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BBBB Website Review

Background

BBBB is a leader in cancer care, research, prevention and education. As one of only 39 Comprehensive Cancer Centers in the country, BBBB is New Jersey's first and only National Cancer Institute (NCI) – Designated Comprehensive Cancer Center. In order to have this prestigious designation, the highest ranking given by the NCI, the center had to meet certain strict criteria in the area of cancer care, treatment, prevention, and community outreach.

Having been established only fifteen years ago, BBBB is “one of the Nation's most rapidly growing cancer centers.” Last year, BBBB physicians cared for over 72,000 patients, including 6,000 new patients in their network of 17 hospitals located throughout New Jersey.

As stated on their current website, this prestigious cancer care organization “delivers advanced comprehensive care, conducts world-class cancer research, transforms laboratory discoveries into clinical practice and provides education regarding cancer prevention, detection and treatment. BBBB also offers the latest clinical trials and experimental therapies.”

Special Features of BBBB include:

- BBBB's reach is statewide and includes a network of 17 hospitals making it one of the largest networks in the nation.
- BBBB houses several specialized centers including the Dean and Betty Gallo Prostate Cancer Center, the LIFE Center for Breast Cancer Awareness, the Fannie E. Rippe Foundation Center for Women's Reproductive Cancers, and the Center for the Study of Diet and Nutrition.
- BBBB has extensive programs designed to control cancer in New Jersey, through extraordinary expertise in understanding the role of environmental carcinogens, tobacco addiction, behavioral susceptibilities and research into the nutritional causes of cancer.
- Through its community-based partnerships, BBBB is striving to reduce the cancer mortality rate in New Jersey's underserved populations. This is being accomplished by increasing public awareness about early detection of prostate cancer, improving outreach outcomes by investigating novel mechanisms to improve education through understanding aspects of cultural diversity, and investigating nutritional interventions to prevent cancer.
- BBBB has unique relationships with the pharmaceutical industry. Through the BBBB Corporate Relations Committee, corporate leaders meet regularly with BBBB investigators to accelerate the movement of new and promising treatments to the care of New Jersey patients

Preliminary Review of BBBB's Present Website

Design

The design of the present BBBB website is basically functional. A future redesign could incorporate a more stylistic approach to get the attention of users and prospective patients.

1. More imposing home page which illustrates rather than just talks about "the caring environment"
 - Rather than having website visitors read about the effort made to "create the feel of a much smaller institution - from the intimate clinic waiting rooms to the comfortable Resource and Learning Center," why not show these settings?
 - Recommend having less text and a more inviting feel on the homepage
2. Add a link to *Schedule An Appointment* next to disclaimer at bottom of page: "A physician should always be consulted for any health problem or medical condition."
3. Using the same design theme as the homepage, secondary and third level pages should contain some visual element to give users a clue that they have landed in a new content area of the site.
 - Text heavy pages

Content

There is a great amount of information being presented on the BBBB website. Although broken up in generally usable categories, it would be helpful to give more attention to some important links by making them call-outs on the home page, thereby removing their present obscurity where they are hidden within other categories.

1. Call-outs or additional primary navigation links to consider:
 - a. News & Events
 - b. Join Mailing List
 - c. Find a Physician
 - d. Schedule an Appointment
 - e. Job Opportunities
2. Presently several links are redundantly listed in several areas. Although this may be helpful for finding the information, perhaps with a total content review, site taxonomy and hierarchy will be reestablished enabling links tucked within levels of the site to be more easily found
 - a. Review content residing on site and new content to come
 - b. Develop a site map showing information architecture for redesigned site prior to actual development
3. Develop new content areas that do more to broadcast the news coming out of the research area of BBBB and work with pharmaceuticals
 - a. Expand area of *Prevention and Education*
 - b. Expand area of *Research*
4. Presently site links to pages outside of BBBB allowing visitors to very easily leave the website
 - a. Recommend that an alert appear when leaving the BBBB site and that a second browser window open for pages outside of BBBB, allowing the BBBB site to remain open.

Website Optimization for Search Engines and the Handicapped

In order to be found on in search engines on the Internet, it is recommended that your site do some simple things to the code within to make it optimized for search. These changes will also benefit seeing-impaired or blind users who rely-upon voice activated browsers for navigating the Internet.

1. Use meta tags within page headers to describe the page and list keywords
2. Use unique title tags to distinguish each page of the site
 - a. Presently " ©;2005 The Cancer Institute of New Jersey" is used throughout every page of the site
3. Use alt tags to title or describe pictures or images on the page
4. Content within page should remain consistent with the description and titling of the page
5. Presently the site is using CSS style sheets which are consistent with website best practices
6. Presently the site is using header tags which is also consistent with search engine optimization best practices