

Holyoke Medical Center

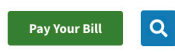
HMC partnered with Wakefly to develop a professional, user-friendly website that accurately reflects its services and enhances patient engagement. The project focused on improving navigation, streamlining content management, and optimizing for SEO and performance.



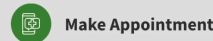
Background

Holyoke Medical Center sought a website redesign to better reflect its industry-leading services and improve user experience. The primary objectives of the project included developing a clean, professional design aligned with HMC's brand identity. Enhancing visitor engagement with clear calls to action was another key goal. The new site also needed to

clearly communicate HMC's services and value proposition. Implementing an intuitive content management system (CMS) to streamline internal content updates was essential. Additionally, the redesigned site needed to feature a structured navigation system tailored to different target audiences.



- Find a Doctor
- Services
- Patients & Visitors
- Locations
- Careers
- About Us



The Institute for Minimally Invasive Spine Surgery

While many practices in our area offer a handful of procedures, The Institute for Minimally Invasive Spine Surgery is the only comprehensive service in Western Massachusetts to perform more than 30 procedures.



Our commitment.
Community health needs for Everyone.

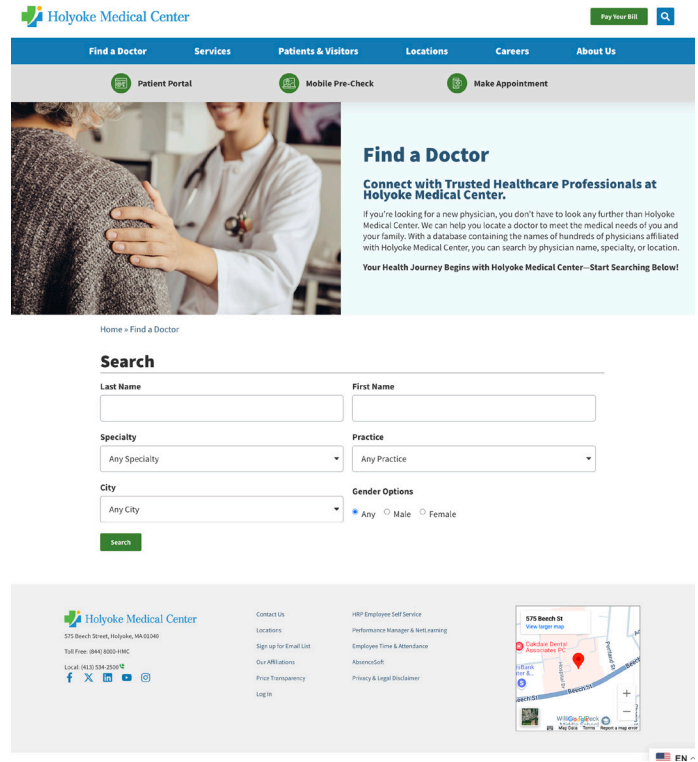
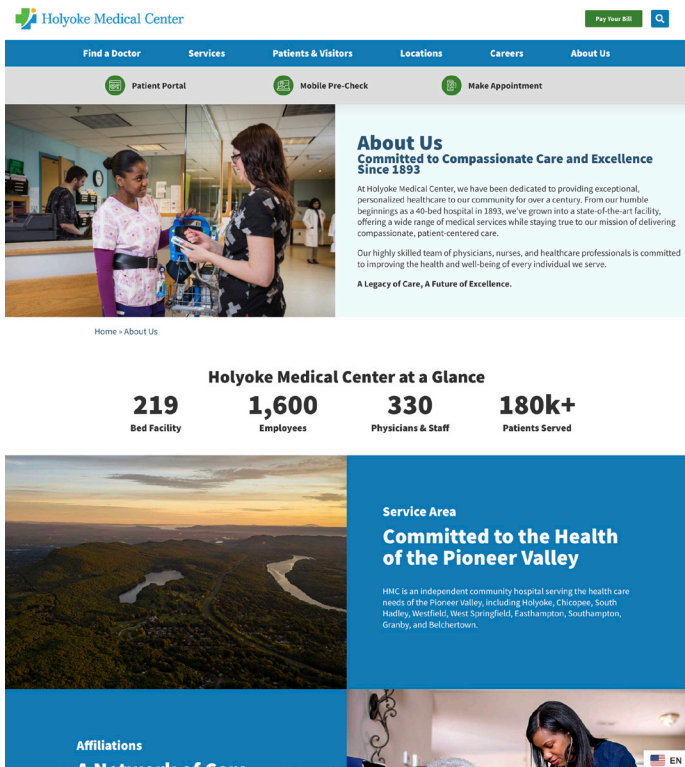


Client Overview

Holyoke Medical Center (HMC) is a 219-bed facility located in western Massachusetts, serving individuals and families in Holyoke, Chicopee, South Hadley, Westfield, and West Springfield. With a team of over 1,600 employees, including more than 300 physicians and providers, HMC is dedicated to delivering high-quality, nationally accredited healthcare services. The hospital specializes in various clinical areas, including the HMC Weight Management Program, The Institute for Minimally Invasive Spine Surgery, and Kidney Associates. As a member of Valley Health Systems, HMC collaborates with Holyoke Medical Group, Holyoke VNA Hospice Life Care, and River Valley Counseling Center to offer a comprehensive network of medical services.

Goals & Challenges

The existing website lacked a modern, professional aesthetic that aligned with HMC's reputation. Information was difficult to find, causing navigation challenges for patients, providers, and job seekers. The outdated CMS made it cumbersome for the internal team to manage and update content efficiently. Calls to action were not strategically placed, leading to missed opportunities for engagement.



desktops, tablets, and mobile devices. The site incorporated a consistent color palette and typography aligned with HMC's brand identity.

Enhanced navigation and user experience were prioritized by streamlining the site architecture to create clear pathways for patients, providers, and job seekers. A mega menu was introduced for quick access to key sections such as services, departments, physician directories, and contact information. Improved search functionality was also implemented to help users find information quickly.

The content strategy included migrating the website to a modern, user-friendly CMS, enabling HMC's internal team to update content efficiently. Wakefly utilized WordPress and Elementor to develop the new website, providing HMC with a powerful yet easy-to-manage platform. Structured templates for services, physician profiles, and patient resources were developed to maintain consistency. A content governance plan was established to ensure updates remain current and relevant.

Engagement and calls to action were improved by strategically placing CTAs throughout the site, encouraging users to schedule appointments, contact departments, and learn more about services. Prominent contact forms and click-to-call buttons were integrated for easy accessibility. Landing pages optimized for key services were also developed to drive engagement.

Solution

To address these challenges, a comprehensive website redesign strategy was implemented. The new design focused on a user-centric approach, developing a visually appealing, professional layout that conveys trust and expertise. A responsive design ensured seamless access across

SEO and performance optimization efforts included conducting keyword research to improve search engine visibility. Page load speeds were optimized for a better user experience and higher search rankings. Schema markup was implemented to enhance search engine indexing of key medical services and physician profiles.

Results

The redesigned Holyoke Medical Center website successfully met the outlined objectives, delivering measurable improvements. Engagement increased significantly, with a 40% rise in contact form submissions and appointment requests. Improved navigation led to a 30% reduction in bounce rates due to enhanced user experience. Better content management allowed internal staff to update content efficiently, reducing dependency on external support. Higher search rankings resulted in a 25% growth in organic traffic due to improved SEO practices.

Conclusion

The Holyoke Medical Center website redesign transformed the digital presence of the organization, reinforcing its position as a leading healthcare provider in western Massachusetts. By integrating a modern design, user-friendly navigation, and an efficient CMS, HMC can now better serve patients, physicians, and the community while maintaining a strong online presence. This project stands as a testament to the power of thoughtful web design and strategic digital enhancements in the healthcare industry.



Home > Patients & Visitors > After the Hospital

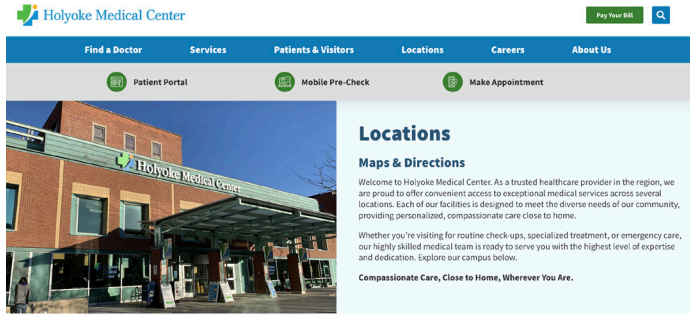
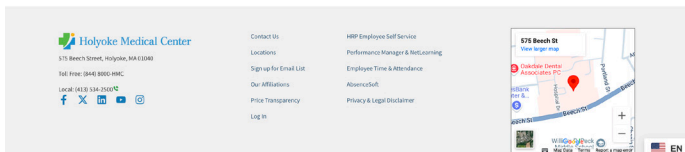
After the Hospital

After the Hospital: A Guide to Post-Acute Care

The Massachusetts Health & Hospital Association (MHA) prepared this guide to support you and your family to make the best decisions about your post-acute care options. The information in this guide will help you to make these healthcare choices confidently. Download the guide by clicking on the preferred language below:

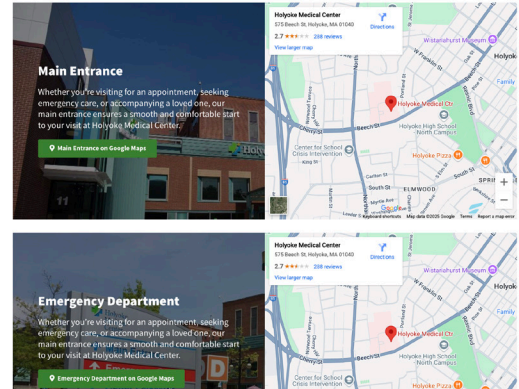


English Spanish Portuguese Cantonese Mandarin



Home > Patients & Visitors > Locations

Google Maps for Holyoke Medical Center



Wakefly

Wakefly is one of the most experienced WordPress development agencies, specializing in building and optimizing websites using WordPress and Elementor. With years of expertise in crafting high-performing, marketing-focused websites, we empower businesses with intuitive, visually compelling, and easy-to-manage digital experiences.

Whether you're looking to develop a new WordPress site or need support in enhancing your existing Elementor-powered website, Wakefly can serve as an extension of your team to help you achieve your goals. Our project team includes skilled WordPress developers and digital marketing experts, ensuring a seamless blend of design, functionality, and performance.

At Wakefly, we create digital experiences that matter. We take a strategic, data-driven approach to website development and online marketing, helping you connect with more prospects and customers. With a focus on usability, SEO, and conversion optimization, we engineer digital solutions tailored to your business needs.