

CASE STUDY



www.houstonivf.net

INDUSTRY

Healthcare

BACKGROUND

Houston IVF provides a wide variety of infertility treatments ranging from basic infertility diagnosis and treatment to advanced services as in vitro fertilization (IVF), pre-genetic screening, intra-cytoplasmic sperm injection (ICSI) and assisted hatching.

CHALLENGE

The marketing director wanted a site the business team could update without IT assistance with features found in the more expensive content management system (CMS) applications, but didn't want to spend his entire annual budget to get it. The new site needed to be easy to use by non-technical business team members, be SEO friendly, easy to navigate, and needed to look great.

WHY SITEFINITY

The Sitefinity Standard CMS platform met all of the client's key business criteria for the project plus more. The extensibility and customization options of Sitefinity made it the perfect solution to use for the project from both a design and technical perspective.

SITEFINITY PROVED THE PERFECT SOLUTION FOR HOUSTON IVF'S NEW WEBSITE

THE CHALLENGE

Successful infertility treatment means having a baby. At Houston IVF, they have consistently delivered some of the best results in the nation for live birth rates, outperforming national averages by up to 50% across most age groups. The multiple reasons behind these high success rates can be referred to as The Houston IVF Advantage. Houston IVF provides a wide variety of infertility treatments ranging from basic infertility diagnosis and treatment to advanced services as in vitro fertilization (IVF), pre-genetic screening, intra-cytoplasmic sperm injection (ICSI) and assisted hatching.

Led by four infertility specialists with national reputations for excellence in the treatment of infertility, Houston IVF assists patients by identifying the cause for infertility and then developing a treatment plan based on these findings. Houston IVF, like many of its competitors, depends heavily on their web site to inform and market their services to new clients who are shopping for clinics that can successfully help them fulfill their dream of having a child. Their website is a mission critical component in their marketing portfolio.

In the fall of 2009, we were approached by the business team at Houston IVF to propose a new website to replace Houston's aging marketing web site. The site was developed in 2004 and many of the standards used in the site, were from years earlier. Updates to the site took days and in some cases weeks as they often required the assistance of an IT person to 'code' changes. In addition to being difficult to maintain, the graphical design of the site was no longer working for the critical marketing content the business team wanted to present.

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TECHNICAL DETAILS

We opted to utilize Sitefinity Standard Edition built against ASP.Net 3.5. Houston IVF opted to run the site on their Windows 2003 web and database servers. The database in use is Microsoft SQL Server 2005 and the site is served by IIS 6 with the addition of the ASP.Net 3.5 extensions. Installation was simple and very quick.

RESULTS

Houston IVF now has a user-friendly, great looking, fast rendering website that allows the business team to manage site content on their own and when they need it done.

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THE SOLUTION

The Sitefinity Standard CMS platform met all of the client's key business criteria for the project plus more. The extensibility and customization options of Sitefinity made it the perfect solution to use for the project from both a design and technical perspective. After a demonstration of the out of the box features included with Sitefinity in conjunction with the cost, the product sold itself.

As the Sitefinity CMS product already offers ease of use, SEO friendly navigation, and content management, our biggest effort was spent on the front-end information architecture and graphical design aspects of the site. The design and organization of the site was the largest time consumer of the entire project. As with many clients, mock-ups of the new site's 'look' were created along with site maps. After completing the iterative design process, we were easily able to build the 'skin' of the site.

Everything in Sitefinity can be styled using standard Cascading Style Sheets (CSS). If your designer can think of it, Sitefinity can do it. The other feature our team likes about the Sitefinity platform is that the Hyper Text Mark-up Language (HTML) generated by Sitefinity is fully standards and search engine friendly. For the client, their site and content would be easily accessed by search engines and ensure the site would render correctly in the various versions of browsers used today.

Houston IVF wanted to ensure they had some wow factor to the site so we looked at creative ways to display their content. With built-in features like JQuery and Moo Tools, popular JavaScript libraries, we found it quite easy to add features like a home page content rotator and a tabbed "featured" section. The home page content rotator was designed to accommodate any type of content giving the end user the ability to trade out the content as needed for various marketing campaigns. Our tabbed featured section allows display of the latest News, Events and Blog items in a small amount of space and has links back to the associated pages where more information can be found.

SOLUTION PARTNER





"Sitefinity makes integration of popular add-ins easy and they perform flawlessly on the site."

**- Jennifer Marshall,
Community Ahead**

Using Microsoft's Visual Studio, Sitefinity allows us to easily create our own 'modules' that may be used on content pages. We tapped into this feature by adding some simple forms to the site which includes a contact form. Within the Sitefinity page editor, our contact form is displayed seamlessly along-side the built in Sitefinity content items that can be dragged and dropped onto a page by the Houston IVF team. For our custom modules, we used the built-in Telerik RAD Controls and utilized Ajax throughout. The custom modules appear to be built right into the tool.

Third party tools like Google Analytics, Google Translate and the Add-This sharing button were also used in the site. Again, Sitefinity makes integration of popular add-ins easy and they perform flawlessly on the site.

THE SOLUTION

Houston IVF now has a user-friendly, great looking, fast rendering website that allows the business team to manage site content on their own and when they need it done. All of the original requirements including cost were easily met using Sitefinity. And this was all done at a fraction of the cost of other estimates Houston IVF had from other CMS companies. The end result for Houston IVF has been a 20% increase in website traffic to the new site compared to the old version.

We are currently working with the Houston IVF team to expand their sites functionality by adding client registration and additional web forms to the site.

SOLUTION PARTNER

