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## BEST PRACTICES

for creating quality content for your website



### UNDERSTAND YOUR AUDIENCE

Step into the shoes of who you are talking to - what are their demographics and hobbies? Interests and challenges? When you know your audience, you know what type of content you should be creating to best resonate with them.



### OPTIMIZE YOUR CONTENT FOR SEO

Think about how prospective patients will be searching for you and include those keywords in your content. On your site, link various articles to each other so people stick around longer, therefore helping your search rankings.



### KEEP IT SIMPLE

When you are writing quality content that needs to get found, it is best to keep sentences and paragraphs short and digestible. Content that is way too long can be intimidating - make it easy for prospects to read.



### USE LISTS & PARAGRAPH HEADERS

Bulleted and numbered lists are easily digestible for readers and are a great way to break up content on your page. Paragraph headers are also a great way to organize your page and make it easier to see the flow of your page.



### USE THE INVERTED PYRAMID METHOD

Share your most important information first. People spend all of 37 seconds on an article. 37 seconds. So make sure you are putting your most important information upfront to motivate readers to stay for longer.



### LIMIT JARGON

You obviously know a ton about the medical world, but your audience most likely does not. Make sure that you limit your use of jargon and speak in a language your audience understands (see number 1.)



### EDIT YOUR CONTENT

Make sure to review everything on your site - errors look sloppy. Always give your content and your brain a few hours to breathe, and then go back and re-read what you wrote.

Growth Solutions Designed to Transform Your Practice

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