

The \$64,000 Question

How Do We Improve Our Web Content?

BEN DILLON, MBA | VICE PRESIDENT & EHEALTH EVANGELIST

MAGGIE WRIGHT | SENIOR CONTENT STRATEGIST

GEONETRIC[®]

Today's Presenters



Ben Dillon, MBA | VP & eHealth Evangelist | Geometric

Ben is a vice president at Geometric. He writes and speaks extensively about healthcare technology trends, on everything from social media strategies to accountable care organizations. Ben is a SHSMD board member, a member of the HIMSS Personal Health Information Taskforce chairs the eHealth Special Interest Group, is an inaugural judge of the Healthcare Internet Hall of Fame and has judged the eHealth Leadership Awards for the past ten years.

He's also a Twitter junkie – follow him at [@benatgeo](https://twitter.com/benatgeo).

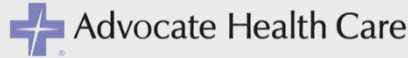


Maggie Wright | Senior Content Strategist | Geometric

Maggie's more than just a good writer. She's a strategic writer. She brings a strong background in marketing communications and graphic design to her role as content strategist –allowing her to see content as a piece of the bigger picture and how it can support both organization and user goals.

Maggie tweets at [@maggiemaywright](https://twitter.com/maggiemaywright)

Geometric Clients



About Geonetric

Geonetric develops the [VitalSite healthcare CMS](#), and provides [online marketing services](#) to hospitals, physician practices and health systems.

Video Of This Webinar

Watch the Video

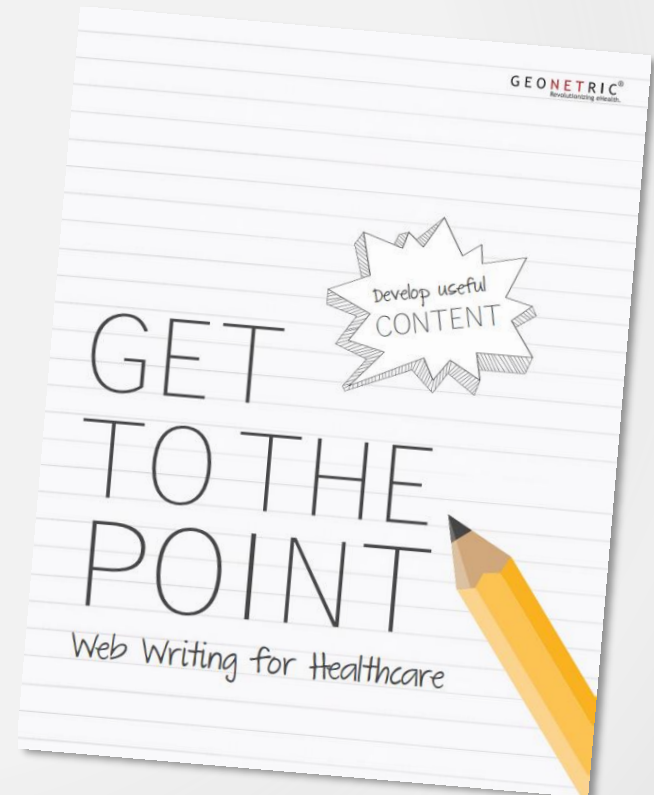
In this webinar, we'll give a quick overview of how to create a content strategy — complete with techniques and tools available to help. Then we'll provide ideas to help you turn your organization into a content marketing machine.

[Watch the webinar!](#)



eBooks & Whitepapers Available

Fill out the survey at the end of the webinar and we'll send them your way!



Tweet it: #GEOLIVE

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Top 5 Excuses for Not Investing in Content

- We already have plenty of content
- We'll figure that out later
- We're hiring an (unpaid) intern this summer
- We can all write, thank you very much.
- I'm more worried about the functionality...

It's What Makes Your Site Valuable

But...
Content is Becoming
More Important



Google is Changing the Basis of the SEO Discussion

Tweet it: #GEOLIVE

GEONETRIC[®]

**Google Wants Us to Have Lots
of Original, Uniquely Valuable
Content**



Why Good Content Matters

- Helps with:
 - Visitor acquisition
 - Visitor education
 - Visitor engagement
 - Visitor persuasion



Find a Provider



- ABOUT US
- OUR SERVICES
- FIND A PROVIDER
- CLASSES & EVENTS
- PATIENTS & VISITORS
- HEALTHY LIVING
- CAREERS

Home > Find a Provider > Provider Profile



Email Print

Find a Provider

Locations

[Return to Results](#)



Colleen L. Keating, MD, FAAFP

Schedule an Appointment
To schedule an appointment with Colleen L. Keating please call 319-221-8685.



One person likes this. Be the first of your friends.

- Profile
- Office Information

Year began practicing: 1997
Year joined staff: 1997

Specialties

- Family/General Practice

Education

Education
1989-1993 University of Texas Medical Branch, Doctor of Medicine

Residency
1993-1996 Cedar Rapids Medical Education Foundation, Family Medicine

Additional Information

Dr. Keating is excited to offer the [Ideal Protein Weight-Loss System](#), a program only available through health care providers, at MercyCare Edgewood.

If you're an Ideal Protein user, please visit [Dr. Keating's blog](#) for support, inspiration, recipes, etc.

Quick Links

- On-site Services
- Health News
- New Patient Form
- Multilingual Providers
- Wellness Tools
- Billing & Insurance
- Premier Practice



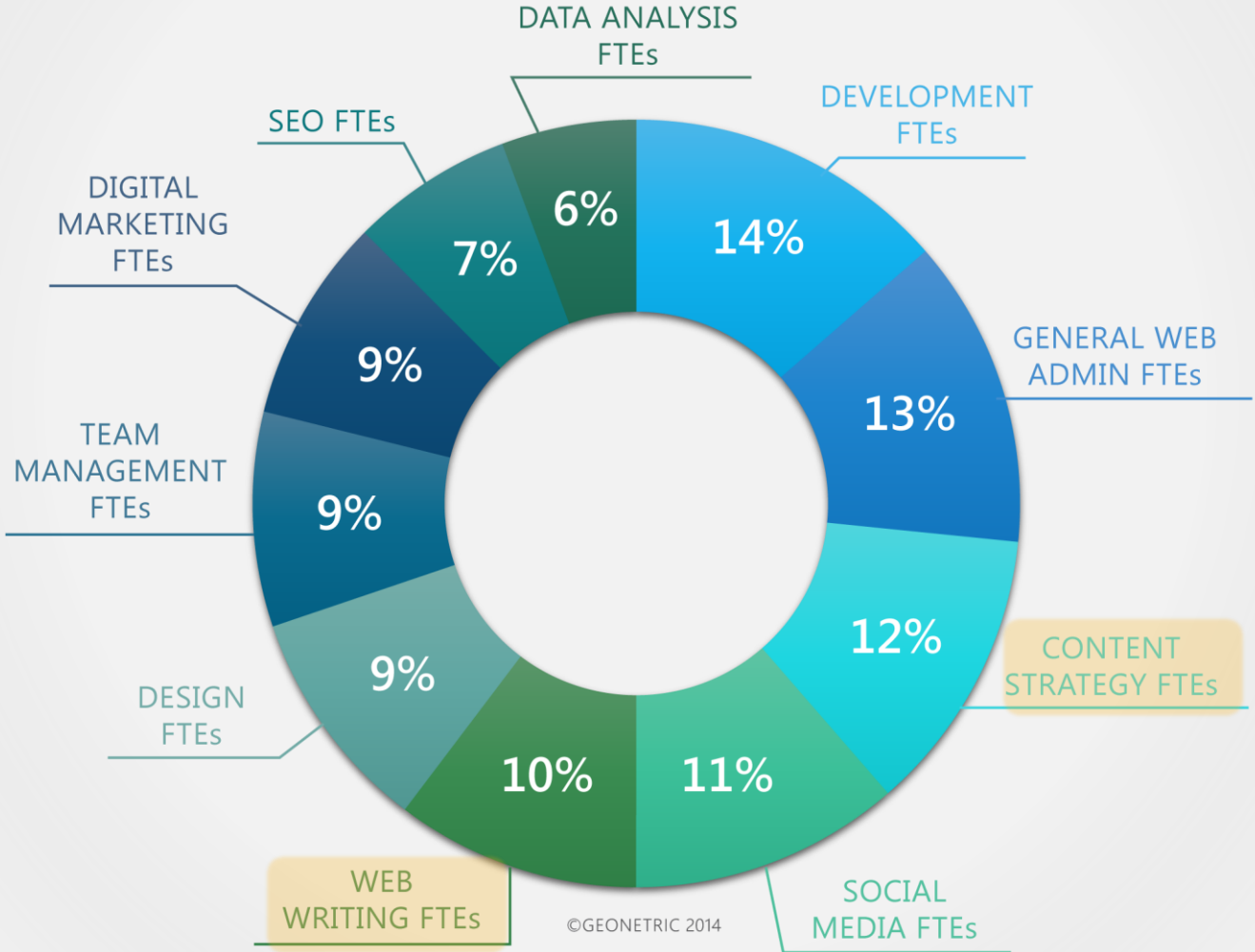
Donate Now



This more than doubled monthly profile views for Dr. Keating!

Reaction from Health Systems

Average Staffing Mix by Role (Core Team)



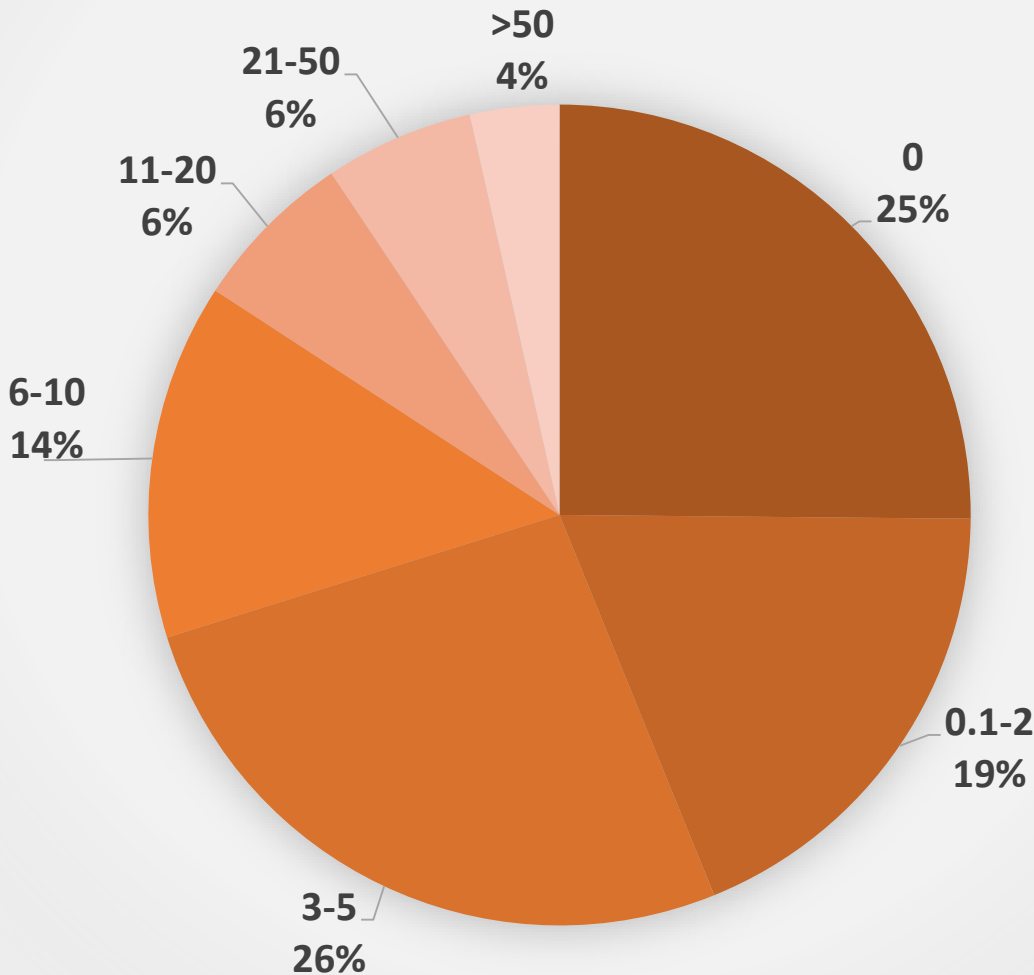
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Source: Geonetric's Digital Marketing in Healthcare Survey
www.geonetric.com/SurveyResults

Who Authors Content?

- 87% primarily use in-house writers
- 8% primarily outsource content creation
- 5% have no good resources in this space

Number of Content Contributors Outside of the Core Web Team



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Source: Geonetric's Digital Marketing in Healthcare Survey
www.geonetric.com/SurveyResults

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Three Components for Good Content

1. Content Strategy
2. Content Creation
3. Content Governance

Content Strategy



CONTENT COMPONENTS

PEOPLE COMPONENTS

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The Crux of Content

- What are your business goals?
- What are the specific project & brand initiatives for the Web?
- What are your organization's key brand support points?
- Who are your competitors? What makes you different?
- Who are your Web visitors? What are their goals?
- What is the status of your current content?
- What content resources do you currently have? Staff? Dollars?
- What kind of access do you have to supplemental/third party content?
- What do your social media and multimedia content resources look like?
- How will do you (or how will you) measurement the success of your content efforts?

Getting Started

Content Strategy





Some of the Tools...






- Inventories, audits and matrices
- UX and wireframing
- CMS technology
- Web analytics
- Competitive analysis
- Personas & scenarios
- Content checklist
- Editorial calendar



Content Inventory

| | A | B | C | D | E | F | G | H | I | J | |
|----|--------|------|--|---|--------|------------|-------------------|-------------|------------------|------------------|-----------------------|
| 1 | Status | Id | Title | Path | Visits | Page Views | Unique Page Views | Bounce Rate | Avg Time on Page | Avg Time on Page | Notes |
| 2 | Edit | 6471 | Professional Web Services for Hospitals - Geonetric | /services/ | 199 | 3137 | 2619 | 51.03 | 47.58 | 00:48 | Awaiting on IA and C |
| 3 | Edit | 6571 | Hospital Blogs - Geonetric | /services/blogs/ | 10 | 62 | 59 | 25 | 87.83 | 01:28 | |
| 4 | Edit | 6585 | Responsive Campaigns - Geonetric | /services/campaigns/ | 41 | 256 | 176 | 50 | 97.78 | 01:38 | |
| 5 | Edit | 6587 | Hospital Web Content - Geonetric | /services/content/ | 32 | 339 | 249 | 59.38 | 60.54 | 01:01 | |
| 6 | Edit | 6528 | Content Creation - Geonetric | /services/content/content-creation/ | 2 | 72 | 43 | 0 | 89.88 | 01:30 | |
| 7 | | 6527 | Hospital Website SEO - Geonetric | /services/content/seo/ | 5 | 49 | 48 | 50 | 58.29 | 00:58 | This page doesn't eve |
| 8 | Edit | 6465 | Hospital Website Design - Geonetric | /services/design/ | 125 | 343 | 290 | 82.22 | 111.3 | 01:51 | |
| 9 | Edit | 6592 | Healthcare Web Hosting - Geonetric | /services/hosting/ | 11 | 92 | 81 | 44.44 | 50.92 | 00:51 | |
| 10 | Edit | 6469 | Hospital Microsites - Geonetric | /services/microsites/ | 15 | 149 | 132 | 42.86 | 29.7 | 00:30 | |
| 11 | Edit | 6464 | Responsive Design & Mobile Sites for Hospitals - Geonetric | /services/mobile/ | 132 | 367 | 316 | 57.02 | 84.17 | 01:24 | |
| 12 | Edit | 6647 | Hospital Pay-Per-Click Campaigns - Geonetric | /services/pay-per-click/ | 12 | 107 | 99 | 58.33 | 30.21 | 00:30 | |
| 13 | Edit | 6529 | Hospital Social Media - Geonetric | /services/social-media/ | 13 | 119 | 111 | 33.33 | 71.13 | 01:11 | |
| 14 | Edit | 6514 | Hospital Web Strategy - Geonetric | /services/strategy/ | 8 | 186 | 154 | 71.43 | 49.44 | 00:49 | |
| 15 | Edit | | | http://www.geonetric.com/services/healthcare-seo/ | | | | | | | not included in inven |
| 16 | edit | | | http://www.geonetric.com/services/content/content-strategy/ | | | | | | | not included in inven |

Content Inventory

Blaze  Geonetric 

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| <input type="checkbox"/> | TITLE | URL | DESCRIPTION | KEYWORDS | PAGE VIEWS | UNIQUE PAGE VIEW |
|--------------------------|--|---|--|-----------------------------------|------------|------------------|
| <input type="checkbox"/> | Professional Web Services for Hospitals - Geonetric | http://www.geonetric.com/services/ | Geonetric offers comprehensive online marketing service... | services, strategy, design, co... | 3,137 | 2,619 |
| <input type="checkbox"/> | Hospital Blogs - Geonetric | http://www.geonetric.com/services/blogs/ | Geonetric has a proven history of developing award-winni... | blog, healthcare blog, hospit... | 62 | 59 |
| <input type="checkbox"/> | Responsive Campaigns - Geonetric | http://www.geonetric.com/services/campaigns/ | Responsive campaigns are based on agile principles. Geo... | responsive campaigns, agile ... | 256 | 176 |
| <input type="checkbox"/> | Hospital Web Content - Geonetric | http://www.geonetric.com/services/content/ | Geonetric's skilled content strategists and content writers ... | content, content strategy, co... | 339 | 249 |
| <input type="checkbox"/> | Content Creation - Geonetric | http://www.geonetric.com/services/content/content-creation/ | Geonetric has a team of writers that are versed in healthca... | copywriting, content architec... | 72 | 43 |
| <input type="checkbox"/> | Hospital Website SEO - Geonetric | http://www.geonetric.com/services/content/seo/ | Geonetric offers hospitals and healthcare organizations SE... | search, search engine optimi... | 49 | 48 |
| <input type="checkbox"/> | Hospital Website Design - Geonetric | http://www.geonetric.com/services/design/ | Geonetric's award-winning designers create attractive and... | Design, Designers, Redesi... | 343 | 290 |
| <input type="checkbox"/> | Healthcare Web Hosting - Geonetric | http://www.geonetric.com/services/hosting/ | Geonetric's advanced hosting data centers will keep your ... | hosting, backup, security | 92 | 81 |
| <input type="checkbox"/> | Hospital Microsites - Geonetric | http://www.geonetric.com/services/microsites/ | Geonetric creates microsites for hospitals and healthcare ... | microsite, microsites, micro s... | 149 | 132 |
| <input type="checkbox"/> | Responsive Design & Mobile Sites for Hospitals - Geonetric | http://www.geonetric.com/services/mobile/ | Geonetric works with hospitals to develop responsive des... | Mobile, Responsive Design, ... | 367 | 316 |
| <input type="checkbox"/> | Hospital Pay-Per-Click Campaigns - Geonetric | http://www.geonetric.com/services/pay-per-click/ | Send quality traffic to your healthcare website with Geonet... | ppc, pay per click, ppc campa... | 107 | 99 |
| <input type="checkbox"/> | Hospital Social Media - Geonetric | http://www.geonetric.com/services/social-media/ | Geonetric works with hospitals and health systems to dev... | social media, social media str... | 119 | 111 |
| <input type="checkbox"/> | Hospital Web Strategy - Geonetric | http://www.geonetric.com/services/strategy/ | Geonetric develops integrated Web strategies that align e... | website strategy, Web goals,... | 186 | 154 |
| <input type="checkbox"/> | Hospital Content Management System (CMS) - Geonetric | http://www.geonetric.com/vitalsite/ | VitalSite  CMS software easily manages hospital and heal... | content management syste... | 2,741 | 2,141 |
| <input type="checkbox"/> | Healthcare Content Management System - Geonetric | http://www.geonetric.com/vitalsite/cms/ | The VitalSite  content management system is designed s... | content management syste... | 1,125 | 860 |
| <input type="checkbox"/> | Calendar - Geonetric | http://www.geonetric.com/vitalsite/cms/calendar/ | VitalSite's robust calendar module makes your events easy ... | calendar, promo code, online... | 65 | 51 |

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Content Audit

Blaze Geonetric

Content Creation - Geonetric /services/content/content-creation/ Save

GEONETRIC
Revolutionizing eHealth.

ABOUT VITALSITE SERVICES WHY CHOOSE US CLIENTS RESOURCES CONTACT

Home > Services > Content > **Content Creation**

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Content

- Content Creation
- Content Strategy

Next Steps

- Contact Geonetric
- Sign up for eNewsletter
- Attend Webinar
- Download White Paper
- Follow @geonetric

Expert Content Creation

The secret to great content? Great writers.

This might rule out your summer intern. Or the dozens of contributors across your organization fitting content around other commitments.

You need writers who are versed in healthcare and speak the language of your subject experts. Who can break down the technical stuff — fundoplication, anyone? — and make it meaningful to visitors. Who can simplify the path to becoming a patient and getting better.

That would be us. With thousands of pages of healthcare content under our belts, we're always ready to help. Whether you need to overhaul your website, integrate separate sites or develop content templates and tools, you can choose from our full suite of services, including:

- Authoring for blogs, social media and print
- Content review and reshaping
- Copywriting
- Editing and proofreading
- [Search engine optimization](#)
- Style guide and standards toolkit
- Voice and tone workshops
- Writing for the Web training

Content Development & Content Marketing

Your website is the one place where you communicate the full spectrum of what you have to offer. All your healthcare services, providers, technologies, locations, amenities, quality indicators and educational opportunities. Sounds daunting? Not to us.

CONTENT AUDIT

Name: Content Creation - Geonetric

Format:

Owner:

Subject:

Useful & Relevant ☆☆☆☆☆

Clear & Accurate ☆☆☆☆☆

Complete ☆☆☆☆☆

Usable & Findable ☆☆☆☆☆

Influential & Engaging ☆☆☆☆☆

Voice & Tone ☆☆☆☆☆

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Gap Analysis

Available Services

Diabetes Care
Emergency Services
Endoscopy
Heart & Vascular
Physical Therapy
Sports Medicine
Surgical Services
Transplant Surgery
Wound Healing

Visible Services

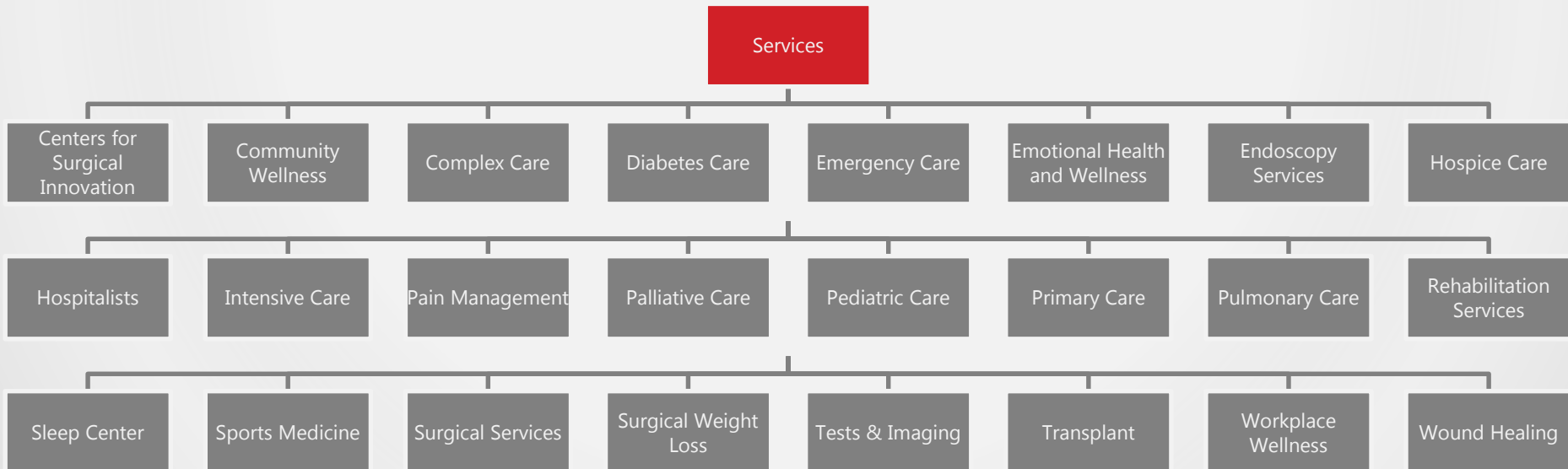
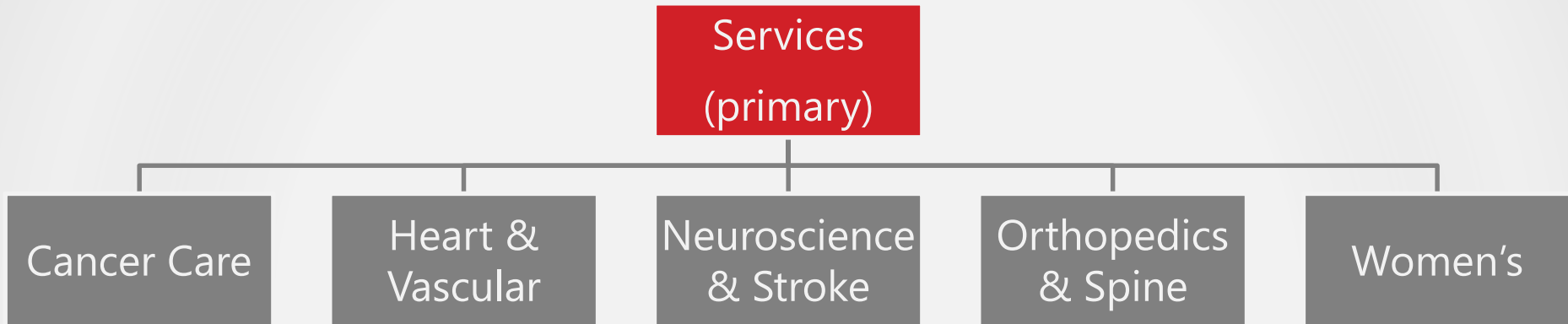
Diabetes Care
Emergency Services
Heart & Vascular
Surgical Services
Wound Healing

Gap Analysis

Visible Services

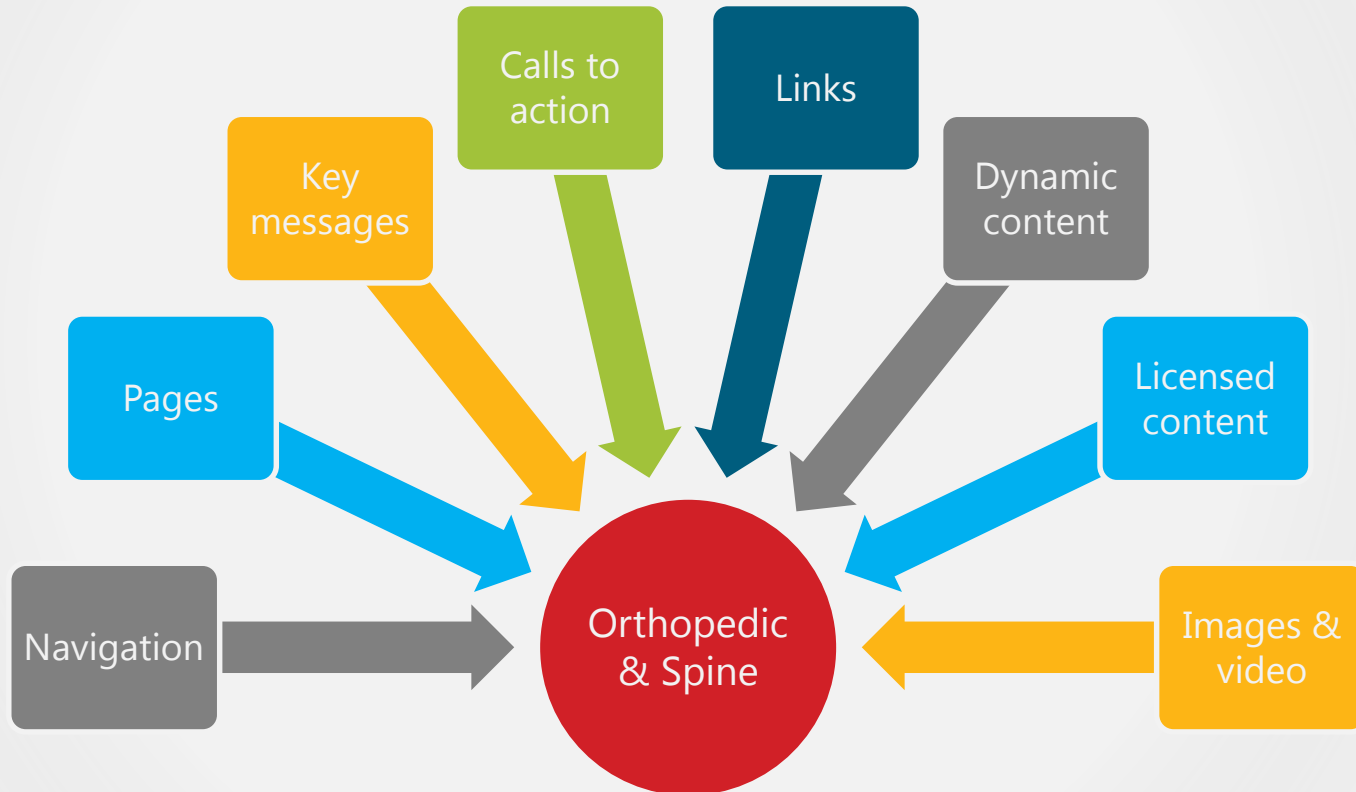
Diabetes Care
Emergency Services
Endoscopy
Heart & Vascular
Physical Therapy
Sports Medicine
Surgical Services
Transplant Surgery
Wound Healing

Information Architecture



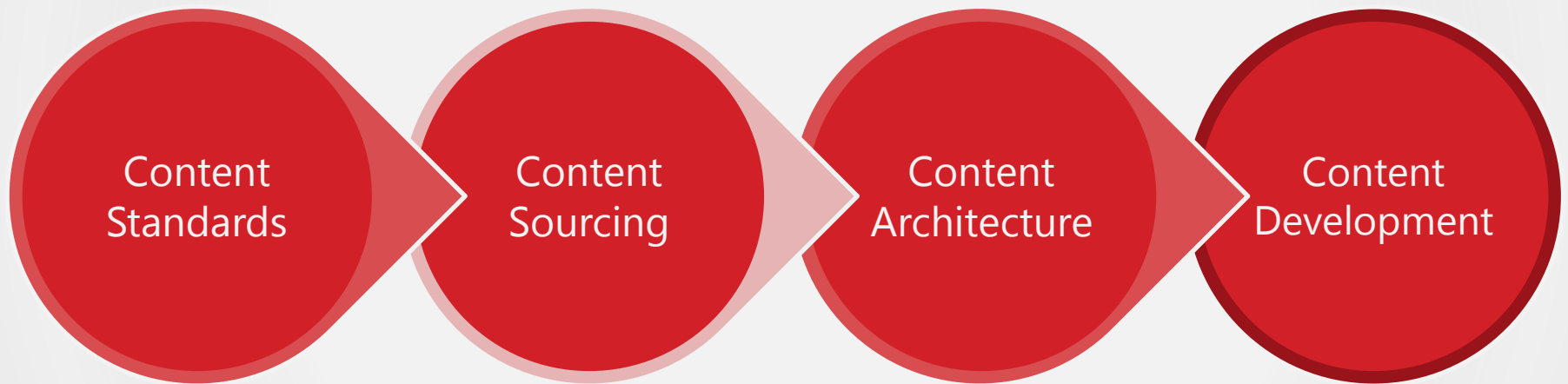
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Message Mapping

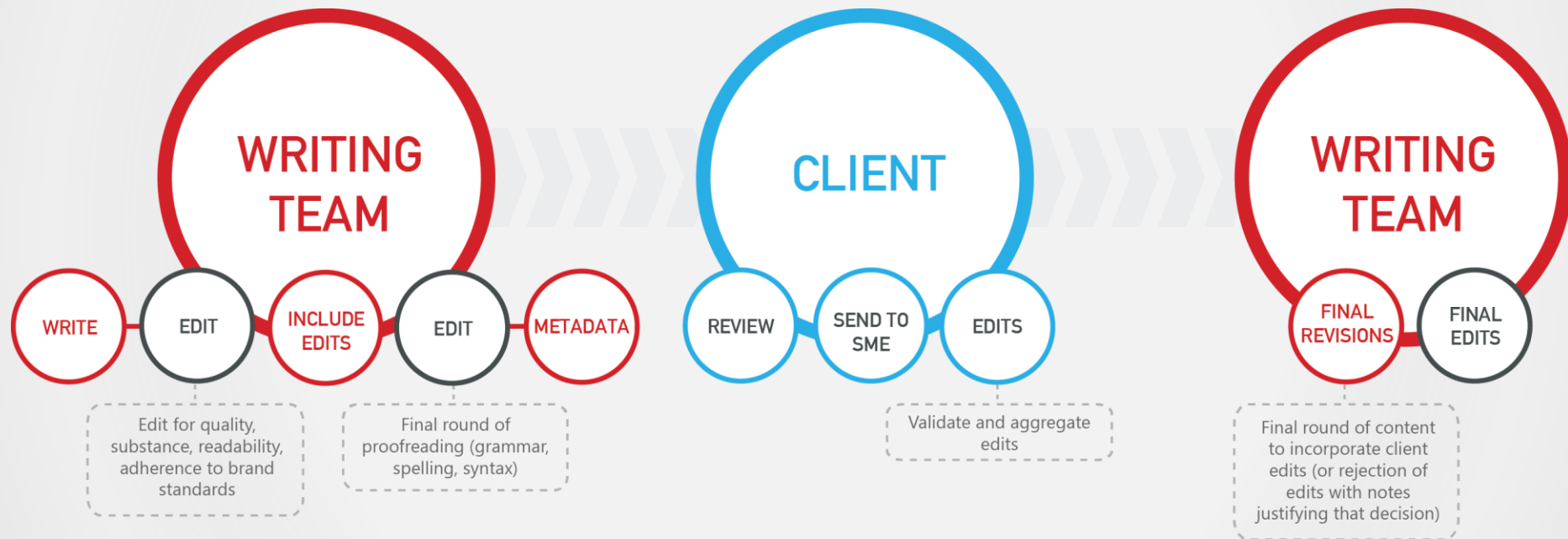


Producing Great Content

Key Activities of Content Engagements



Content Development



Challenges of Writing

- Not everyone can write
- Not everyone can write for this MEDIUM
- Not everyone can write for this AUDIENCE
- Not everyone can write about HEALTHCARE TOPICS
- This is not a one-person process

Services

Bariatric Surgery

Surgical Weight Loss Options

Bariatric Center Team

Getting Started

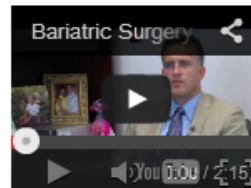
Recipes for Weight Loss Success

Bariatric Surgery Informational Seminar

Register online for a **FREE informational seminar** on weight loss surgery options at North Kansas City Hospital or call **816-691-1688** for more information.

Bariatric Surgery

The Bariatric Center at North Kansas City Hospital—the only surgical weight loss center in the Northland—offers proven surgical weight loss options and total support for the journey to a new you. Our full-service Center and skilled, compassionate team provide everything you need for lifelong success with weight control.



Your Partner for Surgical Weight Loss

You're never alone in your weight loss journey at the Bariatric Center. Our highly qualified, compassionate team is deeply committed to helping you reach your personal weight loss goals. We offer a full range of life-changing services in one location. Here's what you can expect from us:

- Enjoy peace of mind knowing you'll be treated by a board-certified surgeon with advanced training in laparoscopic surgery who has performed more than 600 bariatric procedures.
- Get ongoing encouragement and education from our professional team and our support group before and after surgery.
- Learn to identify your triggers for overeating and how to deal with them in new ways with the help of our board-certified psychiatrist.
- Learn healthy eating habits from a dietitian who will work with you before and after surgery.
- Let our insurance advisors guide you through the complex process of insurance coverage and finances.

Surgical Weight Loss Options +

Are You a Candidate? +

Benefits & Risks of Bariatric Surgery +

Getting Started +

Register online for a **FREE Bariatric Informational Session**. For more information on bariatric surgery at North Kansas City Hospital, call **816-691-6048**.

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Username

Password

Sign In

Forgot username or password?
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Quick Links

- › Maps & Parking
- › Send Flowers & Gifts
- › Pre-Admission Registration
- › Financial Services
- › Cheer Cards
- › Baby Photos

Related Doctors



Keenan R. Berghoff, M.D., FACS
General Surgery,
Weight Loss,
Robotic Surgery

Stuffed Jalapenos



Looking for something to make for the month of basketball? Check out the video for stuffed jalapenos. Eating healthy doesn't have to mean losing flavor.

Bariatric Surgery Informational Seminar

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Related Doctors



**Keenan R. Berghoff,
M.D., FACS**

General Surgery,
Weight Loss,
Robotic Surgery

Patient Story



Weight gain following major life struggles led Julie to seek help from Dr. Berghoff and the Bariatric team at NKCH. Follow [Julie's progress](#) on our blog.

Stuffed Jalapenos



Looking for something to make for the month of basketball? Check out the video for stuffed jalapenos. Eating healthy doesn't have to mean losing flavor.

Bariatric Surgery

The Bariatric Center at North Kansas City Hospital—the only surgical weight loss center in the Northland—offers proven surgical weight loss options and total support for the journey to a new you. Our full-service Center and skilled, compassionate team provide everything you need for lifelong success with weight control.



Your Partner for Surgical Weight Loss

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- Enjoy peace of mind knowing you'll be treated by a board-certified surgeon with advanced training in laparoscopic surgery who has performed more than 500 bariatric procedures.
- Get ongoing encouragement and education from our professional team and our support group before and after surgery.
- Learn to identify your triggers for overeating and how to deal with them in new ways with the help of our board-certified psychiatrist.
- Learn healthy eating habits from a dietitian who will work with you before and after surgery.
- Let our insurance advisors guide you through the complex process of insurance coverage and finances.

Surgical Weight Loss Options +

Are You a Candidate? +

Benefits & Risks of Bariatric Surgery +

Getting Started +

Content Marketing



Why Sponsor a Space Jump?



MISSION TO THE EDGE OF SPACE

THE WORLD'S BIGGEST JUMP



EXPLORE THE MISSION



THE TEAM



FAI CONFIRMS RECORDS



f Like 854k

t Tweet 28.8K

+1 13k

BLOG UPDATES / PROGRESS AS IT HAPPENS

04 FEB 2013 12:53

31 DEC 2012 22:07

SONIC BOOM

RED BULL STRATOS MERCHANDISE

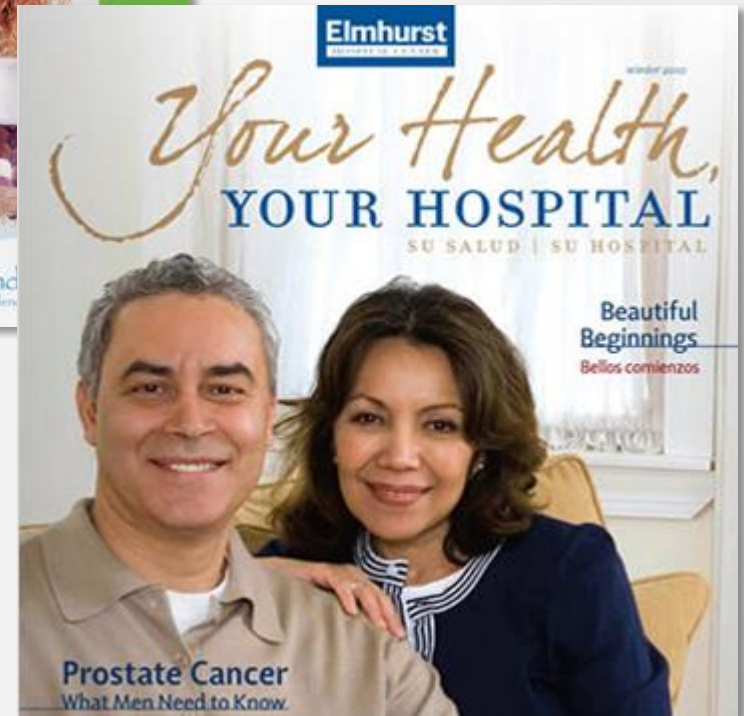
FINAL DATA RELEASED

RED BULL STRATOS RELEASES FINAL DATA FROM BAUMGARTNER'S SUPERSONIC FREEFALL

[CLICK HERE](#)

**Content Marketing is Becoming
the Publisher Rather Than the
Advertiser**

This is Content Marketing!



Tweet it: #GEOLIVE

GEONETRIC®

**Stop Talking About
Yourself...**

**And start talking about potential
patients' interests.**

Start with the End in Mind



The “Content” in Content Marketing

- Blogs
- Podcasts
- Videos
- Whitepapers
- eBooks
- Infographics
- Social media
- Webinars
- Magazines
- Pamphlets
- Infomercials
- TV news spots
- Ask the doc newspaper column
- Events (sometimes)

Welcome to Healthy Helen's Blog

Brought to you by Pella Regional Health Center



FEB 27, 2014

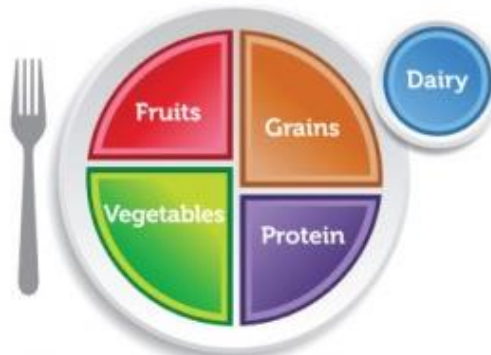
Posted by **Helen** in **Diabetes, Nutrition** | **0 Comments**

Portion Size Matters

[Send](#) [Like](#) Be the first of your friends to like this.

Portion size can be a big problem for me. I think it is for many people. Have you been to a restaurant lately? It's crazy how much food they'll give you. Ugh. But the real issue I have at home is going back for seconds. That's my real weakness. I have to make a very concerted effort at mealtime to eat what is on my plate and stop there.

The serving size on a food label is not a suggested amount of food to eat. It is a quick way of letting you know the calories and nutrients in a certain amount of food. The serving size may be more or less than the amount that you should eat, depending on your age, weight, gender and activity level.



PORTION SIZE MATTERS

About Me



I'm Healthy Helen and I work in Public Relations at Pella Regional Health Center. I work with amazing people who do amazing things every day, and it's my job to tell people about it. The tricky part is that I'm fictitious--not just one person, but many. Not sure about that one? No worries. Keep checking back and I'm sure we'll all catch on soon enough!

Stay Connected



Categories



You are here: [Home](#) / [Diet & Nutrition](#) / Milk choice may not help child weight management

Milk choice may not help child weight management

By: [Sarah Scroggins](#)

Posted on:

March 22, 2013

With:

[Comments \(6\)](#)

Health Topics:

[Diet & Nutrition](#)

[Fitness & Wellness](#)

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The American Academy of Pediatrics and the American Heart Association

health enews FEED

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Dieting and Nutrition

with Jaclyn Sprague

next edition of
AdvocateLive

Friday, April 5
11:30 a.m.

[learn more](#)

Recent Posts



Milk choice may not help child weight management

March 22, 2013 // [Comments \(6\)](#)



Autism diagnoses soaring among children

March 22, 2013 // [Comments \(0\)](#)



LNO Breast Cancer Event



LNO Health & Wellness Event



LNO Health & Wellness Event



LNO Breast Cancer Event

Map Content to the Consumer Buying Cycle (Bariatric Surgery)



Bariatric Content

- Scannable, bulleted text
- Accordions
- Bolder presentation of “Free Informational Seminar”
- Prominent presentation of related links



Content Governance

Measure

- How will we measure success?
 - Setting priorities
 - Put tools in place
 - Establish a schedule



Update

- Adhere to the plan
 - Web writing/delivery standards
 - Editorial schedule
 - Roles and responsibilities



Archive

- How will you retire content?
 - Editorial schedule establishes plan and priorities
 - Use measurements to help make decisions
 - Work inside technical/CMS requirements and restrictions
 - Searchable and accessible by the right people



This Isn't Easy



Tweet it: #GEOLIVE

Image Credit: Library of congress

Questions?

Contact Ben:

800.589.1171

Ben.Dillon@geonetric.com

www.Geonetric.com

Geovoices.com

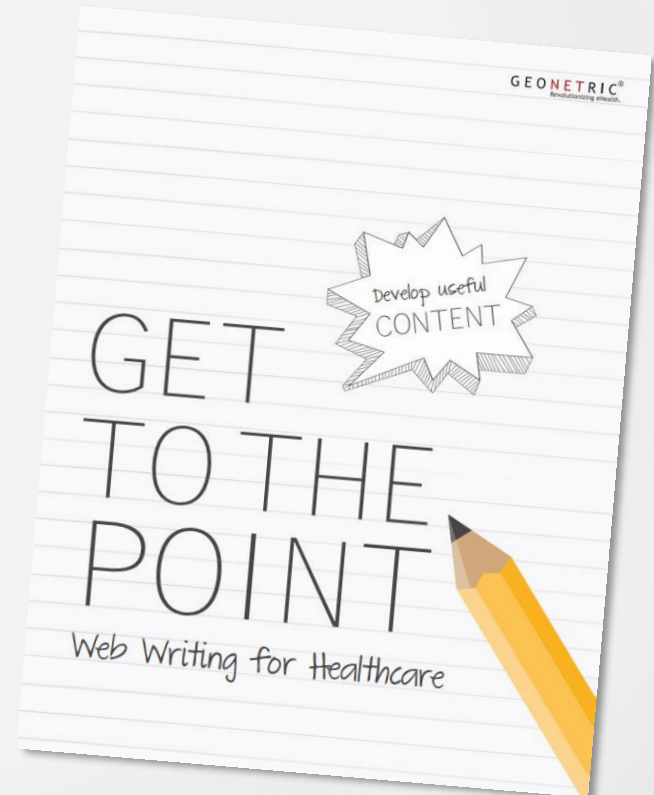
[@benatgeo](https://twitter.com/benatgeo)

[Pinterest.com/benatgeo](https://www.pinterest.com/benatgeo)



eBooks & Whitepapers Available

Fill out the survey at the end of the webinar and we'll send them your way!



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