# Project Overview Template

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| 1. **Project title:** | | Pending | Well Woman |
| 1. **Document date / draft Number:** | | Pending |  |
| 1. **CRP Status:** | | Pending | CRP Approved  CRP Approval In Process |
| 1. **Cost Center** | | Pending | Editing fees of $95/hour will be charged to the cost center of the requestor. Provide the cost center information below:   * GL Business Unit: * Department: * Site Code: * RBU: * LOB: * Note: We will automatically use GL Code 635600 for all corporate website edits   Note, for Clinical Franchises & Marketing, the cost center info is as follows:   * GL Business Unit:00100 * Department: Specific for each marketing group * Site Code: KOD * RBU: 11600 * LOB: 300 |
| 1. **List each new page to be created, and all existing pages that need to be edited as part of this project:** | |  | NOTE: fill in as many as applicable (one for each new page you are having built) |
| **Item 1:** | **Page Name:** | Pending | Well Woman |
| **Item 2:** | **Page Name:** | Pending | The right test at the right time |
| **Item 3:** | **Page Name:** | Pending | Know more, learn more |

# [Page Detail – PS1 Template](http://questdiagnostics.com/home/patients.html)

(Landing Page)

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| 1. **Item # (from Project Overview):** | Pending | #1 |
| 1. **Page Name (from Project Overview):** | Pending | Well Woman |
| 1. **Change the red text to the right to indicate the URL for your new page (this will be based on where the new page lives; see green text for examples of live pages):** | Pending | What URL should be used for this new page?  http://www.questdiagnostics.com/home/ well-woman/confidence-for-every-step-of-her-health-journey .html  Tips: Our URLs are all structured as per the examples below, with the green text representing the portion of the URL that is uniform across all pages (you cannot change), the blue text representing the navigation path/location of the parent/grandparent pages (this is purely determined by where your page will be located within the site), and the red part representing the name/topic of the page itself (you can request anything not already currently in use).   * <http://www.questdiagnostics.com/home/physicians/testing-services/condition/endocrinology/test-lists.html> * <http://www.questdiagnostics.com/home/patients/tests-a-z/hcv/hcv-community.html> * Use all lower case letters. * Do not have any spaces. * Use a “-“ to separate words. * Use relevant “keywords” to help optimize your page for SEO. * Shorter URLs are better if possible |
| 1. **Left-nav Hierarchy** | Pending | If your new page will also have “sibling” pages, where do you want your new page to be inserted within the left-hand navigation?  Add this new page above  and below |
| 1. **Magnolia Template:** |  | PS1 |
| 1. **Meta Site Title** |  | Quest Diagnostics |
| 1. **Page Title (\*)** | Pending |  |
| 1. **Show page in site navigation?** | Pending | Yes  No |
| 1. **Meta Keywords** | Pending |  |
| 1. **Meta Description** | Pending |  |
| 1. **Section A / Carousel:** |  | NOTE: Please also submit the ready-to-use carousel art files , and the [Image License Log](http://questnet1.qdx.com/units_functions/clinical_franchises/marketing_services/digital_marketing/docs/image-license-log.xlsx) (containing the alt text, and proof of license if the raw image(s) were sourced from a 3rd party. |
| **Slide 1** |  |  |
| Background Image | Pending | Paste thumbnail of the ready-to-use carousel here: |
| Target URL for link: | Pending |  |
| **Slide 2** |  |  |
| Background Image | Pending |  |
| Target URL for link: | Pending |  |
| **Slide 3** |  |  |
| Background Image | Pending |  |
| Target URL for link: | Pending |  |
| **Slide 4** |  |  |
| Background Image | Pending |  |
| Target URL for link: | Pending |  |
| 1. **Section B / Opt. 2-col. Feature Box (**Provide text and target URLs) | Pending | **Navigate all your patient’s needs during her well-woman visits at each and every age** Quest makes it easier to identify the tests she needs at each stage of her life. Aligning with her annual well-woman visit, these age-based recommendations are published by the American College of Obstetricians and Gynecologists as well as the Centers for Disease Control and Prevention.  We provide actionable information and insights to help you take the best possible care of your patients. |
| 1. **Section C / Feature Boxes** |  |  |
| **Box 1 (left)** | Pending | The right test at the right time    Make sure your female patients get the testing they need at every stage of their lives. Check out our guide online.  Learn how (Link to new page: <http://www.questdiagnostics.com/home/>well-woman/the-right-test-at-the-right-time.html) |
| **Box 2 (middle)** | Pending | Know more, learn more    Download our reference guide that details all the recommended well-woman tests by age group and their corresponding Quest tests.  Access now (Link to new page: <http://www.questdiagnostics.com/home/>well-woman/know-more-learn-more.html) |
| **Box 3 (right)** | Pending | Rely on BRCAvantage™    Learn more about our hereditary cancer assessment to help understand her risk.  Stayed informed (Link to BRCAvantage.com) |
| 1. **Section D / Page Content** |  | NOTE: If your edit includes the addition of new images, please also submit the art files themselves, and the [Image License Log](http://questnet1.qdx.com/units_functions/clinical_franchises/marketing_services/digital_marketing/docs/image-license-log.xlsx) (containing the alt text, and proof of license if the raw image(s) were sourced from a 3rd party).  This is a free-form area, that can house text, links, imagery, infographics, etc. Please provide complete direction here, about what content should go in this space, how to arrange it, links needed, etc. |
| 1. **Section E / Print/Share Tools** | Pending | Display  Do not display |
| 1. **Section F / Cross-Promos** | Pending | Display  Do not display |
| 1. **Section G / Take Action (TA) Menu** | Pending | Display an existing take action menu.  TA menu name:  Do not display any Take Action links  Create and use new set of Take Action links (complete  a Page Detail form)  TA menu name: **Download Brochure (PDF)**  Modify and use an existing set of Take Action links  (complete Page Detail form)  TA menu name: |

# [Page Detail – PAH4 Template](file:///C:\Users\Victoria.X.Wallace\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\6EQFIDF2\QuestDiagnostics.com\home\physicians\testing-services\condition\endocrinology\benefit)

(The Right Test at the Right Time page)

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| 1. **Item # (from Project Overview):** | Pending | #2 |
| 1. **Page Name (from Project Overview):** | Pending | The right test at the right time |
| 1. **Change the red text to the right to indicate the URL for your new page (this will be based on where the new page lives; see green text for examples of live pages):** | Pending | What URL should be used for this new page?  <http://www.questdiagnostics.com/home/>  well-woman/the-right-test-at-the-right-time .html  Tips: Our URLs are all structured as per the examples below, with the green text representing the portion of the URL that is uniform across all pages (you cannot change), the blue text representing the navigation path/location of the parent/grandparent pages (this is purely determined by where your page will be located within the site), and the red part representing the name/topic of the page itself (you can request anything not already currently in use).   * <http://www.questdiagnostics.com/home/physicians/testing-services/condition/endocrinology/test-lists.html> * <http://www.questdiagnostics.com/home/patients/tests-a-z/hcv/hcv-community.html> * Use all lower case letters. * Do not have any spaces. * Use a “-“ to separate words. * Use relevant “keywords” to help optimize your page for SEO. * Shorter URLs are better if possible |
| 1. **Left-nav Hierarchy** | Pending | If your new page will also have “sibling” pages, where do you want your new page to be inserted within the left-hand navigation?  Add this new page above  and below |
| 1. **Magnolia Template:** |  | PAH 4 |
| 1. **Meta Site Title** |  | Quest Diagnostics |
| 1. **Page Title (\*)** | Pending |  |
| 1. **Show page in site navigation?** | Pending | Yes  No |
| 1. **Meta Keywords** | Pending |  |
| 1. **Meta Description** | Pending |  |
| 1. **Section A / Title:** | Pending | The right test at the right time |
|  |  | NOTE: If your edit includes the addition of new images, please also submit the art files themselves, and the [Image License Log](http://questnet1.qdx.com/units_functions/clinical_franchises/marketing_services/digital_marketing/docs/image-license-log.xlsx) (containing the alt text, and proof of license if the raw image(s) were sourced from a 3rd party). |
| 1. **Section B / Opening Text (Provide text and target URLs)** | Pending | NOTE: If your edit includes the addition of new images, please also submit the art files themselves, and the [Image License Log](http://questnet1.qdx.com/units_functions/clinical_franchises/marketing_services/digital_marketing/docs/image-license-log.xlsx) (containing the alt text, and proof of license if the raw image(s) were sourced from a 3rd party).  This is a free-form area, that can house text, links, imagery, infographics, etc. Please provide complete direction here, about what content should go in this space, how to arrange it, links needed, etc.  (See HTML package) |
| 1. **Section C / Page Content (Provide text and target URLs)** | Pending | NOTE: If your edit includes the addition of new images, please also submit the art files themselves, and the [Image License Log](http://questnet1.qdx.com/units_functions/clinical_franchises/marketing_services/digital_marketing/docs/image-license-log.xlsx) (containing the alt text, and proof of license if the raw image(s) were sourced from a 3rd party).  This is a free-form area, that can house text, links, imagery, infographics, etc. Please provide complete direction here, about what content should go in this space, how to arrange it, links needed, etc. |
| 1. **Section D / Promo Boxes (Provide text and target URLs)** | Pending |  |
| 1. **Section E / Cross Promos** | Pending | Display  Do not display |
| 1. **Section F / Print/Share Tools** | Pending | Display  Do not display |
| 1. **Section G / Take Action (TA) Menu** | Pending | Display an existing take action menu.  TA menu name:  Do not display any Take Action links  Create and use new set of Take Action links (complete  a Page Detail form)  TA menu name:  Modify and use an existing set of Take Action links  (complete a Page Detail form)  TA menu name: |

# [Page Detail – PAH4 Template](file:///C:\Users\Victoria.X.Wallace\AppData\Local\Microsoft\Windows\Temporary%20Internet%20Files\Content.Outlook\6EQFIDF2\QuestDiagnostics.com\home\physicians\testing-services\condition\endocrinology\benefit)

(Download Brochure (PDF) Page)

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| --- | --- | --- |
| 1. **Item # (from Project Overview):** | Pending | #3 |
| 1. **Page Name (from Project Overview):** | Pending | Know more, learn more |
| 1. **Change the red text to the right to indicate the URL for your new page (this will be based on where the new page lives; see green text for examples of live pages):** | Pending | What URL should be used for this new page?  <http://www.questdiagnostics.com/home/> well-woman/know-more-learn-more .html  Tips: Our URLs are all structured as per the examples below, with the green text representing the portion of the URL that is uniform across all pages (you cannot change), the blue text representing the navigation path/location of the parent/grandparent pages (this is purely determined by where your page will be located within the site), and the red part representing the name/topic of the page itself (you can request anything not already currently in use).   * <http://www.questdiagnostics.com/home/physicians/testing-services/condition/endocrinology/test-lists.html> * <http://www.questdiagnostics.com/home/patients/tests-a-z/hcv/hcv-community.html> * Use all lower case letters. * Do not have any spaces. * Use a “-“ to separate words. * Use relevant “keywords” to help optimize your page for SEO. * Shorter URLs are better if possible |
| 1. **Left-nav Hierarchy** | Pending | If your new page will also have “sibling” pages, where do you want your new page to be inserted within the left-hand navigation?  Add this new page above  and below |
| 1. **Magnolia Template:** |  | PAH 4 |
| 1. **Meta Site Title** |  | Quest Diagnostics |
| 1. **Page Title (\*)** | Pending | Know more, learn more |
| 1. **Show page in site navigation?** | Pending | Yes  No |
| 1. **Meta Keywords** | Pending |  |
| 1. **Meta Description** | Pending |  |
| 1. **Section A / Title:** | Pending | Know more, learn more |
|  |  | NOTE: If your edit includes the addition of new images, please also submit the art files themselves, and the [Image License Log](http://questnet1.qdx.com/units_functions/clinical_franchises/marketing_services/digital_marketing/docs/image-license-log.xlsx) (containing the alt text, and proof of license if the raw image(s) were sourced from a 3rd party). |
| 1. **Section B / Opening Text (Provide text and target URLs)** | Pending | NOTE: If your edit includes the addition of new images, please also submit the art files themselves, and the [Image License Log](http://questnet1.qdx.com/units_functions/clinical_franchises/marketing_services/digital_marketing/docs/image-license-log.xlsx) (containing the alt text, and proof of license if the raw image(s) were sourced from a 3rd party).  This is a free-form area, that can house text, links, imagery, infographics, etc. Please provide complete direction here, about what content should go in this space, how to arrange it, links needed, etc.  (See HTML package) |
| 1. **Section C / Page Content (Provide text and target URLs)** | Pending | NOTE: If your edit includes the addition of new images, please also submit the art files themselves, and the [Image License Log](http://questnet1.qdx.com/units_functions/clinical_franchises/marketing_services/digital_marketing/docs/image-license-log.xlsx) (containing the alt text, and proof of license if the raw image(s) were sourced from a 3rd party).  This is a free-form area, that can house text, links, imagery, infographics, etc. Please provide complete direction here, about what content should go in this space, how to arrange it, links needed, etc. |
| 1. **Section D / Promo Boxes (Provide text and target URLs)** | Pending |  |
| 1. **Section E / Cross Promos** | Pending | Display  Do not display |
| 1. **Section F / Print/Share Tools** | Pending | Display  Do not display |
| 1. **Section G / Take Action (TA) Menu** | Pending | Display an existing take action menu.  TA menu name:  Do not display any Take Action links  Create and use new set of Take Action links (complete  a Page Detail form)  TA menu name:  Modify and use an existing set of Take Action links  (complete a Page Detail form)  TA menu name: |