Geonetric
Digital with care.

Healthcare Web Writing in a Post-pandemic World

What we'll cover

1. How and why we read on the web
2. Three steps to great web writing
3. Incorporating search engine optimization (SEO) best practices
4. Accessibility in web content
5. Additional content resources

How and why we read on the web

Why do we go online?

- Look up information about a location, including directions, hours, contact information, and more
- Communicate via text messages, instant messaging, email, social networking sites, and video calls and conferences
- Choose entertainment when and where they want it
- Shop for products and consumer services and make purchases and reservations
- Work remotely, search for a job, or sell goods or services
- Share experiences, such as business reviews, blog posts, videos, or other original content
- Explore new or trending subjects

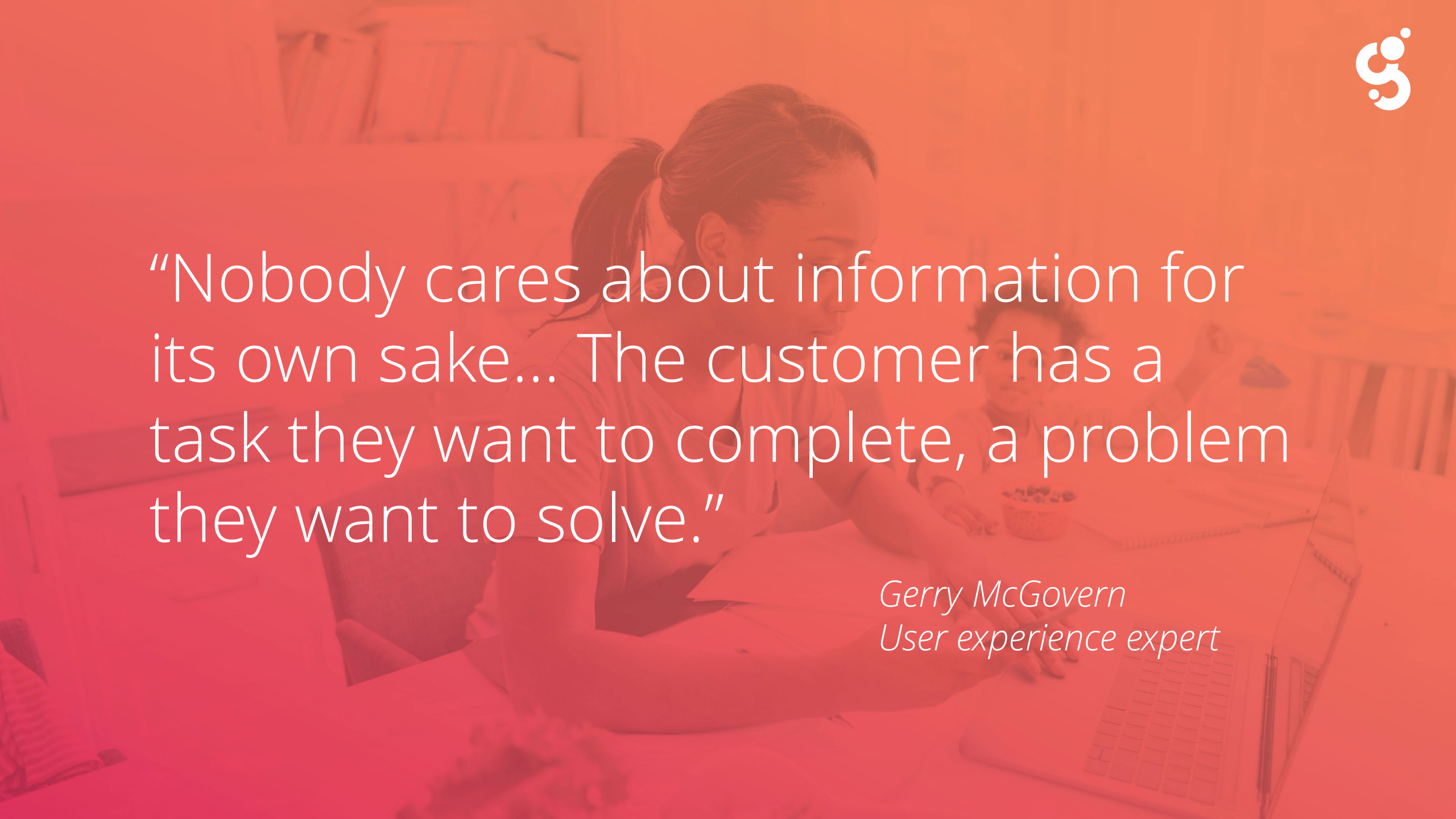
Source: https://www.statista.com/statistics/183910/internet-activities-of-us-users/

***85%** of Americans go online each day*

***1/3** of those say they're "constantly online"*

2021 Pew Research Study

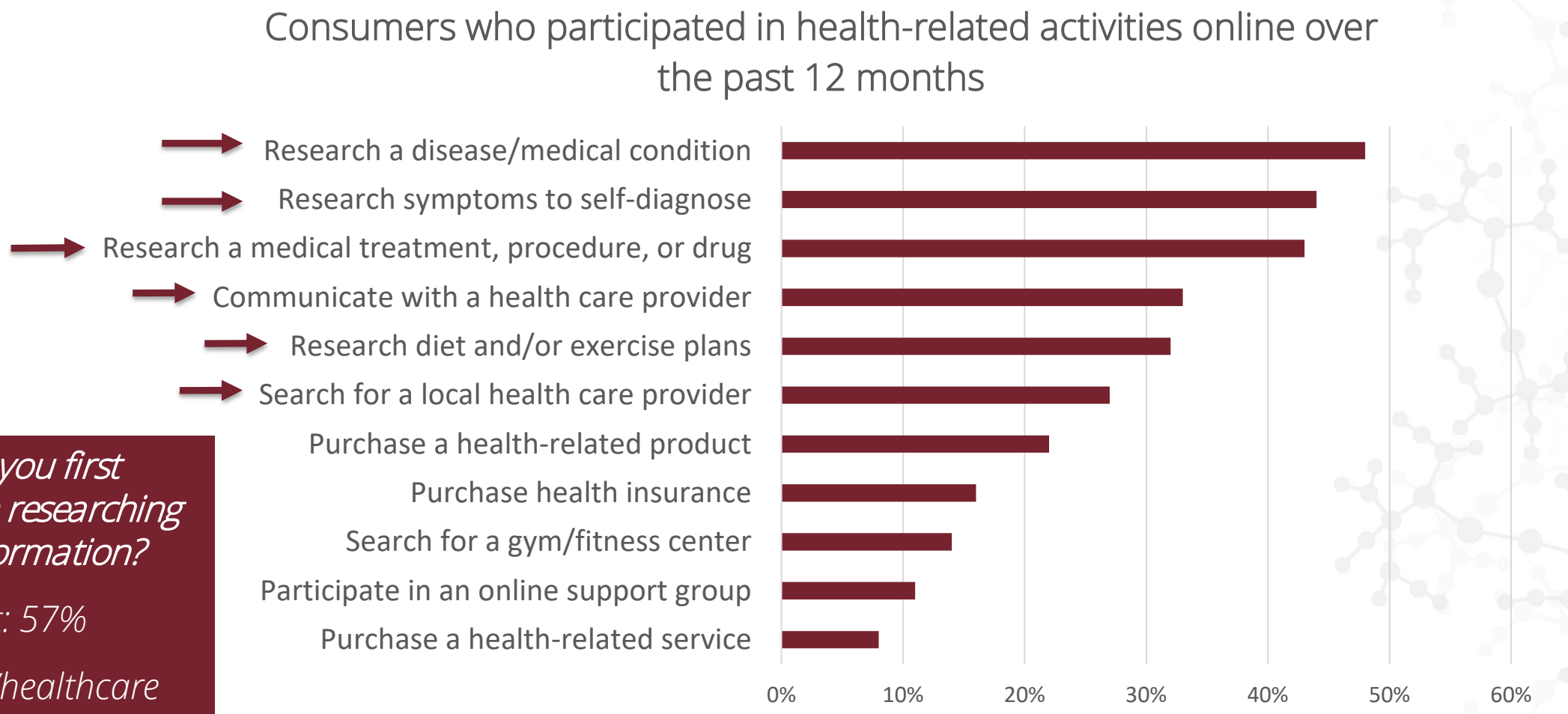
Source: https://www.pewresearch.org/fact-tank/2021/03/26/about-three-in-ten-u-s-adults-say-they-are-almost-constantly-online/



"Nobody cares about information for its own sake... The customer has a task they want to complete, a problem they want to solve."

Gerry McGovern
User experience expert

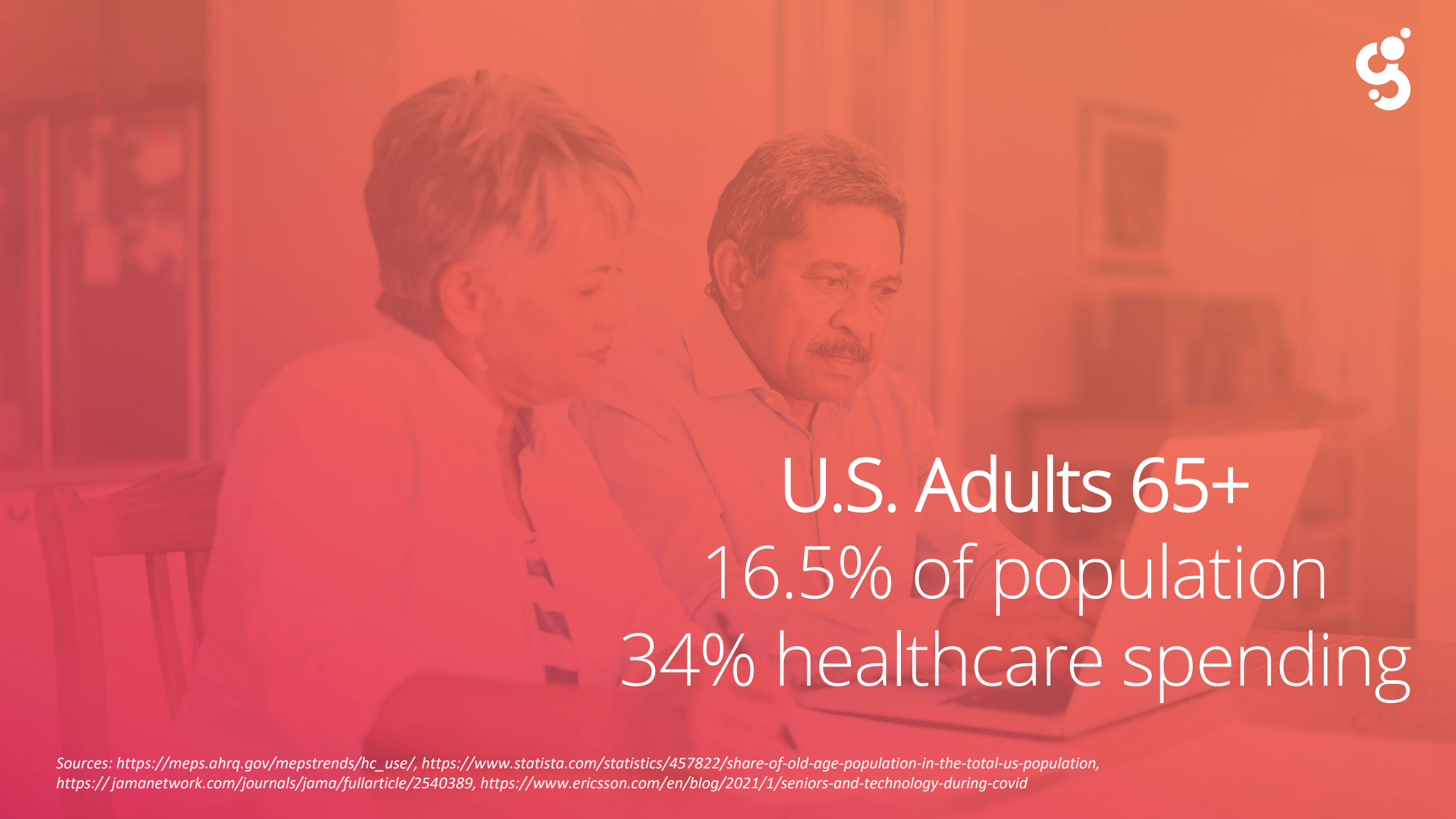
Health-related online activities



Where do you first turn when researching health information?

- *Internet: 57%*
- *Doctor/healthcare professional: 32%*

Source: dotHealth Consumer Health Online – 2017 Research Report



U.S. Adults 65+
16.5% of population
34% healthcare spending

Sources: https://meps.ahrq.gov/mepstrends/hc_use/, https://www.statista.com/statistics/457822/share-of-old-age-population-in-the-total-us-population, https:// jamanetwork.com/journals/jama/fullarticle/2540389, https://www.ericsson.com/en/blog/2021/1/seniors-and-technology-during-covid

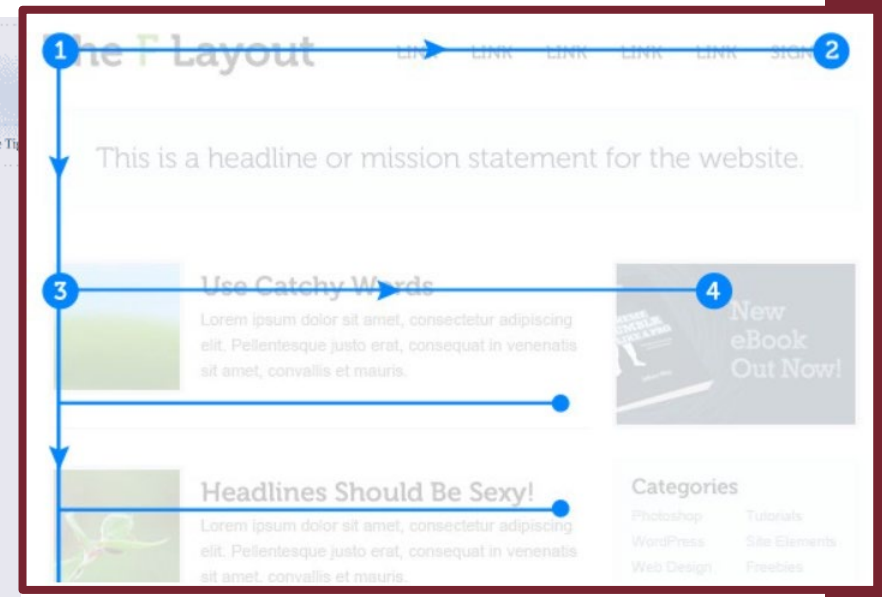
How we read online

How people read on the web depends on:

- ✓ Their task
- ✓ Their assumptions from previous experiences with the internet, your site, or your brand
- ✓ Their motivation and level of focus
- ✓ Type of content (e.g. text vs. images), formatting, and page layout
- ✓ Personal characteristics

Takeaway Most of the time, people don't read every work. ***They scan.***

Classic F-shaped pattern

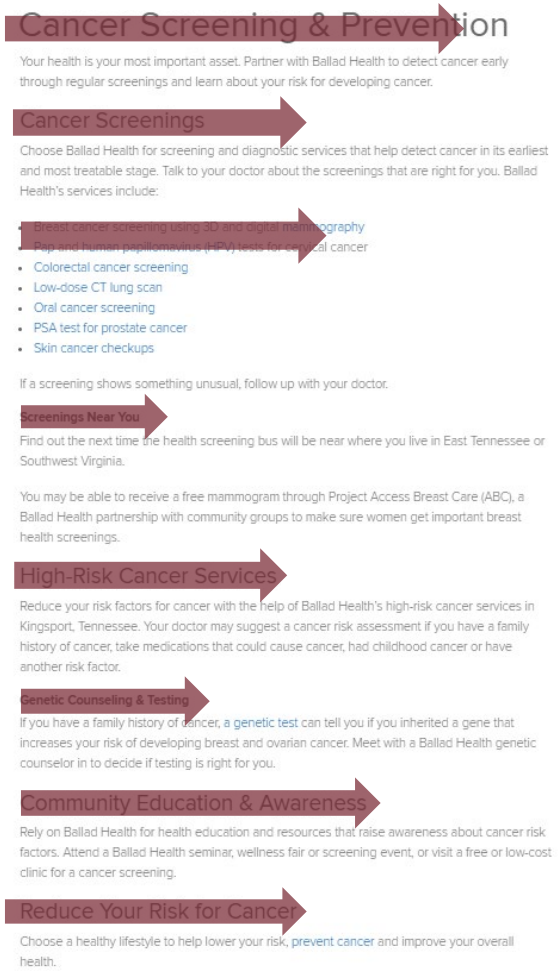


Using the F-shaped pattern, the webpage reader can scan the main headline and skim content that grabs their attention.

But users may not easily find the information they're most interested in. This pattern is often used when a page has large chunks of text and doesn't employ subheads or bulleted lists effectively.

Source: "Text Scanning Patterns: Eyetracking Evidence," Nielson Norman Group, August 2019

Layer-cake pattern



Cancer Screening & Prevention

Your health is your most important asset. Partner with Ballad Health to detect cancer early through regular screenings and learn about your risk for developing cancer.

Cancer Screenings

Choose Ballad Health for screening and diagnostic services that help detect cancer in its earliest and most treatable stage. Talk to your doctor about the screenings that are right for you. Ballad Health's services include:

- Breast cancer screening using 3D and digital mammography
- Pap and human papillomavirus (HPV) tests for cervical cancer
- Colorectal cancer screening
- Low-dose CT lung scan
- Oral cancer screening
- PSA test for prostate cancer
- Skin cancer checkups

If a screening shows something unusual, follow up with your doctor.

Screenings Near You

Find out the next time the health screening bus will be near where you live in East Tennessee or Southwest Virginia.

You may be able to receive a free mammogram through Project Access Breast Care (ABC), a Ballad Health partnership with community groups to make sure women get important breast health screenings.

High-Risk Cancer Services

Reduce your risk factors for cancer with the help of Ballad Health's high-risk cancer services in Kingsport, Tennessee. Your doctor may suggest a cancer risk assessment if you have a family history of cancer, take medications that could cause cancer, had childhood cancer or have another risk factor.

Genetic Counseling & Testing

If you have a family history of cancer, a genetic test can tell you if you inherited a gene that increases your risk of developing breast and ovarian cancer. Meet with a Ballad Health genetic counselor in to decide if testing is right for you.

Community Education & Awareness

Rely on Ballad Health for health education and resources that raise awareness about cancer risk factors. Attend a Ballad Health seminar, wellness fair or screening event, or visit a free or low-cost clinic for a cancer screening.

Reduce Your Risk for Cancer

Choose a healthy lifestyle to help lower your risk, prevent cancer and improve your overall health.

Source: "How People Read Online: New and Old Findings," by Kate Moran, published April 5, 2020.
https://www.nngroup.com/articles/how-people-read-online/

Other scanning patterns:

- *Spotted pattern*
- *Marking pattern*
- *Commitment pattern*
- *Exhaustive review pattern*
- *Zigzag pattern*
- *Sequential pattern*
- *Love-at-first-sight pattern*
- *Lawn-mower pattern*
- *Pinball pattern*

How much of your webpage content will users actually read?

20 – 28%

Source: Nielsen Norman Group, "How Little Do Users Read?," May 2008

3 easy steps to great web writing

CONTENT IS KING

3 STEPS TO GREAT WEB WRITING

1

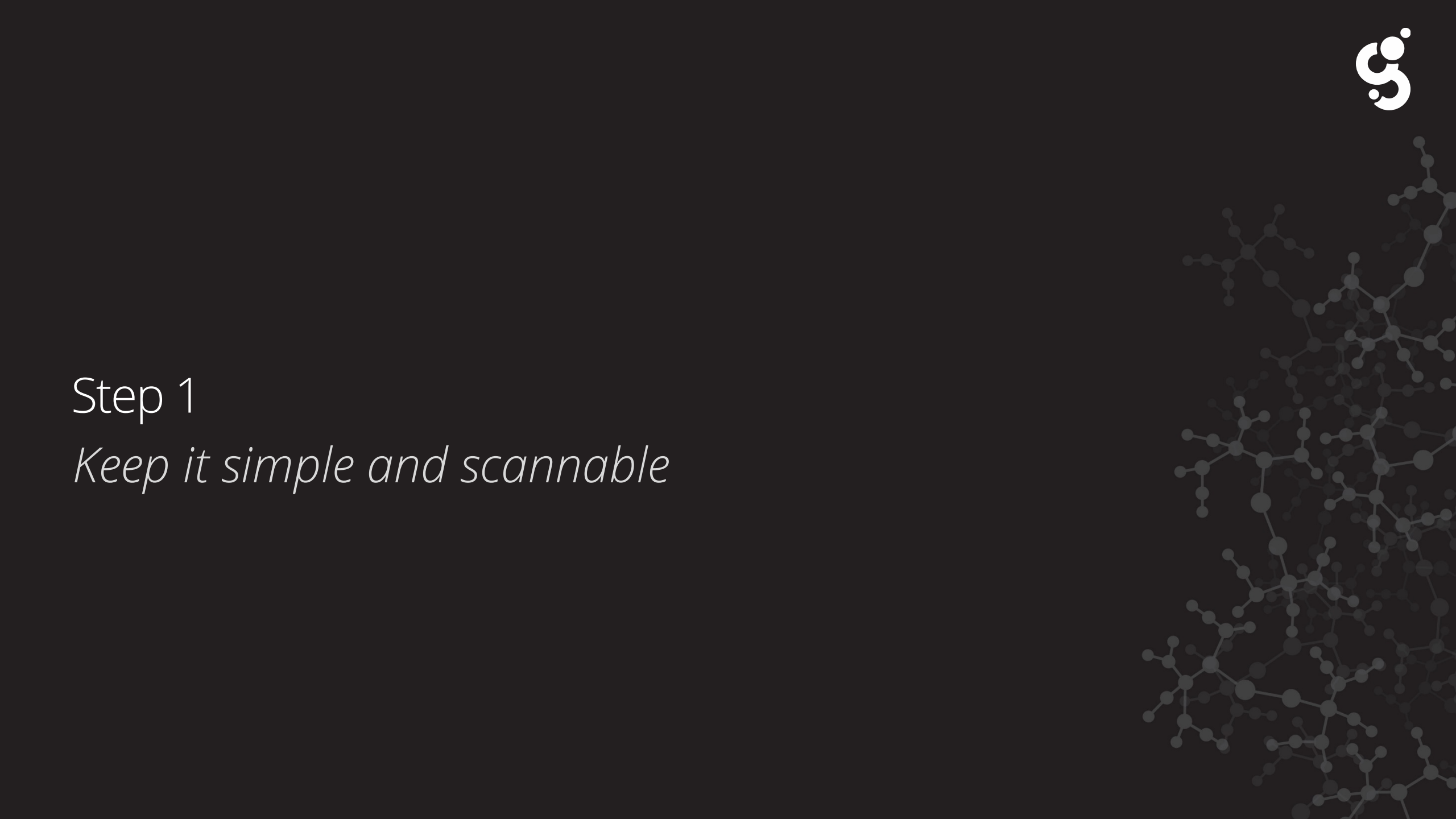
Keep it simple and scannable

2

Focus on the user

3

Make it easy to take action



Step 1

Keep it simple and scannable

Step 1: Keep it simple

Get to the point by front-loading the important information

Eliminate ROT – redundant, outdated, or trivial content

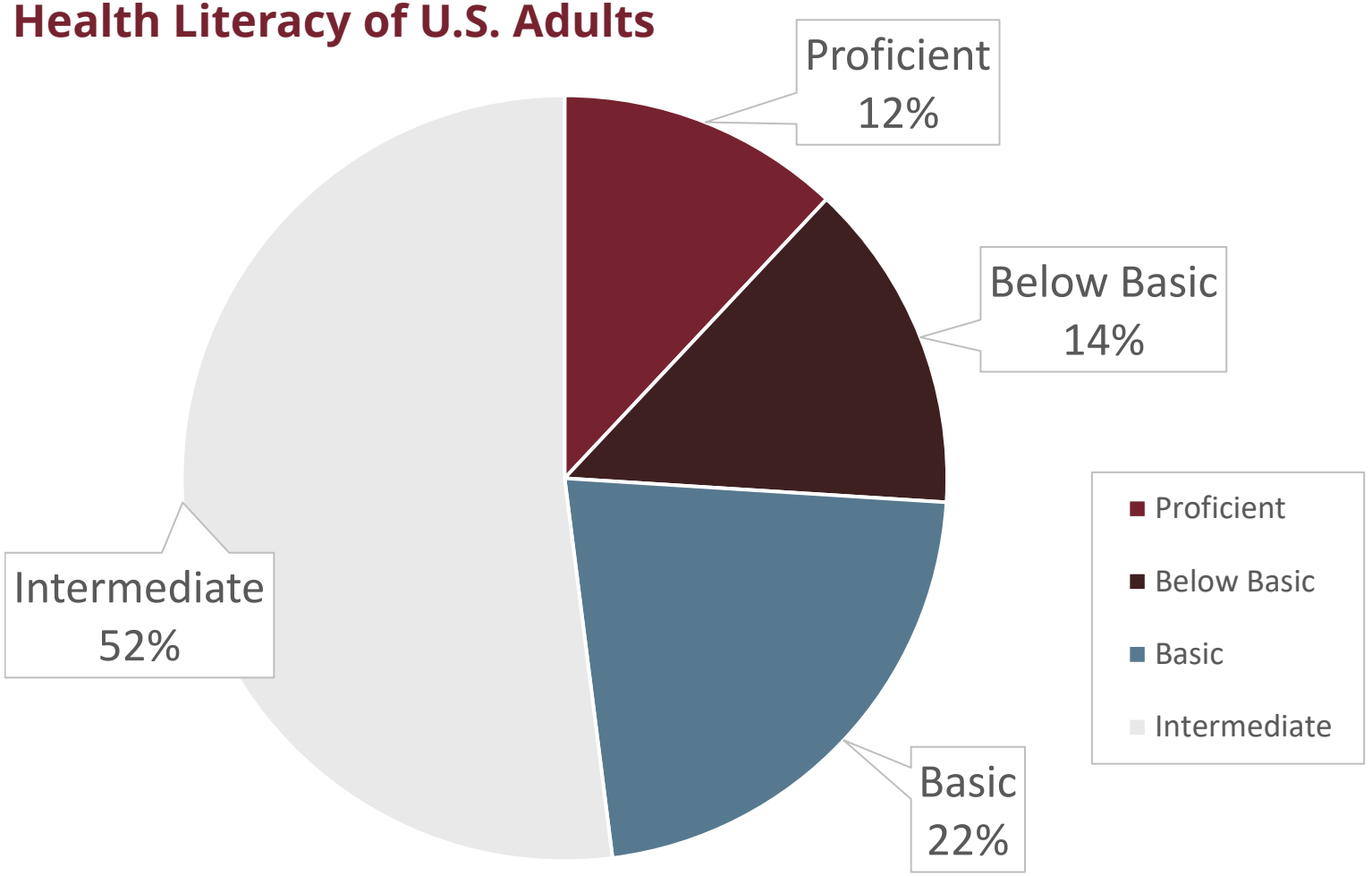
Explain any technical terms, abbreviations, and acronyms

Use an active voice

Use everyday language

Keep it simple

Health Literacy of U.S. Adults



Source: "The Health Literacy of America's Adults: Results From the 2003 National Assessment of Adult Literacy," U.S. Department of Education

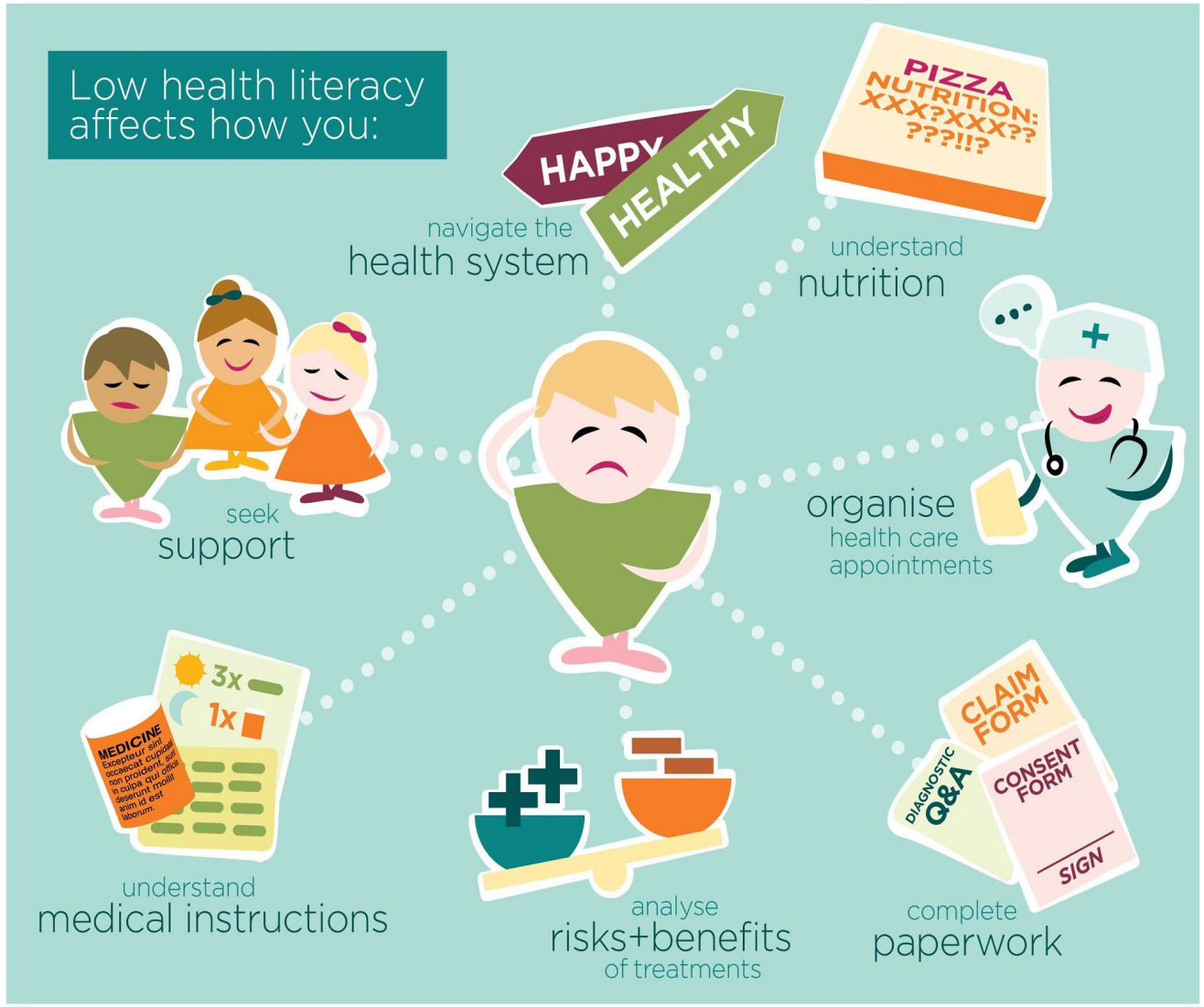
Health Literacy

The ability to obtain, process, and understand basic health information and services to make appropriate health decisions

Even people with strong literacy skills can face challenges when they're:

- Diagnosed with a serious illness and are scared or confused
- Not familiar with medical terms
- Interpreting numbers or risks to make a healthcare decisions

Why health literacy is important



People with low health literacy may have difficulty:

- Managing chronic diseases
- Measuring medications, understanding nutrition labels, calculating blood sugar levels, and completing other tasks that require math skills
- Navigating the healthcare system
- Understanding diagnoses and treatment options
- Understanding how lifestyle factors affect health
- Evaluating the reliability of a source

Image source: https://worldliteracyfoundation.org/wp-content/uploads/2019/08/31316753196_d2b86ebe65_k.jpg

patients with low HEALTH LITERACY...

Are more likely to visit an **EMERGENCY ROOM**

Have more **HOSPITAL STAYS**

Are less likely to follow **TREATMENT PLANS**

Have higher **MORTALITY RATES**

www.cdc.gov/phpr

Source: Health Literacy Infographic, Center for Disease Control and Prevention, Center for Preparedness and Response

Keep it simple: Everyday language

Instead of this:		Try this:
Seek prompt medical attention	→	Get care right away
Emergent aortic pathologies	→	Conditions that affect the aortic valve
Percutaneous	→	Minimally invasive
Obstructs circulation	→	Blocks blood flow
Does not require the use of	→	Does not use
Hematological disorders	→	Blood disorders

NO

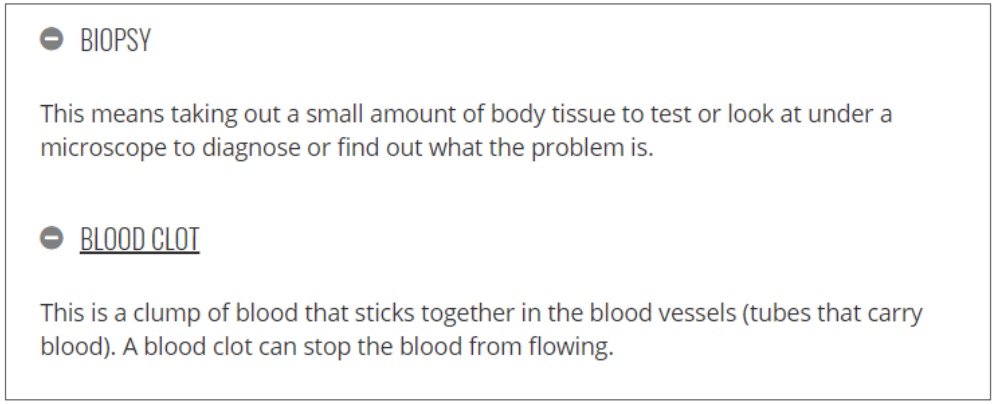
YES

Writing tools: Style guides and resources

MEDICAL LIBRARY ASSOCIATION

What Did My Doctor Say?

Translations of "medspeak" or health words to help health consumers and patients understand what a doctor or nurse tells them.

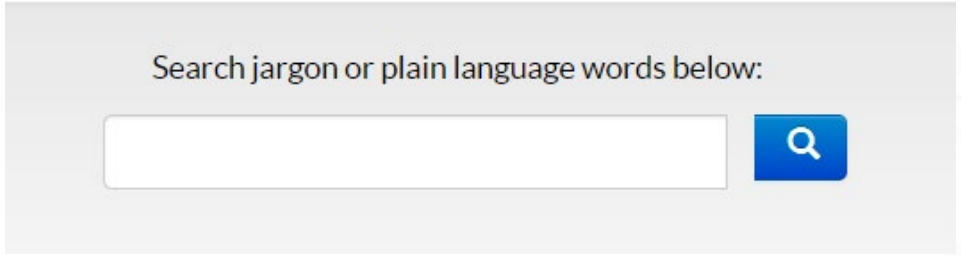


Source: www.mlanet.org/p/cm/ld/fid=580

CDC Centers for Disease Control and Prevention
CDC 24/7: Saving Lives, Protecting People™

Plain Language Materials & Resources

Everyday Words for Public Health Communication: Recommendations from CDC's Health Literacy Council and other agency communicators on how to reduce jargon and improve understanding



Federal Plain Language Guidelines

https://www.cdc.gov/healthliteracy/developmaterials/plainlanguage.html

Keep it simple: Use active voice

Active Voice

The nurse called the patient.

Passive Voice

The patient was called by the nurse.

Keep it simple: Use active voice

Passive

Therapists are selected by patients to best fit their clinical needs.

A treatment plan is negotiated with the patient that will accommodate work, school and/or family responsibilities.

Active

Select a therapist who fits your clinical needs.

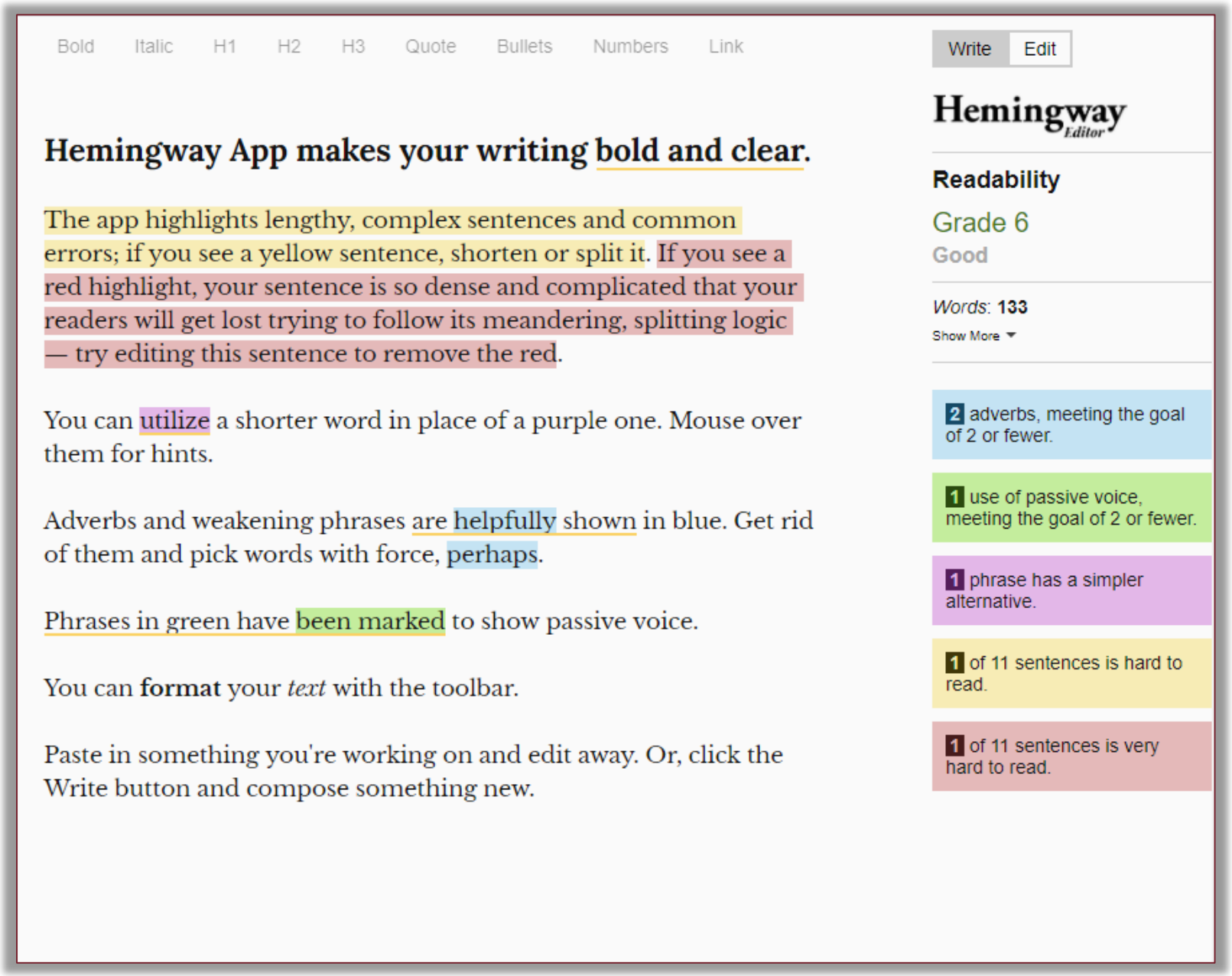
You'll work together to create a treatment plan that fits your job, school and/or family responsibilities.

Tip Scan your copy for words like am, are, is, was, were, has been, have been

Writing tools: Hemingway Editor

Writing and editing tool to help polish your writing and identify common writing errors like:

- Confusing sentence structure
- Overuse of weak adverbs
- Excessive passive voice



Find it at: www.hemingwayapp.com

Keep it simple: Get to the point

Start with the main point/conclusion

Include supporting information

Share less important details

Keep it simple: Get to the point

Epilepsy Center

Find all the care and treatment you need for complex cases of epilepsy through the UNM Comprehensive Epilepsy Center in Albuquerque – New Mexico's only such facility. You can count on the services and expertise of our epilepsy specialists because we have a Level 4 designation, the highest available, from the National Association of Epilepsy Centers. Join your neighbors throughout the Southwest who visit us for exceptional treatment that improves quality of life.

Your First Appointment

During your first visit to the UNM Comprehensive Epilepsy Center, a doctor specializing in epilepsy will review your medical history and examine your motor and sensory skills, balance, coordination, reflexes and mental functioning. Expect the appointment to last a few hours. Bring a family member or friend who has seen one of your seizures, or provide the phone number of someone who the neurologist can call during the appointment to ask about your seizure symptoms. You'll also want to bring your medications and EEG or MRI test results.

Epilepsy Testing & Diagnosis

After your physical exam, a doctor may request more testing to get thorough, detailed information about your symptoms and condition, so the epilepsy care team can determine the best treatment. You gain access to:

- The full spectrum of lab, imaging and genetic tests.
- Noninvasive and surgical procedures that evaluate the brain's electrical activity.
- Neuropsychological exams that assess memory and thinking.

Inpatient Video EEG Monitoring

At our epilepsy monitoring unit, you might spend a few days receiving 24-hour video EEG recording that captures the moment of a seizure. Doctors review the recordings to

Main Point

Supporting Information

Make it scannable

- Cover one topic per page
- Keep paragraphs short – three sentences or fewer
- Use bullets and numbered lists
- Use straightforward headlines and subheads
- Use short sentences

Large Chunk

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ipsum nibh, dictum sed tempor vitae, tristique at tortor. Cras a varius nulla. Aliquam vulputate, dui ac vulputate feugiat, sem massa eleifend felis, sit amet posuere arcu nisl in leo. Proin sapien lectus, aliquam a porta eleifend, pharetra eget tellus. Phasellus egestas ipsum eu nisi hendrerit pellentesque. Integer nec velit sapien, nec sagittis purus. Pellentesque vel turpis turpis. Sed sit amet ligula est, egestas dignissim nisi.

Much Better

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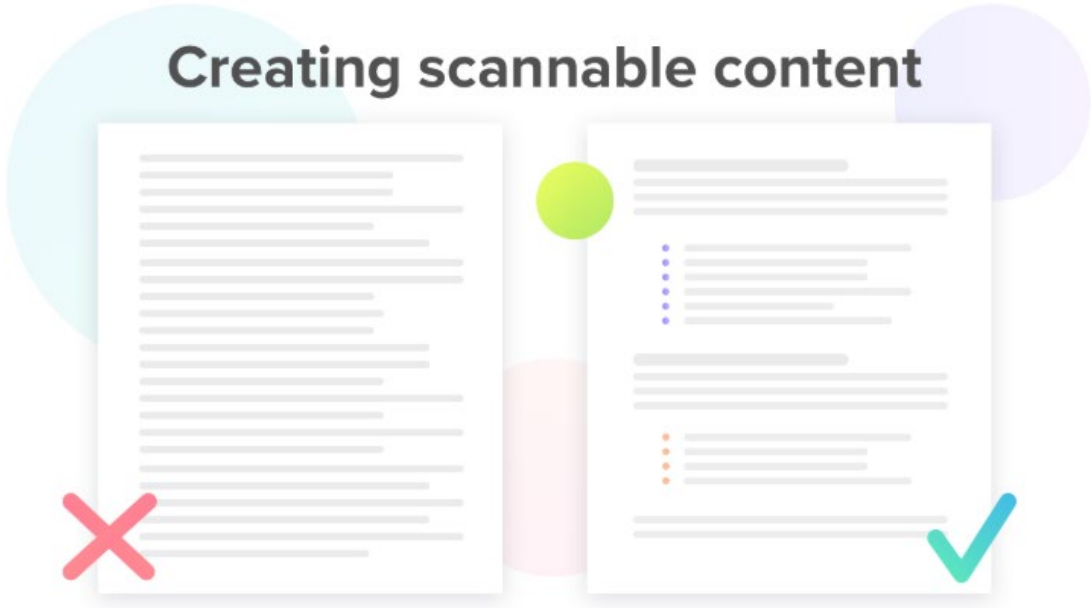
- Cras a varius nulla.
- Aliquam vulputate, dui ac vulputate feugiat
- Sem massa eleifend felis, sit amet posuere
- Proin sapien lectus, aliquam a porta eleifend



Make it scannable: An example

Low-Vision Services

According to the National Eye Institute, low vision is defined as a visual impairment that cannot be corrected by medical or surgical intervention and is severe enough to interfere with the performance of daily living, but allows some usable vision.

Low-vision impairments may be caused by glaucoma, macular degeneration or diabetic retinopathy. Some neurological diagnoses also may cause visual impairments that interfere with abilities to perform daily activities, including stroke, brain injury or multiple sclerosis.

Our Low-Vision Rehabilitation program provides a new option for these patients. Each patient is evaluated by an occupational therapist specially trained in low-vision therapy. A therapy plan and goals are then developed to meet each patient's individual needs. Our therapy focuses on enabling patients with visual impairments to safely and independently complete daily living tasks compromised by vision loss.

Individuals who are experiencing low vision should see their physician, ophthalmologist or optometrist for an evaluation. A physician referral is required for evaluation and treatment in our low-vision program.

- What is low vision?
- Causes of low vision
- Low-vision rehabilitation program services
- Get an eye evaluation

Make it scannable: An example

Low-Vision Services

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VS.

Low-Vision Services

When you're diagnosed with low vision, learn how to make the most of your eyesight with Cone Health's low-vision rehabilitation program.

What is Low Vision?

You have low vision if you experience a partial vision loss that can't be corrected by glasses or surgery. Low vision makes it difficult for you to accomplish everyday activities such as:

- Pouring liquids, setting dials on the stove, chopping food and other household tasks
- Reading small print
- Recognizing people when they're close
- Seeing steps, stairs or curbs
- Writing checks or filling out forms

Causes of Low Vision

Low vision may be caused by conditions such as:

- Age-related macular degeneration (AMD)
- Diabetic retinopathy
- Glaucoma
- Neurological conditions, such as stroke, brain injury and multiple sclerosis

Find an Opthalmologist

If you're experiencing symptoms of low vision, make an appointment with a Cone Health Medical Group ophthalmologist for a comprehensive eye examination.

Low-Vision Rehabilitation Services

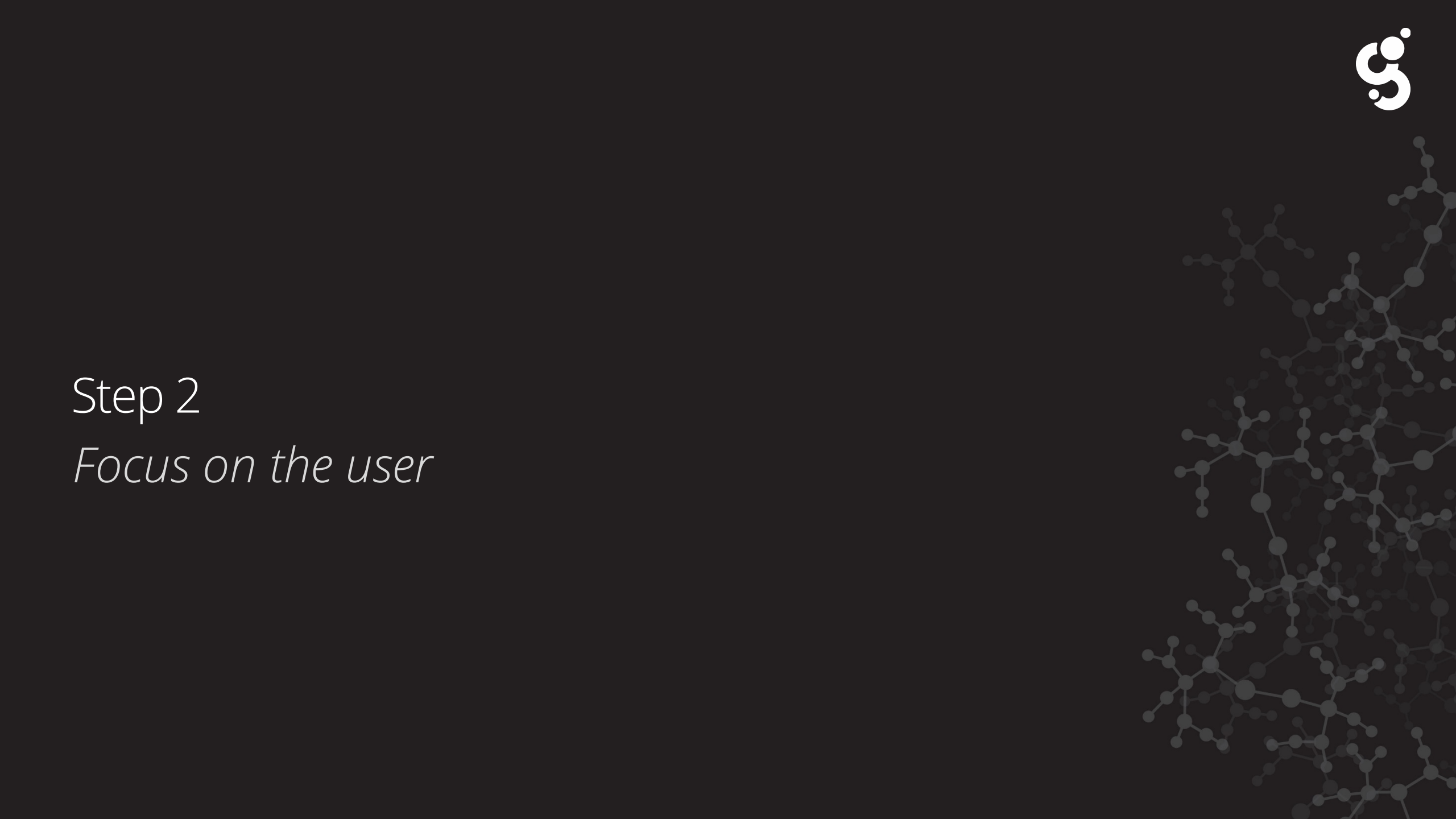
Partner with an occupational therapist (OT) specially trained in low-vision therapy to develop an individualized plan to help you live safely and complete

Clear subheads

Short sentences & paragraphs

Bulleted lists

Callout box



Step 2

Focus on the user

Step 2: Focus on the user

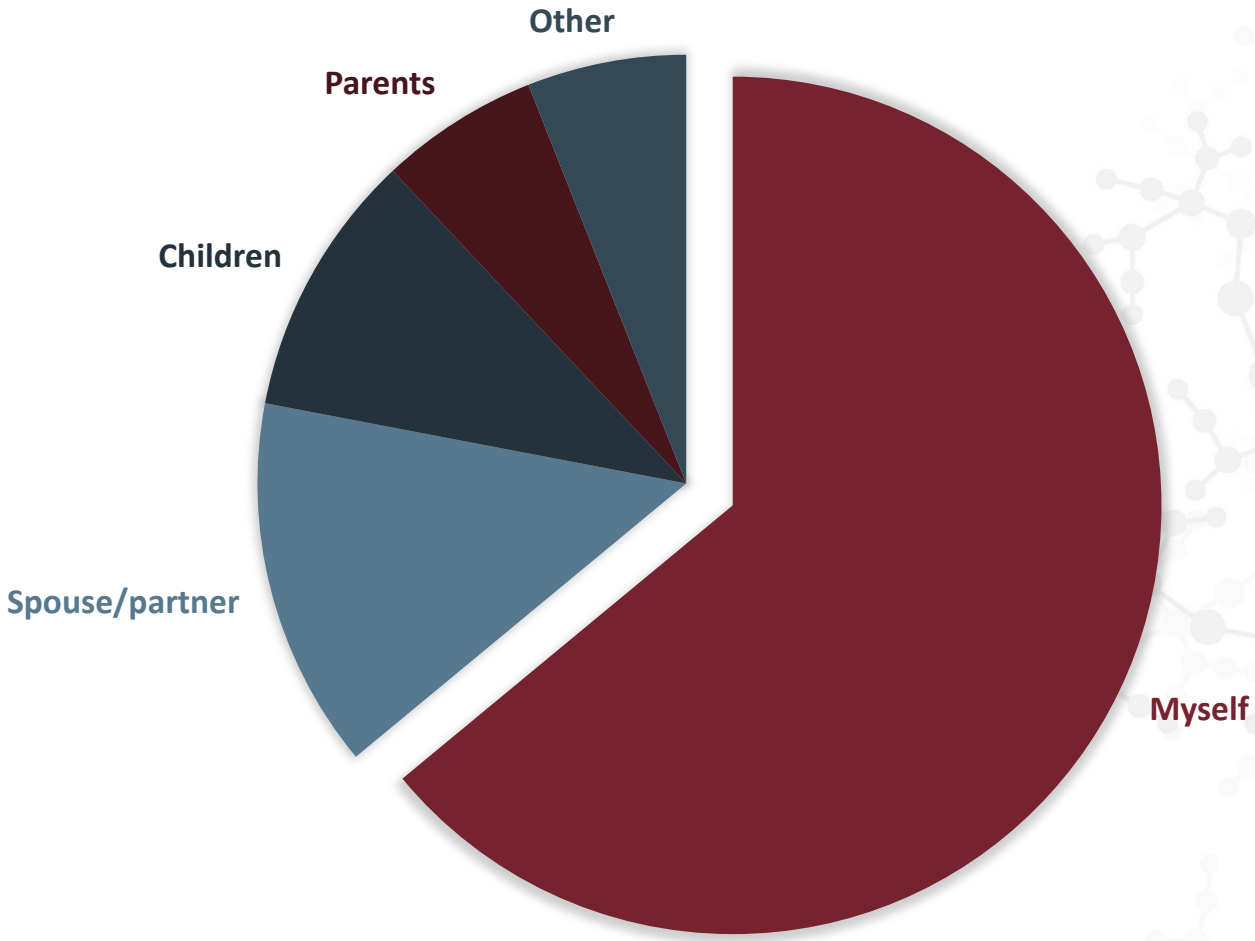
Ask:

- Who is your user? Who are you talking to?
- What does your that person want to know?
- How will your services or care make that person's life better or easier?
- What do you want that person to do after visiting your website?

Researching for ourselves & our families

What percentage of your time researching health information online is spent for each of the following?

- Myself: 64%
- My spouse/partner: 14%
- My children: 10%
- My parents: 6%
- Other family member/friend: 6%



Source: dotHealth Consumer Health Online – 2017 Research Report

Focus on the user

Speak *to* your users, not *at* them.

- Address the user directly; write in second person.
- Anticipate and answer your users' questions.
- Focus on benefits, not features.
- Be warm, conversational, and empathetic.

Tip Pretend like you're talking to a friend or family member about the topic. How would you describe it?

"Even when you are marketing to your entire audience or customer base, **you are still simply speaking to a single human at any given time**. Worry less about sounding professional and worry more about creating remarkable content that other humans can relate to."

Ann Handley
Writer & digital content expert

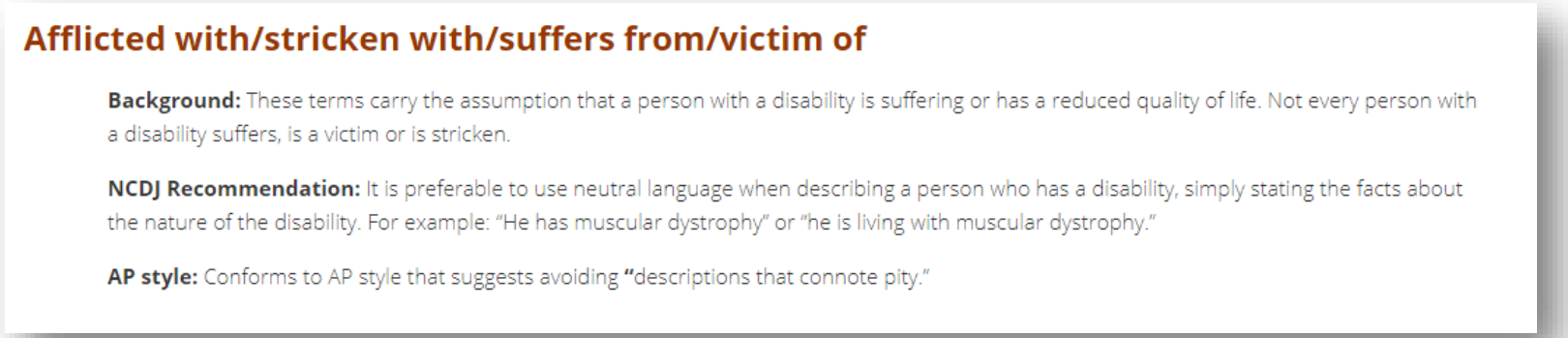
Writing tools: People-first language

Disability Language Style Guide

- ncdj.org/style-guide/
- Guidelines from the National Center on Disability and Journalism on appropriate, respectful, accurate language to use when talking and writing about people living with disabilities

People First Language

- https://www.cdc.gov/ncbddd/disabilityandhealth/disability-strategies.html
- Resource from the Centers for Disease Control and Prevention that provides people first language phrasing that emphasizes the person first, not the disability.



Afflicted with/stricken with/suffers from/victim of

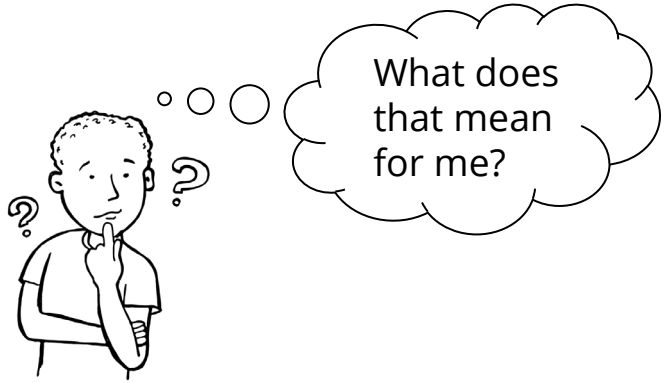
Background: These terms carry the assumption that a person with a disability is suffering or has a reduced quality of life. Not every person with a disability suffers, is a victim or is stricken.

NCDJ Recommendation: It is preferable to use neutral language when describing a person who has a disability, simply stating the facts about the nature of the disability. For example: "He has muscular dystrophy" or "he is living with muscular dystrophy."

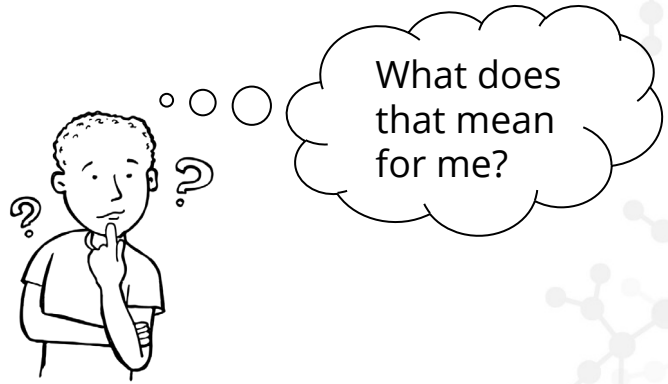
AP style: Conforms to AP style that suggests avoiding "descriptions that connote pity."

Focus on the user

We offer minimally invasive total knee replacement.



The surgeon doesn't have to cut as much of the tissue around your knee.



You'll have less pain and scarring, and you'll heal faster.

Focus on the user: An example

When surgery is your best option, choose a minimally invasive knee replacement procedure at Benefit Health System.

Your expert surgeons will use a small incision, so you have less pain and scarring. That means you'll enjoy a quicker recovery and get back to the activities you love sooner.

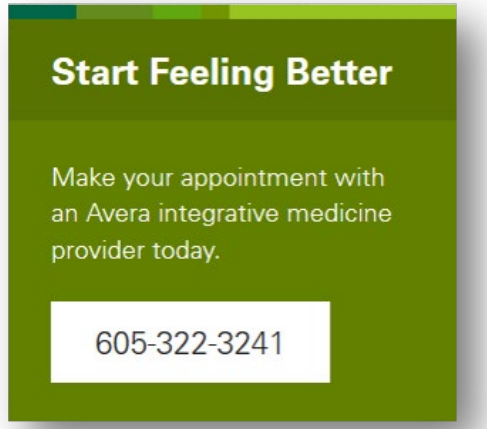
Step 3

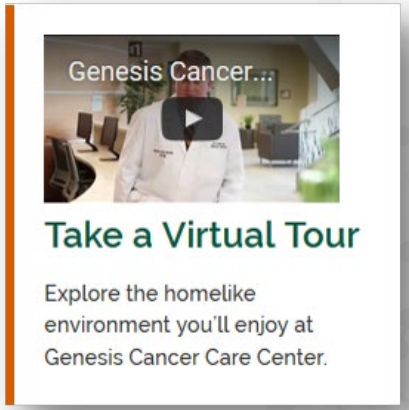
Make it easy to take action

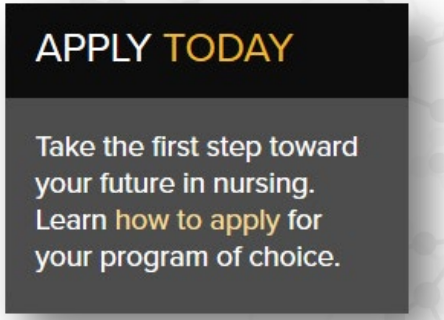
Step 3: Make it easy to take action

On every page, include a **call to action (CTA)** that's:

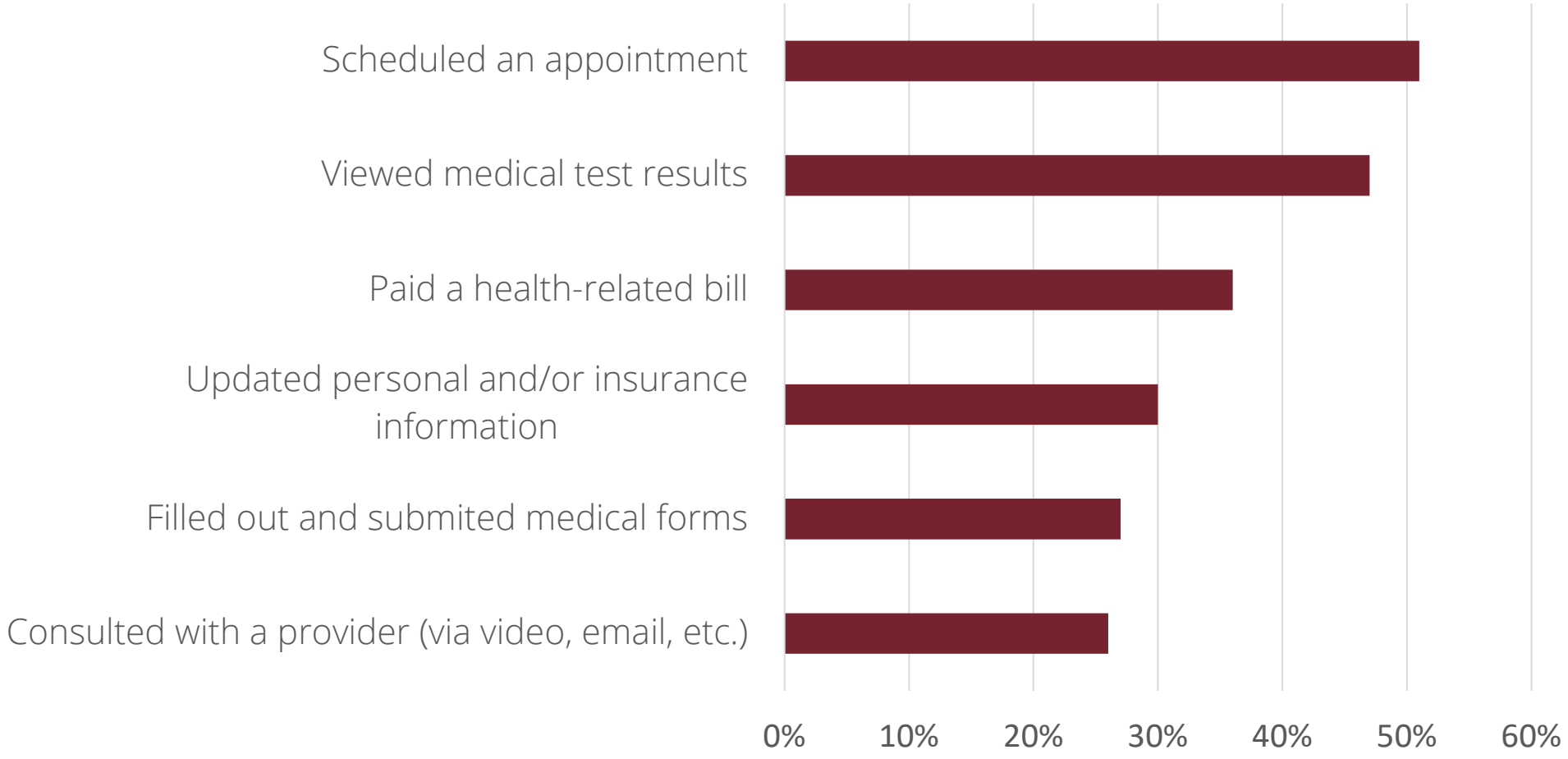
- Clear and concise
- Prominently displayed
- Relevant to the page and audience
- Trackable whenever possible







Users' online interactions with healthcare



Source: dotHealth Consumer Health Online – 2017 Research Report

Let's review

Our three steps

CONTENT IS KING

3 STEPS TO GREAT WEB WRITING

1

Keep it simple and scannable

2

Focus on the user

3

Make it easy to take action

How to incorporate **SEO best practices**

into your web writing

SEO requires good content

Some of Google's most important factors when ranking webpages:

- Content
- Links
- Localization, or how relevant your content is to local searches
- User engagement

Image source: Pexels

SEO requires good content

What search engines love

Content that:

- Answers users' questions
- Incorporates words visitors use (keywords) effectively and in context
- Is well-written and regularly updated
- Offers value by providing original, useful information
- Uses headings to provide structure and context

What search engines DON'T like

- Duplicate or plagiarized content
- "Keyword stuffing" – Using irrelevant keywords and/or repeating the same words or phrases in an unnatural-sounding way
- Lack of and/or improper page structure
- Thin or shallow content

Image source: Pexels

Localize your service line content

Help your site appear in local searches by including keywords relevant to your geographic service area.

Examples include:

- Cities
- Counties
- States
- Location names
- Other local regions

Localize your content: An example

Meritas Health Cardiology

2790 Clay Edwards Dr Ste 520
North Kansas City, MO 64116

Get Driving Directions

Main: 816-221-6750
Fax: 816-221-2335
Additional Locations

Hours of Operation

Mon-Fri, 8:30 a.m.- 5 p.m.

Services

- Cardiology
- Cardiovascular Disease

Turn to Meritas Health Cardiology for compassionate, comprehensive, accessible cardiac care in the Kansas City area. We've been serving the Northland for more than 20 years. And with eight locations across Platte, Clay, Ray and Jackson counties, you'll find an experienced cardiologist near you.

Your Kansas City Heart Specialists

Gain a partner in heart health at Meritas Health Cardiology. Trust our board-certified physicians to answer your questions, listen to your concerns, and work with you to create the best care plan for your individual situation.

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The bottom line?

Write content that gives users what they want, and search engines will help them find you.

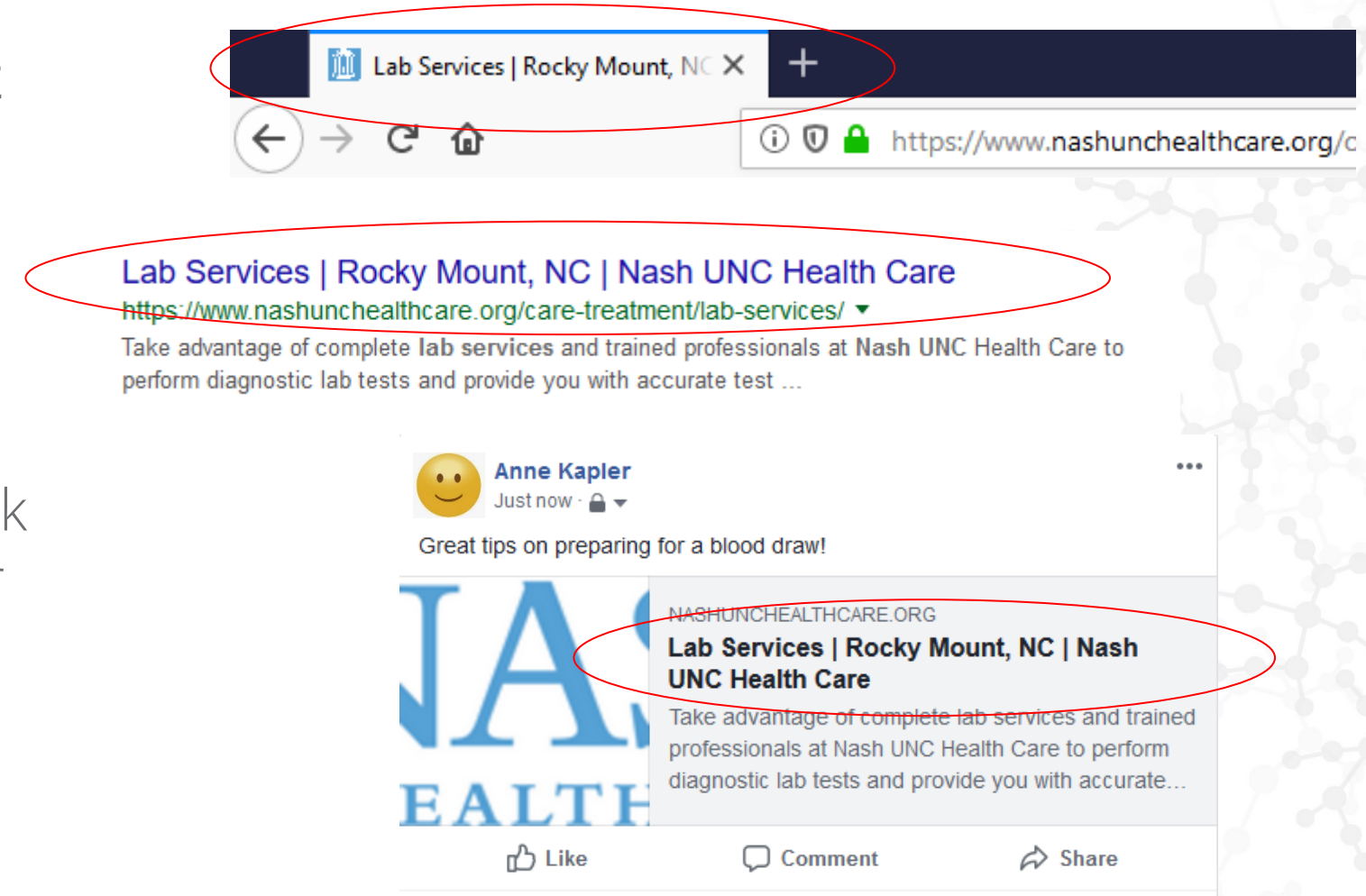
Image source: Pexels

What about keywords?

- Incorporate keywords naturally and strategically; use them in context.
- Help search engines (and users!) understand what your page is about by using keywords in:
  - HTML page title
  - Meta description
  - Headings (H1, H2, H3)
  - Image titles and alt text
  - URL
  - Link text

HTML page title (title tag)

- One of the **most important** on-page SEO elements
- Shows up on browser tabs
- Used on search engine results pages (SERPs)
- Will likely be pulled in as link text when sharing on other websites and social media

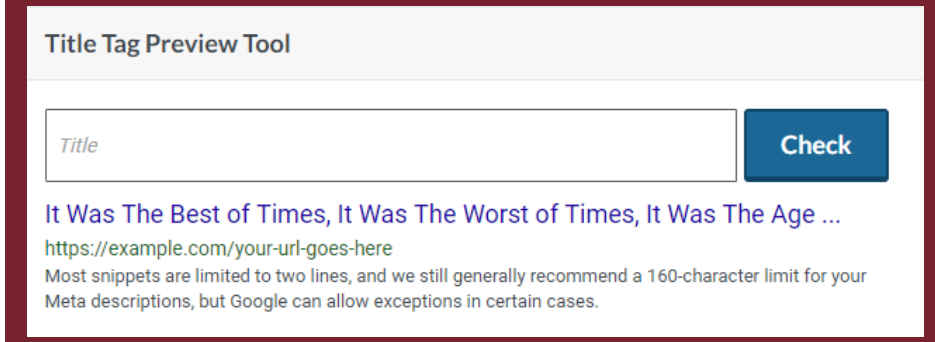


How to write an HTML page title

- Avoid starting with generic or nonessential phrases, such as “welcome to” or “our”
- Be concise. Use about 50 to 60 characters or less.
- Give each page a unique title.
- Place important keywords closer to the start of the title.
- Consider this formula:

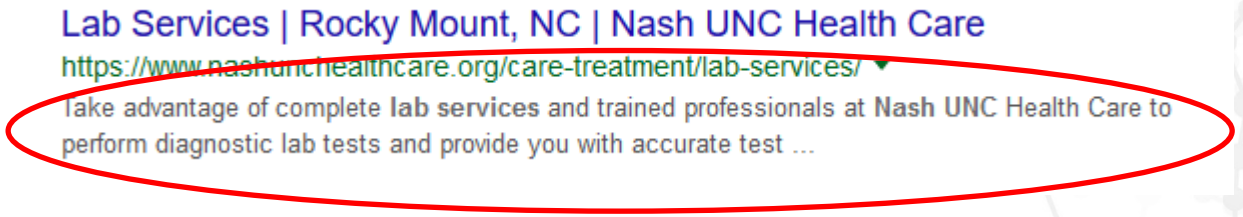
Page Name | City, State | Organization Name

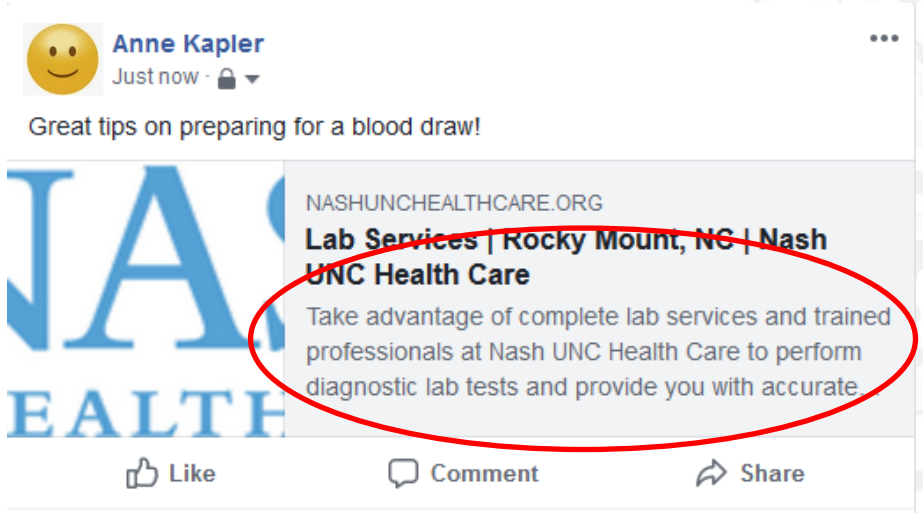
Test your title at moz.com/learn/seo/title-tag



Meta description (page description)

- Short paragraph that describes page content
- Used on search engine results pages (SERPs)
- Often appears when sharing on other websites and social media
- Most important tool for improving click-through rates from SERPs





How crucial are meta descriptions?

63%

Survey respondents said it “has the most significant impact on their decision to click a result”

Source: Ignite Visibility 2020 SEO & Intent Survey, https://ignitevisibility.com/seo-and-intent-2020-new-study-reveals-true-state-of-search/

How to write a meta description

- Use a unique meta description for each page
- To optimize for Google, descriptions should be about 155 characters or less, including spaces
- Write compelling, descriptive, relevant copy that makes sense out of context
- Incorporate important keywords

Why write a meta description?

If you don't write a description, Google will pull text from your page.

Meta description formula

Formula

[Action] + [Organization Name] + [City, State] + [Benefit]

Example

Get advanced treatments at Benefit Hospital Cancer Care Center in Cedar Rapids, Iowa, where you'll find support from our friendly, trained professionals.

Tips for directory naming/URL structuring

- URLs should be simple, direct, descriptive and easy to read
- Use relevant keywords, but use a keyword just once in each URL (Don't overload with keywords or repeat keywords)
- Remove "stop words" (and, or, but, of, the, etc.) to shorten your URL
- Use hyphens (-) to separate words, not underscores (_) or spaces

DO THIS: benefithealth.com/services/rehabilitation/physical-therapy

NOT THIS: benefithealth.com/our-services-and-specialties/rehabilitation/outpatient-rehabilitation/outpatient-rehabilitation-services/outpatient-physical-therapy

Link text

- Link text is the clickable text in a hyperlink
- Use keyword- and topic-specific link text when possible; don't use generic text, such as "click here" or "read more"
- When linking to documents or videos, include information about media format, file size, etc.

DO THIS: Explore our comprehensive **heart and vascular services** and call for an appointment.

OR THIS: Take our **Birth Center virtual tour** [video; 2:30] and call for an appointment.

NOT THIS: **Click here** to find out more about heart and vascular care.

Learn more about heart and vascular care.

Let's review

SEO principles

Use content to boost your SEO

1. Write valuable page content that gives your users what they want, and the search engines will help them find you

2. Incorporate keywords, including location names, naturally and strategically

3. Write unique, descriptive meta data (page titles and page descriptions) for every page

4. Write simple, direct, descriptive URLs

5. Never use “click here” for your link text

Image source: Pexels

Accessibility
in web content

31.4 million Americans have disabilities

7 mil.
Visibility impairment or blindness

4 mil.
Hearing impairment or deafness

15.2 mil.
Severe physical impairment

5.2 mil.
Severe cognitive impairment

Why accessibility is important

Risks

- Losing patients with accessibility challenges
- Lawsuits
- Bad PR
- Potential loss of government funding/ACA/Medicare payments

Opportunities

- Improve usability for all visitors
- Improve SEO
- Increase understanding of health topics
- Gain and retain patients with accessibility challenges
- Improve patient experience and health outcomes

Creating accessible content

- Keep content within a clear and understandable hierarchy, using headings and subheadings to organize content.
- Write clearly and simply.
  - To meet the highest level of Web Content Accessibility Guidelines (WCAG) standards, content should register at a 9th grade reading level or below
- Explain abbreviations or technical terms on first reference.
- Use descriptive text for links. (**Never** use “click here.”)

Image source: Pexels

Creating accessible content

- Don’t rely solely on sensory perception to identify page content
  - For example, Instead of writing “click the green button,” write “click the green button labeled ‘go’ ”
- Follow guidelines for making PDFs and other files accessible
  - See section508.gov/create
- Don’t embed text in images
- Provide text alternatives for all non-text content
  - For example, provide captions for videos and transcripts for audio files
  - Use alt text when needed

Creating accessible content

Alt text (alt tag)

- Provides a text alternative to non-text content in webpages, especially images
- Read by screen readers – important for those with visual or other disabilities
- Displayed in cases where the image file hasn't loaded or the user has chosen not to display images
- Helps search crawlers index images and photos in the image search

Example

An image with an alternate text specified:

```
<img src="smiley.gif" alt="Smiley face">
```

Creating accessible content

How to write alt text

- Write concise alt text that accurately describes the content of the image
- Alt text should convey same information or emotion a user would experience if they could see the photo
  - Avoid naming locations, unless a location name is in the picture
  - Avoid assuming feelings or emotions if it's not immediately clear
- **Don't** repeat page content (including image captions) in the alt text

To determine if an image needs alt text, use W3C's "alt Decision Tree."

https://www.w3.org/WAI/tutorials/images/decision-tree/

<img alt="Health professional speaks to an elderly couple."

Geonetric content resources

Geonetric's web writing checklist

Print and keep our handy checklist on your desk to make sure your content follows the best practices you learned in this workshop.

- ❑ Keep it simple
- ❑ Make it scannable
- ❑ Focus on the user
- ❑ Include a call to action
- ❑ Optimize for search
- ❑ Make it accessible

Download at

geonetric.com/web-writing-checklist

Web Writing Checklist

Make sure your content follows best practices for writing on the web with this infographic. Use this checklist to increase your productivity and feel confident your copy meets high marks for quality.

Keep it simple

- ☐ Get to the point — put the most important information first.
- ☐ Use the words your audience uses.
- ☐ Explain abbreviations and technical terms on first reference.
- ☐ Use an active voice.

Make it scannable

- ☐ Cover one topic per page.
- ☐ Write short sentences.
- ☐ Keep paragraphs short — three sentences or fewer.
- ☐ Use bullet points and numbered lists.
- ☐ Use headings and subheadings to organize content.

Focus on the user

- ☐ Write in second person ("you").
- ☐ Answer users' questions.
- ☐ Highlight benefits, not features.

Include a call to action

- ☐ Keep it clear and concise.
- ☐ Make sure it's relevant to the page and audience.
- ☐ Display it prominently.
- ☐ Track conversion rates, when possible.

Optimize for search

- ☐ Use keywords, including location names, naturally and strategically.
- ☐ Write a unique, descriptive HTML page title.
- ☐ Write a unique, descriptive meta description.
- ☐ Write simple, descriptive URLs.

Make it accessible

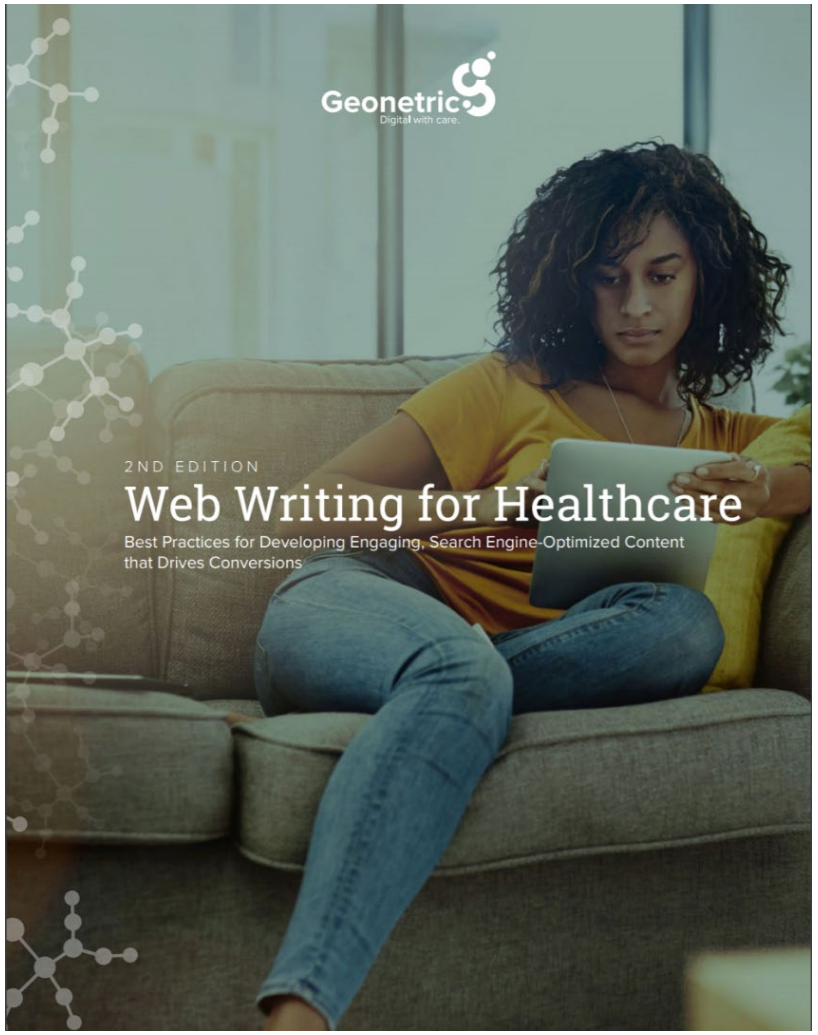
- ☐ Write alt text for images.
- ☐ Write keyword- and topic-specific link text.
- ☐ Avoid using only sensory wording to refer to elements on a webpage.
- ☐ Include captions for videos and audio descriptions for visual-only content.
- ☐ Don't embed text in images.
- ☐ Make PDFs and other files accessible.

If you need help developing content that educates your site visitors, helps them complete tasks, and motivates them to take action, contact Geonetric. Our healthcare content strategists and writers create content that delivers results.

hello@geonetric.com | 800.589.1171 | geonetrtic.com/copywriting

Geonetric

Web Writing for Healthcare eBook



In this eBook, you'll learn how to:

- Define voice and tone
- Attract new website visitors
- Tell your story and build relationships
- Lead visitors to take the next step
- Promote your services
- Manage content with inventories and audits
- Structure information architecture
- Leverage the right call to action

Common content management problems

“Our content gets stale or outdated because we’re focusing on other areas”

“We’re not sure what content actually exists on our site”

“Who is responsible for updating our content?”

“The work flow for writing and editing content is never the same”

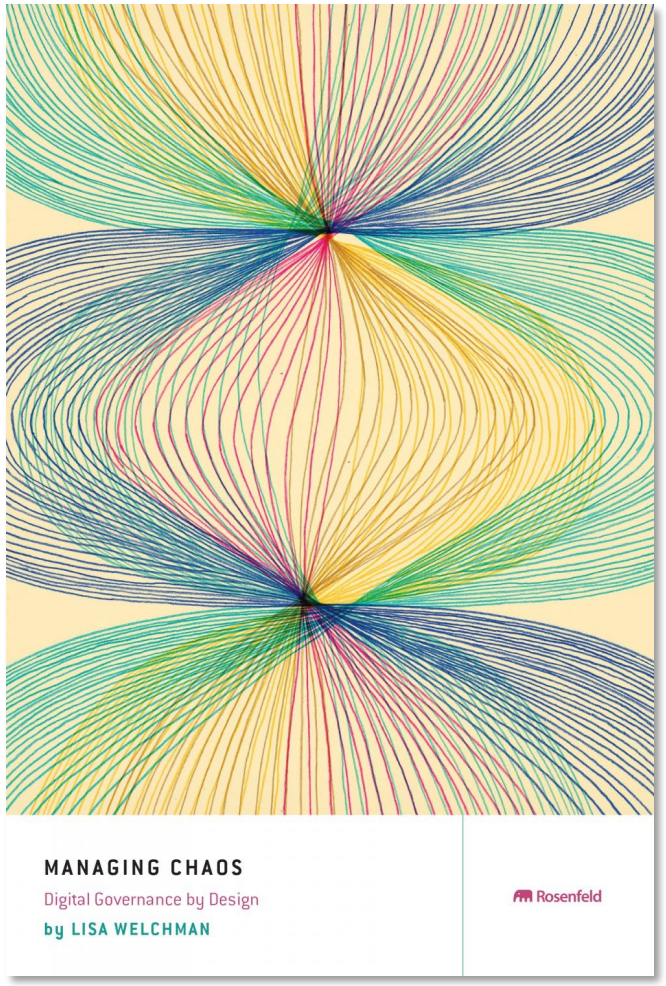
“Our content development process has redundancies and rework”

“Getting subject matter experts and stakeholders on board is challenging because they look at things from their perspective, rather than a patient perspective”

What causes content management problems?

- **Competing interests** cause requested content to be added to site without consideration, or understanding, of overall user experience and site strategy
- **Time, staff, and budget constraints** mean no one's dedicated to wrangling all digital properties and content
- **Confusing decision authority (and structure)** — who can say YES or NO hasn't been established or isn't clear
- **Documentation for standards, processes, and policies** aren't complete, don't exists, or are difficult to follow

Governance definition



Digital governance is a framework for establishing accountability, roles, and decision-making authority for an organization's digital presence... [by addressing] three topics: strategy, policy, and standards.

— Lisa Welchman, author, *Managing Chaos*