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## Building a laboratory educational website

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Laboratory educational websites are rare; however, these kinds of websites can be the source of valuable information in addition to traditional resources, such as seminars, webinars, and so on. The design of a laboratory educational website has particularities that distinguish it from a regular informational website. The main difference is in the website's composition, which includes pamphlet-like contents on many topics (a "brochure" format) with a menu display for easy navigation. The template depends on the content of each particular website. Based on more than a decade of experience in maintaining the "Grossing Technology in Surgical Pathology" website, three composition components appear to be optimal: The basic contents of the site, its blog, and ancillary sections. The WordPress-like software platform provides dynamism to the presentation of the pages and posts. A reasonable fragmentation of web pages reflects the discrete character of the methodological laboratory material. The "nested doll principle" allow website visitors to pick topics of current interest. Internal and external links contribute to the website's visibility on the Internet. Both visibility and informational maintenance determine the website's sustainability. Laboratory niche websites aggregated in a portal by an association, for example the AAPA, or health care facility can be a permanent source of continued education and a forum for experience exchange. The aggregation portal opens opportunities for the niche websites' interconnections, showcasing the diversity of methodologies, as well as accommodating links to manufacturers and related institutions that, combined, create a viable professional network.

## Biography

Izak B Dimenstein, MD, PhD is a physician specialized in pathology. After retiring from Loyola University Chicago Medical Center, where he worked as a grossing technologist, he is concentrating on methodology of the educational professional website's development. His profile and publications are on both his websites and at the *Meet the Site's Host* section.

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