

From: info@podi.com
Sent: Thursday, April 30, 2020 1:52 PM
Subject: PODI News - Coronavirus Infographics, SEO Win, and CEB Update



Coronavirus Infographics from the Society for Laboratory Automation and Screening

The **Society for Laboratory Automation and Screening (SLAS)** created a pair of infographics to help explain the technical and often complex terms discussed during the COVID-19 pandemic.

The infographics help illustrate, in very basic terms, the scientific research behind the ongoing work that is being done in labs worldwide to better understand the nature of the virus, diagnose and manage patients, develop vaccines, and discover more effective ways to stop the pandemic and save lives.

SLAS invites you to share these infographics widely with your networks, family members, friends, and on your social media channels.

Coronavirus Diagnostic Tests

"How Do Coronavirus Diagnostic Tests Work?" explains blood-derived and virus-derived testing, how the tests are conducted as well as the pros and cons of each.

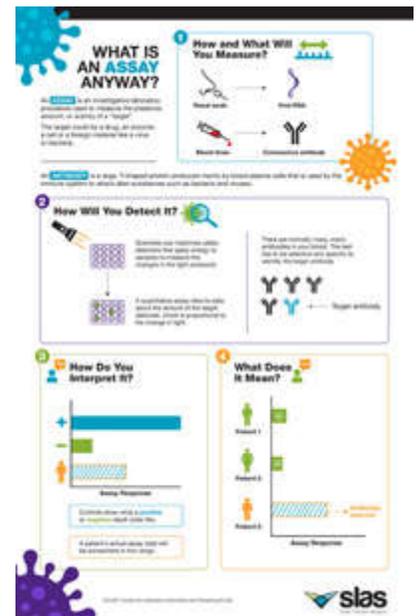
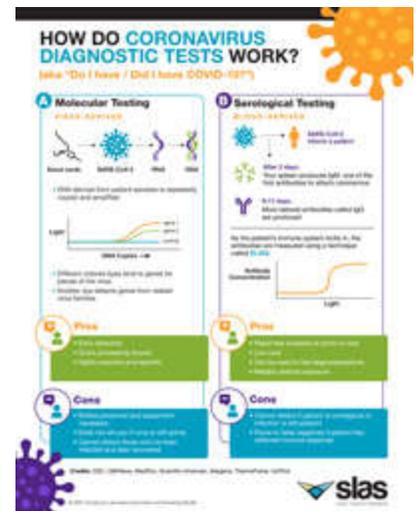
What is an Assay?

"What is an ASSAY anyway?" explains the term and significance of the word "assay," which is a basic and standard procedure in laboratory medicine and critical to the activities going on in countless labs today.

Click on these images to download your own copy of these clever and informative infographics.

American Porphyria Association is Winning the SEO Game

A lot has been written about Search Engine Optimization over the years. An entire industry has sprung up claiming that by spending lots of money, any company or association can increase its SEO positioning.



The **American Porphyria Association** (APF) is an association dedicated to improving the health and well-being of those impacted from porphyria. APF had a simple request – when someone Googled "porphyria", the APF was showing up near the bottom of page 3, behind drug companies and others.

Of course, they wanted to be on page 1 but had a small budget to make it happen. That's when Potomac Digitek and APF joined forces and executed a successful joint plan.

APF focused on creating great content and dedicated time and resources to make regular updates to their web site.

Potomac Digitek worked to improve behind-the-scenes page elements to ensure they followed current SEO guidelines.

First we replaced photos on the home page with HTML 5 text/photos to improve search engines readability; then added text boxes for search engine clarity; and finally adding a Facebook feed to the home page.

After that we ensured significant Google-specified requirements were met. That included meta tags and descriptions on all pages, a site map was accessible, and preferred HTML constructs were in place.

And now, a few months into the SEO campaign, search results for "porphyria" include APF on page 1!

An Update on CEB's New Online Community

In our March 2020 newsletter, we mentioned our launch of a new online community for the **Council on Employee Benefits** (CEB).

The CEB members, benefits professionals, typically gather once a year for education and networking. Of course, this year's April event had to be cancelled even though it is a most critical time for this active member base to exchange ideas.

The launch of a new online community was just the remedy needed to keep members in touch. Potomac Digitek and CEB defined, developed, and launched the new community within a week. And it has been a tremendous hit. Members adopted the new feature quickly and are

The new CEB online community includes:

- single sign-on capability with the main CEB site,
- ability for members to post and read messages from other members,
- an easy to use interface (no training needed),
- popular features like top posts, frequent contributor recognition, and highly tailorable email notifications.

This community has sprung to life in a very short time, it's a huge success for CEB and its members, and usage is growing daily.

Call us and let us provide ideas for keeping your members in touch with each other, without breaking the bank!

Other News and Notes

The [Decorative Plumbing and Hardware Association](#) (DPHA) just launched a new web site loaded with new features including dedicated sections about Showrooms, Manufacturers, and Representatives. DPHA provides an opportunity to make important connections within the industry in pursuit of their "Connect. Educate. Elevate." mission.

Thanks for reading!

Paul Finkel

President

Potomac Digitek

301-590-2770

820 W. Diamond Ave., Suite 200, Gaithersburg, MD 20878