

# Content Template (condition pages)

The structure of each page, whenever possible, should be as follows. The standard name of the condition should be included at least once. Additionally, if the condition has an alternate name, be sure to include that on the page at least once. Aim to include “Columbus” at least once – instead of “central Ohio.”

In general, the ideal total page length should be between 1500 and 2500 words. If this is not achievable based on content available, please aim for at least 500-750 words.

Good example: <https://wexnermedical.osu.edu/kidney-care/acute-kidney-injury>

Good example 2: <https://wexnermedical.osu.edu/weight-management/bariatric-surgery>

## Page structure

Name of condition [page title]

Intro text:

Describe the condition here, including how serious it is, who is most likely to encounter it (when applicable), and how easily it’s treated. {approx. 100 words}. When appropriate include link to higher-level page (e.g. Ear Nose and Throat landing page)

[condition] Causes [h2]

Describe identifiable causes and/or risk factors here. When able, link to relevant wexnermedical.osu.edu pages (e.g. “high blood pressure”).

Other risk factors:

- Cause
- Cause
- Cause
- Cause

Symptoms of [condition name or nickname of condition] [h2]

Explanation of symptoms and how often someone might experience them and to what degree. List them:

- Symptom
- Symptom
- Symptom
- Symptom

Diagnosis of [condition name or nickname of condition] [h2]

Explanation of how and where someone might obtain a diagnosis for this condition. When applicable, list tests:

- Type of test – description
- Type of test – description

- Type of test – description

## Treatment of [condition name or nickname of condition] [h2]

Description of treatment overall, including whether that is medication, surgery and so forth. List options individually:

- Treatment – description
- Treatment – description
- Treatment – description

You may include how successful treatment is likely to be.

### \*\*\*OPTIONAL FIELD\*\*\*

## Why Choose Ohio State for [condition name] treatment? [h2]

**When to use this section:** Should only be used if Ohio State is truly distinctive in this area. Example: ECMO for heart failure at Ohio State is one of only a few options in the Midwest.

**When not to use this section:** Should not be used condition is fairly common and treatment options are fairly standard/routine. Example: Concussions, ear infections, etc. If not used, work in local modifiers (Columbus) into other content throughout the page.

**How to use this section:** If deemed appropriate, follow the below content example:

List unique skills/expertise/experience, including certifications and rankings where applicable.

Example: “The vascular surgeons at Ohio State have extensive experience with traditional open repair of abdominal aortic aneurysms, including repair of complex cases. We also are expert at minimally invasive repairs, and have experience in the use of all of the available stent graft technologies available to treat a wide variety of aneurysms. Our participation in national clinical trials helps direct the development of the next generation of stent grafts for the treatment of aneurysms.”