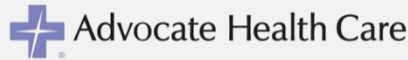


Web Writing for Healthcare Marketers

Content Best Practices

Geometric Clients



Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our webinar archive within 48 hours
- Please take the post-webinar survey which will appear at the conclusion of the webinar
- Follow along on Twitter using the #Geonetric hashtag

Today's Presenter



Jill J. Jensen | Content Director

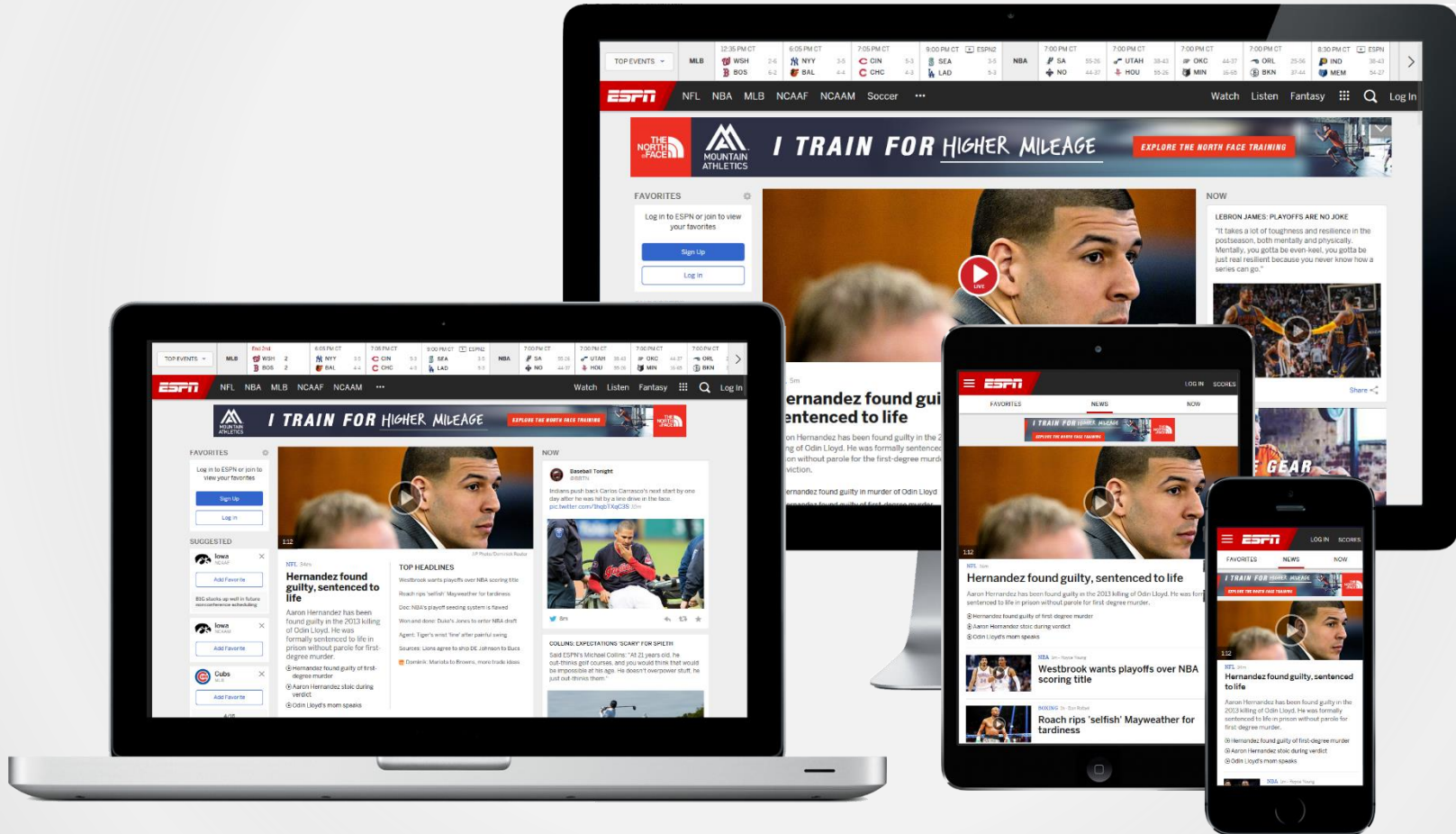
- Helps clients tell their stories through clear and memorable copy
- She's a ruthless editor
- Has more than 35 years of experience across every medium

Web Writing for Healthcare Marketers

Content Best Practices

NO Content
Website

Content for a Multiscreen World



Social = Customer-Driven



Angie's list.

Quick Tour | FAQ | In the Press | Articles

Home :

How it works

More than 2 million households use Angie's List to find high quality service companies and health care professionals in over 700 categories.

[Join Now](#)

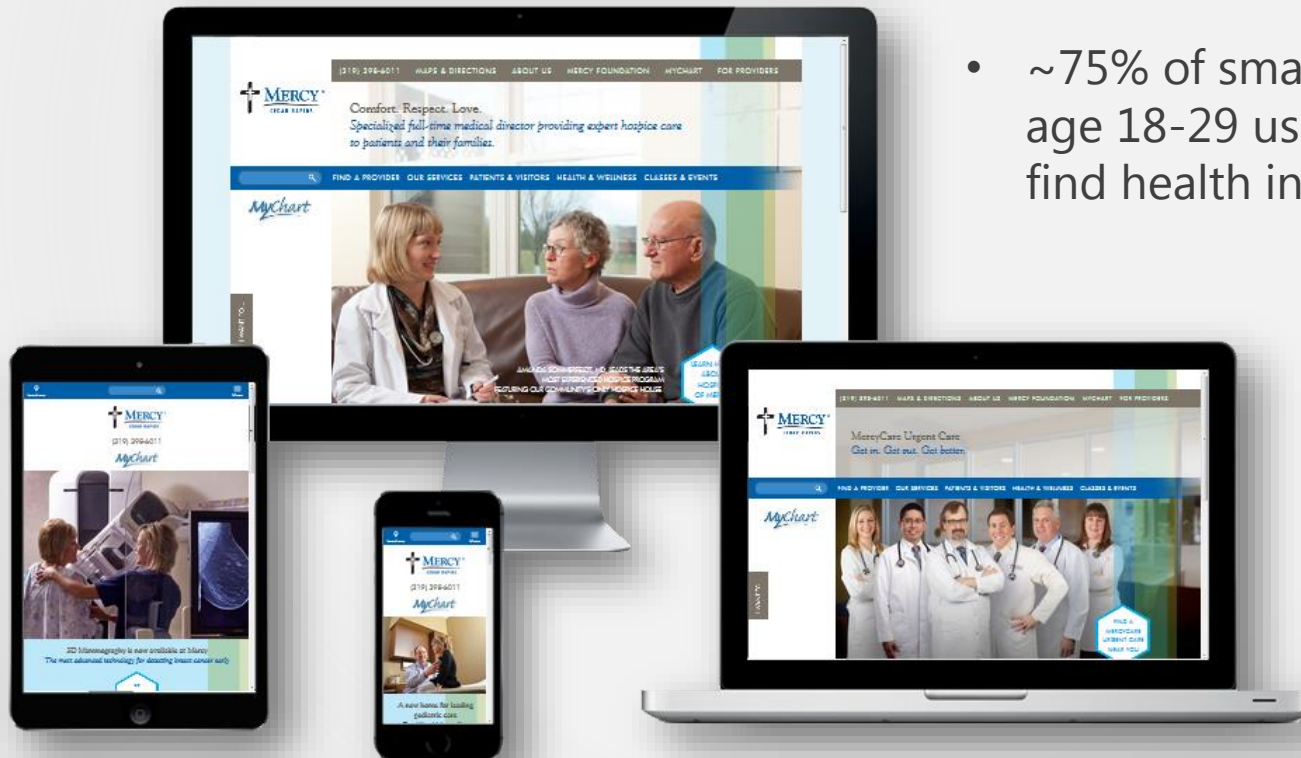
Best of Yelp: San Francisco

Category	Rank	Business Name	Reviews
Health & Medical	1	Hollywood Walk-In Clinic	258 reviews
	2	Lasik Eye Center	265 reviews
	3	Paul C Lee, MD	114 reviews
	4	Your Laser Skin Care	91 reviews
	5	Universal Family Wellness Clinic	48 reviews
Restaurants		11,563 reviewed	
Food		9,038 reviewed	
Nightlife		2,662 reviewed	
Shopping		12,251 reviewed	
Bars		1,628 reviewed	
American (New)		850 reviewed	
Breakfast & Brunch		530 reviewed	
Coffee & Tea		1,929 reviewed	
Beauty & Spas		8,588 reviewed	
Home Services		9,223 reviewed	
Automotive		3,324 reviewed	
Local Services		4,184 reviewed	

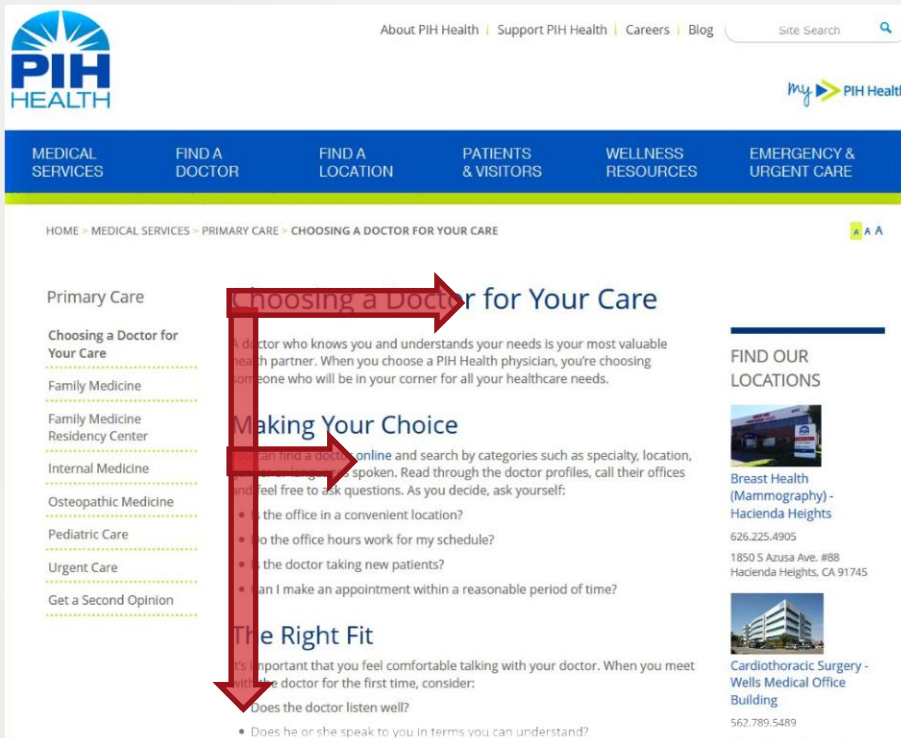
User-Focused Content for All

In the last year:

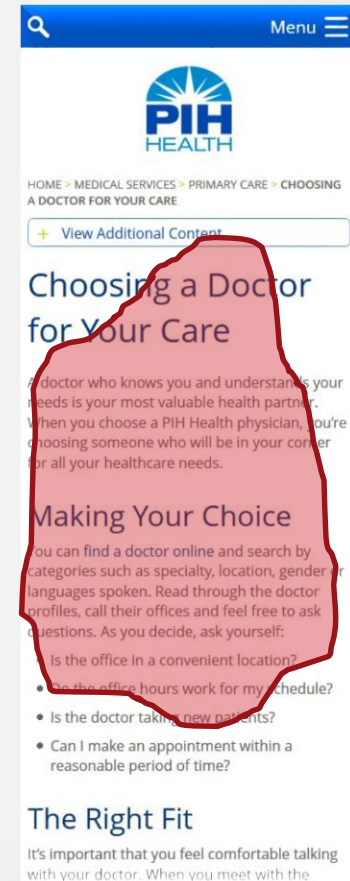
- ~60% of all smartphone owners looked up medical information
- ~75% of smartphone owners age 18-29 used their phones to find health information



How People Read Web Pages



Desktop



Mobile

Long Copy Works—If It's Good



Trust your heart and vascular care to the experienced medical professionals at Adventist HealthCare. From diagnosing chest pain and abnormal heart rhythms to opening blocked arteries and repairing leaky heart valves, you'll find the expert [cardiovascular services and treatments](#) you need close to home.

CONDITIONS WE TREAT

No matter where you live in the Washington, DC metro area—Rockville to Takoma Park and across the Beltway—you can rely on Adventist HealthCare to treat the full range of heart and vascular conditions, such as:

- **Acute coronary syndrome (ACS)** – Chest pain and obstruction of coronary arteries, which may lead to heart attack
- **Atrial fibrillation and arrhythmias** – Heart rhythm disorders
- **Congestive heart failure** – Inability of the heart to maintain adequate blood flow throughout the body
- **Heart tumor** – Unusual growths in the heart
- **Heart valve conditions** – Malfunctions of the aortic, mitral or tricuspid valves that regulate the flow of blood through the heart
- **Vascular blockages and conditions** that affect circulation in arteries, veins and blood vessels

SERVICES WE OFFER

Expect top-quality care for your heart and circulation system at Adventist HealthCare. Our board-certified cardiologists, electrophysiologists, interventional radiologists and cardiothoracic/vascular surgeons work together to deliver comprehensive, award-winning heart and vascular care that includes:

- [Accredited Chest Pain Centers](#) – Recognized nationally as first in Maryland and Montgomery County to deliver quick response for emergency heart-related situations at Adventist hospitals in Rockville and Takoma Park
- [Diagnosis and testing](#) – Advanced tools and technology to assess your heart or vascular condition

Inverted Pyramid

Start with your conclusion

Make headings meaningful

Use one concept per paragraph

Start paragraphs with your main point

Use a scan-friendly layout

Scan-Friendly Layout

Use visual cues to directly support scanning

- Short paragraphs of text
- More headings and subheads
- Bulleted lists, where appropriate
- **Bold** or *italic* text, in moderation
- Captions for images, charts, media elements
- Accordion or tab containers to make longer content accessible

Content with Visual Cues

midwest orthopedic
SPECIALTY HOSPITAL

- Headings
- Subheads
- Bold text
- Bulleted lists



ORTHOPEDIC SURGERY

If you or your child need musculoskeletal surgery, turn to Midwest Orthopedic Specialty Services to get care from some of the nation's top orthopedic surgeons. Stay close to home while benefiting from doctors who have collectively performed more orthopedic surgeries than physicians at any other health facility in Wisconsin.

RELATED HEALTH RESOURCES

- [Anatomy of a Joint](#)
 - [Arthritis Diagnosis](#)
 - [Arthroscopy](#)
- [View all Resources »](#)

Our skilled surgeons teach doctors around the country how to perform several advanced procedures, which means you can trust us to help you get back to the life you love.

SURGEONS TREAT YOU WITH RESPECT

Your surgeon at Midwest Orthopedic Specialty Services will treat you and your loved ones as friends. When you ask questions, you'll get complete, understandable answers - delivered with respect and compassion. You'll receive tailored treatment from a doctor who thoroughly knows your medical history, concerns and goals. We partner with you throughout your journey to recovery and help you feel encouraged, comfortable and supported.

YOUR SURGICAL OPTIONS

No matter what surgical procedure you need, choose Midwest Orthopedic Specialty Services for expert care of your [ankles](#), [feet](#), [hips](#), [knees](#), [hands](#), [wrists](#), [elbows](#), [shoulders](#) or [spine and neck](#).

We'll rely on minimally invasive [arthroscopic](#) techniques whenever possible to minimize pain and speed your recovery. Take advantage of:

- [Joint restoration](#) - Uses innovative techniques to restore function while preserving your joint
- [Joint replacement](#) - Eases pain by exchanging arthritic joints for artificial implants
- [Fusion procedures](#) - Reduces discomfort by fusing the ends of bones that meet at a painful joint
- [Pediatric surgery](#) - Treats orthopedic conditions and injuries in children



Content with Visual Cues

Medical Services Find a Doctor Patients & Visitors Health & Wellness Classes & Events Quality & Safety

Mary Greeley MEDICAL CENTER MyChart Login Search

Contact Us Careers About Mary Greeley Maps & Directions

Home > Patients & Visitors > Amenities for Patients & Visitors


Patients & Visitors
Patient Information
Amenities for Patients & Visitors
Gift Shop & Cheer Cards
Cheer Cards
Cafeteria & Room Service
Overnight Lodging
Spiritual Care
Pet Therapy
Art Program
Billing, Financial Assistance & Insurance
Construction Project

Amenities for Patients & Visitors

When you're a patient at Mary Greeley Medical Center, both you and your visitors get our personal, expert attention and care.

▶ Patient Rooms

Among the key features of Mary Greeley's new patient tower are the generously sized patient rooms, which provide more space for care providers, as well as for families. In each room there is a separate area designated for a comfortable sleeper sofa for family members who wish to stay overnight.




A patient room in the new patient tower at Mary Greeley Medical Center.

- Phones: Cellular phones are allowed within the medical center, although they cannot be used within five feet of medical equipment in use. Local phone service is provided free of charge.
- Wireless Internet: Free Wi-Fi is available throughout the medical center as "mgmcpbublic." This is a free service for patients and guests to enhance your stay and time at Mary Greeley.
- Cable Television: Check out our [cable TV channel listings](#), which include patient education programming as well as a relaxation channel, combining peaceful scenes of nature with beautiful music designed to enhance your healing environment.

Cheer Cards

Let a patient know you're thinking of them by sending a [Cheer Card!](#) Cheer cards are fun, easy to personalize and free. Browse our Cheer Cards and brighten someone's day.



Gift Shop

Looking for something special for a loved one at Mary Greeley? Our [gift shop](#) has many comforting items available, including fresh flowers, balloons, and stuffed animals. Visit us near the hospital main entrance, next to Burgie's Coffee & Tea Company or call us at 515-239-2190.

Get well soon

I want to...

Captions for images, charts, media

Video transcripts

Content with Visual Cues

The screenshot displays the Pella Regional Health Center website. The header includes the logo, navigation links (My Pella Health Patient Portal, About, Classes, Maps & Directions, Contact, Careers), a search bar, and main menu items (Find A Doctor, Services, Health Topics, Patients & Visitors). The main content area is titled "Women's Tests & Imaging" and includes a breadcrumb trail: Home > Services > Women's Health in Central Iowa > Women's Tests & Imaging. A sidebar on the left contains a menu with items like "Women's Health in Central Iowa", "Women's Tests & Imaging", "Gynecology Services", "Pregnancy & Birth in Central Iowa", and "Request an Appointment". Three red arrows point to these menu items. The main content features a section for "Women's Tests & Imaging" with a paragraph of text and an image of a waiting room. Below this is a section for "Women's Imaging Center" with a paragraph of text and a list of services: "Digital Mammography", "Breast Ultrasound", and "Bone Density Screening". A "Request a Physician Appointment" button is visible on the right. A vertical green bar on the right edge says "Take me to...".

Women's Health in Central Iowa

Women's Tests & Imaging

Gynecology Services

Pregnancy & Birth in Central Iowa

Request an Appointment

Home > Services > Women's Health in Central Iowa > Women's Tests & Imaging

Women's Tests & Imaging

Find the full range of women's health-related diagnostic tests, regular screenings and medical imaging procedures at Pella Regional Health Center. From Pap smears and pelvic exams to mammograms and bone density scans, you benefit from comprehensive [gynecology services](#) and women's tests and imaging services close to home.

Women's Imaging Center

A generous donation from Pella Corporation created the Women's Imaging Center at Pella Regional Health Center. When you arrive for services, you'll enjoy its calming, tranquil environment, designed to help you feel relaxed and comfortable while getting your mammogram and other diagnostic imaging services.

- Digital Mammography +
- Breast Ultrasound -
- Bone Density Screening +

Helping You Navigate the Insurance Maze

Request a Physician Appointment

Learn more about women's health services and review your options with a primary care provider who specializes in women's care at Pella Regional Health Center.

Request a Physician Appointment

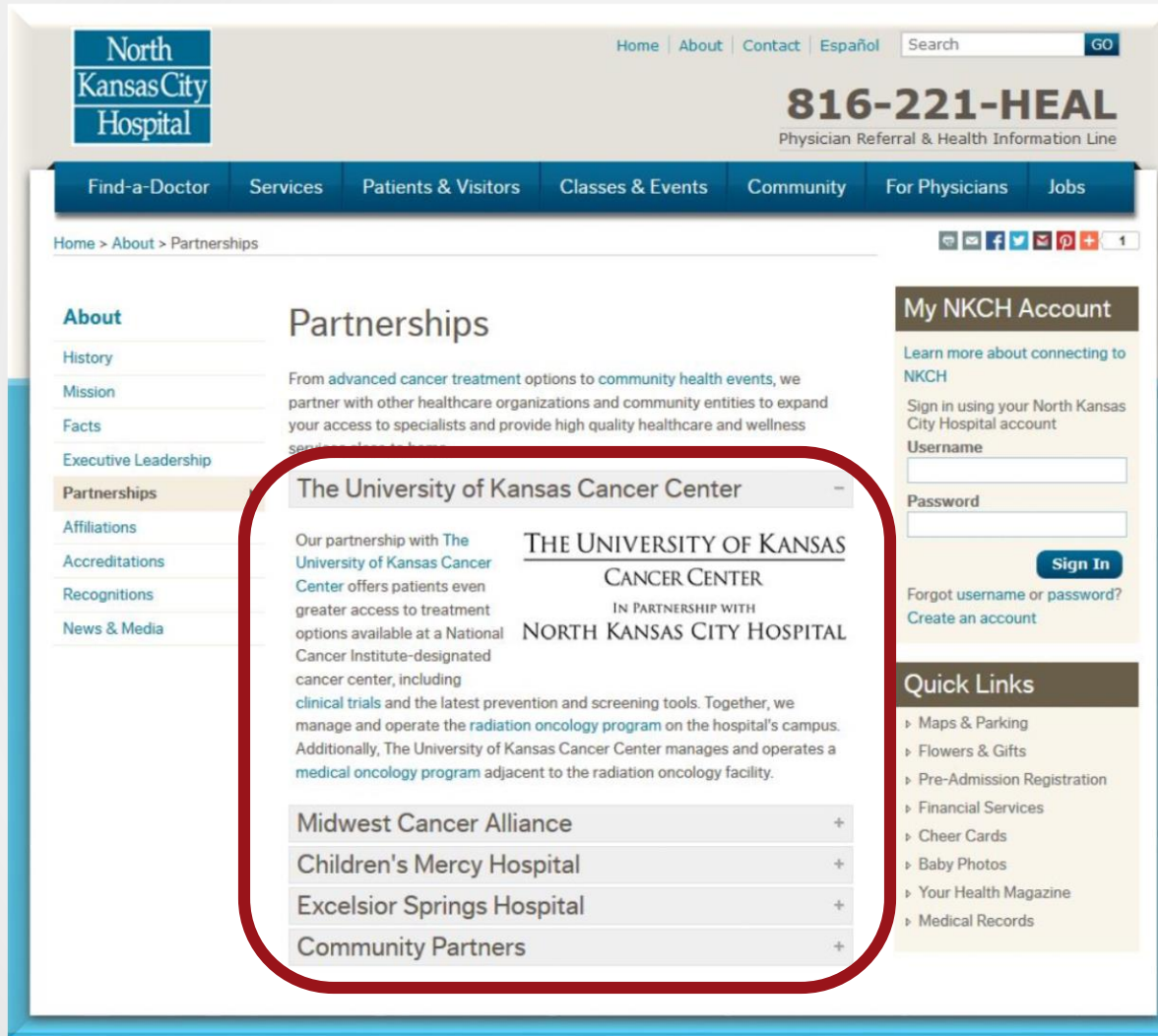
Related Doctors

- Dale Lensing, MD, FACOG
- Joseph Coleman, MD, FACOG

Take me to...

Short paragraphs

Content with Visual Cues



Accordion or tab containers

Calls to Action

Attention-grabbing, engaging, visually powerful items on your pages that direct users to the desired action

Find A Cardiologist



Search for a Cone Health affiliated cardiologist in the area.

[SEARCH NOW](#)

ARE YOU MAN ENOUGH?

Sign-up Now!



Time to Test Your Ticker.™



Schedule Your Heart Scan Today

Quick. Painless. Only \$50.

Web Writing Best Practices

Good Web Content

Helps people find you



Drives visitors to action



Web Writing Best Practices

1. Focus on the user
2. Keep it simple
3. Make it easy to take action



What's in it for me?

How will your services help me?

How will you make my life easier?

83

Percentage of patients or prospects who visit hospital websites before booking their appointment

Focus on the User

Web Writing Best Practices

1. Focus on the user

- Write in second person
- Visualize your audience
- Define key messages
- Give users what they want
- Help users achieve their goals
- Use a conversational tone
- Limit medical jargon
- Define/explain acronyms and brand names



user-centric writing

**focuses on the benefits
of your product or service,
not the features**

What do
users
want to know?

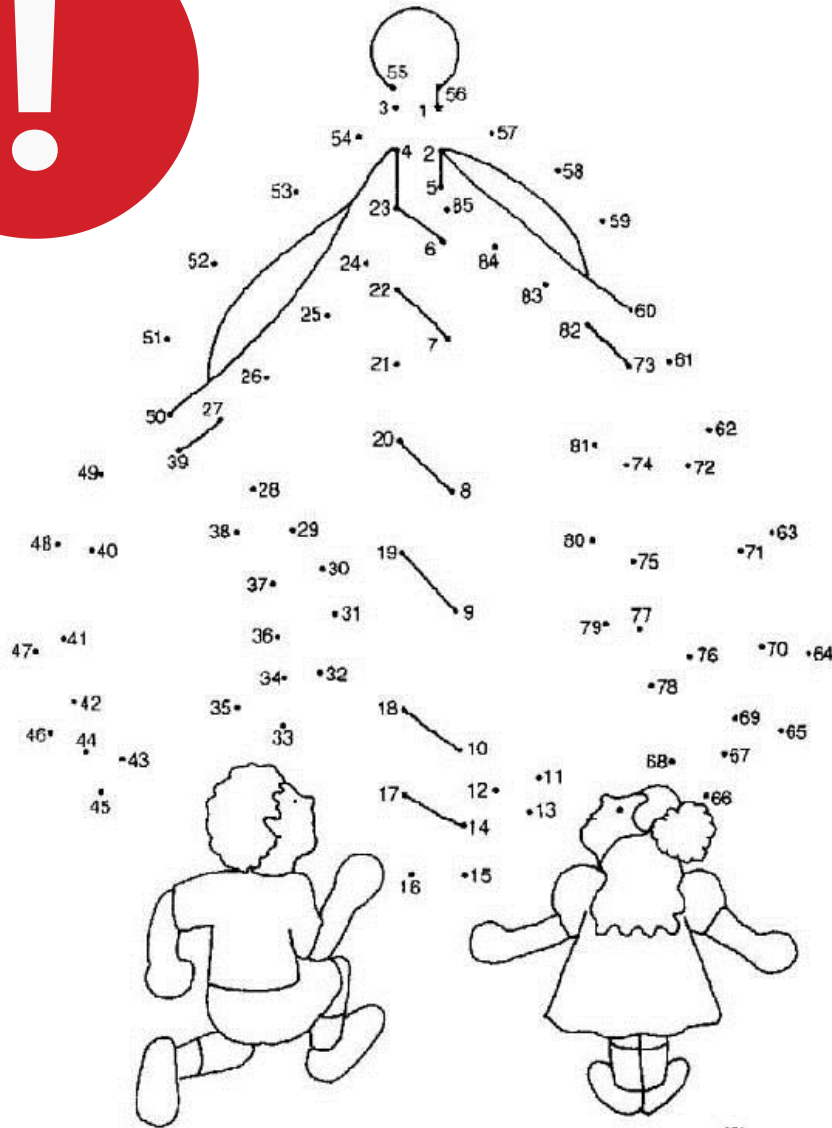
What do
you want or
need users to
know?

What should
users
do next?

Ask yourself...



So What?



We offer minimally invasive total knee replacement.



So what?

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



So what?

You'll experience less pain and scarring, and you'll recover faster.

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

So
what?

Your expert surgeons **use** a small incision, affecting less tissue around your knee, so you **experience** less pain and scarring. That means you'll **enjoy** a quicker recovery and get back to the activities you love sooner.

We have a Mission: Lifeline Gold Receiving Quality Achievement Award.



So what?

We have a high standard of care for patients presenting with STEMI.



So what?

If you or a loved one experience a heart attack, you'll get the expert, top-quality treatment you need quickly.

When you or a loved one **experience** symptoms of a heart attack, you can **trust** your care to the cardiac experts at Benefit Health System.

So
what?

You'll get the fast, top-quality treatment that **saves lives.** That's because your heart health team **meets or exceeds** national standards for heart attack care—
recognized when we received the 2015 Mission: Lifeline Gold Receiving Quality Achievement Award.



Original Copy

User-Centric Copy

The American Heart Association recognizes this hospital for achieving 85 percent or higher composite adherence to all Mission: Lifeline STEMI Receiving Center Performance Achievement Indicators for consecutive 24-month intervals and 75 percent or higher compliance on all Mission: Lifeline STEMI Receiving Center quality measures to improve the quality of care for STEMI patients.

When you put your heart in our hands, you'll get the fast, high-quality, life-saving care you need for severe heart attack. You can trust our experience and attention to your treatment. Our efforts are recognized by a **Mission: Lifeline Gold Receiving Quality Achievement Award** from the American Heart Association.

Keep It Simple

Web Writing Best Practices

2. Keep it simple

- Scan-friendly
- Lead with the main message
- Break it up
- Use headings and subheads
- Make it concise

Short, Concise Web Writing

- Gets to the point
- Uses easy-to-understand words and phrases
- Covers only one topic per paragraph
- Includes subheads to help readers scan
- Uses active verbs and an active voice

Passive vs Active Voice

Passive Voice

There is conflicting data about the effectiveness of avoiding certain food allergens during pregnancy (e.g. peanuts). Your doctor can provide you with personalized advice about whether you should avoid such foods based on your medical history as well as the medical history of your child's biological father.

Active Voice

Information about the benefits of avoiding certain food allergens—like peanuts—during pregnancy remains unsettled. Ask your doctor for advice about what's best for you, based on the medical histories of you and your child's biological father.

Make It Easy To Take Action

Web Writing Best Practices

3. Make it easy to take action

- Use trigger words
- Keep it online whenever possible
- Build more online forms
- Take advantage of dynamic content
- Add multimedia and social media
- Include a call to action (CTA) on every page

Call to Action

The screenshot shows the Pella Regional Health Center website. The top navigation bar includes links for 'My Pella Health Patient Portal', 'About', 'Classes', 'Maps & Directions', 'Contact', and 'Careers', along with a search bar. Below this is a secondary navigation bar with 'Find A Doctor', 'Services', 'Health Topics', and 'Patients & Visitors'. The main content area is titled 'da Vinci® Robotic-Assisted Surgery' and includes a breadcrumb trail: 'Home > Services > Surgery in Central Iowa > da Vinci® Robotic-Assisted Surgery'. A sidebar on the left lists various surgical procedures. The main text describes the benefits of da Vinci surgery. A red-bordered box highlights a 'Request a Physician Appointment' button. Below this is a section for 'da Vinci® Procedures at Pella Regional Health Center' with tabs for 'General Surgery', 'Gynecologic Surgery', and 'Urologic Surgery'. A list of related doctors is shown on the right, including Heidi Close, MD, Joseph Coleman, MD, FACOG, Russell Bandstra, MD, Joe Galles, MD, and Benjamin Beecher, MD. A vertical green bar on the right side of the page says 'Take me to...'. The footer of the page features the GEONETRIC logo.

Pella Regional Health Center


My Pella Health Patient Portal | About | Classes | Maps & Directions | Contact | Careers | Search

Find A Doctor | **Services** | Health Topics | Patients & Visitors

Home > Services > Surgery in Central Iowa > **da Vinci® Robotic-Assisted Surgery**

da Vinci® Robotic-Assisted Surgery

When you consider general surgery or procedures for gynecologic or urologic conditions, your surgeon may recommend da Vinci® robotic-assisted surgery at Pella Regional Health Center. We were one of the first in central Iowa to offer this minimally invasive approach that means you benefit from less pain and scarring, smaller incisions, a shorter hospital stay and quicker return to the life you love.



Request a Physician Appointment

Review your health care options with your primary care physician or a surgeon at Pella Regional Health Center.

Request a Physician Appointment

Take me to...

Surgery in Central Iowa

Surgical Procedures

da Vinci® Robotic-Assisted Surgery

- Gallbladder Problems?
- da Vinci® Robotic Gynecologic Surgery
- da Vinci® Robotic Hysterectomy
- da Vinci® Robotic Prostatectomy
- Prostatectomy Risk Factor Review
- General Surgery
- Preparing for Surgery
- Day of Surgery
- Tour Our Surgical Area
- Request Appointment

da Vinci® Procedures at Pella Regional Health Center

General Surgery | Gynecologic Surgery | Urologic Surgery






Robotic-assisted techniques may be used for a wide range of [general surgery](#) procedures, including:

- [Gallbladder removal \(cholecystectomy\)](#)
- Lower colon restrictions
- Nissen [fundoplication](#) treatment for GERD ([gastroesophageal reflux disease](#))

Is da Vinci Surgery Right for Me?

Ask your doctor whether you're a candidate for da Vinci robotic-assisted surgery or any other surgical procedure. Together, you and your doctor will come to a decision that best fits your specific

Related Doctors

-  [Heidi Close, MD](#)
-  [Joseph Coleman, MD, FACOG](#)
-  [Russell Bandstra, MD](#)
-  [Joe Galles, MD](#)
-  [Benjamin Beecher, MD](#)

GEONETRIC®

Call-to-Action Placement

Desktop

Palos Community Hospital

Search

Patient Portal
Your Health Information

Contact Us | Careers | Maps & Directions | Palos Medical Group

Medical Services | Find a Doctor | Patients & Visitors | Classes & Events | Emergency & Immediate Care

Medical Services

Rehabilitation Therapy Services

- Immediate Back Pain Relief
- Rehab Treatments & Therapy
- New Patient Questionnaire

Home > Medical Services > Rehabilitation Therapy Services

Rehabilitation Therapy Services

Our inpatients, outpatients and Home Health patients benefit from the care of our multidisciplinary staff of physical, occupational and speech therapists who take a team approach to rehabilitative care.

At Palos, we believe we provide more than a series of movements or exercises - we offer personalized, cost-effective treatment and educational assistance designed to support your needs and goals while teaching skills necessary to self-manage your condition long after you complete our program.

Our multidisciplinary care team provides specialized, individual care for patients of all ages, disabilities and

Schedule An Appointment
Call (708) 923-5050 to schedule an appointment for physical rehabilitation with Palos Community Hospital.

Upcoming Events

- May 19 Tuesday**
Preparing for Your Total Joint Replacement
10:00 AM - 11:00 AM
- May 21 Thursday**
Preparing for Orthopaedic Surgery
10:00 AM - 11:00 AM

More Events >

Call Today
Call (708) 923-5050 to schedule your appointment at any of our convenient locations.

Mobile

Search

Menu

Palos Community Hospital

Home > Medical Services > Rehabilitation Therapy Services

View Additional Section Content >

Rehabilitation Therapy Services

Our inpatients, outpatients and Home Health patients benefit from the care of our multidisciplinary staff of physical, occupational and speech therapists who take a team approach to rehabilitative care.

At Palos, we believe we provide more than a series of movements or exercises - we offer personalized, cost-effective treatment and educational assistance designed to support your needs and goals while teaching skills necessary to self-manage your condition long after you complete our program.

Our multidisciplinary care team provides specialized, individual care for patients of all

Call Today
Call (708) 923-5050 to schedule your appointment at any of our convenient locations.

Call-to-Action Placement

Desktop

The desktop screenshot shows the Pella Regional Health Center website. The main content area is titled "da Vinci® Robotic-Assisted Surgery". It includes a sidebar with navigation links, a main text block with an image of a surgical procedure, and a "Request a Physician Appointment" button. A vertical green bar on the right side of the main content area contains the text "Take me to..." with a red arrow pointing to the mobile view.

My Pella Health Patient Portal About Classes Maps & Directions Contact Careers Search

Find A Doctor Services Health Topics Patients & Visitors

Home > Services > Surgery in Central Iowa > da Vinci® Robotic-Assisted Surgery

da Vinci® Robotic-Assisted Surgery

When you consider general surgery or procedures for gynecologic or urologic conditions, your surgeon may recommend da Vinci® robotic-assisted surgery at Pella Regional Health Center. We were one of the first in central Iowa to offer this minimally invasive approach that means you benefit from less pain and scarring, smaller incisions, a shorter hospital stay and quicker return to the life you love.

Request a Physician Appointment
Review your health care options with your primary care physician or a surgeon at Pella Regional Health Center.

Request a Physician Appointment

Take me to...

Mobile

The mobile screenshot shows the website adapted for a smaller screen. The "Request a Physician Appointment" button is highlighted with a red rounded rectangle. The text "doctor's recommended procedure. Then, our Advocate will estimate your actual cost and work with you to find the best method of payment." is visible above the button.

doctor's recommended procedure. Then, our Advocate will estimate your actual cost and work with you to find the best method of payment.

Meet with a Patient Advocate

Request a Physician Appointment
Review your health care options with your primary care physician or a surgeon at Pella Regional Health Center.

Request a Physician Appointment

Related Doctors

- Heidi Close, MD
- Joseph Coleman, MD, FACOG
- Russell Bandstra, MD
- Joe Galles, MD
- Benjamin Beecher, MD

Sample Web Page Structures

Sample Web Page Structures

- Page header/title that's descriptive but not too long
- Short introductory paragraph of one or two sentences

Structure **1**

- Use subheads above each brief paragraph of text
 - Subheads serve as high-level guides through the page content

Structure **2**

- Create bulleted list of important points; no more than one item or sentence per bullet
 - Limit bulleted lists to 6 or 7 points

Sample Structure 1

The screenshot shows a healthcare website page for Radiation Treatment & Therapy. At the top left is the PIH Health logo. To the right are navigation links: 'About PIH Health | Support PIH Health | Careers' and a 'Site Search' box. Below this is a blue navigation bar with links: 'MEDICAL SERVICES', 'FIND A DOCTOR', 'FIND A LOCATION', 'PATIENTS & VISITORS', 'WELLNESS RESOURCES', and 'EMERGENCY & URGENT CARE'. The main content area has a breadcrumb trail: 'HOME > MEDICAL SERVICES > CANCER CARE > RADIATION TREATMENT & THERAPY'. On the left is a vertical sidebar with 'I WANT TO' and icons for various services: Cancer Care, Radiation Treatment & Therapy (highlighted), Cancer Surgery, Chemotherapy, Biotherapy & Infusion, Complementary Medicine, and Cancer Support Services. The main content features three sections: 'Radiation Treatment & Therapy' with a paragraph describing the treatment, 'Accredited Radiation Center' with a paragraph about accreditation, and 'Advanced Radiation Therapy' with a paragraph about the center's capabilities. A 'HEALTH LIBRARY' section on the right includes an image of a bookshelf and a link to explore health conditions. The page also includes social media icons and a font size selector.

Narrative
with
subheads

Sample Structure 2

The screenshot shows a website page for "Stroke Warning Signs & Symptoms". At the top left is the "PIH HEALTH" logo. To the right are navigation links: "About PIH Health", "Support PIH Health", "Careers", and "Blog". A search bar labeled "Site Search" is also present. Below these is a "my > PIH Health" logo. A blue navigation bar contains links for "MEDICAL SERVICES", "FIND A DOCTOR", "FIND A LOCATION", "PATIENTS & VISITORS", "WELLNESS RESOURCES", and "EMERGENCY & URGENT CARE". The breadcrumb trail reads "HOME > MEDICAL SERVICES > EMERGENCY CARE > STROKE WARNING SIGNS & SYMPTOMS". On the left, a sidebar lists "Emergency Care" with sub-links: "Heart Receiving Center", "Heart Attack Symptoms", "Stroke Receiving Center", "Stroke Warning Signs & Symptoms" (highlighted), and "Coming to the ER". The main content area features the title "Stroke Warning Signs & Symptoms" followed by two paragraphs of text. The first paragraph explains that a stroke occurs when a blood vessel in the brain is blocked or bursts, leading to brain damage. The second paragraph states that brain damage can begin within minutes and that quick treatment can help limit damage. Below this is a section titled "Stroke Symptoms" with a bulleted list of seven symptoms. To the right of the text is a "HEALTH LIBRARY" section with an image of a library and the text "Explore health conditions, treatments and procedures." At the top right of the page content area are three accessibility icons (A A A).

HOME > MEDICAL SERVICES > EMERGENCY CARE > STROKE WARNING SIGNS & SYMPTOMS

Emergency Care

- Heart Receiving Center
- Heart Attack Symptoms
- Stroke Receiving Center
- Stroke Warning Signs & Symptoms**
- Coming to the ER

Stroke Warning Signs & Symptoms

A stroke occurs when a blood vessel in the brain is blocked or bursts. Without blood and the oxygen it carries, part of the brain starts to die. The part of the body controlled by the damaged area of the brain can't work properly.

Brain damage can begin within minutes. That's why it's so important to know the symptoms of stroke and to act fast. Quick treatment can help limit damage to the brain and increase the chance of a full recovery.

Stroke Symptoms

Symptoms of a stroke happen quickly. A stroke may cause:

- Sudden numbness, tingling, weakness or loss of movement in your face, arm or leg, especially on only one side of your body
- Sudden vision changes
- Sudden trouble speaking
- Sudden confusion or trouble understanding simple statements
- Sudden problems with walking or balance
- A sudden, severe headache that is different from past headaches

HEALTH LIBRARY

Explore health conditions, treatments and procedures.

Brief introduction with bulleted list

Content/SEO Connection



Write for real people.



Google

[Web](#) [Images](#) [News](#) [Videos](#) [Books](#) [More](#) [Search tools](#)

About 12,200,000 results (0.21 seconds)

Brain Tumor - mayoclinic.org
 Ad www.mayoclinic.org/
 4.8 ★★★★★ rating for mayoclinic.org
 Mayo Clinic -- Treating thousands of brain tumor patients annually.
 Mayo Clinic ranked #1 hospital in 2014 – US News
 Mayo Clinic has 444,220 followers on Google+
[Request an appointment](#) [Disease & Treatment Info](#)
[Connect with others](#)

Brain Tumors - cancercenter.com
 Ad www.cancercenter.com/ (800) 392-0555
 Targeting Brain Tumors With Our Advanced Treatments & Technology.
 Brain Cancer Symptoms - Types Of Brain Cancer - Risk Factors

Learn about Brain Tumors - Brain Tumor FAQs & Symptoms
 Ad www.abc2.org/BrainTumors
 Brain Tumor Types & Statistics.
 Fight brain tumors - Fight brain cancer - Get informed - Donate online
 The Story of ABC2 - FasterCures Innovator - How We Fund

Brain Tumors (Benign and Malignant): Symptoms, Causes ...
www.webmd.com/cancer/brain-cancer/brain-tumors-in-adults WebMD
 No one knows what causes brain tumors; there are only a few known risk factors that have been established by research. Children who receive radiation to the ...

Brain Tumor: Symptoms, Surgery, Types, and Treatment
www.medicinenet.com/brain_tumor/article.htm MedicineNet
 Brain tumor symptoms include headaches, nausea or vomiting, balance and walking problems, mood and personality changes, memory problems, and ...
 The symptoms of a brain tumor - Patient Comments - What is the brain?

Brain tumor - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/Brain_tumor Wikipedia
 A brain tumor or intracranial neoplasm occurs when abnormal cells form within the brain. There are two main types of tumors: malignant or cancerous tumors ...
 ICD-9: 191, 225.0 ICD-10: D33

Brain Tumor Symptoms | American Brain Tumor Association
www.abta.org/brain-tumor/sympto American Brain Tumor Association

Brain tumor
[About](#) [Symptoms](#) [Treatments](#)

A cancerous or noncancerous mass or growth of abnormal cells in the brain.

Common
 200K to 3M US cases per year

Medically treatable
 By a doctor or professional

Consult a doctor for medical advice
Sources: Mayo Clinic and others. [Learn more](#)

[More about this condition](#)

[Feedback](#)


Ads

Symptoms of Brain Tumors
www.cityofhope.org/
 (855) 268-7917
 Call City of Hope: One of America's Best Hospitals for Cancer Treatment

Brain Tumor Symptoms
www.braintumor.org/
 Possible Brain Tumor? Learn About Brain Tumor Symptoms and Diagnosis.

Brain Tumor Types
www.akidsbraintumorcure.org/
 PLGA Foundation: Learn more about primary brain tumor types.

What Causes Brain Cancer



CMS/VitalSite SEO Tools

Search & Findability

SEO Tip
Create a descriptive Page Title

HTML Page Title
Recommendation: 10-70 characters

Wellness Program

16/128

SEO Tip
Add a Description summarizing this content

Description
Recommendation: 30-160 characters

Benefit Health wellness programs promote healthy living for the mind, body and soul. We offer fitness classes, personal trainers, nutrition services and more.

158/160

Keywords
Used only by VitalSite's on-site search

wellness, health, fitness, personal trainer, nutrition, weight management

Include in Public Search

Include in SmartPanels

Content Layout Navigation Taxonomy Permissions Custom HTML

Wellness Programs

/community/ wellness-programs

Image Properties

Alternate Text

Class -- Not set --

Insert

HTML Page Title

- Create as single line of text ~60 to 70 characters
 - First 40 characters must describe page topic; titles may be shortened in navigation menus and search results
- Start title with most descriptive words; helps users choose your page from search results list
- Title should make sense out of context
- Avoid starting with generic term ("Welcome to") or an article ("The")
- Give each page a unique title
- Pages about same topic can start with same words but should end with words unique to page

HTML Page Title

Appears at top of browser windows, in applicable tabs, in search results pages and in external websites

A screenshot of a search results page for Cone Health. A red arrow points from the left towards the search results. The page content includes:

Cone Health - Cone Health - Greensboro, NC
www.conehealth.com/ ▾ Moses Cone Health System ▾
Cone Health is a not-for-profit network of healthcare providers serving people in Guilford, Forsyth, Rockingham, Alamance and Randolph counties.

Careers Careers At Cone Health. Cone Health Nurse Cone Health is a ...	The Moses H Cone Memoria... The Moses H. Cone Memorial Hospital is the largest and most ...
Pay Your Bill Online Pay your Cone Health hospital or physician bill online.	About Us About Cone Health. About Us. Cone Health is a not-for-profit ...
Employees Cone Health employees can access information, training ...	Services Women's Services - Cancer Care - Behavioral Health - ...

[More results from conehealth.com »](#)

Page Description

- Use 155 characters or less—including spaces; different search engines display different number of characters before shortening
- Write as “storefront” text for your page
- Put all identifying information **first**; follow with important words and terms
- Clearly inform users about what to expect from page; avoid hype, buzzwords or misleading information
- Needs to make sense when read out of context

Page Description

```
<meta name="description" content="Cone Health is a not-for-profit network of healthcare providers serving people in Guilford, Forsyth, Rockingham, Alamance and Randolph counties." />
```

[ConeHealth - Cone Health - Greensboro, NC](#)

www.conehealth.com/

Cone Health is a not-for-profit network of healthcare providers serving people in Guilford, Forsyth, Rockingham, Alamance and Randolph counties.

[Careers](#) - [Employees](#) - [Pay Your Bill Online](#) - [Services](#)

Page Description

Get nationally recognized joint replacement care for knees, hips and other joints at Benefit Hospital, part of Benefit Health System in Cedar Rapids, Iowa.

No Page Description?

Search engines arbitrarily select text from the page

The image shows a screenshot of the LewisGale Regional Health System website. A search engine snippet is overlaid on the top right, showing the title "LewisGale Regional Health System - Salem Roanoke Pulaski ..." and the URL "lewisgale.com/home/index.dot". The snippet text reads: "LewisGale Regional Health System offers many educational opportunities to help you on your way to better health. Most community education events are free, ...". A red circle highlights the text "LewisGale Regional Health System offers many educational opportunities to help you on your way to better health. Most community education events are free, ..." in the main content area of the website, which is a direct match to the search engine snippet. The website content includes the LewisGale logo, navigation links, a main banner for LewisGale Hospital Pulaski, and a section for "Events & Classes" with a video player for "Breast Cancer Awareness: Mammograms and Early Detection are Key Factors According to Dr. Williams".

Image ALT Tag

Describes image for screen readers, blind users, anyone with accessibility needs, search crawlers and those who turn off images

- Be accurate and truthful; match image and text
- Be concise; use only a few words
- Avoid phrases like "image of ... " or "picture of ... "
- Avoid keyword stuffing
- Don't use ALT tag if surrounding text contains enough description for assistive devices to understand the image

Image ALT Tag

The image is a screenshot of the Mary Greeley Medical Center website. At the top, there is a blue navigation bar with links for Medical Services, Find a Doctor, Patients & Visitors, Health & Wellness, Classes & Events, and Quality & Safety. Below this is the Mary Greeley Medical Center logo and a MyChart Login button. A search bar is also present. The main content area features a large photograph of a man in a hospital gown sitting in bed, smiling and talking to a golden retriever dog. To the left of the photo is a blue sidebar menu with the heading 'Patients & Visitors' and sub-links for Patient Information, Amenities for Patients & Visitors, Billing, Financial Assistance & Insurance, and Construction Project. To the right of the photo is a 'Hospital Floor Map' section with a map and a link to download it, and a 'Patient Guide' section. A red-bordered box is overlaid on the bottom right of the screenshot, containing text that describes the image as a golden retriever dog comforting a man in bed on the West Tower specialty care floor at Mary Greeley Medical Center in Ames, Iowa.

Golden retriever dog comforts man in bed on the West Tower specialty care floor at Mary Greeley Medical Center in Ames, Iowa.

Link Anchor Text

- Used by site visitors and search engines
- Gives clues about where the link will go and what content will be found on the linked page
- Add information about media format, length, file size

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.

Directory and File Naming

- Use hyphens (-) to separate multiple words; don't use underscores for separators or express as one long word
- Use specific keywords in section and file names; choose main term(s) to help page rank highly in search



The screenshot shows a CMS interface with a horizontal menu of tabs: Content, Layout, Navigation, Taxonomy, Permissions, and Custom HTML. The 'Content' tab is active. Below the tabs is a form with two input fields. The first field contains the text 'Wellness Programs'. The second field contains the URL '/community/wellness-programs'.

Directory and File Naming

Make URLs descriptive and easy to read

Wrong: <http://www.benefithealth.com/diseases/cancer/cancer-services>

Right: <http://www.benefithealth.com/cancer/services>

Make URLs simple and clear; don't load with keywords or repeat keywords

Wrong: <http://www.benefithealth.com/diseases-conditions-treatment-and-symptoms/cancer-radiology-tests/breast-cancer-mammography>

Right: <http://www.benefithealth.com/cancer/mammography>

Avoid abbreviations or acronyms in URLs

W4W Summary

W4W Summary

- Write with inverted pyramid
- Use visual cues for scan-friendly layouts
- Create clear calls to action
- Focus on the user
- Keep it simple and concise
- Make it easy to take action
- Collaborate with your designer to give users the best possible content experience
- Balance narrative pages and bulleted lists
- Make the content/SEO connection
 - Write for real people
 - Create good metadata

Questions?

Geometric Content Resources

Content Guidance @ GeoVoices

- [The Value of Content? PRICELESS!](#)
- [Website Content – Creating the Good Stuff](#)
- [Effortless Content? In Your Dreams.](#)
- [Top Tasks and the Paradox of Choice](#)
- [Measuring Your Content Investment](#)
- [Telling Your Whole Brand Story: System-Wide Approach to Web Content Structure](#)
- [Content that Helps, Not Sells: A Formula for Creating Great Content](#)
- [Four Ways to Get More Out of Your Hospital's Web Content](#)
- [Writing Hospital Service Line Content: Do It Yourself or Call in the Professionals?](#)

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June Webinar: Web Design Trends for Healthcare

Tuesday, June 30
1:00 p.m. CT



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