



**Marketing and Recruitment for the National DPP:** Website and Technology Engagement Job Aids  
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**Resource Summary:** Job aids are documents designed to help National Diabetes Prevention Program (National DPP) lifestyle change programs across the United States promote their program. Each job aid listed below covers a specific topic in website creation and communications, designed to help lifestyle change programs with awareness, promotion, and enrollment efforts particularly in reaching audiences disproportionately affected by diabetes and underrepresented in type 2 diabetes prevention programs. Job aids include overview info, tips, and strategies that can help you understand and learn the nuances of topics like reaching your audiences where they are with messages that resonate with their lived experience, virtual marketing, media relations, digital media, communication evaluation and much more.

**Job Aid:** [Evaluate and Rate Your National DPP LCP Website](#)

This job aid includes a table with several web elements that are best practices in creating an engaging website. When reviewing the list in the table, spend some time examining your organization website and your LCP websites with a fresh perspective and a better understanding of how to rate each website element to determine what can be improved.

**Job Aid:** [Website Metrics Cheat Sheet](#)

This web metrics cheat sheet is useful in today's digital centered world. Today marketers and communicators are expected to know and do everything from web content strategy to writing and editing, social media marketing, web analytics and so much more. This cheat sheet was designed to help you learn about basic web metrics so you can work with your web team to get the data and insights you need to evaluate your online engagement and impact.

**Job Aid:** [Building and Maintaining an Engaging Digital Presence](#)

With this job aid, you'll learn key considerations and best practices for managing your digital presence, including metrics and definitions, webpage organization, hyperlink management, and social media sharing to promote your organization's lifestyle change program. The job aid covers important information and questions to ask yourself to develop and enhance your digital presence through your program website.

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## National DPP Job Aid

# Building and Maintaining an Engaging Website

This job aid provides key considerations and best practices for building and maintaining a website to promote your organization’s delivery of the National Diabetes Prevention Program (National DPP) lifestyle change program (LCP).

Your website is one of the most effective communication tools you have, and it’s critically important to manage it effectively. When partners, community members, search engines, and social media visit or link to your site, make sure that each audience can find the information it needs. The quality of your website can strengthen or weaken your credibility, so be sure to keep it updated and organized.

Make sure your website supports your enrollment and program goals by making it easy for people to learn about prediabetes and enroll in your program.

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## How to Create a More Engaging Website

**Have clear website organization.** Make it easy for visitors to find information on prediabetes and the LCP.

- Map out how your website is organized and how people navigate the site. Minimize the number of clicks to reach essential information.

- Organize information from the perspective of someone new to prediabetes, the LCP, and your website. Have someone who is not part of the LCP, such as a coworker, friend, or family member, navigate your website and give you feedback. Also ask participants—either in your intro session or on an intake form—if they found the website helpful.
- Consider what information your audiences need to know. If there are multiple audiences like community partners, health care providers, and potential participants, provide each with tailored information. Consider how to make content navigation easy for each audience.
- Ensure information is culturally responsive and accessible to the communities for whom it is intended. For more information, see [CDC's Guiding Principles to Promote an Equity-Centered Approach to Public Health Communication](#).

Make sure that critical information for program participants — including information on prediabetes, class details, and how to enroll—is prominently displayed.

**Look for opportunities to include important links in prominent areas**, such as on the homepage. Keep main links on the upper half of the page.

- The name of a link should make it obvious what visitors will get if they click on it. Ideally, it will match the title of the page that it goes to. Avoid “this page” or “here” as link names.
- If you use the same link more than once on a page, the link should be called the same thing in all instances.

**Include a link to the [Prediabetes Risk Test](#)**, setting it up so that the page opens in a new tab or window to avoid losing site visitors. You can use one or both of the following options:

- Add a text link to CDC's Prediabetes Risk Test (available in English and Spanish).
- Add a graphic badge that links to the Prediabetes Risk Test.

You can also embed the test in your site.

**Have clear, concise, and visible calls to action.** Use engaging messaging and communicate that it will be easy for a person to take action.

**Write content like you're having a conversation with visitors**, and keep it simple. Explain what prediabetes and the LCP are in everyday terms. Consider using the [sample website copy](#) below.

**Make your website visually pleasing.**

- Pay attention to typeface, colors, and images to draw readers in. Read more on choosing colors with these articles on [color psychology in marketing](#) and [how to use it](#).

**Ask yourself questions from the perspective of a potential participant:**

- If I wanted to learn more about prediabetes or type 2 diabetes prevention, what links would I click on?
- If I didn't know anything about the LCP, would this web page explain it? Would it encourage me to sign up?
- Is it obvious how to sign up for the program?
- Are key details available, such as when and where the LCP meets as well as clear info on costs?

**Make Your Call to Action Seem Easy**

If you want people to call a phone number to sign up for the program, explain on your website that a real person will answer the phone and walk them through signing up for the program.

If you want people to submit an online form, explain that they will receive a response within a certain timeframe (and then stick to it!).

- Text should be easy to read in a clear font. Text, images, and other content should be accessible to people with disabilities who use assistive devices like screen readers (known as [508 compliance](#)).
- Ensure that information is available in appropriate formats (for example, audio, video, visual/graphic imagery). For help making your website accessible, check out this [Designing Websites That Are Accessible for All Families guide](#) and use a tool like a [Contrast Checker](#) to make sure your colors are distinguishable for visitors with low vision or colorblindness.
- Maintain consistent branding and follow your organization's established style guidelines.
- Choose images for your website that reflect the diversity and everyday lives of your priority audiences.
- Ensure the images are culturally appropriate, clear, and inclusive. Make sure that the image supports and does not detract from your message. Refer to [CDC's Guiding Principles to Promote an Equity-Centered Approach to Public Health Communication](#) for more information.
- Consider the intended audience, the intended use, and the full set of images planned.
- Include your intended population of focus in the decision-making process when designing or updating your site.
- If the intended audience is the general population, include representatives from diverse racial/ethnic, cultural, and other populations.

**Connect your website and social media accounts.** Make it easy for people to find you across all your channels. Include links to social media accounts and social shares to encourage visitors to share your content.

**Keep your website up to date.** Review content periodically to correct out-of-date information. Add information about new class times, virtual offerings, and any changes as soon as possible.

### Considerations When Planning Your Website

The following questions will be important for you to answer as you work on your website.

#### **Managing your own website (generally for smaller organizations):**

- Who on your team will be responsible for updating content and maintaining the site?
- Do you need to contract out for technical or creative expertise?
- How often will you review and update content? For example, will you review scientific information and statistics yearly? Will you update class offerings every few months?
- Will you provide a mailbox so visitors can interact with your site, and if so, who will check it and how often?
- How will you collect and analyze metrics to understand if your site is performing well? How often will you do this?

#### **Operating a website within a larger organization or health system:**

- How do you make it easy for people to find your LCP?
- Who do you need to engage within the larger organization to work on your website?
- How do you make your content a priority (e.g., featured on the home page)?
- How do you maximize the benefits of being part of a larger organization? Are there places where you can insert content beyond your specific program pages? Can you ask others within the organization to link to your pages?

- Who/what team in the larger organization can help you collect and analyze metrics on site performance?

### How to Measure Your Website's Effectiveness

This section offers an introduction to website metrics and key terminology. You will likely need to involve someone more experienced in metrics to evaluate your website. At some organizations, there may be teams or staff specializing in web/digital metrics who can help. If your organization doesn't have this, consider seeking support from an outside consultant to get started.

Regular tracking and measuring of your website will help you remain up to date and intentional with your communications. Website metrics can help you understand the effectiveness of your efforts to spread prediabetes awareness, help people assess their risk for type 2 diabetes, and increase enrollment in the LCP. Numerous metrics can be used to measure success. The combination and context of those metrics depend on your goals. What do you want a user to experience when they enter your site? What do you want a user to do while on your site? What does an ideal user visit look like? The answers to these questions allow you to assign metrics to your goals and develop criteria for success.

Commonly used metrics and their definitions are listed below. How you interpret these metrics depends on your goals and strategy. No one metric can define your performance; a combination of metrics will tell the story of digital engagement. This is where involving experts specializing in metrics comes into play. The following definitions and explanations are provided to give you a general overview on this topic.

METRIC	WHAT IT MEANS
<b>Page views</b>	Page views are the total number of times a page was viewed on your site. A page view (or view) is counted when a page on your site is loaded by browser.
<b>Search engine results pages (SERPs)</b>	Websites listed when users search for something online.
<b>Bounce rate</b>	Bounce rate is the percentage of visitors who leave your website after viewing a single page. Looking at the bounce rate per page shows the percentage of visits that started on that page and did not move throughout the site.
<b>Pages per visit</b>	Number of pages viewed on a site by a visitor.
<b>Time spent on site</b>	Minutes spent browsing pages on a website.
<b>Returning visitors</b>	People who come back to a site more than once.
<b>Social/link sharing</b>	Web page or specific piece of content is shared by a third party.
<b>Conversion rate</b>	Percentage of visitors to the website who enroll in the program.
<b>Visits or sessions</b>	A visit is a group of interactions—including not only page views, but activities like clicks or downloads.
<b>Visitors</b>	Visitors are the total number of people who have initiated at least one visit. They are often broken into new and returning visitors.

**Traffic channels**

Traffic channels show where your site visitors are coming from. Traffic channels include organic search (browsers), direct (typed/bookmarked URLs), referral (other websites), email, and social media.

**Traffic channels** help you understand where visitors are coming from when they first arrive to your site. This metric is especially important if you're spending money on advertising. The three main sources of website traffic are direct visitors, search visitors, and referral visitors. **Direct visitors** are those who arrive at your site by typing the URL (web address) directly into their browser. **Search visitors** come to your site through **search engine results pages**, the websites offered to viewers when they search something online. **Referral visitors** visit your site by clicking on a link while they are on another site.

**Page views** are the total number of times a page on your site was viewed. Use this information to determine what types of content seem to be resonating most with your audience.

The **bounce rate** tells you how many visitors opened your page and then left after only viewing one page. It can be a key indicator of how well your content is answering people's questions as well as readability. First impressions make a big difference on the web, so sometimes you can expect to see a high bounce rate if your visitors are not getting what they came for. However, like any other metric, bounce rate needs to be taken in context with other metrics. At times, people may find the information they need right away and therefore leave quickly. Engaging a metrics specialist can help you interpret your metrics.

**Pages per visit** means what it says. If the visitor didn't bounce off the site after the first page, how many more pages did they visit and engage with? Consider what pages people visit after the initial page, and see if the progression suggests they're learning more to take action, or if they're bouncing around your website trying to find information that isn't readily available. Knowing the pages per visit is helpful in understanding which pages are guiding users to additional information or action and which ones aren't.

Having low pages per visit can reveal issues with internal linking, conversion rate problems, [too much/too little multimedia on the page](#), and more. At times though, you may intentionally direct people away from your page to an external site such as the prediabetes risk test; if you link to these kinds of external resources, having lower pages per visit doesn't necessarily mean that your website is ineffective. The key is if people take the intended action of enrolling in the end. **Conversion rate** problems mean that users aren't taking that intended action, which may warrant changes to your site. Again, these metrics need to be considered in context.

**Time spent on site** or average session time is one of the most valuable website engagement metrics in understanding how effectively your site meets the needs of users. Higher average session times typically mean that user intent is being met and users are engaging with your content. Average session time helps you to understand which sources are resonating with your intended audience so you know what types of topics and information they spend the most time reviewing.

A higher number of **returning visitors** means you have a bigger group of engaged people to build a relationship with. Returning visitors can mean that your content is effective and that people are satisfied after their first website visit.

**Social/link shares** are when someone views a web page and shares it on social media or on their website. This is the ultimate form of website engagement. Every time a link is shared, it potentially creates a domino effect. More people are exposed to your content, and they in turn can share it with even more viewers. And that's something you want to measure and encourage!

## HELPFUL RESOURCES

### Sample Web Content About the National DPP Lifestyle Change Program

Feel free to use the messages below on your website.

#### What is prediabetes?

With prediabetes, a person's blood glucose (sugar) levels are higher than normal, but not yet high enough for a type 2 diabetes diagnosis. It affects more than 1 in 3 American adults and can lead to heart disease, stroke, and type 2 diabetes. Some groups may have an increased risk for prediabetes, such as people who are 45 or older, have overweight or obesity, are physically active less than 3 times a week, and are Hispanic or Latino, African American, American Indian or Alaska Native, Pacific Islander, or Asian American.

#### Why should I care about prediabetes?

People with prediabetes are at higher risk for developing type 2 diabetes. Prediabetes can often be reversed; type 2 diabetes can't. The good news is that changes in your diet and activity level can make all the difference. The time to act is now. You have important reasons to stay healthy: your family, your favorite pastimes, and yourself. Don't let the "pre" in prediabetes fool you. Prediabetes is serious—it's your wake-up call to take action to prevent or delay type 2 diabetes.

#### How do I know if I have prediabetes?

Finding out if you are at risk for prediabetes is quick and easy. Take the 1-minute [Prediabetes Risk Test](#). By answering a few simple questions about your health—such as whether you have a family history of type 2 diabetes and how physically active you are—you can learn if you're at risk in just 60 seconds. It's simple. It's free. And it can help you live a healthier life. If your results show you're at risk for prediabetes, schedule a simple blood test with your doctor to find out for sure.

#### What is the National Diabetes Prevention Program lifestyle change program?

If you have prediabetes and you're ready to take action to prevent or delay type 2 diabetes, the National DPP offers a yearlong, evidence-based lifestyle change program to help. In the program, participants work as a group with a trained Lifestyle Coach who teaches the skills you need to lose weight, eat healthy, become more physically active, and manage stress. You'll learn how to incorporate the foods you love into a healthy eating plan and get moving in ways that are fun and doable for you given your age, fitness level, and environment. You'll also join a community of like-minded people who journey together to make healthier choices. Research shows that people with prediabetes who take part in a structured lifestyle change program can cut their risk of developing type 2 diabetes by more than half.

#### How can I get more information on the lifestyle change program?

The lifestyle change program is available in a variety of formats including **in person and online** to work with your schedule and your needs. At **[INSERT NAME OF PROGRAM]**, **[INSERT INFORMATION ABOUT IN-PERSON AND/OR VIRTUAL OFFERINGS]**. The cost of participating in the National DPP lifestyle change

program varies depending on location, the organization offering it, and the type of program (in person or online). At [ORGANIZATION NAME], [INSERT INFORMATION ABOUT TYPICAL COSTS AND INSURANCE COVERAGE]. [NAME OF PROGRAM], part of the CDC-led National DPP, [INSERT DETAILS ABOUT WHEN AND WHERE THE PROGRAM MEETS. INCLUDE INFORMATION ABOUT HOW PEOPLE CAN LEARN MORE AND SIGN UP (WEBSITE, PHONE NUMBER, ETC.)].

### Website Checklist

Review the checklist below while you examine your website with a fresh perspective. Does your website meet the following criteria?

	<b>The website is easy to navigate.</b>
	<b>There is a prominent, clear, and concise call to action.</b>
	<b>The website includes information on prediabetes.</b>
	<b>Lifestyle change program (LCP) information is easy to find.</b>
	<b>The website includes class details (e.g., time, location, point of contact).</b>
	<b>The website links to the Prediabetes Risk Test from CDC or it's embedded on your site.</b>
	<b>The website links to social media for the LCP and/or the organization.</b>
	<b>Website content updates and posting schedules are planned.</b>
	<b>Images and content on the website reflect priority audiences, diversity, and everyday activities.</b>
	<b>Information and images are culturally responsive and accessible.</b>
	<b>The website has no incorrect or out-of-date information.</b>

### Additional Resources

- [Guidelines for Multimedia on the Web](#)
- [CDC's Guiding Principles to Promote an Equity-Centered Approach to Public Health Communication](#)
- [Prediabetes Risk Test](#)

## National DPP Job Aid

# Creating, Maintaining, and Evolving Your National DPP Lifestyle Change Program Website

The following table lists best practices for creating an engaging website. Please rate each item below to evaluate your website and your partners' sites.

<b>Website Element</b>	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neither disagree nor agree</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
Is easy to navigate.					
Has a clear call to action.					
Includes information about prediabetes.					
Has easy-to-find information about the LCP.					
Includes contact details (e.g., for the program coordinator and/or Lifestyle Coach).					
Includes or links to the <a href="#">Prediabetes Risk Test</a> .					
All information is up to date.					
Information is available in accessible formats (for example, alt text, American Sign Language, closed captioning, audio descriptions, plain language) for people with vision, hearing, cognitive, and learning disabilities.					
Information and images represent people in the communities for whom the information is intended.					

For more information, see CDC's [Health Equity Considerations for Developing Public Health Communications](#) page.

## National DPP Job Aid

# Web Metrics Cheat Sheet

### Purpose

This cheat sheet explains basic web metrics so you and your web team can get the data and insights you need to evaluate your online engagement and be successful in enrolling participants.

### Terms and Metrics to Know

You'll see similar terms used across a variety of channels, but specific definitions vary depending on the platform used to collect data (Google Analytics, Adobe Analytics, etc.). Ultimately, the metrics you choose to measure and track are dependent on your goals for the website. Not every metric will be important for every site or program. The following list includes frequently used terms and metrics along with their definitions.

Term and/or Metric	Definition
<b>Average Search Depth</b>	The average number of pages users viewed after performing an online search.
<b>Average Session Duration</b>	The average amount of time a user spends on a website in one session.
<b>Average Time on Page</b>	The average amount of time a user spends on a web page.
<b>Bounce Rate</b>	The number of visits that have only one page view divided by the total number of visits to your site.
<b>Device</b>	The technology used in a session (visit to your website): desktop, tablet, or mobile.
<b>Entrances</b>	The number of times a user enters a website from a specific web page (e.g., Google).
<b>Goal Completion</b>	The number of times an intended action is completed on a website.
<b>Goal Conversion Rate</b>	The percentage of sessions that resulted in a user taking the intended action, such as enrolling in the program.
<b>Keywords/Key Phrases</b>	The terms and phrases people used (searched) to find your website.
<b>Medium</b>	This is how someone got to your site, whether through a referral, paid activity, or organic search.
<b>New Users</b>	The number of first-time users during a date range.
<b>Pages per Session</b>	The average number of pages viewed during a session.
<b>Page View</b>	Each time a page is loaded or reloaded in a browser equals 1 page view.
<b>Percentage of Search Exits</b>	The proportion of exits from the website after a user conducted an online search.

<b>Referral</b>	A referral is a link to your website on a third-party site.
<b>Search Term</b>	The term a user entered when using a search engine.
<b>Session</b>	A single visit to your website. The default session timeout is 30 minutes, which means if a visitor is inactive on your website for over 30 minutes, a new session is counted if they return and interact with the site again (e.g., view another page).
<b>Source/Referrer</b>	Describes how users arrived at your website. The source is the specific website, email program, or social media platform that sent/referred them to your site.
<b>Time After Search</b>	The average amount of time users spent on the site following an online search.
<b>Users</b>	The number of unique devices that have initiated at least one session during a date range (e.g., March 1 to April 1).

## Getting Started

Now that you're familiar with the terminology, you can work with your web team to set goals and make improvements or adjustments for optimal engagement. Analyzing your website's data doesn't have to be a difficult process. Start by asking the following questions:

- Are your most popular pages designed to convert visitors into program enrollees? How do you include the call-to-action to enroll in the program on your website?
- How are you using features like regular blog posts, event updates, testimonials, or new information to give visitors a compelling reason to come back?
- How can your website copy make use of the most popular keywords and key phrases around prediabetes and type 2 diabetes prevention to drive traffic to the site? You can figure out which organic keywords (those that your users search for that leads to your website) are most popular through a metrics tool like Google Analytics. Be sure to then incorporate these keywords into your copy.
- Do visitors look at several pages or leave after just one? Look at average search depth, average time on page, pages per session, and bounce rate. What could you change to encourage them to stay on your website longer?
- On what page are visitors most likely to exit your website? What might be causing them to leave on that page? Is there an external link to the Prediabetes Risk Test? If so, consider adding a [graphic badge](#) of the test on your website so users stay on your site.
- Which group of referrers generates the most site traffic? You can also drill down to view the referral path—the individual pages linking to your website.
- What broken links or outdated graphics need to be updated on your site? Issues with these features hurt your website credibility, so they're important to address. What is the plan and timeline to fix these?
- What can you improve to provide visitors with better information? Review your webpages to see if they provide answers about prediabetes, the lifestyle change program, their personal risk, and a call to action to enroll in the program. Look to have some viewers share their user experience to help you know what's working and what to improve.