

Web Writing for Healthcare

As a healthcare marketer, you have a responsibility to make sure your website copy engages users and supports site visitors on their patient journey. Make sure your content follows best practices for writing for the web with this helpful infographic.



CHECKLIST

This checklist will help you increase productivity and feel confident your copy meets high marks for quality.



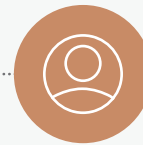
Keep it simple

- 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 anchor 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.