonomy** for the site – which refers to how information is organised, categorised and labelled in a shared information environment – was robustly explored. Over 50 versions were tested and fine-tuned! A final HealthXchange taxonomy was developed and implemented.

A full **SEO** exercise was conducted for each health section and article to ensure search engines are able to find HealthXchange articles easier and rank them higher on search engine listings.

All articles were assigned **accurate and specific tagging**, allowing them to be "pushed" automatically to the correct section and other relevant sections.



An article that is uploaded and tagged appears in various health sections, for e.g. Blood Pressure, Food & Nutrition and Stroke

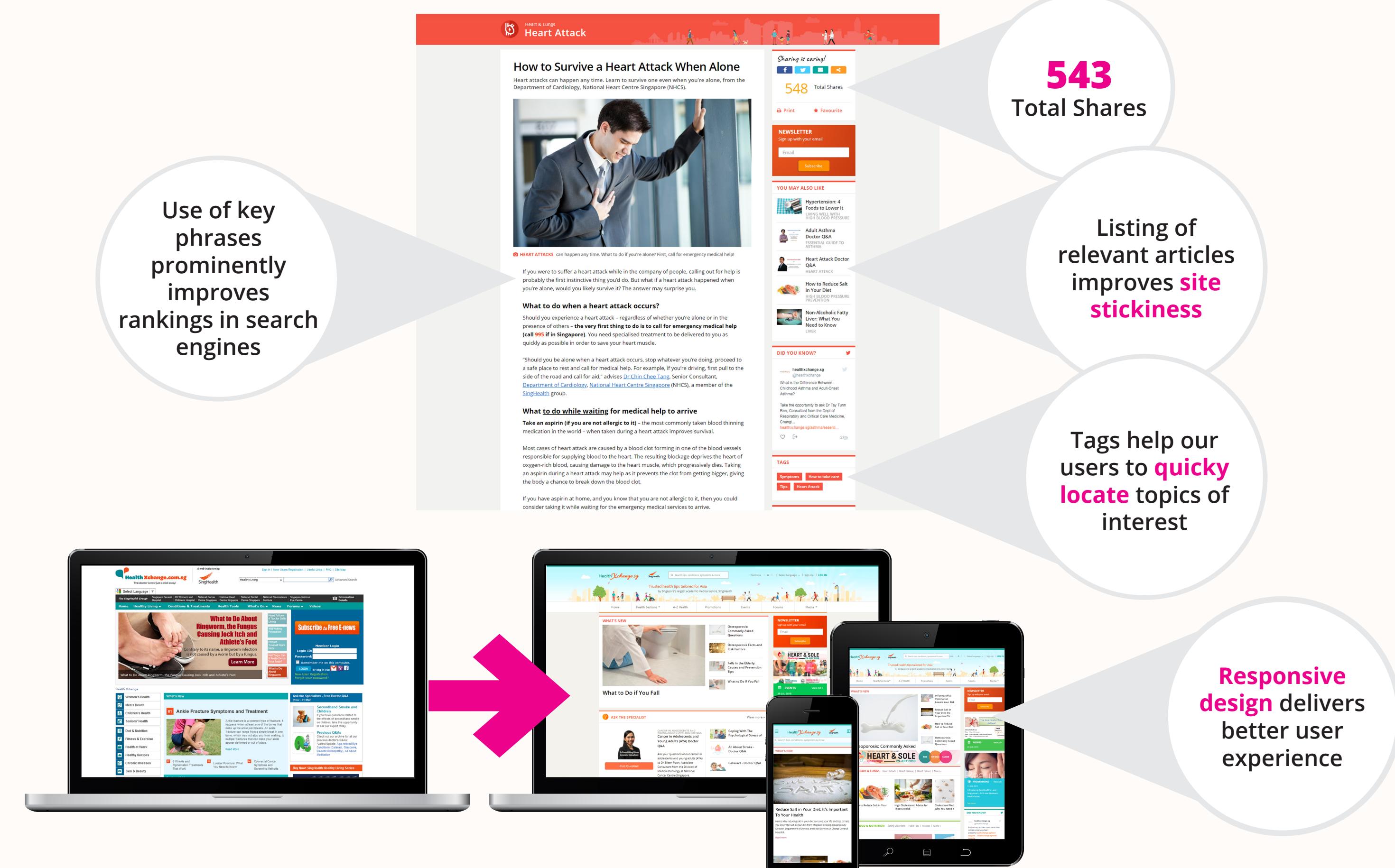
4. Iterative process of gathering input from target audience and feedback

During conceptualising of the site's new design, **feedback** obtained from users of the previous site was brought into consideration. Initial prototypes were also shared with colleagues outside of the team and **various groups of target audience** for their input, with further refinements made along the way.

RESULTS

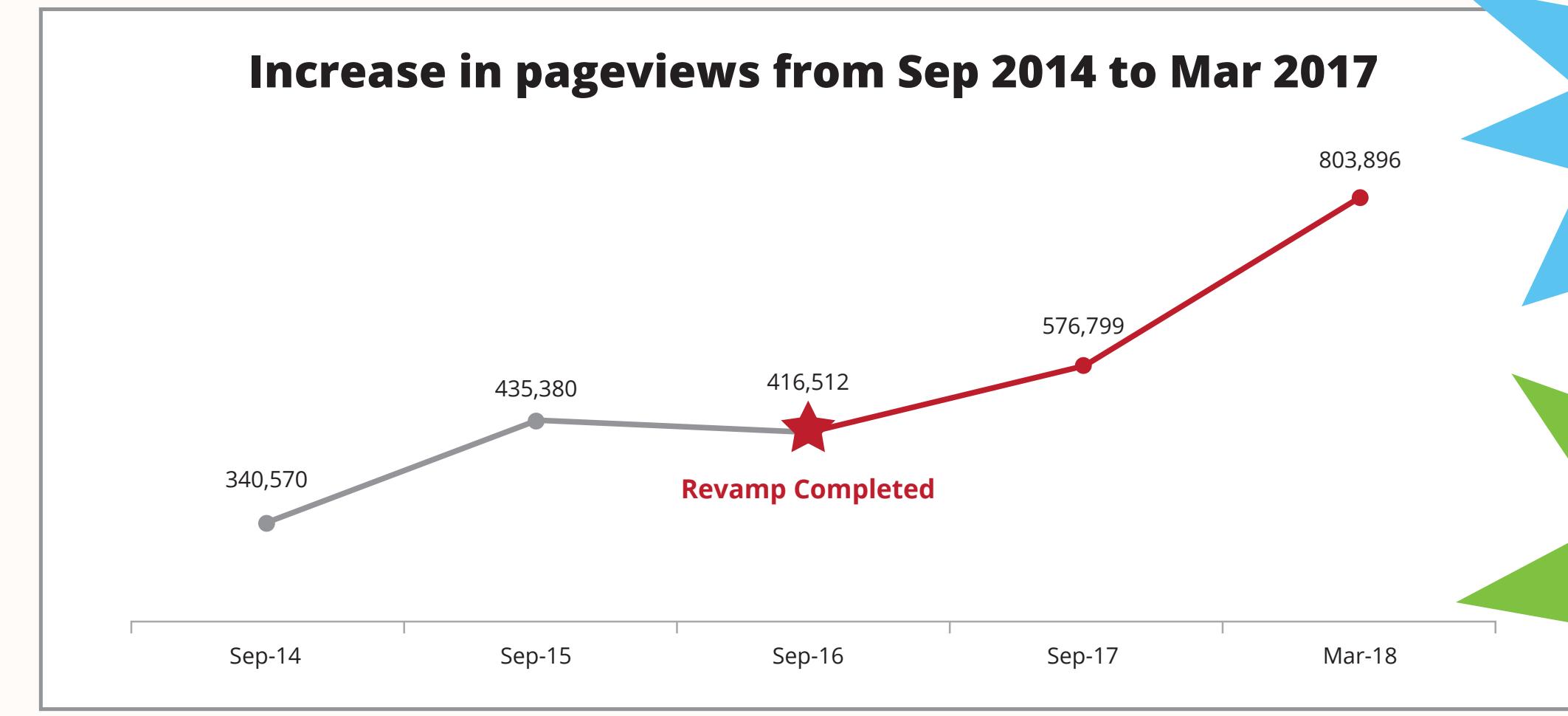
1. Increased article sharing and wider reach

Easy sharing has increased the total number of shares for articles. Plus, with the revamped site being **mobile responsive**, we are able to provide a more comfortable experience for mobile users – which account for up to **70%** of our users.



2. Strong increase in pageviews

There has been a steady increase in traffic following the revamp.

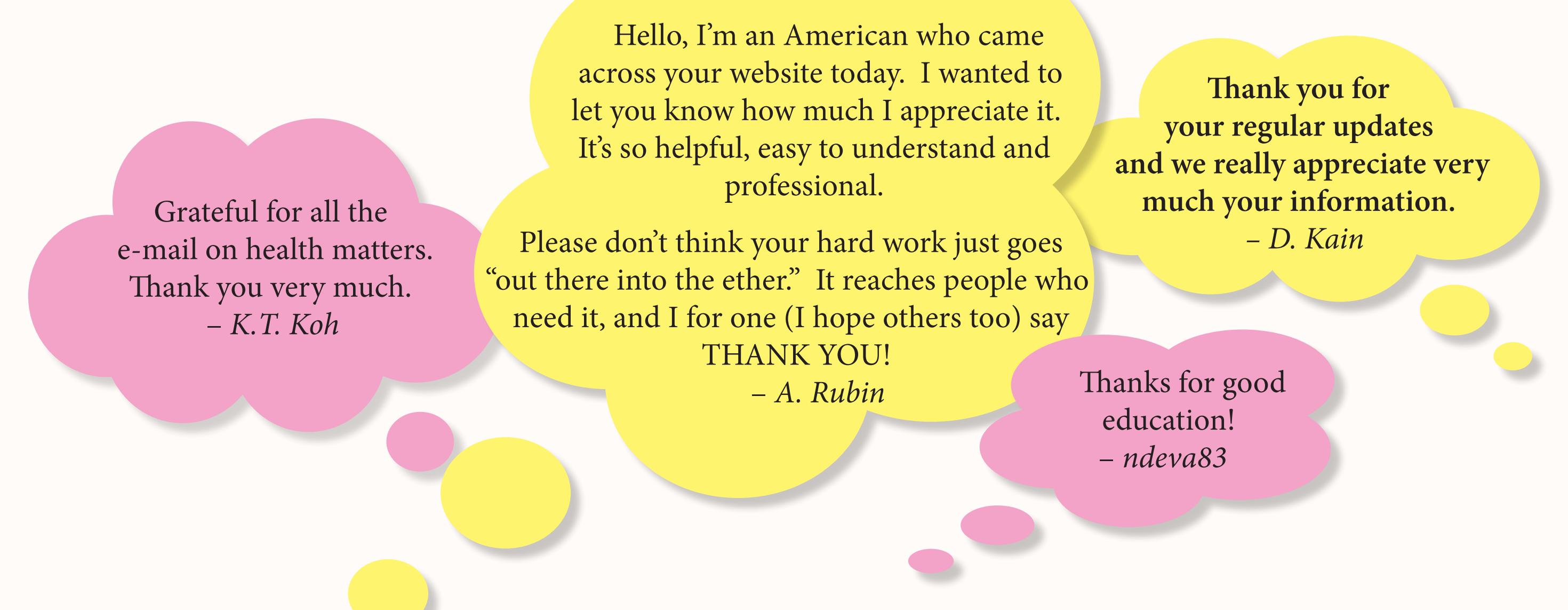


Highest pageviews since its creation:

> 800K in a month

+95% growth in monthly pageviews after revamp

3. Multiple compliments



4. Requests for partnerships and re-publication from various parties

Miscellaneous publications – online and print – for e.g. POSB, NSLink, Singapore Heart Foundation, Families For Life and others have requested to share our articles with their members.

5. Enhanced efficiency and effectiveness

The efficiency of the team has improved with one-time loading and tagging of articles. Success of the revamp has also enabled the team to serve as advisors to the rest of the cluster as they prepare for their own institution website revamp.

CONCLUSION

A comprehensive, robust review and revamp of the HealthXchange site has enabled it to continue to be positioned as Singapore's leading health and lifestyle portal, turning organic users into **loyal advocates** for the site. The HealthXchange team now acts as advisors/trainers to the rest of the cluster as they embark on their own website revamp journey.