

Behind the Scenes of Successful Healthcare Content Marketing



What is content marketing?

all the information I use and create on my website, social, and online

usable, engaging content to help build our brand

original material about your services via several channels to move clients through the funnel

content that connects our digital properties with people that need our service

creating and disseminating unique information grounded in business objectives that is relevant, useful and engaging

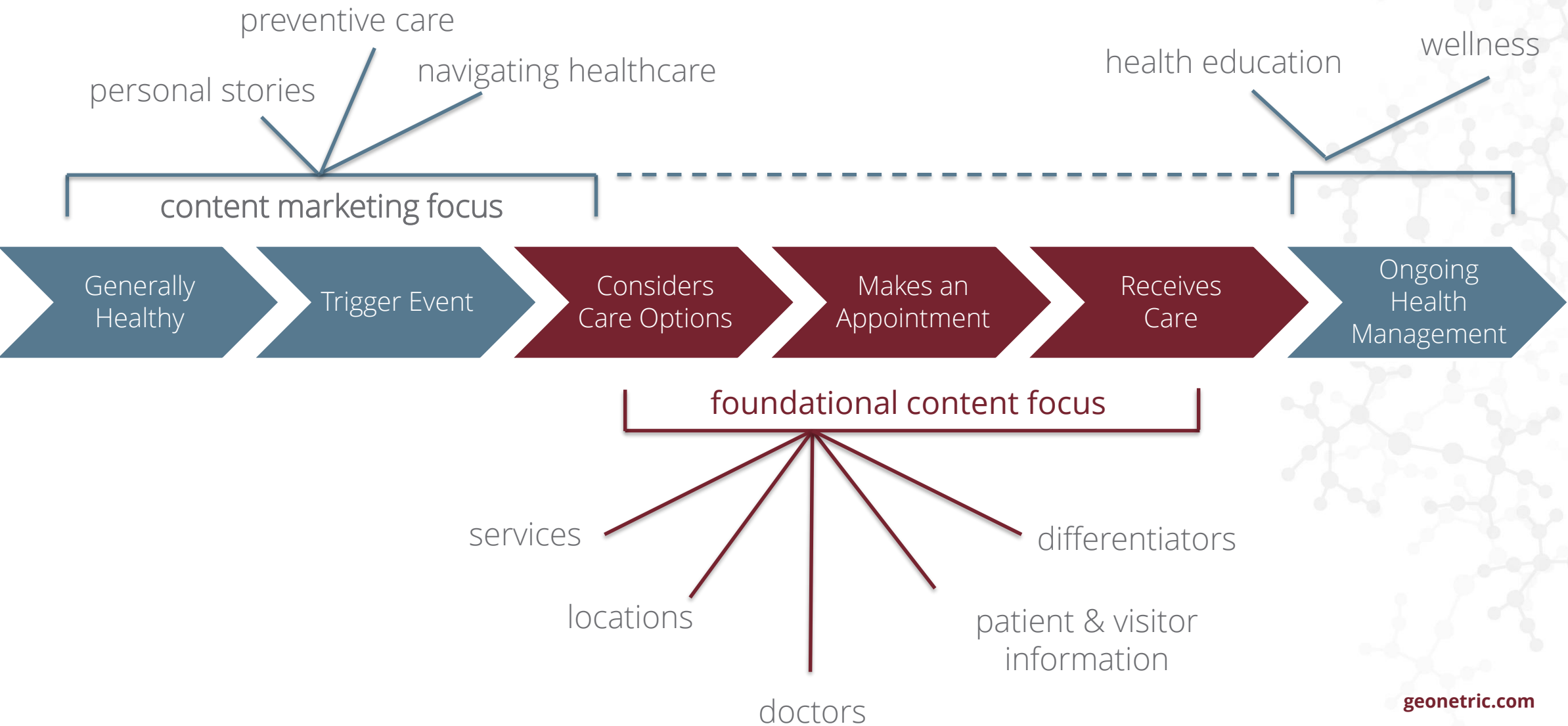
strategically telling your story



Content marketing is a **strategic** marketing approach focused on creating and sharing **valuable, relevant, and consistent digital content** that **doesn't explicitly promote** a brand, but is intended to **stimulate the interest** of a **clearly defined audience** in its products or services.



Content marketing vs. foundational content: The patient journey





Content marketing vs. news releases

Content Marketing	News
Audience-focused	Organization-focused
Primarily educates, entertains, or inspires	Primarily promotes
Pulls audiences in	Pushes information out
Intended to nurture long-term relationships	Intended to attract immediate attention
Written for the interests, needs and preferences of a specific audience(s)	Written for a general audience
Many formats (short-form text, Q&A, infographic, listicle, podcast, etc.)	Limited formats (news story, press release)
Success may be measured by website traffic and engagement (e.g., social shares, form completions, newsletter sign-ups, etc.)	Success may be measured by press mentions, media placement, page views, etc.



Breast cancer 5K: Content marketing or news?

Women's Only 5K Registration Opens

The annual event helps local women.

Registration for the 27th Annual Women's Only 5K Walk & Run is now open. Proceeds from this annual event help area women detect and battle breast cancer. The Women's Only takes place Saturday, Oct. 5, at Women's Hospital in Greensboro.

Entry fees benefit [the Mammography Scholarship Fund](#) and the [Cone Health Alight Program](#). The Mammography Scholarship Fund provides screening mammograms to women who are uninsured or lack the financial means to pay for the screening. The Alight Program helps with the everyday needs of breast cancer patients in treatment, such as financial assistance, educational materials, peer mentoring and support groups.



Women's Only 2018

Nearly 600 women received mammograms through the Women's Only last year. "A lack of money shouldn't be a reason for not getting this lifesaving exam," says Debbie Cunningham, DNP, president, Women's Hospital and Behavioral Health Services and SVP, Cone Health. "The Women's Only 5K Walk & Run is about local women helping other local women."

There are several ways women, girls and others can get involved.

- Register for the Women's Only 5K Walk & Run. Early bird registration is \$30 through Sept. 10. After that date, registration is \$40.
- Girls 6 years old and younger can register for the Girls' Only Mini-Walk & Run. Registration is \$10.
- People who aren't running or walking can show their support by becoming a Pink Ribbon Partner. A \$20 registration earns partners a special T-shirt to cheer on participants.

Registration is easy at womenonlyrun.com.

"Being able to join a support group, being matched with a peer who has been in your shoes, all of these things make a real difference in coping with a breast cancer diagnosis," says Cone Health Vice President of Oncology Services Skip Hislop. "And this event ensures these resources are here for women in our community."

The cancer experts at Cone Health Cancer Center treat more cases of breast cancer than any other type. Cone Health treated 981 cases of breast cancer in 2018.

News

Organization-focused

Primarily promotes

Pushes information out

Intended to attract immediate attention

Written for a general audience

Limited formats (news story, press release)



Breast cancer 5K: Content marketing or news?

August 12, 2019

How to Run a 5K: Top Preparation Tips

With cool fall temperatures on the horizon, now is the time to start preparing for prime running season. In this week's 2 Your Well-Being discussion, Michael Rigby, DO, shares top his top training tips for running in a 5K:

- 1. Before you start running, be sure to discuss your health with your health care provider.** It is especially important to talk to your provider if you have chronic health issues, past injuries or joint pain in your ankles, knees and hips. Your health care provider can help you understand how to run safely with your specific health needs in mind, which will help set you up for success.
- 2. Make a training plan with your goals in mind.** Do you want to be prepared to run in a specific event? Do you want to run to improve your general fitness? What fits into your schedule? Create your training plan with your end goals in mind. Once you have created your plan and have discovered what works for you, stick to it!
- 3. Allow yourself time to reach your goals.** If you haven't been running, jumping straight into intense training may lead to injury. Rigby recommends starting out with a 15-20 minute run and slowly increasing the intensity of your training by 10% each week.
- 4. Surround yourself with support.** Having a support group or an accountability partner can help you stay committed and reach your goals. Support can come from many places: fellow runners, local running groups and encouraging loved ones (even if they aren't runners themselves).
- 5. If you are injured, take care of yourself.** As with any new experience, you may run into obstacles along the way during your training. If you're experiencing pain from an injury that lasts for three or more days, Rigby recommends taking a break from training, using ice and taking anti-inflammatory medications. If pain persists, reach out to your health care provider.

Are you ready to test out your training and sign up for a running event? One of the biggest running events in our community is the [Women's Only 5K Walk & Run](#). Proceeds from the race fund the [Cone Health Mammography Scholarship Fund](#) and the [Alight Program](#) - learn more about this event and sign up here: www.conehealth.com/womens-only-5k/

Content Marketing

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Keyword research

Generating story ideas





Keyword research is the process of **identifying which terms or phrases your target audience use to search** for your services or content in search engines.



Answer questions **users care about.**

What

Query	Impressions ▾	Clicks	Site CTR	Average Position
what is pcos mean	27,616	56	0.2%	10.78
what does pcos stand for	16,914	31	0.18%	7.89
what is acute care	15,985	3	0.02%	8.92
what is a cigar	10,793	25	0.23%	9.29
what is dry drowning	10,424	17	0.16%	13.07
what does pcos mean	6,001	17	0.28%	10.58
what is cigar	5,951	11	0.18%	10.62
what is bariatric surgery	5,823	0	0%	85.73
what causes nosebleeds in kids	5,691	10	0.18%	10.94
what is in a cigar	5,275	33	0.63%	5.64

1 - 10 / 3386 < >

Why

Query	Impressions ▾	Clicks	Site CTR	Average Position
why do people smoke cigars	7,124	17	0.24%	10.4
why do kids get bloody noses	1,880	3	0.16%	10.74
why does my breath smell like garlic	1,709	27	1.58%	6.19
why smoke cigars	1,547	7	0.45%	10.06
why an ultrasound after a mammogram	1,355	0	0%	91.84
why people smoke cigars	1,242	3	0.24%	9.34
why do kids get nosebleeds	959	0	0%	10.81
why does my breath smell like onions	919	0	0%	8.35
why people get dandruff	893	0	0%	34.23

1 - 10 / 714 < >

Where

Query	Impressions ▾	Clicks	Site CTR	Average Position
where to get blood work done near me	584	2	0.34%	89.83
where is your thyroid	547	0	0%	74.53
where to get covid vaccine	510	13	2.55%	9.15
where to donate blood	410	0	0%	51.36
where can i get covid vaccine	386	12	3.11%	8.8
where to buy bariatric vitamins	346	0	0%	65.51
where can i get tested for covid	116	6	5.17%	6.35
where to do blood test near me	107	0	0%	70.21
where can i donate blood	106	1	0.94%	45.44

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When

Query	Impressions ▾	Clicks	Site CTR	Average Position
do you lose weight when you have covid-19	938	1	0.11%	10.55
when to use contrast ct	874	18	2.06%	7.2
when should you eat pistachios before bed	557	28	5.03%	4.83
how do you know when you have diabetes	541	3	0.55%	10.13
what to do when someone is having a panic attack	504	2	0.4%	2.74
what happens when you hug someone	502	3	0.6%	7.58
chemical released when hugging	458	10	2.18%	1.06

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- “Do pistachios help you sleep?”
- “Is it true that pistachios help you sleep?”
- “What is in pistachios that make you sleepy?”
- “Is it okay to eat pistachios before bed?”
- “How many pistachios should I eat before bed?”
- “Why do pistachios help you sleep?”
- “What happens if you eat too many pistachios?”



1. Identify a topic
2. Conduct keyword research
3. Categorize keywords by intent
4. Understand the SERP landscape

Keyword tools:

- *SEMRush*
- *KW Finder*
- *Moz Keyword Explorer*
- *AHRefs*
- *AnswerthePublic*



Google

do pistachios

- do pistachios **contain melatonin**
- do pistachios **help you sleep**
- do pistachios **make you poop**
- do pistachios **have melatonin**
- do pistachios **have protein**
- do pistachios **help you poop**
- do pistachios **cause constipation**
- do pistachios **cause diarrhea**
- do pistachios **grow on trees**
- do pistachios **raise blood sugar**

Google Search

I'm Feeling Lucky

Report inappropriate predictions

Google

sleep tips

- sleep tips
- sleep tips **for teens**
- sleep tips **for newborns**
- sleep tips **for anxiety**
- sleep tips **for kids**
- sleep tips **for insomnia**
- sleep tips **for toddlers**
- sleep tips **for college students**
- sleep tips **for 3 month old**
- sleep tips **for new parents**

Google Search

I'm Feeling Lucky

Report inappropriate predictions



People also ask :

How can teens fall asleep fast?



What can help a teenager sleep?



How can a 14 year old fall asleep fast?



Is it normal for a teenager to have trouble sleeping?



Should I let my teenager sleep all day?



What time should my 14 year old go to bed?



How can I fall asleep in 10 seconds?



What time should 13 year olds go to bed?



Why do teens sleep late?



[Feedback](#)



Categorize keywords by intent



I-want-to-know
moments:

"are pistachios a
natural sleep aid"

"why do you get
bad breath when
you sleep"



I-want-to-go
moments:

"sleep clinic near
me"

"find a sleep
center"



I-want-to-do
moments:

"how to increase
rem sleep"

"how to get more
deep sleep"



I-want-to-buy
moments:

"schedule a sleep
study"

"consultation with
sleep specialist"

Understand the SERP landscape

- How do people want to receive that information?
 - A video?
 - Blog post?
 - Recipe?
- Which SERP features are dominating the first page?

Google


bedtime snacks to help you sleep

Q All Shopping Images Videos News More Tools

About 6,650,000 results (0.74 seconds)

Consider the following evening snacks to help you fall asleep:

- Peanut butter on whole grain bread.
- Lean cheese on whole grain crackers.
- Fortified cereal and milk.
- Almonds.
- Cherries.
- Bananas.
- Yogurt.



<https://www.nm.org/healthbeat/healthy-tips/nutrition>

Eats to Help You Sleep | Northwestern Medicine

Here are four nighttime snacks that will help you sleep:

- Walnuts. Walnuts contain melatonin, a naturally occurring hormone that controls your body's internal clock. ...
- Cherries or cherry juice. Tart, natural cherries also boost melatonin; they are also a carbohydrate-rich snack. ...
- Bowl of cereal. ...
- Chamomile tea or green tea.

Feb 28, 2019

<https://www.keckmedicine.org/4-nighttime-snacks-to-...>

4 Nighttime Snacks to Help You Sleep | Keck Medicine of USC


About featured snippets Feedback

<https://www.everydayhealth.com/diet-nutrition/bedti...>


10 Best and Worst Bedtime Snacks | Everyday Health

Apr 1, 2021 — Eating fresh tart cherries or juice increases the level of melatonin in the body, which helps you get to sleep a little easier, according to ...


Recipes



11 Calming Bedtime Snacks to Help You Fall...
Brit + Co
No reviews



Foods to Help Kids Sleep
Weelicious
No reviews



12 Easy Bedtime Snacks for Kids
Yummy Toddler Food
No reviews



Keyword research is only half the battle.



Writing for content marketing



Choosing a length and format





Content formats

Text-based

- Opinion or personal story
- Q&A
- Listicle
- How-to
- Round-up/curated post
- Explainer (“what is” or “why”)

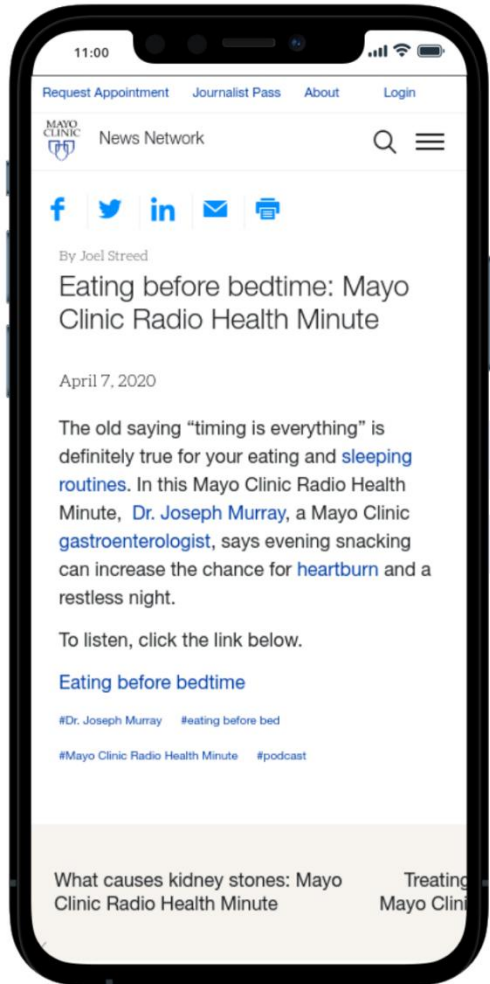
Multimedia-based

- Video
- Podcast
- Photo slideshow
- Infographic

Examples: Content about food and sleep



Podcast



Listicle



Prevention

SUBSCRIBE

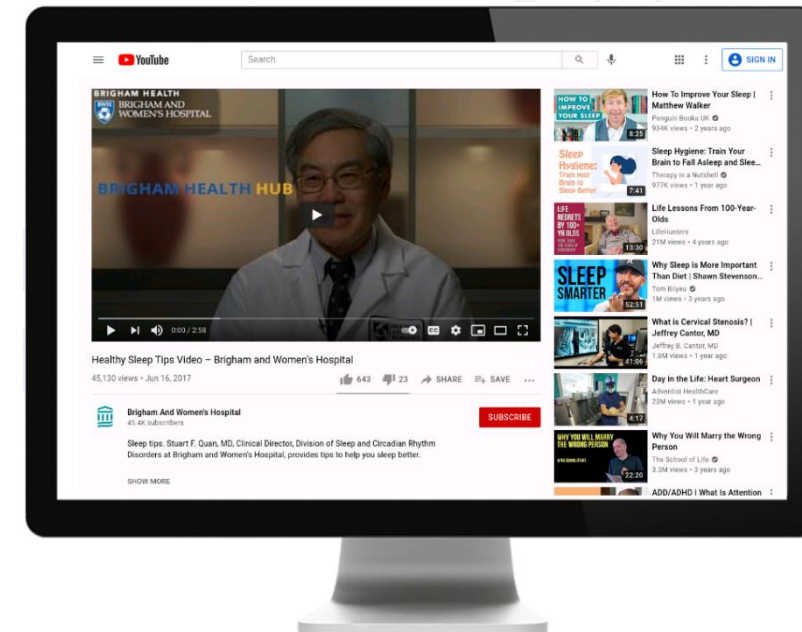
SIGN IN

Exactly How I Changed My Diet To Sleep Better

By Joni Sweet Jan 12, 2017

Personal story

Video



How long should each article be?

- Focus on quality first
- Consider the purpose, subject, format and audience
- Whatever the length, content is successful only if:
 - It's high-quality
 - It offers value by covering the topic with depth and detail
 - It's easy to scan (your readers won't read every word)

If your goal is organic traffic, consider aiming for:

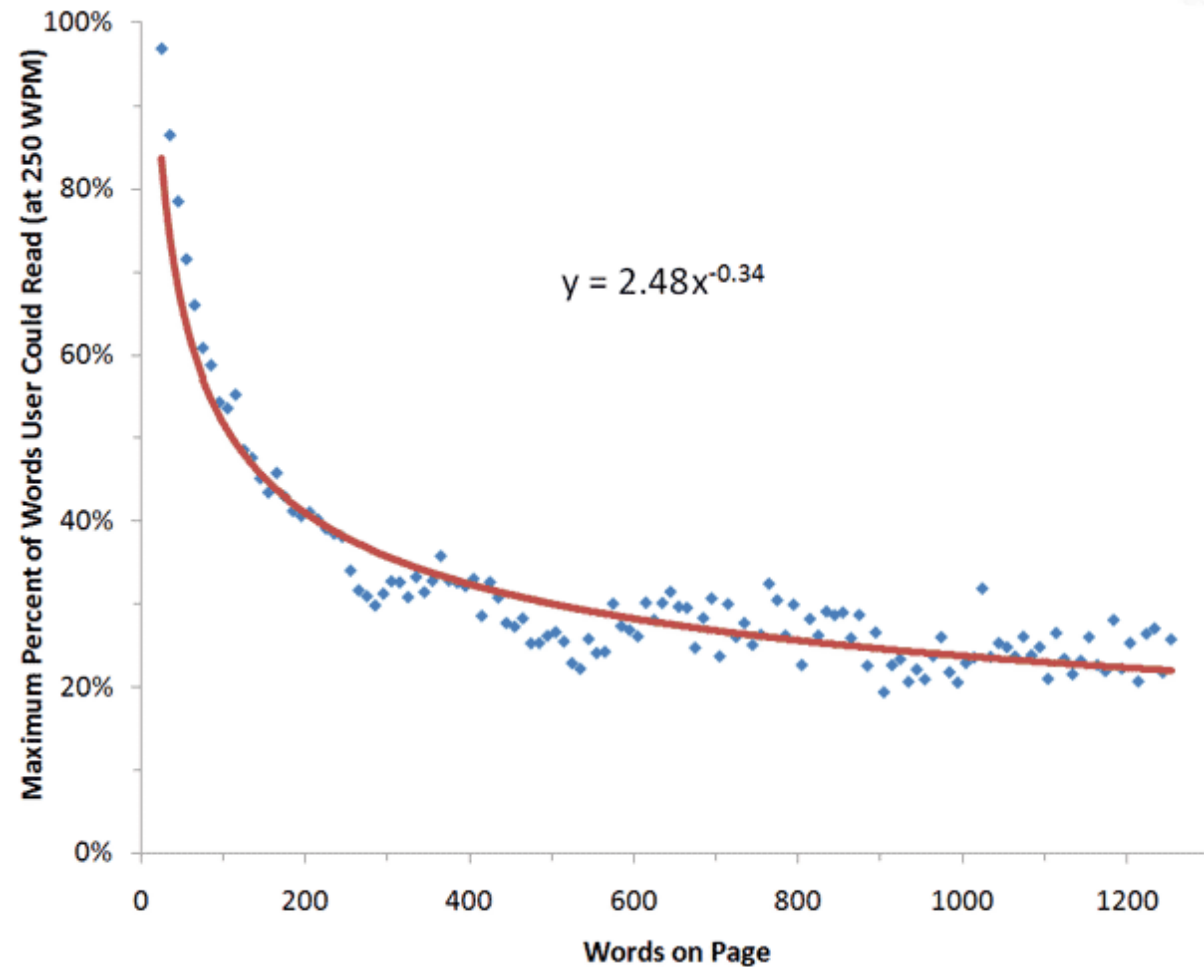
- How-to: 1,800 words
- Listicle: 2,000 words
- Explainer: 1,500 words
- Long-form article: 900 to 2,200 words
- Short-form article: 300 to 900 words



How long should each article be?

Fewer words = a higher percentage of content read by your users

Instead, they scan headings, subtitles and bullet points to find the part that's most interesting to them.





Writing scan-friendly, accessible content



How people read online

User-dependant

- Type of task
- Level of motivation
- Level of focus
- Personal characteristics
- Assumptions from previous experiences with the internet

Factors you control

- Page layout
- Content type
- Clear, noticeable headings and subheadings
- Formatting techniques, like bulleted lists and bold text
- Complexity of the text

How people read online

F pattern

- Appears on pages with long columns of text that looks uniform
- Users skip sections of text based on how the text flows in a column; text flow varies based on screen size
- Users are likely to miss information they care about because they don't realize it's there



« Districts: Here's How to Get Some Help With the E-Rate | Main

Parents Worry About Learning Loss in Remote Education Environments

By Alyson Klein on October 12, 2020 5:42 PM



Parents' concerns about learning loss during COVID-19 remain high as most report their children are still learning remotely either full or part time, concludes a new survey.

More than 3 of every 4 parents, 76 percent, reported that their children are attending school remotely either full time or part time, according to a [survey of 1,140 public school parents by the National Parents Union](#), a nonprofit that supports parents' role in making decisions about their child's education. The remainder reported their children are receiving primarily in-person instruction.

Among all parents, 38 percent said they felt their children were learning less this school year than they would during a normal school year, according to the survey, which was conducted the last week in September. The survey attributed that relatively high level of concern mostly to parents whose children are learning remotely either full time or part time.

"School leaders would be well-served to start listening closely to parents, many of whom remain frustrated with how their child is learning this year," said Keri Rodrigues, co-founder and president of the National Parents Union, in a statement. "Schools have had seven months to prepare for learning this fall, and it's clear that too many are still lagging behind in providing a high-quality education, whether in-person or remote."

Those figures from the National Parents Union survey also track with a late August [Education Week survey of parents](#), which found that 36 percent of parents believed their children were making less progress in English language arts than before the pandemic. However, the Education Week survey found that educators were far more concerned than parents, with more than 80 percent saying their students were making less progress in both language arts and math.

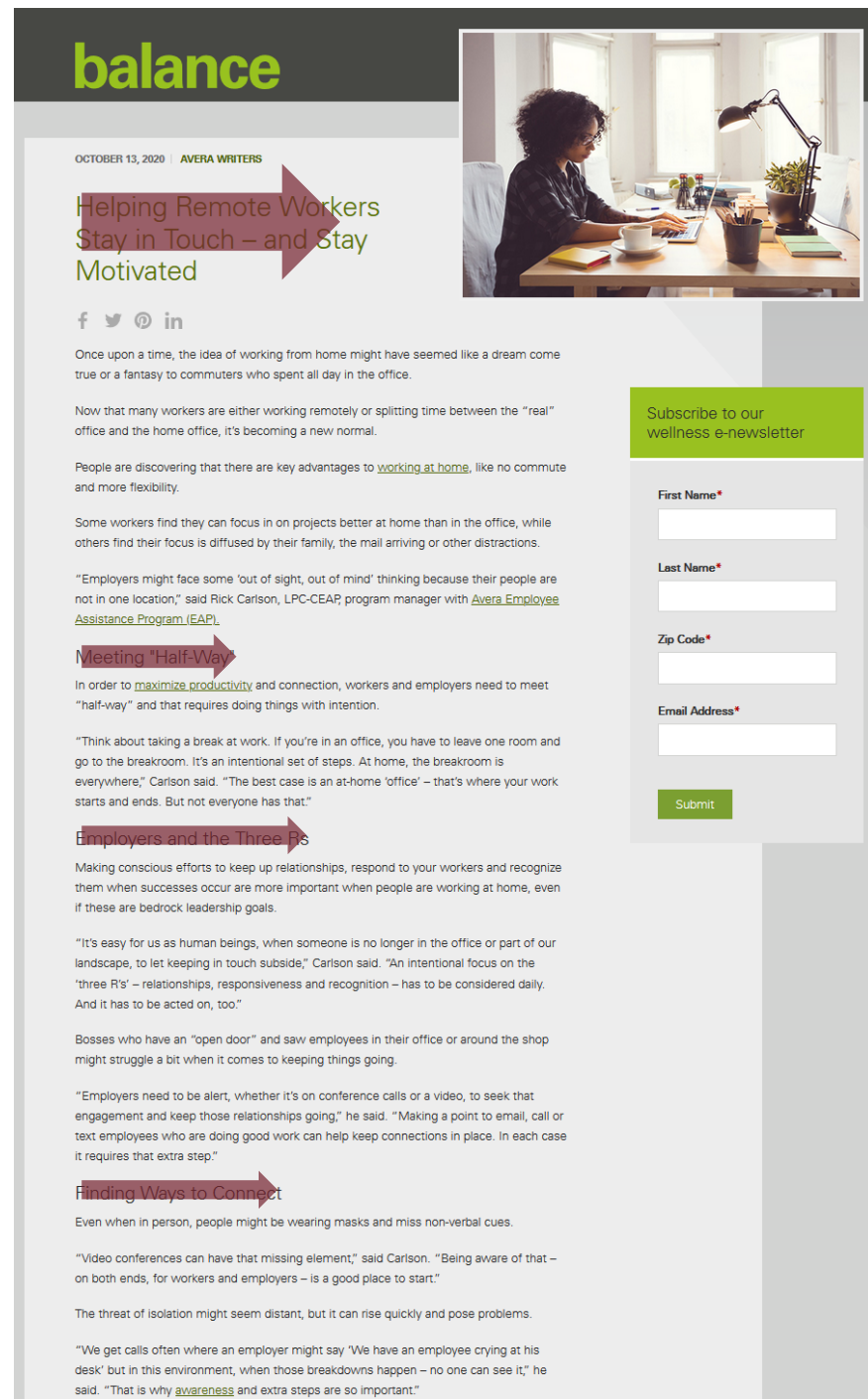
The National Parents Union survey also found that 54 percent of parents think schools should put more of their energy into making sure online instruction is high quality rather than figuring out how to reopen schools for in-person instruction. Another 37 percent want to see energy put into reopening school buildings safely.



How people read online

Layer cake pattern

- Appears on pages that “chunk” content and use clear, descriptive subheadings above each “chunk”
- Users scan headings and may read related body text if interesting or relevant to their goal
- Users save time by quickly identifying the content they’re most interested in



balance

OCTOBER 13, 2020 | AVERA WRITERS

Helping Remote Workers Stay in Touch – and Stay Motivated

f t p in

Once upon a time, the idea of working from home might have seemed like a dream come true or a fantasy to commuters who spent all day in the office.

Now that many workers are either working remotely or splitting time between the “real” office and the home office, it’s becoming a new normal.

People are discovering that there are key advantages to [working at home](#), like no commute and more flexibility.

Some workers find they can focus in on projects better at home than in the office, while others find their focus is diffused by their family, the mail arriving or other distractions.

“Employers might face some ‘out of sight, out of mind’ thinking because their people are not in one location,” said Rick Carlson, LPC-CEAP program manager with [Avera Employee Assistance Program \(EAP\)](#).

Meeting Half-Way

In order to [maximize productivity](#) and connection, workers and employers need to meet “half-way” and that requires doing things with intention.

“Think about taking a break at work. If you’re in an office, you have to leave one room and go to the breakroom. It’s an intentional set of steps. At home, the breakroom is everywhere,” Carlson said. “The best case is an at-home ‘office’ – that’s where your work starts and ends. But not everyone has that.”

Employers and the Three Bs

Making conscious efforts to keep up relationships, respond to your workers and recognize them when successes occur are more important when people are working at home, even if these are bedrock leadership goals.

“It’s easy for us as human beings, when someone is no longer in the office or part of our landscape, to let keeping in touch subside,” Carlson said. “An intentional focus on the ‘three R’s’ – relationships, responsiveness and recognition – has to be considered daily. And it has to be acted on, too.”

Bosses who have an “open door” and saw employees in their office or around the shop might struggle a bit when it comes to keeping things going.

“Employers need to be alert, whether it’s on conference calls or a video, to seek that engagement and keep those relationships going,” he said. “Making a point to email, call or text employees who are doing good work can help keep connections in place. In each case it requires that extra step.”

Finding Ways to Connect

Even when in person, people might be wearing masks and miss non-verbal cues.

“Video conferences can have that missing element,” said Carlson. “Being aware of that – on both ends, for workers and employers – is a good place to start.”

The threat of isolation might seem distant, but it can rise quickly and pose problems.

“We get calls often where an employer might say ‘We have an employee crying at his desk’ but in this environment, when those breakdowns happen – no one can see it,” he said. “That is why [awareness](#) and extra steps are so important.”

Subscribe to our wellness e-newsletter

First Name*

Last Name*

Zip Code*

Email Address*

Submit



Make text easy to scan

- Use straightforward subheads to outline the main points and provide visual structure
- Write short sentences
- Keep paragraphs short (typically three sentences or less)
- Use bullets and numbered lists

When average sentence length is 14 words, readers understand more than 90% of what they are reading.

At 43 words, comprehension drops to less than 10%.



Prioritize accessibility

Text content

- Keep text content within a clear and understandable hierarchy, using headings and subheadings to organize content.
- Use plain language; aim for a 9th grade reading level or below
- Use descriptive text for links. (**Never** use “click here.”)

Multimedia content

- Provide text alternatives for non-text content, for example:
 - Captions for videos
 - Transcripts for audio files
 - Alt text for static images
- Use CSS and other styling to build accessible infographics and/or write a transcript of your infographic



Example: Keeping infographics accessible



cdc.gov/vaccines/parents/infographics/journey-of-child-vaccine.html

The Journey of Your Child's Vaccine (Text Version)

Before a new vaccine is ever given to people, extensive lab testing is done that can take several years. Once testing in people begins, it can take several more years before clinical studies are complete and the vaccine is licensed.

How a new vaccine is developed, approved and manufactured

The Food and Drug Administration (FDA) sets rules for the three phases of clinical trials to ensure the safety of the volunteers. Researchers test vaccines with adults first.

Phase 1

[Picture of 20-100 healthy volunteers]

20-100 healthy volunteers

- Is this vaccine safe?
- Does this vaccine seem to work?
- Are there any serious side effects?
- How is the size of the dose related to side effects?

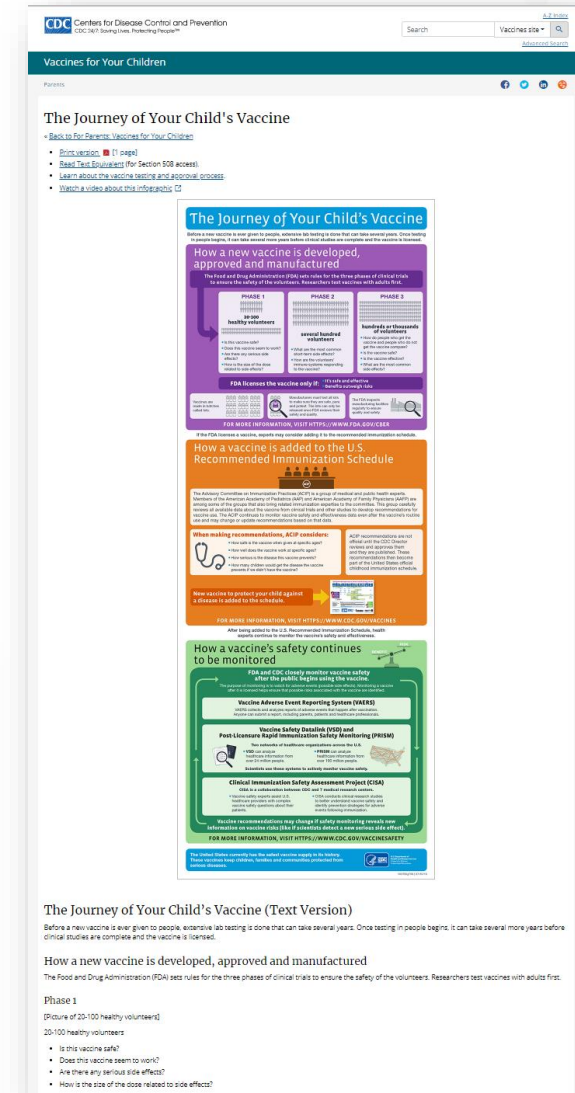
Phase 2

[Picture of several hundred volunteers]

several hundred volunteers

- What are the most common short-term side effects?
- How are the volunteers' immune systems responding to the vaccine?

Phase 3



The Journey of Your Child's Vaccine (Text Version)

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Phase 1

[Picture of 20-100 healthy volunteers]

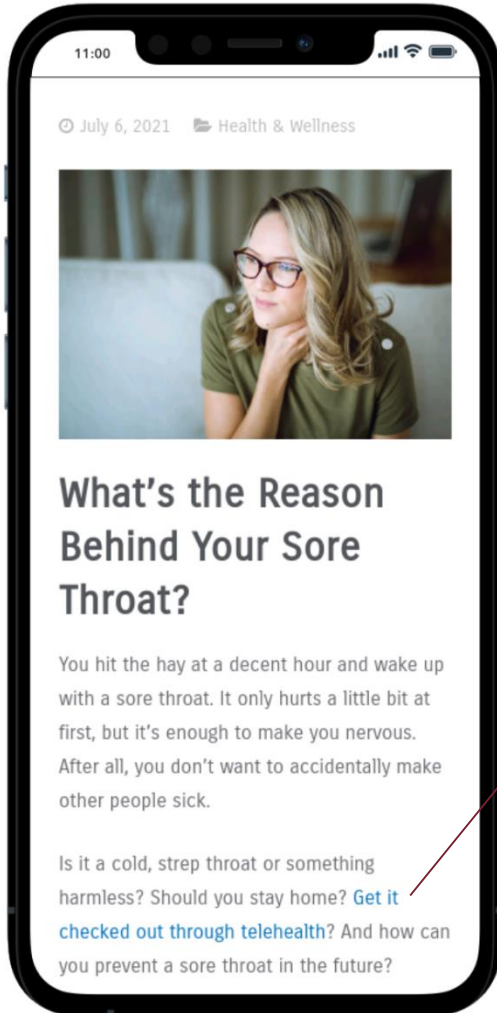
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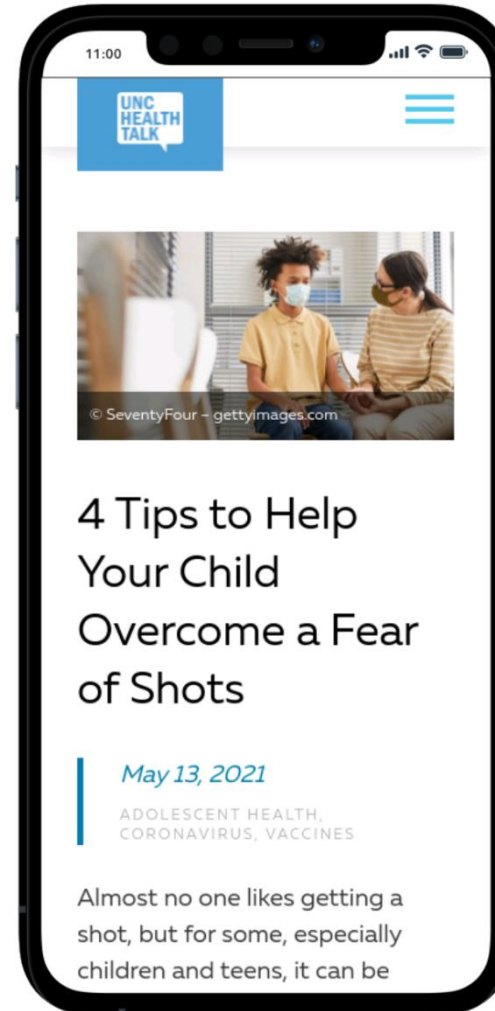
Cross-linking

Connect users to related foundational content

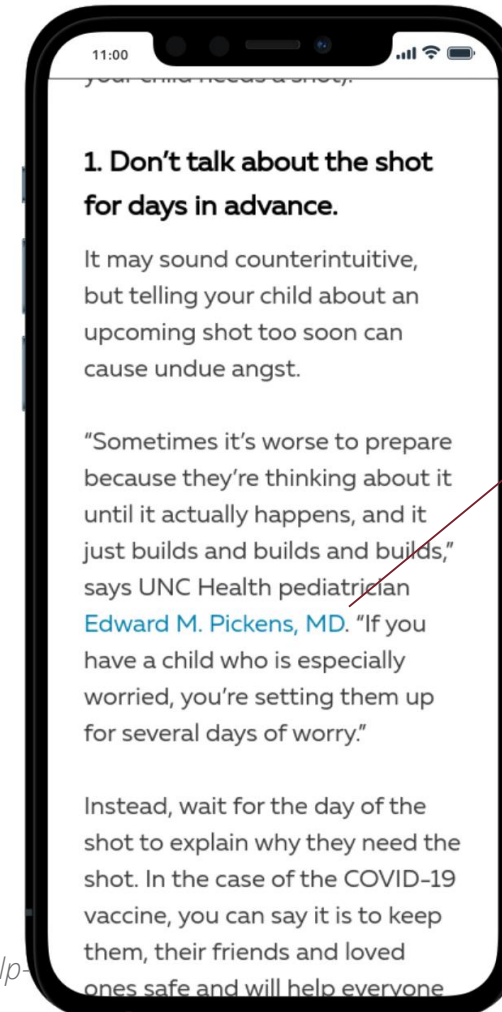


Link to
service
line
content

blogs.altru.org/reasons-for-sore-throat



healthtalk.unchealthcare.org/4-tips-to-help-your-child-overcome-a-fear-of-shots



Link to
doctor
profile

geonetric.com

Writing good link text

- Use plain language
- Be succinct
- Front-load important words whenever possible
- Make it meaningful
- Use descriptive keywords and phrases

DO THIS:

Explore our comprehensive [heart and vascular services](#).

NOT THIS:

[Learn more](#) about heart and vascular care.





Writing headlines and metadata



Which would you click?

Headline writing an art and a science

How to write content marketing headlines

7 tips for writing engaging headlines for content marketing

7 tips for writing engaging headlines

- Be accurate
- Speak directly to the reader (“you”)
- Put the most important words first
- Be specific
- Give readers a reason to click (e.g. promise tips, ways, facts, strategies, etc.)
- When relevant:
 - Use numbers
 - Ask a question

Write lots of headlines, then choose the best one



Be strategic in your wording

Trigrams that appear at the beginning of the most shared headlines

X reasons why

X things you

This is what

This is the

This is how

X of the

X ways to

This is why

The **X** best

How to make

These are the

Here are the

How to get

X things that

You can now

The **X** most

X things only

Why you should

Source: **Buzzsumo**

Examples: Headlines that entice users to click



MANAGING YOUR HEALTH

Why It's Important to See Your Doctor Every Year

Seeing your primary care provider every year, even if you are not feeling bad, is important for health maintenance....

May 31, 2021



nmhs.net/connect/



How to talk with your kids about the COVID-19 vaccine

Family & Relationships

Share 

capecodhealth.org/cape-cod-health-news/

— HEALTHY LIFESTYLE, FROM OUR EXPERTS —



JUNE 22, 2021 | FAMILY HEALTHTEAM

Kidney Stones Are on the Rise: Are You at Increased Risk?

Just the thought of kidney stones can make a person wince in pain — especially if you've experienced one of these tiny nightmares yourself. "Approximately eight in 1,000 people will experience... [READ MORE](#)

avera.org/balance

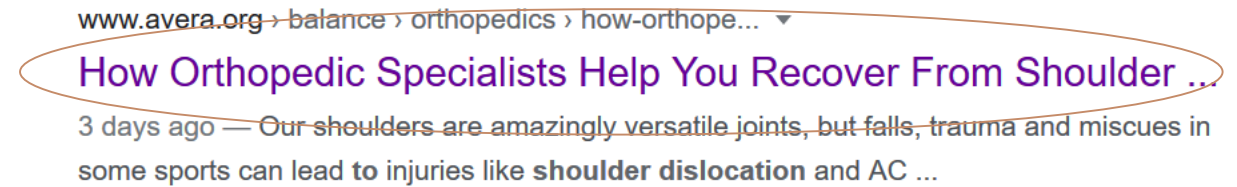
geonetric.com



HTML page title (title tag)

- One of the **most important** on-page SEO elements
- Shows up on browser tabs and search engine results pages (SERPs)
- Will likely be pulled in as link text when sharing on other websites and social media
- Give each page a unique title. Consider this formula:

Article Title | Blog Name | Organization Name





Meta description (page description)

- Short paragraph that describes page content
- Used on search engine results pages (SERPs)
- To optimize for Google, stay between 30 and 170 characters
- Write compelling, descriptive, relevant copy that makes sense out of context
- Incorporate important keywords

www.conehealth.com › services › orthopedics › what-c... ▼

What Can I Do If My Knee Hurts? | Cone Health

If you experience a traumatic injury or **your knee is hot and swollen**, Michael Xu, MD, a Greensboro orthopedic surgeon with **CHMG** OrthoCare, urges you to ...



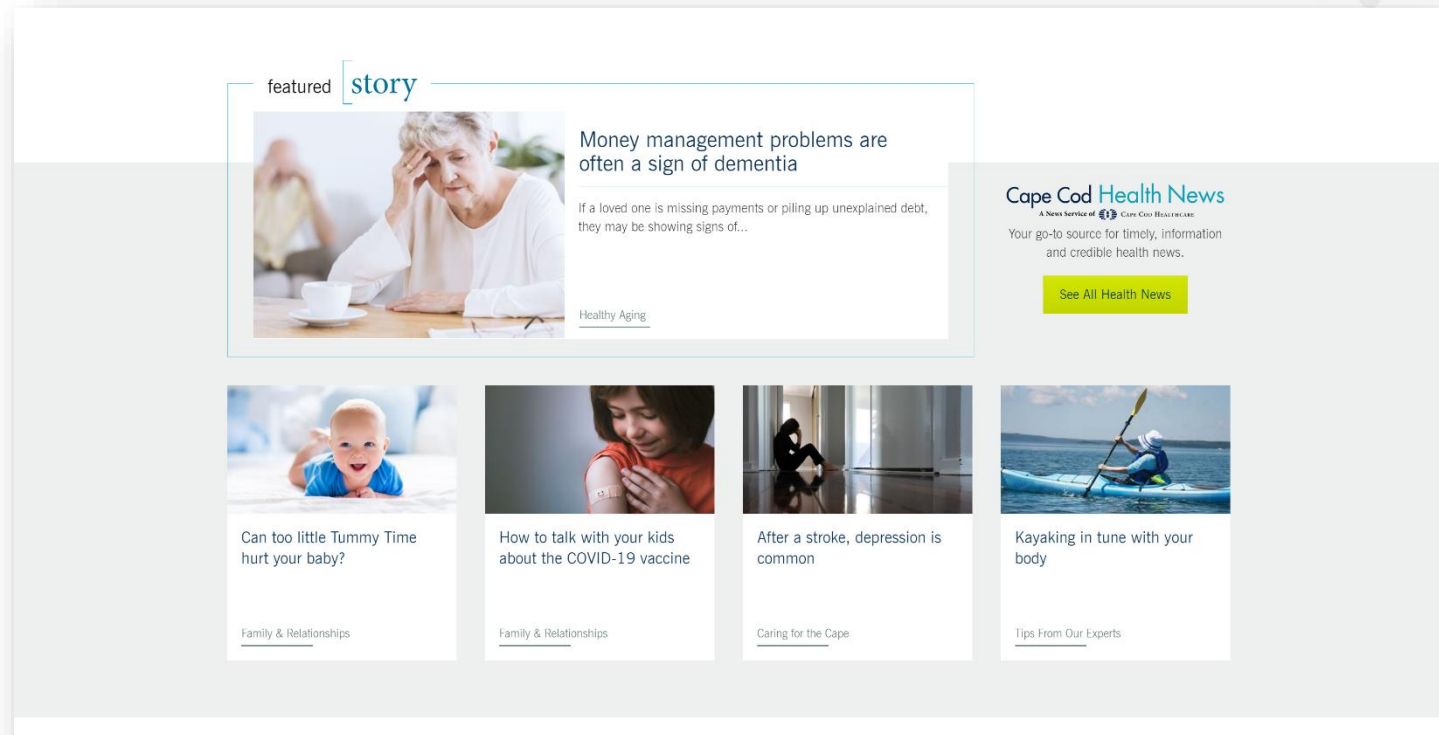
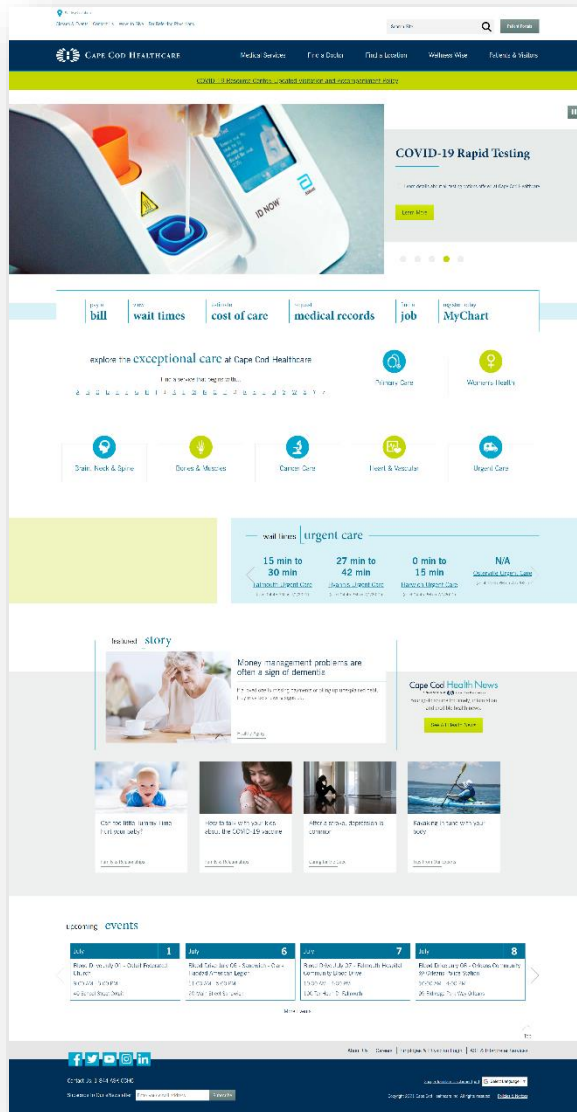
Sharing and promoting



Site integration

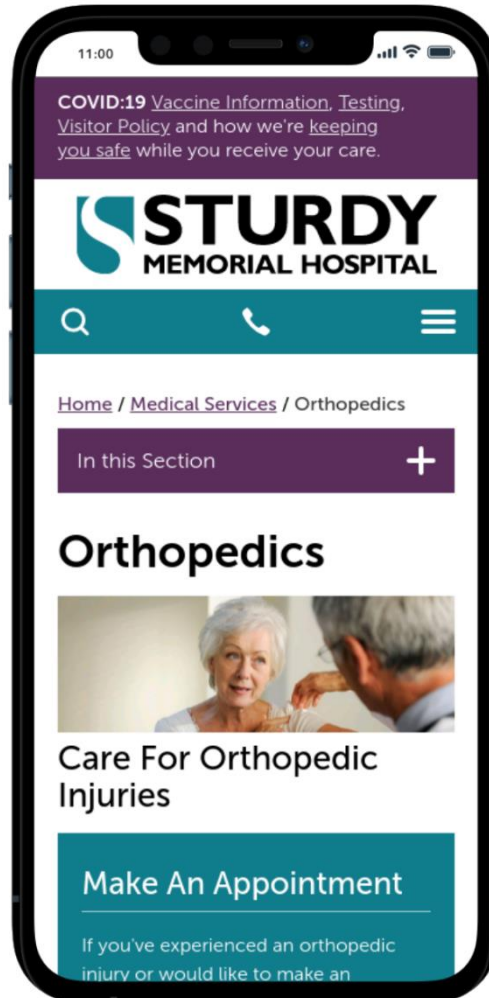


Feature on homepage: Cape Cod Healthcare

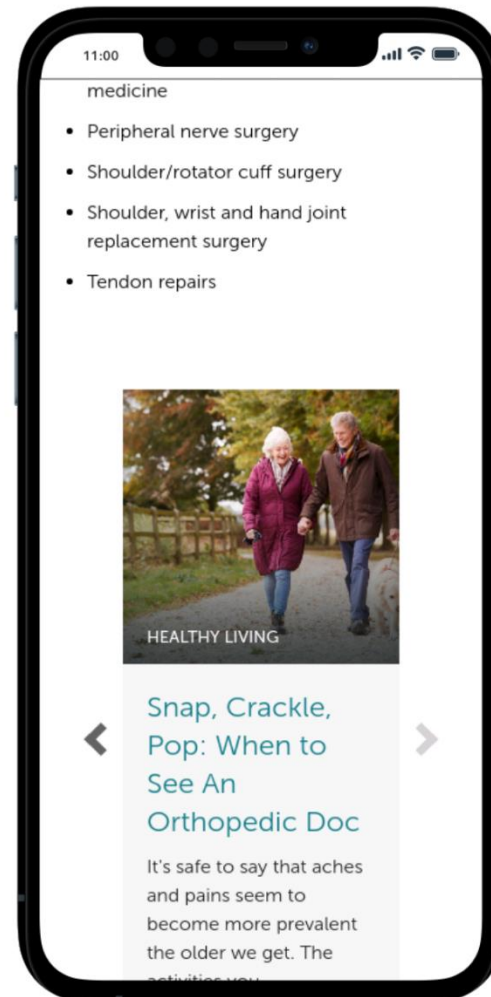




Dynamic display on services pages: Sturdy Memorial Hospital



sturdymemorial.org/medical-services/orthopedics




Physician profiles: Cincinnati Children's




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Nick J. DeBlasio, MD

[About Me](#)
[My Locations](#)
[My Education](#)
[My Publications](#)



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Board Certified

[Make an Appointment](#)
[MyChart \(Existing Patients\)](#)
513-636-3200

"My care philosophy is, 'Never count out any child. Everyone deserves a chance to thrive.'"

About Me

Biography

I have always loved working with children because of their energy, enthusiasm and humor. Children are amazingly resilient, and no matter what happens, they keep on going!

As a general pediatrician, I enjoy working in primary care because I see a wide array of patients for many different reasons. I provide routine well-child care and ill-child care, and I treat behavioral and developmental concerns. I love the variety of people and pediatric conditions I interact with each day!

My care philosophy is, "Never count out any child. Everyone deserves a chance to thrive."

I have won several teaching and mentoring awards, which I feel reflects my love of working with medical students and residents. I received the:

- Ray Baker Teaching Award from the Cincinnati Pediatrics Society in 2011
- Cincinnati Children's Hospital Medical Center Faculty Award for Mentoring in 2017
- Faculty Teacher Award from the Cincinnati Children's residency program in 2018

In addition to caring for patients, I am also involved in some medical education research. We are evaluating ways to deliver medical education more effectively.

I have been married since 2001 and have two sons, Mark and Tom. Before joining the Cincinnati Children's primary care team, I worked in pediatric private practice for five years. I like to compete in bake-offs with my co-workers — even though I always seem to lose!


Clinical Interests

Resident and medical student education; immunizations; general pediatrics; care of underserved children.

Clinical Divisions


General and Community Pediatrics, Primary Care

Blog Posts




[Blog](#) | [Safety and Prevention](#)

Swimmer's Ear: Your Questions Answered
By Nick DeBlasio, MD
7/8/2021



[Blog](#) | [Healthy Living](#)

Spring Allergies: What You Can Do for Your Child
By Nick DeBlasio, MD
4/23/2021



[Blog](#) | [Healthy Living](#)

How to Treat and Prevent Diaper Rash
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cincinnatichildrens.org/bio/d/nick-deblasio

geonetric.com



Adventist HealthCare

Case Study

Adventist HealthCare had a popular health and wellness blog hosted on a WordPress site, but was missing opportunities to drive traffic to their main website, cross-promote effectively, and benefit from the keyword optimization.

To deliver, we:

- Built an integrated content marketing hub in their main VitalSite website that is more stable and easier to manage
- Created a custom landing page design with large images, a card-like design, and the ability to filter results by topics
- Created overarching content strategy for site structure and taxonomy to support sophisticated cross-linking and cross-promotion of services, providers, events and locations

Results

34,000

Clicks delivered from organic search results to content marketing hub

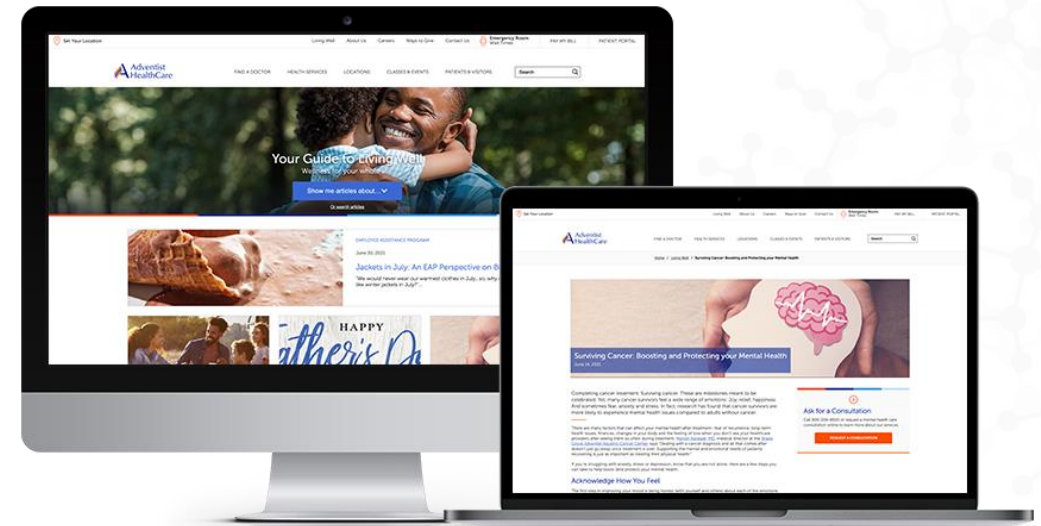
1.2

Improved position in organic search results

Results

34%

Increase in traffic to the location section





Content promotion



Promote your content across other channels, such as **paid media, social, and email** to better understand what users are interested in.



The same blog post can be shared multiple times on different platforms — simply tailor the message to each audience and switch up the lead-in text each time you share.

This serves the dual purpose of helping you create engaging social media content and gaining a broader audience for your content.



Switch up your messaging

Varying the caption or description helps create a little diversity between your social media platforms. Asking a question can help increase engagement, too.

Example:

Blog Post Title: 7 ways to become more optimistic

Possible Post Copy Variations:

- Did you know individuals with a greater degree of optimism are more likely to live longer?
- A few small changes can help you become a glass-half-full kind of person.





Promote content marketing assets to relevant segments of your email list.

Avera  **balance**
HEALTH & WELLNESS TIPS FOR YOUR LIFE

Can Essential Oils Help with Seasonal Allergies?

Pollen is in the springtime air, but these tips can offer relief during the allergy season.

[Learn More](#)



Cape Cod Health News

A News Service of  CAPE COD HEALTHCARE

5 tips to avoid painful vacation memories



Make the most of your Cape Cod vacation, and return home safely. Here are some tips on how to avoid a trip to the ER.

[Celebrate safely](#)



Remember:

There's not one perfect formula.